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# Setting Up Competitions Through Mobile Marketing

Interacting with customers can be easy with mobile marketing SMS campaigns. It offers customers a chance to win prizes, while companies have the chance to double and triple ad responses.

Set up and running of an SMS campaign is easy. Whether you set up a competition that places keywords on products as Australia Post did, or use a keyword in a series of TV ads like Telstra Shop- all of these competitions can be run using TXT2GET keywords. It is a cost-effective method that requires minimal manual administration and has the potential of doubling and tripling responses to a promotion.

Here is how Sydney's leading talkback radio station, 2UE, used TXT2GET keywords to make their campaign a success. 2UE was able to achieve objectives of audience retention and increase participation using mobile marketing.

2UE gave audiences a chance to win a holiday to Hunter Valley during Food & Wine Month by running the 'Tim Webster Hunter Valley Escape Competition'. The competition was promoted on live radio and published in 13 national and community Fairfax Media publications.

In order to enter the competition, listeners were asked to SMS the keyword 2UE954 and their name to 19 33 33; while readers of the newspapers texted 2UE and their details to the same number.

The flexibility of mobile marketing gave 2UE the ability to use multiple key words and keep track of them by following the real time response reports. In 2UE's promotion, keywords 2UE954 and 2UE were used to differentiate between radio and print responses.

Companies can use multiple keywords and still have all of their responses conveniently streamlined into one system. 2UE was able to determine additional characteristics, behaviors and sources of the audience based on real time response reports.

SMS campaigns are advantageous for the company and consumer. Mobile technology replaces manual administration and the sorting of paper entries. For the customer, the process of entering a competition using SMS is faster and easier than filling out an online entry form.

2UE's Hunter Valley competition received an overwhelming number of responses during the 7 days of the campaign. By the end of campaign over 1000 entries were received. More than double the amount of immediate responses usually generated from short term campaigns.

"We're very happy. It was interesting to see success of live radio reads and the ability to track immediate responses," says Rebecca Coleman, 2UE Promotions Manager, "We also gained great insight into both listeners and readers and their habits by being able to see exactly when they responded. People that texted after seeing the newspaper ads did so on the day the newspaper went to print, but also during the following few days."

This promotional campaign was a success for 2UE. Mobile marketing helped 2UE reach its objectives.

For a practical free trial of a [mobile marketing](http://www.txt2get.com.au) tool, visit - [www.txt2get.com.au](http://www.txt2get.com.au).

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