



How Mobile Marketing Can Work for You

By Anne Heraghty

Here's a new way to use social media to capture minds and hearts.

How do you talk to your clients, donors, and other stakeholders? Do you still know “regulars” by name? Is it getting harder for you to send personalized messages? Nonprofits are beginning to use a creative solution to reach their valued customers: mobile marketing.

Devices such as smart phones offer multiple avenues for interaction through social media connections, on-device apps, and SMS (short message service) text messaging. Together, these communication avenues represent a virtual ecosystem that's perfectly suited for mobile marketing.

One reason mobile communications strategies are so effective is that they provide a sense of urgency and a way to connect through time-sensitive offers. People are captivated by the immediacy and personal nature of mobile communication. You can build on that urge to “do it now” by providing limited-time offers that link directly to your Web site. A few other things you can do:


- **Use people's names and other personalized information** in your communications with them.
- **Build relationships** with donors, prospective donors, and other customers through a simple opt-in process.
- **Introduce a viral element** in the form of offers they can share, helping you gain new donors.
- **Provide people with information and offers that will appeal to them**, based on their preferences.
- **Confirm upcoming appointments** with clients.
- **Keep donors up to date** with the progress of a campaign.

“This virtual ecosystem is perfectly suited for mobile marketing.”

“At-a-glance reporting shows who responded to various offers.”

Even nonprofit leaders who are excited about mobile marketing can't spend all their time working on it. But platforms have been designed for marketing programs that can be quickly created and easily maintained. Using an integrated platform provides multiple channels to reach customers and potential customers, including:

- **downloadable apps** that create an atmosphere of engagement with customers
- **active social media connections** that allow you to go beyond a simple “Like” to sending timely messages such as greetings and birthday wishes
- **SMS text messaging** that lets you send special offers and coupons to customers
- **“refer a friend”** offers
- **Quick Response (QR) codes** that customers can scan to access offers and information
- **pre-set offers** that are automatically sent out at the time you select
- **at-a-glance reporting**, showing who responded to various offers.

Mobile marketing can be incredibly beneficial and is most likely easier than you think. New communication channels open up an opportunity for you to interact with people, whenever and wherever they are, and build solid, enduring relationships with them. 

Anne Heraghty (anne.heraghty@veracitypayments.com) is with the Communications Department of Veracity Payment Solutions (www.veracitypayments.com, 989-464-3229, 888-599-2209), which offers payment technology and solutions to nonprofits and businesses worldwide.