

Mobile Marketing

Taking your communication to the next level



Introducing a new, highly effective way to reach your alumni

For more than 45 years, Harris Connect has been focused on developing new and better ways for you to build a stronger bond with your alumni. Our most recent innovation, Harris Connect Mobile, helps you relate to your alumni as you never have before.

Why Mobile Marketing?

It's targeted...allowing you to send very specific text messages and push content to select alumni, students, parents or any other affinity partners based on a wide range of criteria.

It's a completely customizable experience...alumni opt-in to your mobile communications program, selecting just the types of messages and information they want to receive from you.

It's cost effective...messages are delivered instantly and at a fraction of the cost of traditional mail and telephone campaigns.

It's relevant and effective...since communications are highly targeted and your alumni have chosen to participate, mobile marketing appeals are far more effective than traditional Web banners.

The result?...Faster response times and a better return-on-investment.

On average, text messages are read and responded to within 4 minutes of receipt.

"A typical U.S. mobile subscriber between the ages of 35 and 44 will now send or receive more text messages, on average, than make phone calls."

What is Mobile Marketing?

Mobile Marketing is an end-user opt-in service that allows you to deliver highly targeted messages and information to your alumni's cell phones and mobile devices. Content can range from sports scores and university news, event announcements, alerts and reminders, to special offers and even advertisements from your partners.

This communication channel has virtually exploded over the last year with the introduction of "smartphones" like the iPhone, Android and others. As a result, people today are using their cell phones and mobile devices for much more than just voice communications including text messaging, accessing the Web as well as downloading games, applications and music. In fact, the use of mobile devices as an information source is being adopted faster than any other new technology previously, including the Internet.

www.harrisconnect.com/mobile
moreinfo@harrisconnect.com

How Mobile Marketing works for you

When you work with Harris Connect's Mobile Marketing platform, you can deploy your messages via SMS, WAP and mobile application, all supporting your brand and institution – giving you one more opportunity to keep your institution "top of mind" with alumni and affinity partners. At 100% opt-in, your constituents tell you exactly what content they want to receive. To further personalize and brand your mobile communications, we give you the ability to incorporate graphics and audio, such as your fight song. There's even an opportunity for you to create new revenue streams through promoting special offers, giving, and selling ad space to your affinity partners.



Mobile Marketing

Taking your communication to the next level

SMS

Text messaging is the simplest and easiest form of mobile marketing to deploy. It's limited to 160 characters, so remember it is a headline not a story. Use it for:

- Alerts/notifications
- News feeds/instant updates (subscriptions)
- Voting and polling
- Sweeps/contests
- Fundraising
- Couponing

WAP Sites

A WAP site enables you to repurpose your existing web content in a format that is readable on a mobile device. Use it for:

- Rich/extended content such as news stories, video, audio, maps and events
- Providing rich content to devices that do not enable applications

Applications

Applications become resident on the user's handset.

- Content can be very dynamic, interactive and delivered in an active or passive fashion to the user.
- Real time, actionable content provides the best user experience.

Mobile Marketing Facts At-A-Glance

More than 60% of cell phone users are already taking advantage of text messaging, and over 75% of these are between the ages of 30 and 49.

What's more, 25% of cell phone users access the Internet on a typical day.

Mobile data and communications activities

Among those who have a cell phone or personal data assistant

	% of cell/PDA users who have ever done this	% of cell/PDA who do this on typical day
Send or receive text messages	65%	43%
Take a picture	66	19
Play a game	27	9
Send or receive email	25	15
Access the internet	25	14
Record a video	19	3
Play music	21	12
Send or receive instant messages	20	10
Get a map or directions to another location	17	3
Watch video	14	3
Have done at least one of the activities	81%	52%
Have done at least two of the activities	65	31
Mean number of activities	3	1.31
Median number of activities	2	1

Source: Pew Internet & American Life April survey conducted from March 26-April 19, 2009. N=2,253. Margin of error is +/- 2. Survey conducted in English.



(Source: Pew Internet Wireless Internet Use Report July 2009)

How you can use Mobile Marketing

By partnering with Harris Connect, you can bring your alumni communications to an entirely new level without the worry of making a significant investment in infrastructure or resources. Specifically, with our Web-based Mobile Marketing platform, you can easily create, manage, target, distribute and track messages and information in real-time. Our easy-to-use content management system streamlines your mobile messaging efforts, giving you the ability to:

- **Establish a Highly Interactive, One-on-One Dialog with Alumni:** Deliver relevant information in a way that's best for your alumni based on

what they tell you they want to know and create content based on specific parameters – keeping them engaged with and connected to your institution in an efficient, cost effective manner.

- **Conduct Surveys and Polls:** Get instant feedback from alumni on any number of topics – from event venues to potential alumni services.
- **Track Results:** With our user friendly, robust reporting tool you have access to instant insight and detail on activity at the individual user level.
- **Generate Revenue:** You can sell advertising space to university partners to offset costs and generate added revenue.

In the end, you'll position your university as a forward-thinking institution while giving your alumni the information they want, when they want it – delivered in the way they prefer.

To learn more about how Harris Connect can help you launch your mobile marketing effort, email moreinfo@harrisconnect.com, call us at 800.326.6600 or visit us at: www.harrisconnect.com/mobile

