OpenMarket

An **infobip** company

A mobile messaging guide for broadcasters

Better engagement and big revenue uplifts – how to harness SMS for TV and radio audiences

Broadcasters all over the world have long known what an effective audience engagement channel mobile messaging can be.

But still, most don't come close to realizing the potential a two-way, friction-free line of communication to audiences offers their shows (and organizations at large).

This is often because broadcasters aren't aware how easy it can be to set up a mobile messaging capability within their apps or communication systems, and then to roll out messaging use cases across departments.

This guide highlights the mobile messaging opportunity for broadcasters – via either SMS, MMS or video-rich, app-like formats. It also tells the story of how OpenMarket helped two broadcast giants use messaging to engage with audiences, cut costs and boost revenue.

The app alternative

This is the age of two-screen and three-screen media consumption. As a broadcaster, you know all about the value of interacting with audiences beyond the first screen – to form stickier relationships, and gain deeper audience insights.

Ideally, you might want your audiences to interact with you through your own mobile app. But it can be easier said than done to build and maintain one, *then* get audience members to download it, *then* get them to actually use it.

That's the beauty of mobile messaging. The messaging app is already built for you and installed in every phone. And everyone uses it. What's more, 98% of mobile messages are read, 90% of them within a few minutes.

Mobile messaging use cases

There are several well-known messaging use cases for broadcasters.

- **Multiple choice on-air polls.**
  Mobile messaging polls can let viewers express an opinion, vote for a particular option, or choose a contestant to vote on or off. Shows can ask viewers to text in a specific keyword to a short code in order to receive a message with multiple choice options. Then a viewer can just text in their choice, and the results can be sorted automatically.

- Polls are also a good way to add audience members to your mobile messaging list. To enter, an audience member shares their number and ticks a permission box to allow you to contact them in the future.

- **Surveys**
  You can also use mobile messaging to garner more detailed feedback from your audience off air. A survey might include several questions about your show, channel or service, which you can then analyze for insights.

- **Reminders and announcements**
  Mobile messaging is a great way to drive engagement for shows. A news channel we work with sends regular reminders. For example, "Tune in at 6am Eastern for the Jane Doe show" or "We have a report on the Minnesota bank robbery tonight".
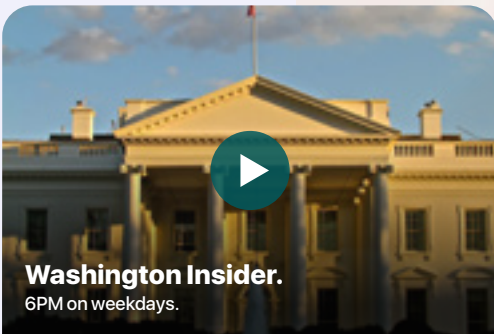
- **Marketing**
  SMS provides a great opportunity to advertise offers and subscriptions

- **Drive traffic to an app**
  If you do have an app, text messaging can be a good way to encourage people to access it.

Audience engagement

You're probably familiar with the basics of MMS – it's messaging with pictures. But it also allows videos and Gifs too. This gives you an opportunity to run small clips to boost engagement. Perhaps a preview of a show or series.

Washington Insider.
6PM on weekdays.

Hi Neil, we thought you'd want to hear about our new evening politics show – Washington Insider. It's hosted by Shauna Reed and will include all the latest news, views and gossip from The Hill.
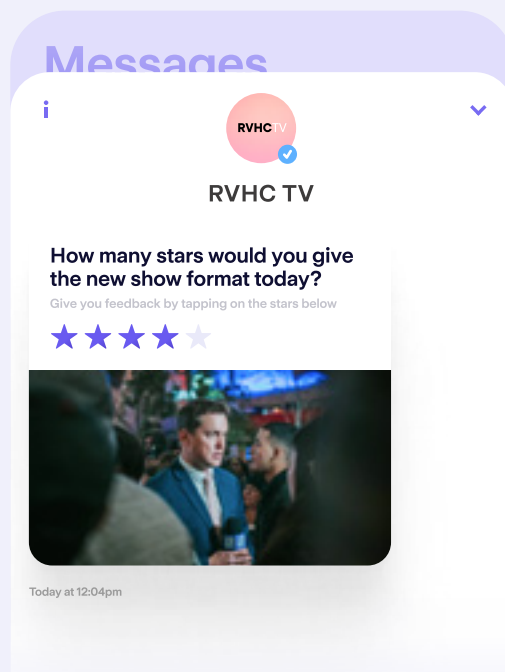
The era of rich messaging

RCS (Rich Communication Services) is a messaging format that offers app-like, video-rich, interactive experiences. RCS uses the established, trusted and ubiquitous text messaging channel and infrastructure. But it's a big upgrade from simple text communications. Think of RCS as SMS on steroids.

Like SMS or MMS, RCS is an interactive communication channel. So you're able to facilitate two-way messaging, using a fantastic variety of rich communications, including:
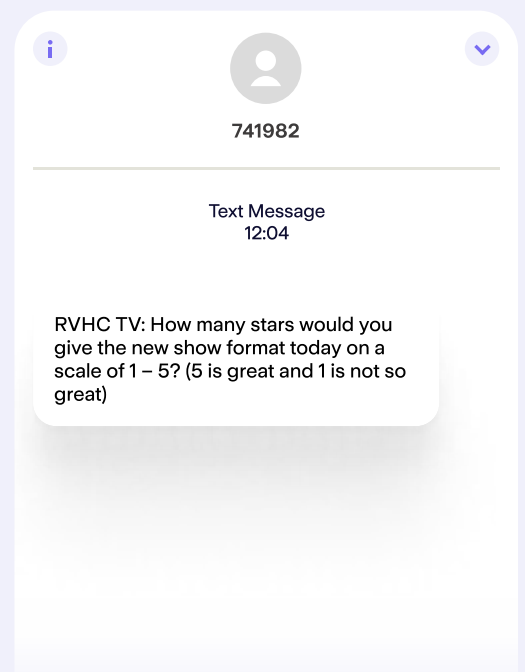
- High-resolution photos
- Action and reply buttons
- Star ratings
- Audio messaging
- Videos and animations
- Image carousels

- GIFs
- Rich Cards
- Branding
- Geolocation
- Add to calendar

For broadcasters, this is a huge opportunity. As we showed in the MMS example, teasers for shows can become so much more engaging. Polls and surveys can become easier and more fun to use. Take a look at these surveys. Which looks more engaging to use?
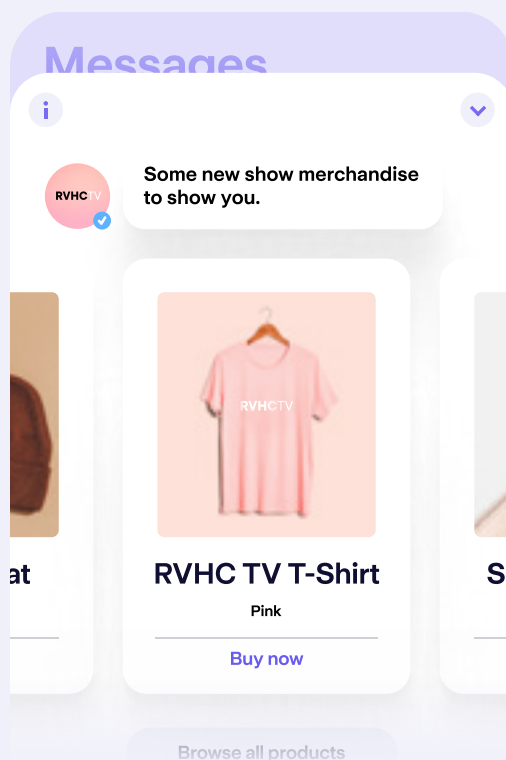
Branded Messaging

Standard SMS

Messages

RVHC TV

How many stars would you give the new show format today?
Give you feedback by tapping on the stars below

★ ★ ★ ★ ☆

Today at 12:04pm

741982

Text Message
12:04

RVHC TV: How many stars would you give the new show format today on a scale of 1 – 5? (5 is great and 1 is not so great)

RCS in action

OpenMarket works with a large commercial station that has been using SMS to win engagement for entertainment shows with audiences of many millions. SMS has proved a great way to run competitions, deliver marketing messages, and provide announcements and reminders.

The broadcaster has also been experimenting with RCS messaging. One of its shows has a hugely successful merchandising operation. RCS messaging – with its carousel features and buttons – provides a great opportunity to showcase its goods. Here's how it can work:

For more information on how rich messaging can help you. Check out our guide to rich messaging.

Download guide

Volume, speed, reliability

If you want to send large volumes of time-sensitive messages to your audiences, it's imperative that your mobile messaging provider can handle the traffic.

So ensure your provider has the capacity, throughput, monitoring, and operational support capabilities in place to manage these types of campaigns or events. In fact, choose a provider that has experience managing some of the largest time-sensitive SMS campaigns the world has ever seen.

It's worth noting that managing US-wide campaigns can be complex. It might be useful to send SMS at optimal times of the day, and restrict SMS from being sent during undesirable time periods. Your provider should have easy-to-use automated solutions to help with this.

When you're sending large volumes of messages, cost per message is an important factor. That's why it can be important to use a mobile messaging supplier that doesn't rely on middlemen to send messages. Look for a provider that has direct relationships with mobile operators instead. These direct relationships don't just influence cost, they greatly increase the chances of campaigns running smoothly. And if there are any hitches, they can be rectified swiftly.
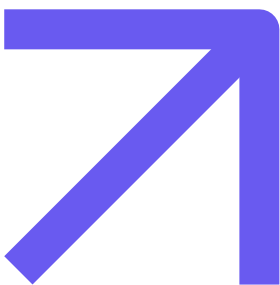
Roll out use cases widely

The OpenMarket team works with another broadcaster that also provides a satellite service to its customers. Over recent years, the broadcaster has expanded its SMS use cases from one to dozens. The number of messages sent a month has risen from a few million to 10 million.

These use cases include marketing offers, show announcements, arranging engineer visits, offering customers the chance to change visit times, sending notifications about service disruptions, subscription information, payments reminders, and more.

Use cases have expanded from department to department over the years. The overarching strategy has been to deepen engagement and improve CX, while reducing the number of calls being handled by contact centers.

Having a single messaging provider, and a single commercial deal in place, has been crucial for this broadcaster. With the help of our consulting team, different departments can easily add extra use cases. Our messaging expertise, data insights, best practice insights, and general support ensure campaigns get to market smoothly.

What OpenMarket can do for you

We provide the following messaging services to broadcasters:

- **SMS:** We're a Tier 1 SMS aggregator in the US and have total global coverage for one-way messaging, and cover well over 100 countries for two-way messaging. Seven of the world's ten biggest brands rely on our HTTP and SMPP APIs

- **MMS:** We're a Tier 1 MMS aggregator in the US. An increasing number of US brands are turning to our HTTP and MM7 APIs as MMS messaging continues to boom.

- **RCS:** We're a Tier 1 aggregator in the US and globally. Our HTTP API launched in 2018.

- **A no-code/low-code application layer:** This sits on top of our APIs for rapid construction and deployment of messaging services.

We provide these account support services too:

- **Account management.** A day-to-day business operations point of contact.

- **Technical customer success management.** A day-to-day technical operations and escalations point of contact.

- **Technical support services.** In-house 24/7/365 technical support.

- **Professional Services.** A team of developers available for custom development for bespoke solutions.

- **Data and Insights.** A team of data scientists available for data analysis and custom reporting dashboards.

- **CX Workshops.** A day-long workshops led by a customer experience expert.

Take your engagement to the next level

If you're looking for ways to get closer to customers, think about the mobile messaging use cases we've covered here. There are many more interaction opportunities – all waiting to be unlocked by mobile messaging. If you'd like to discuss them, drop us a line. Our experts will be happy to help.

Get in touch

We are OpenMarket
As an Infobip company, 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.

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