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# **Network Move Signals Mobile Marketing Influx For Australia**

The Seven Network has disclosed details of a new digital channel, called 7mate. The channel will be the first commercial network in Australia to have three channels. The network hopes to capture the mass male market with its broadcast of the Australian Rules grand final. 7mate will also offer sport, comedy and movies which are all targeted at men ages 16 to 49.

Seven's Director of Programming and Production, Tim Worner, says, "We are after the most elusive demographic in media and we think we've got the offering to get them."

It is expected a wave of new-media marketing will follow the network's move. The narrowed market of the 7mate channel will be advantageous to many businesses, but the ability to interact with that market effectively remains possible with mobile marketing only.

Technological advancements are manoeuvring businesses towards new-media methods of customer interaction. A recent poll by digital marketing agency, Defakto, showed 80% of people believed text provided a quicker response compared to voicemail or email. Mobile marketing company, TXT2GET ([www.txt2get.com.au](http://www.txt2get.com.au)), claims quick responses are generated by automated responses and SMS keywords.

Country Manager of TXT2GET, Andrew Campbell explains, "SMS is an instant response mechanism. It's easy and simple for people to use and that is why you get higher response rates and improved customer experience."

Traditionally, television advertisements have provided customers with limited options should they require more information. 1300 numbers have a reputation of placing customers on hold, while internet access is still unavailable to all- but texting has proved to be simple and convenient. The service encourages viewers to simply text a keyword to 19 33 33 in order to participate in competitions, receive mobile coupons or seek more information. Businesses that have used TXT2GET keywords have been able to double and triple advertising responses.

New marketing strategies are essential with technological advancements. [Text Marketing](#) can increase business interaction with customers. Try out TXT2GET - [Mobile Marketing Australia](#) Free Trial .

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