

**62262 - OBAMA MOBILE
EFFECTIVE MOBILE ADVOCACY**

Prepared for NTEN



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Agenda

- **Intro to Mobile**
- **Lessons Learned from Obama**
- **Translating 5 Lessons for Mobile Advocacy**

Intro to Mobile

Fact 1

262,700,000

Mobile phone users in the US. This represents 84% penetration.
It's fair to say that mobile phones are ubiquitous.

Source: CTIA

Fact 2

19,042

Text messages sent or received every second in the U.S. People text more than they call.

Source: CTIA

Fact 3

19.2

Hours per day, on average, that one's mobile phone is within arm's reach of its owner.

Source: Yahoo! Mobile/Nielsen

Fact 4

15.8

Percentage of adults living in Wireless ONLY households in the US. It's a lifestyle that's growing.

Source: CTIA

Fact 5

15 and 60

Text messages are typically read within 15 minutes of receipt and responded to within 60 minutes.

Source: Experian Consumer Research

Fact 6

357 vs. 204

Average number of monthly text messages vs. calls amongst US mobile subscribers. People text more than they call.

Source: Nielsen

Fact 6.1

790 vs. 265

Average number of monthly text messages vs. calls amongst
US mobile subscribers **ages 18-24.**

Source: Nielsen

Fact 6.2

331 vs. 239

Average number of monthly text messages vs. calls amongst
US mobile subscribers **ages 25-34**.

Source: Nielsen

Fact 6.3

236 vs. 223

Average number of monthly text messages vs. calls amongst
US mobile subscribers **ages 35-44.**

Source: Nielsen

Fact 6.4

1,742 vs. 231

Average number of monthly text messages vs. calls amongst
US mobile subscribers **ages 13-17**.

Source: Nielsen

Range of Mobile Options

- Text Messaging
- Mobile Web
- IVR (Interactive Voice Response)
- Downloadable 'personalization' content
- Mobile Applications
- Mobile Video

***Text Messaging, Mobile Web, and IVR are the best options
to reach the broadest possible audience***



QUESTIONS

Obama for America: Lessons Learned



Lesson 1

Seize Control of the Mobile Channel

Seize control of the mobile channel



Seize control of the mobile channel

Connect with Hillary
Get updates on your cell phone.

TEXT "JOIN" TO 77007

Or enter your cell phone number here:

A hand holding a silver flip phone. The phone's screen displays a text message interface with the word "JOIN" in large letters. Above the screen, it says "Write new" and below it, "Continue" and "More".

Seize control of the mobile channel





QUESTIONS

Lesson 2

Build the Opt-In List aggressively

Build the opt-in list aggressively



Build the opt-in list aggressively



Build the opt-in list aggressively



WHO WILL BE
BARACK'S VP?

OBAMA
&
BE THE
FIRST
TO KNOW

Sign up to be the first to know Barack's
running mate via email or text message

TEXT VP TO 62262
OR

SIGN UP

The graphic is a blue rectangular banner with a white diagonal band. At the top, it asks 'WHO WILL BE BARACK'S VP?'. Below this, the Obama campaign logo is shown above the word 'OBAMA'. The white band contains the text 'BE THE FIRST TO KNOW'. Below the band, it says 'Sign up to be the first to know Barack's running mate via email or text message'. The phone number 'TEXT VP TO 62262' is prominently displayed in large white letters, with 'OR' underneath it. At the bottom, there is a red button with the text 'SIGN UP' in white.

Build the opt-in list aggressively



The video player shows Jon Stewart on the set of 'The Daily Show'. He is wearing a dark suit and a patterned tie, sitting at a desk. He is making a hand gesture with his right hand open and palm facing forward, and his left hand pointing towards his chin. The background is a newsroom with blue lighting and computer monitors. A 'COMEDY CENTRAL' logo is visible in the bottom right corner of the video frame.

1:29/5:20 SHARE

The Daily Show With Jon Stewart
Barack Tones
M - Th 11p / 10c

When Barack Obama rolls out his ringtone, Jon breaks out the glowsticks.

Posted: 06/22/2007
Views: 315,781
Thumbs Up

Build the opt-in list aggressively

got hope?

Text HOPE to OBAMA (62262)



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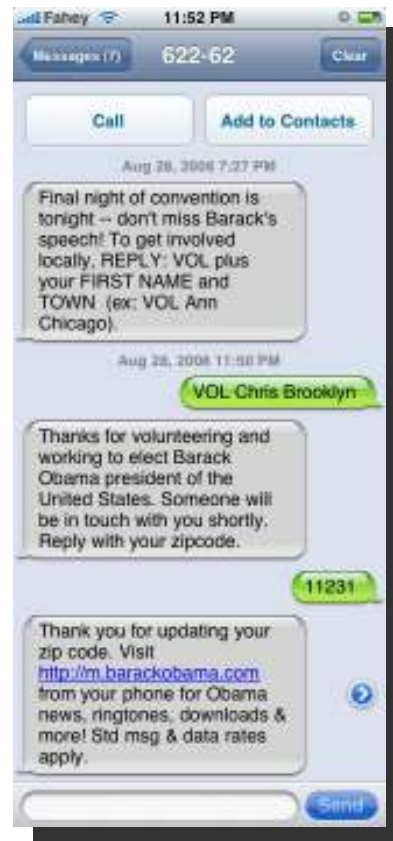


QUESTIONS

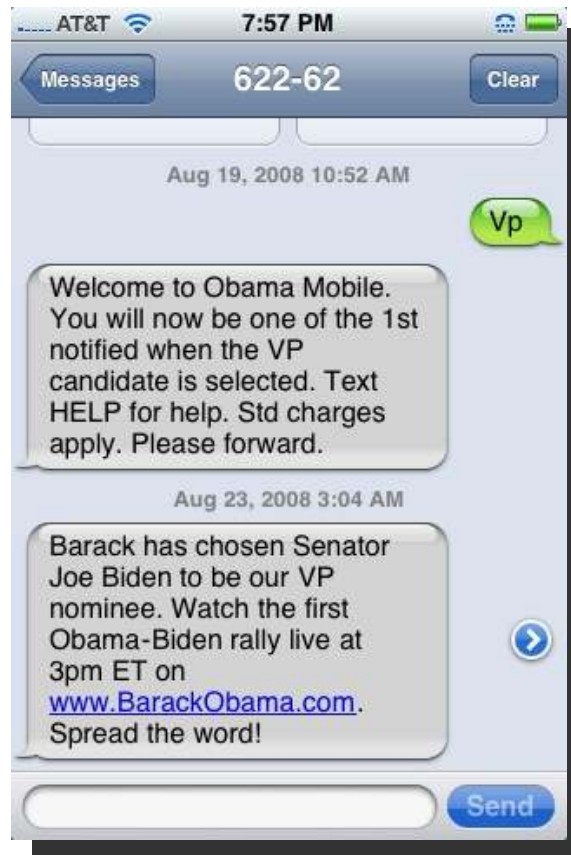
Lesson 3

Build Robust Participant Profiles

Develop robust participant profiles



Develop robust participant profiles



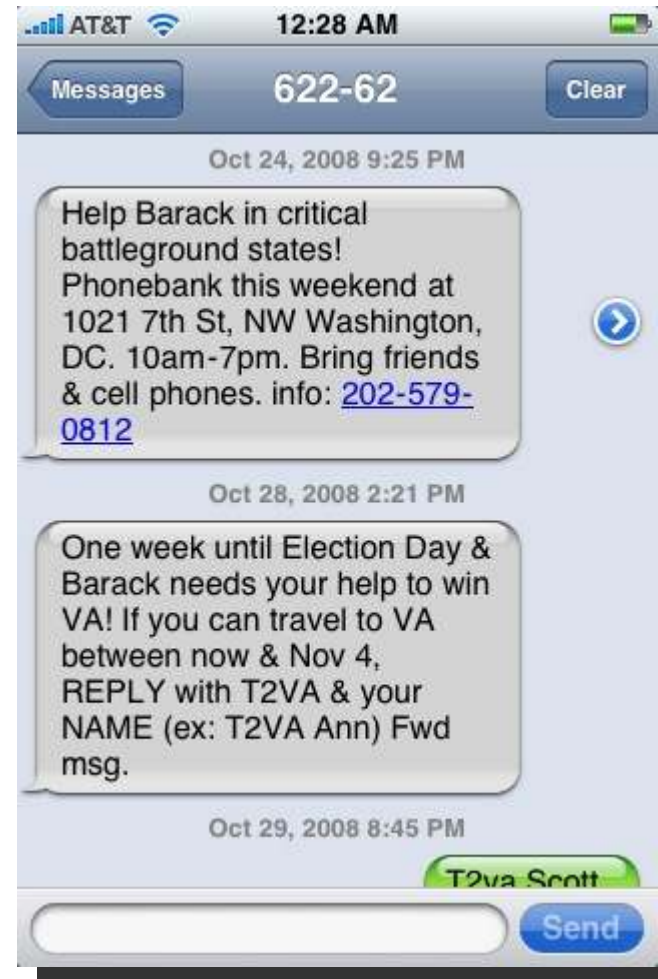
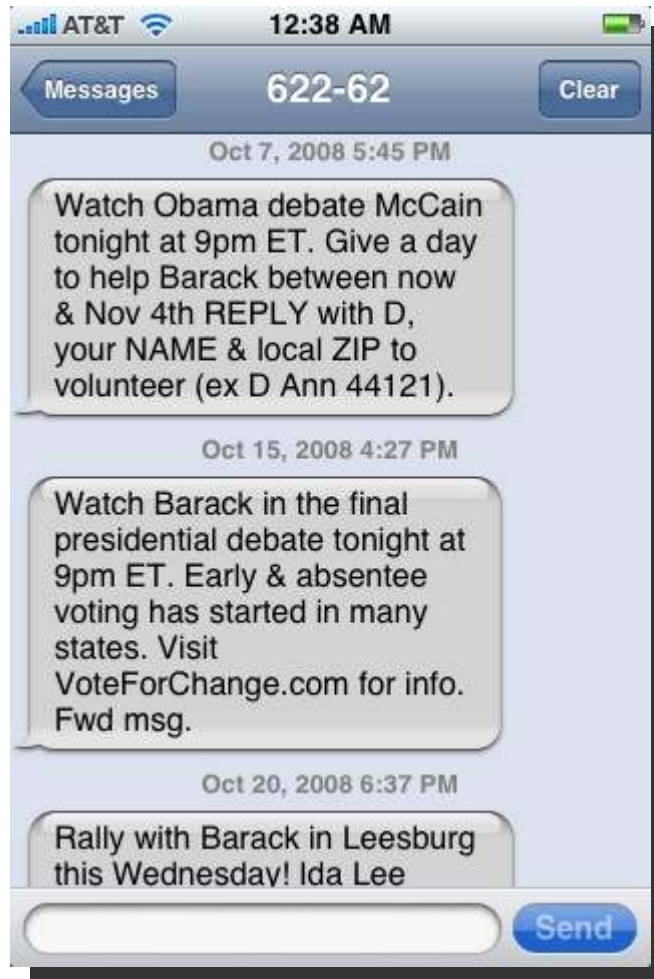


QUESTIONS

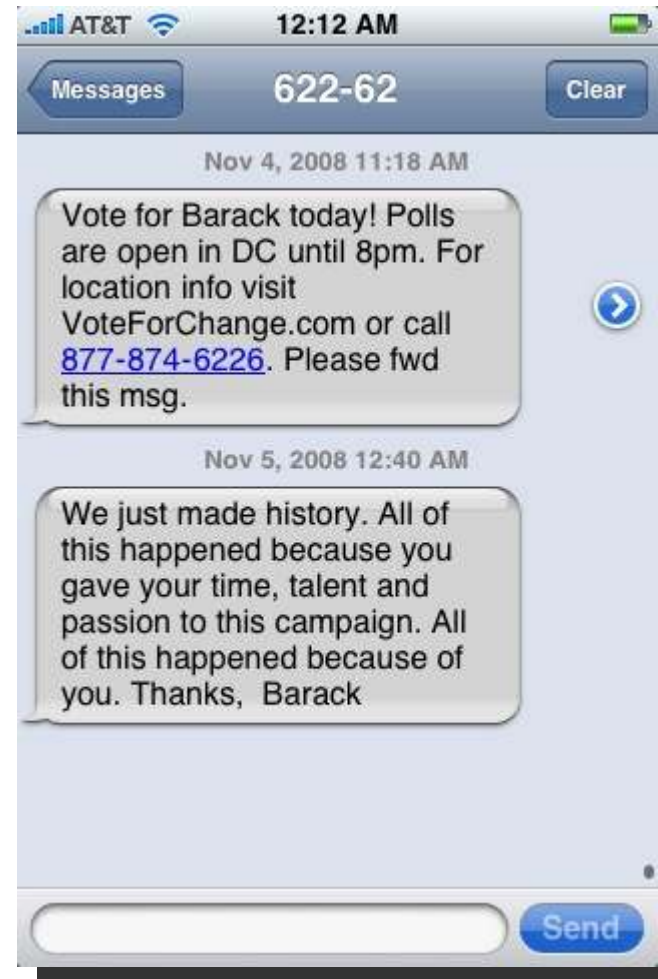
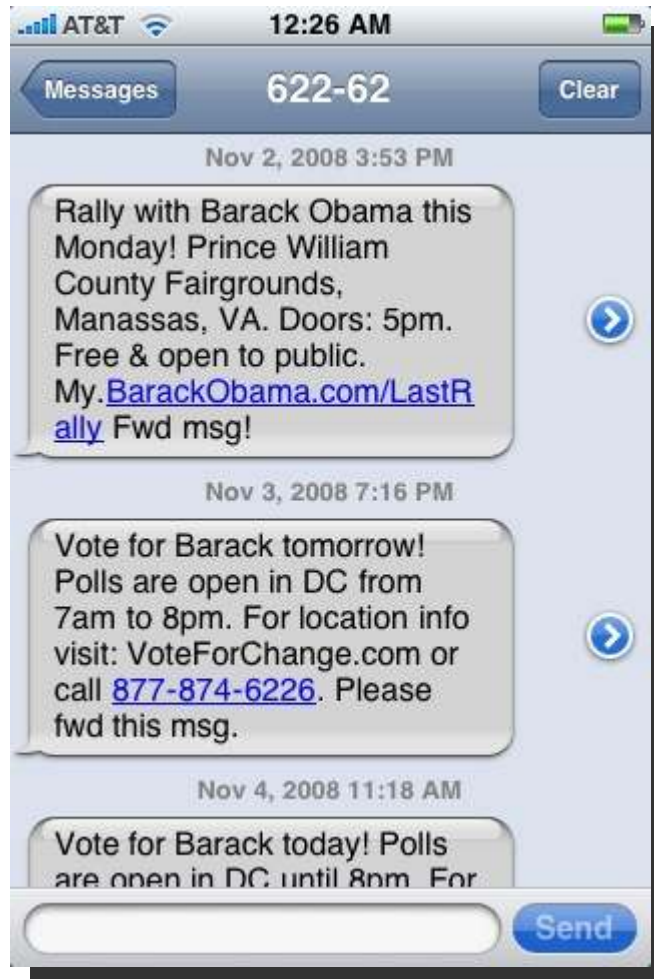
Lesson 4

Optimize Message Frequency

Optimize message frequency



Develop robust participant profiles



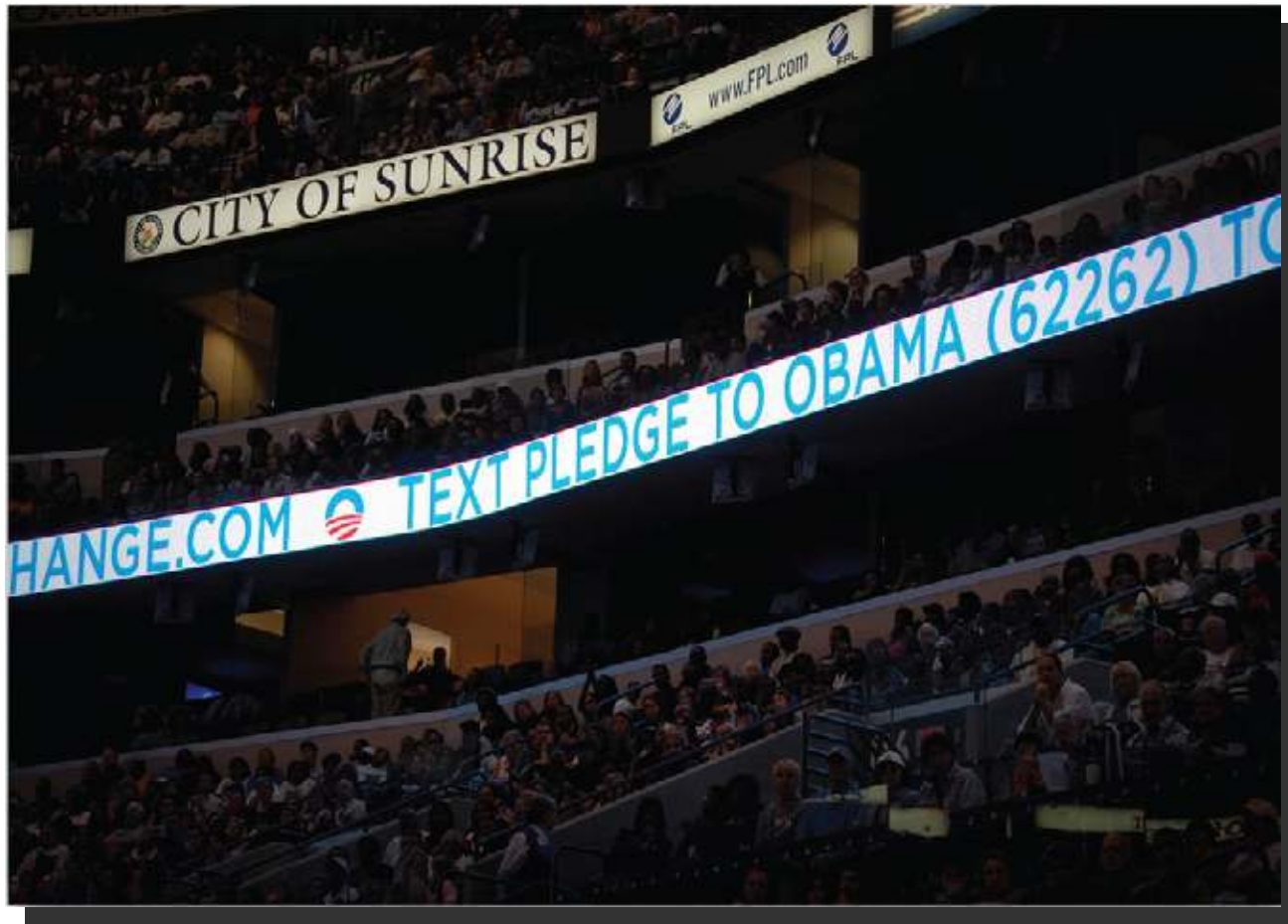


QUESTIONS

Lesson 5

Leverage Mobile's Unique Strengths

Leverage mobile's unique strengths



Leverage mobile's unique strengths





QUESTIONS



MOBILE 4 ADVOCACY

Lesson 1

Invest in a Dedicated Short Code

- Improved user experience
- Branding integrity
- Complete control and no keyword restrictions
- Protection from carrier shut-offs

Lesson 2

Fully Integrate Mobile into Communications

- Think of your shortcode as your “New URL”
- Invest the time and money into building your list
- The number of land lines is shrinking
- Dovetail with print, broadcast, and web
- Talking point for media opps
- Perfect for live events or protests

Lesson 3

Communicate Relevant Information

- Gather additional user information
- Geo-target messages
- Integrate SMS with existing CRM
- Create dialogue through interactive campaigns

Lesson 4

Don't Over-Message

- SMS is not Email
- Use the right tool for the job at hand
- Reserve the channel for time sensitive information
- Use concise calls to action

Lesson 5

Ubiquity ,Interactivity, Immediacy & Impact

- Volunteer coordination
- Protest communications
- Constituent updates
- Advocacy efforts (SMS, IVR & WAP)
- Action alerts
- Member polling and surveys



QUESTIONS

Thank you.



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