



# The MMS opportunity for marketers

Innovative MMS use cases  
for marketing inspiration





# The opportunity

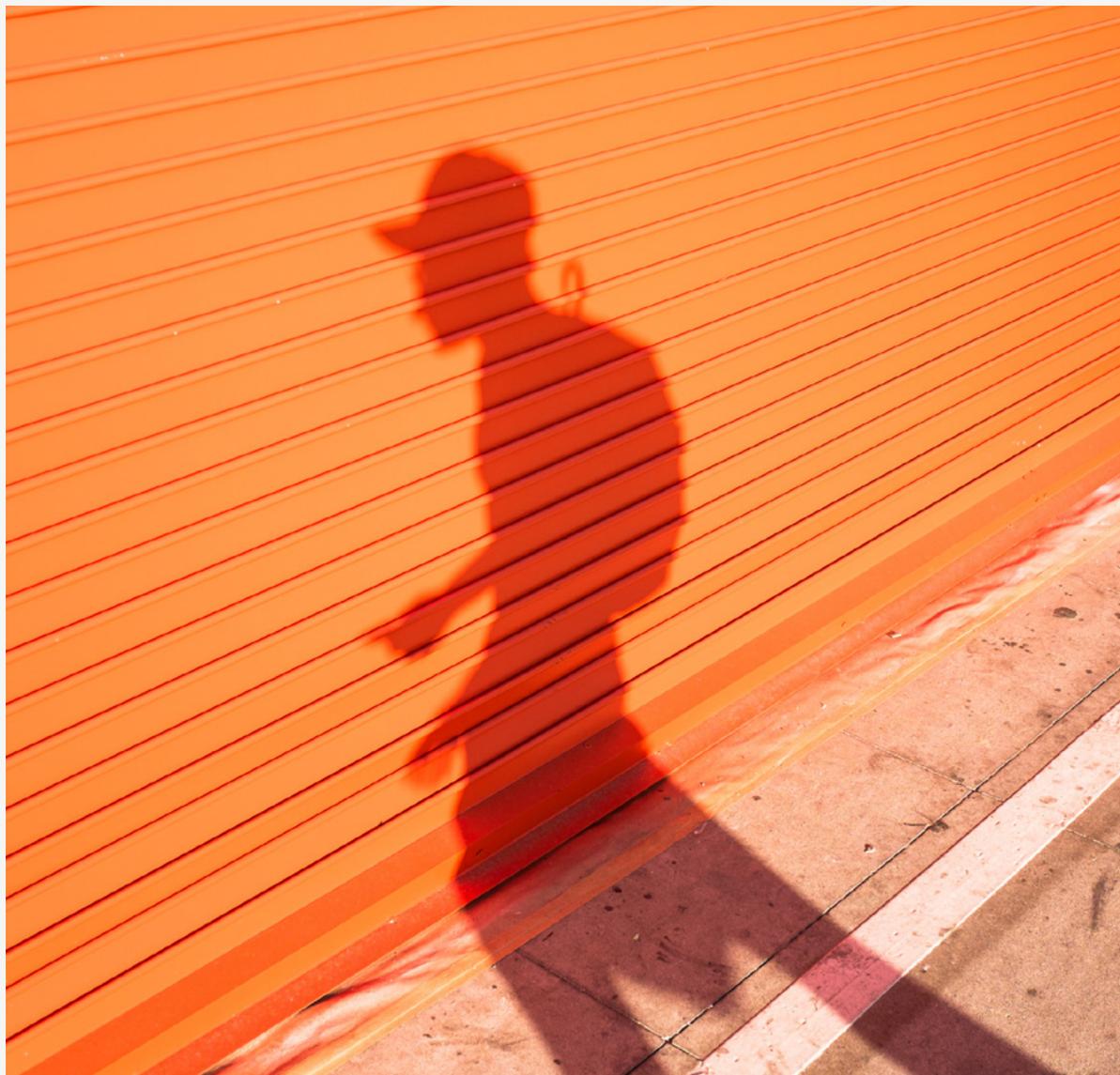
Marketers are no strangers to MMS. They've been using the format for years, and many have nailed the basics. But there's much more to MMS than picture messages. Compared with its sister format SMS, MMS gives you value-add features like:

- Images
- Videos
- GIFs
- Audio clips
- Contact cards
- Subject lines
- More characters
- Web links & previews
- Expiry dates

MMS – AKA multimedia messaging service – has been around since phones looked like bricks. But for a comms channel with such a long history, it has a surprisingly bright future. We've seen MMS traffic in the US shoot up in the past few years...

### **So why is MMS booming?**

The short answer is ROI – in the form of engagement, clicks (or thumb taps) and revenue generated. It's time to (re)introduce this powerful mobile marketing format and explore how brands are using MMS today. Check out these 5 use cases.



# 1

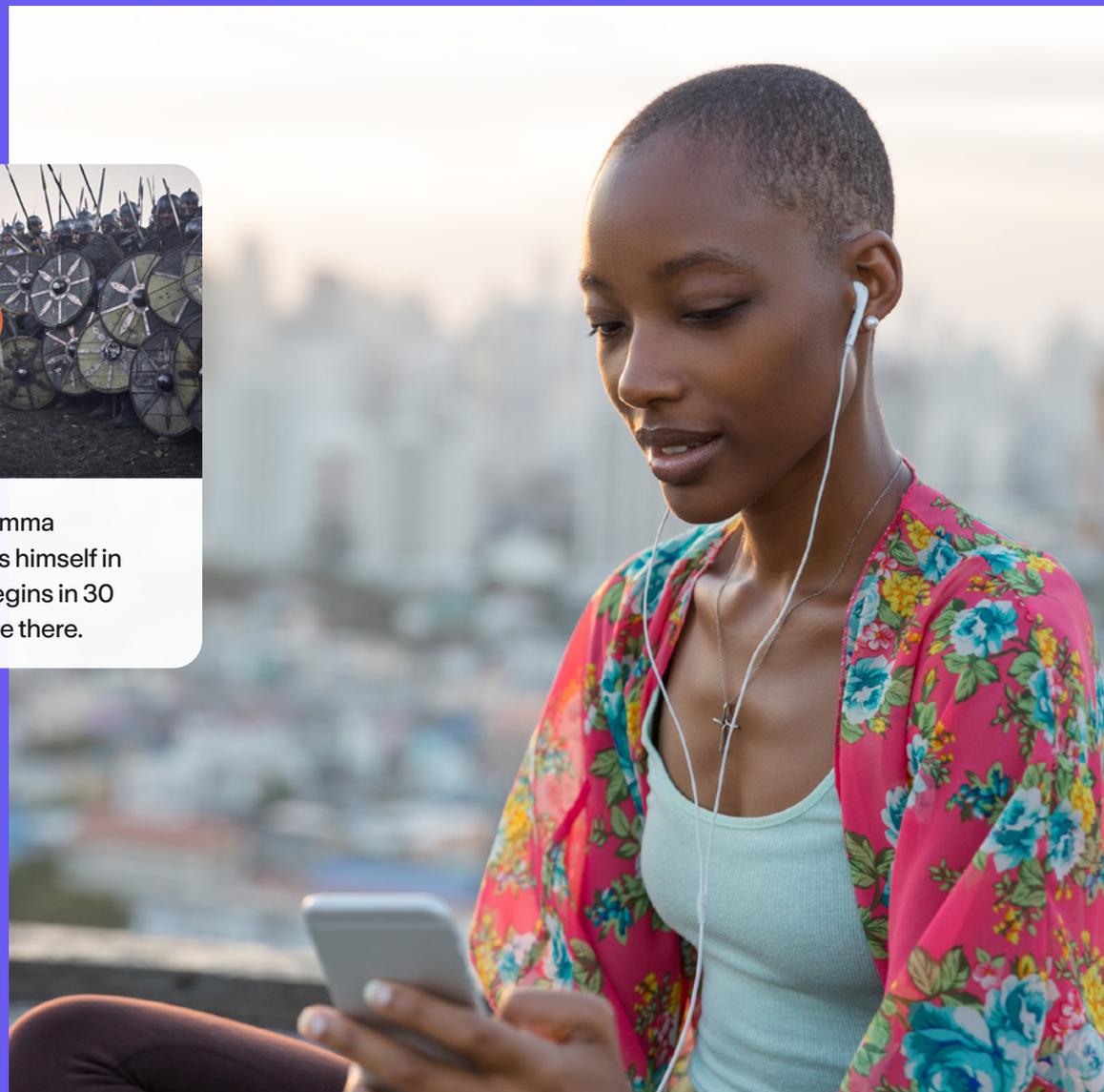
## Audience engagement

Nell signed up for exclusive content from her favorite TV show. Now she's received a sneak preview of next season. More production companies are doing this these days – one saw a 20% boost in engagement using MMS, and captured 100,000 phone numbers in the process.



Hi Nell. Here's the dilemma  
Doyan the Viking finds himself in  
during Season 2 . It begins in 30  
days. Make sure you're there.

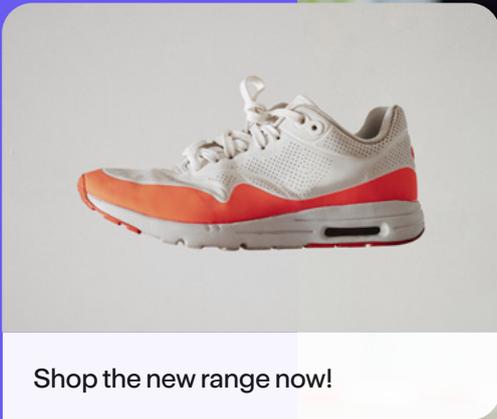
Today at 5:30PM



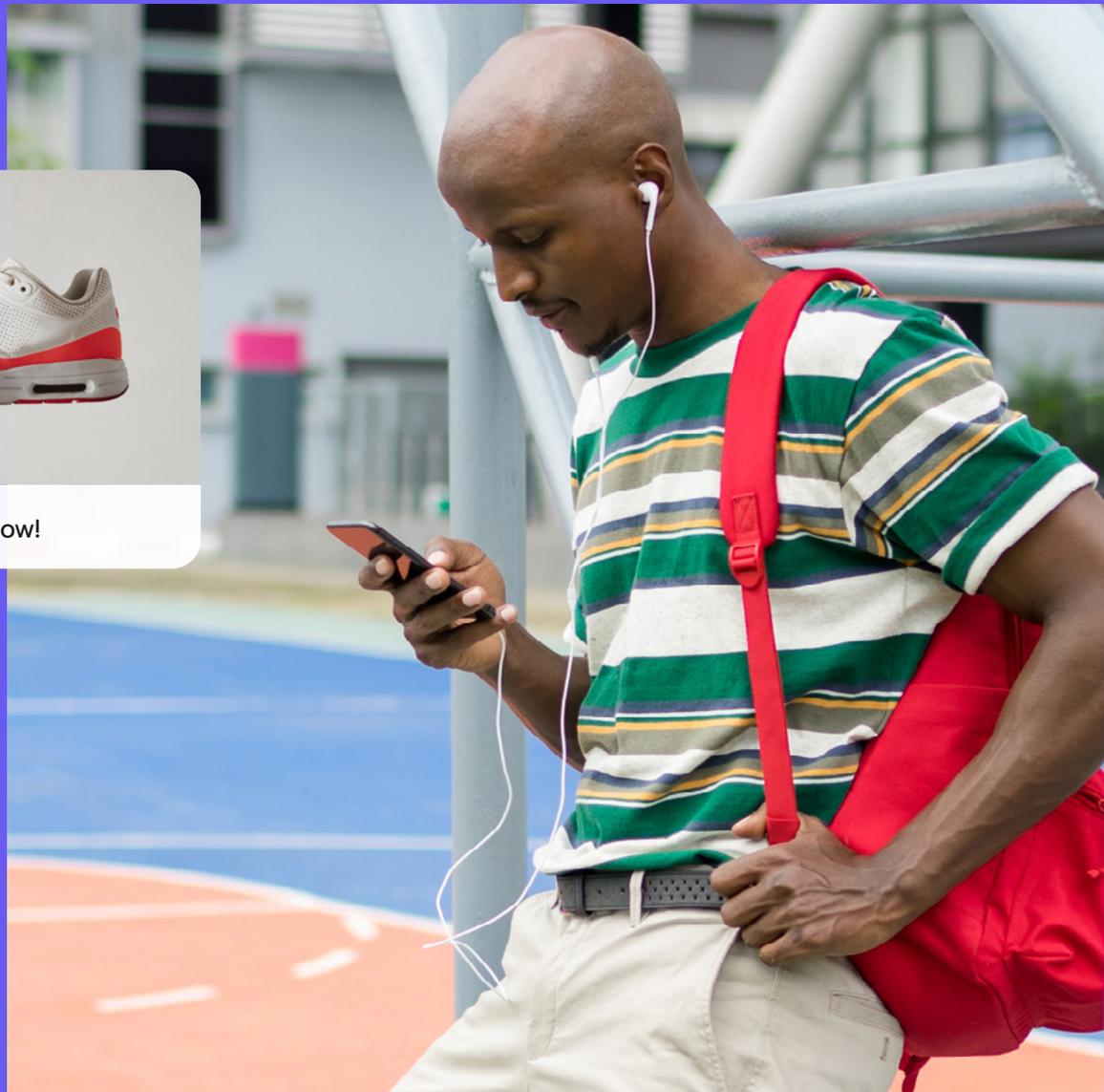
# 2

## Product launches

Paul's a bit of a footwear aficionado, so he's the perfect recipient for this MMS, complete with a GIF showing off your latest sneakers.



Today at 11:30AM



# 3

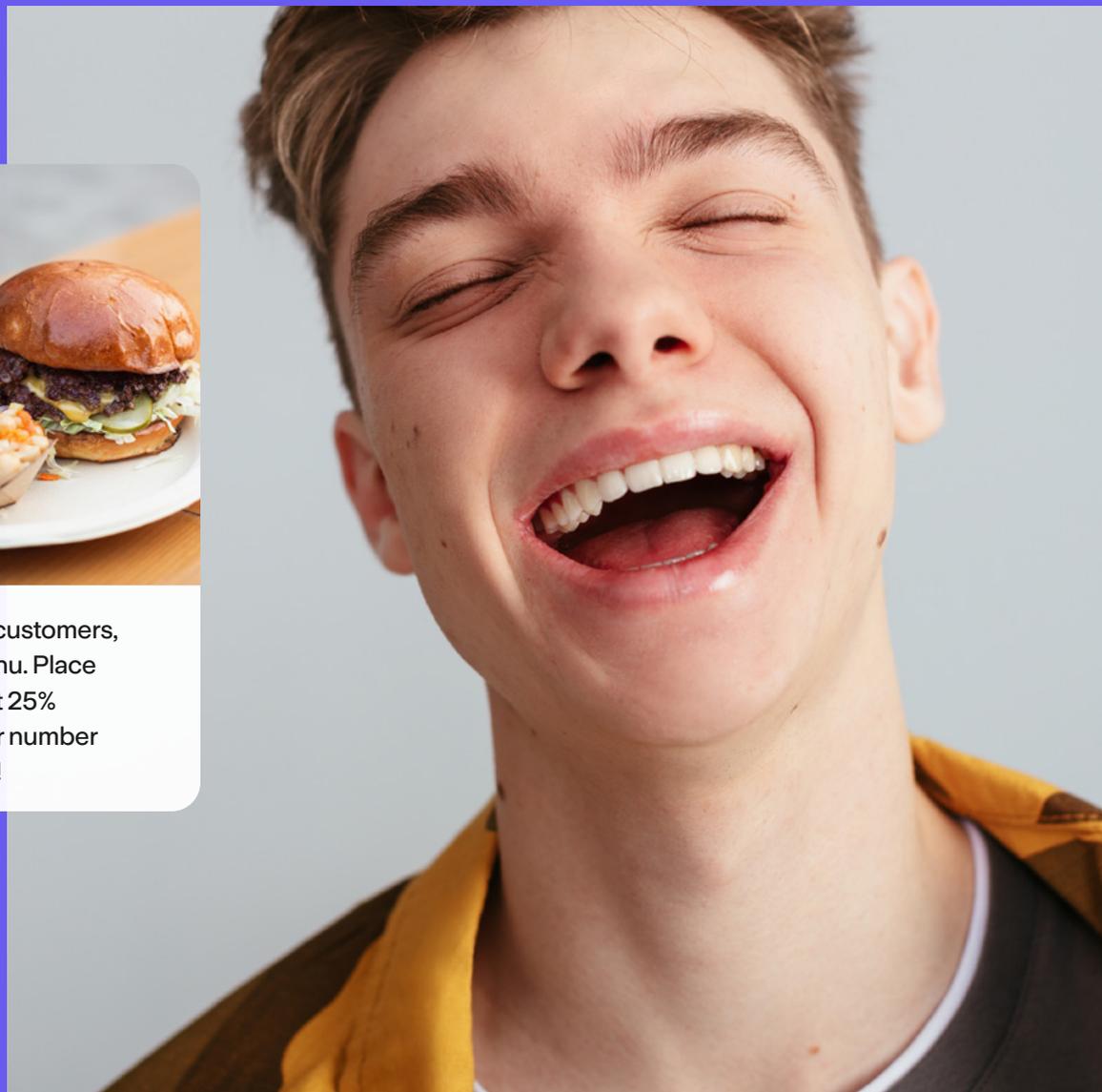
## Coupons and discounts

John's one of your most loyal takeaway customers. So he's first in line for a personalized coupon. Good luck resisting a picture of your favorite meal, John.



To our VIP messaging customers, here's our new fall menu. Place an order and you'll get 25% off! Just mention offer number 112233. See you soon!

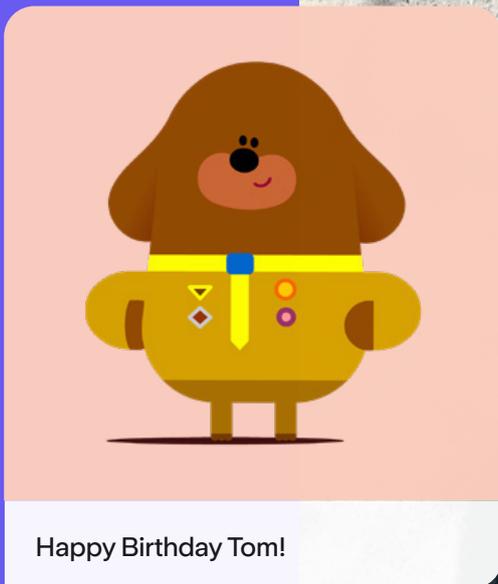
Today at 11:30AM



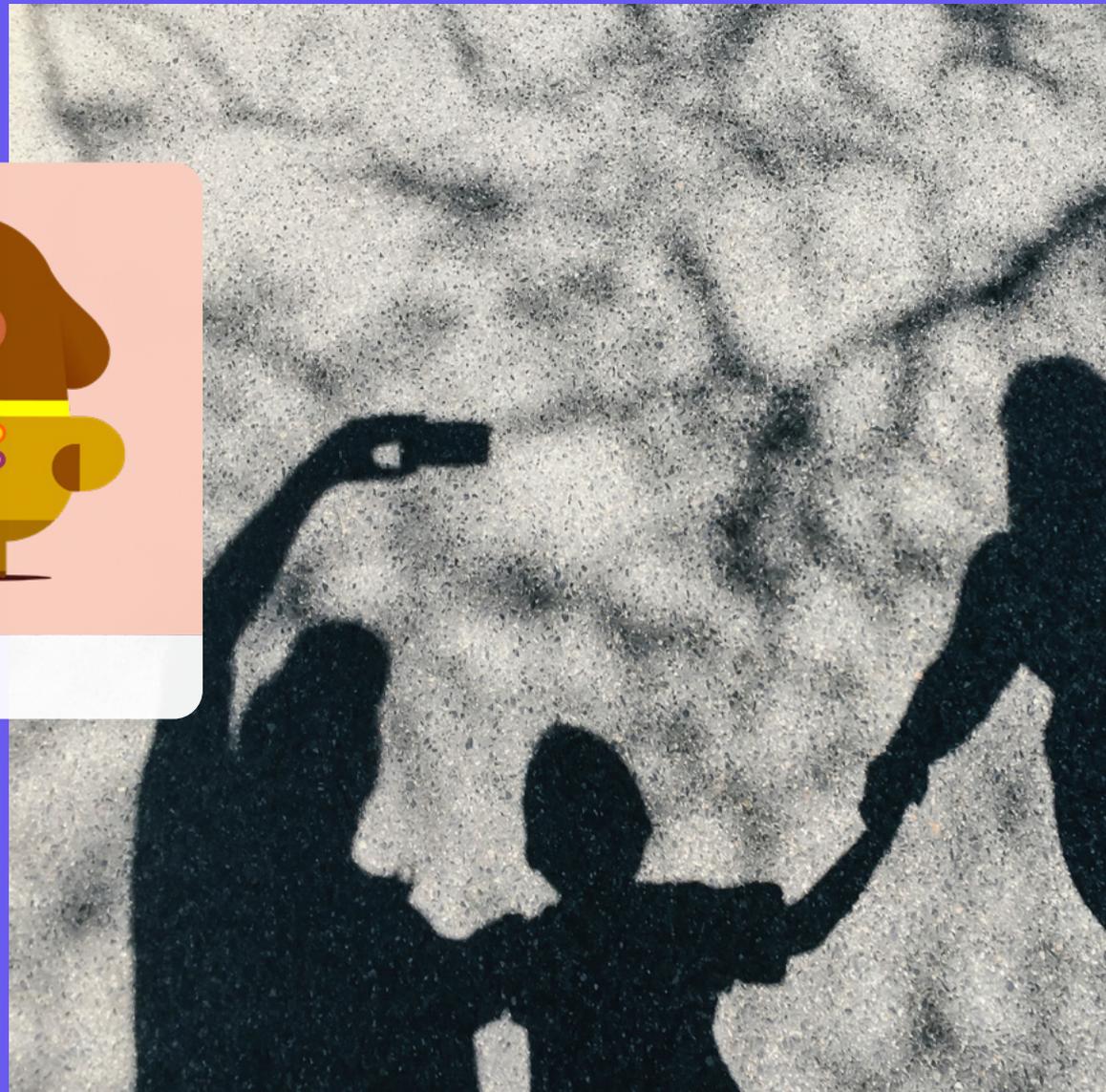
# 4

## Personalized content

It's Tom's eighth birthday – and he's delighted with the video card he received for the occasion, personalized with his name and photo alongside his favorite characters.



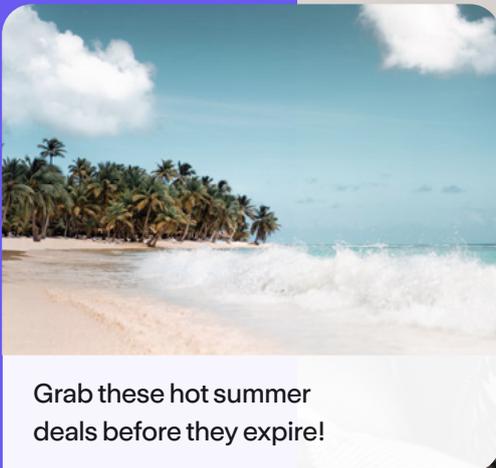
Today at 1:45PM



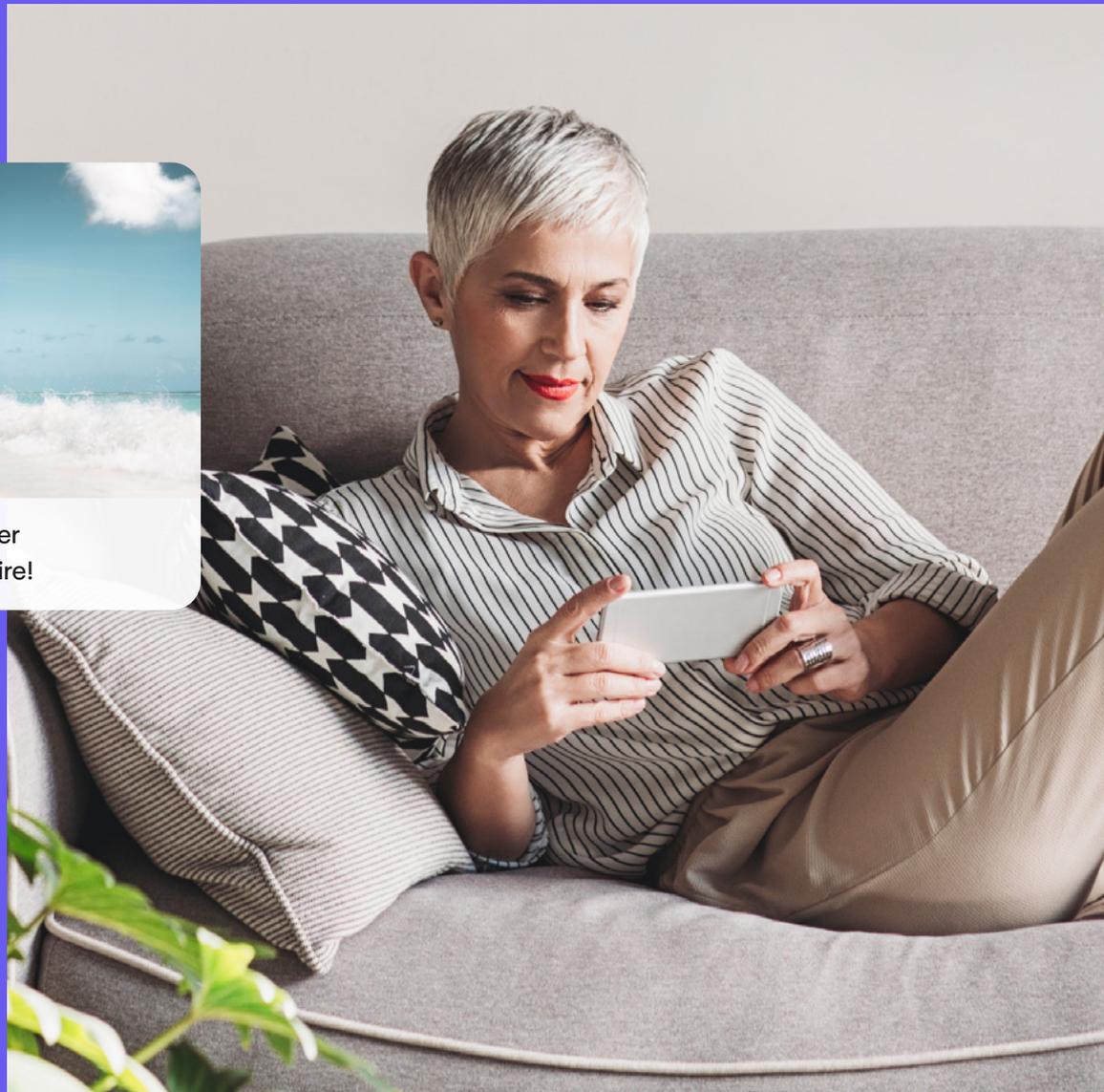
# 5

## Timely promotions

Summer vacation feels a long way away, but one picture of her favorite destination and Sue's checking out your deals.



Today at 1:45PM



## More than your average marketing

Brands are using MMS features to go beyond basic marketing tactics and add value throughout the customer experience.



# 6

## Product registration

Steve bought some hair clippers online. Now that they've arrived, he can text a picture of the barcode to register the product, activate his warranty and unlock some extra offers.



# 7

## Contact lens subscription

Sharon found the perfect contact lenses. So she texted a picture of her prescription and now she's subscribed for monthly deliveries. No typos, no worries.





# MMS marketing, powered by indigo

Our multi-channel messaging platform, indigo, makes it easy for marketers to create automated messaging conversations at scale – using SMS, MMS and rich messaging formats.

Perhaps the most exciting part of the indigo platform is indigo Create – the interaction designer.

Create empowers you – and any non-technical user – to simply and quickly build conversation workflows to suit all kinds of marketing use cases. Along the way, you're empowered with tools, templates and best-practice guidance.

**To check out Create in more detail, access the free trial below.**

[Access Create Trial](#)

## Ready to learn more?

Ready to add MMS to your mobile marketing mix?  
Or maybe you're using SMS and you want to upgrade  
to some more engaging, multi-media features.  
Either way, we'd love to talk.

[Get in touch](#)

Or you can explore more MMS resources here.

[Learn more](#)

### **We're OpenMarket**

We help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

