



B2C PANEL:

Using Mobile Marketing  
to Rev Up Profits

# Moderator:

- Adam Sutton, Senior Reporter  
MarketingSherpa

# Panelists:

- Mindi Staley, Senior Specialist, Interactive Marketing  
ScottsMiracle-Gro
- Jason Scoggins, Manager, Online Customer Marketing  
Southwest Airlines
- Mike Keene, Director, Mobile Marketing & Advertising  
Acxiom
- Scott Jones, Director, Product Marketing & Partner Strategy  
Responsys



# Case Study: Mobile Acquisition for Email Programs

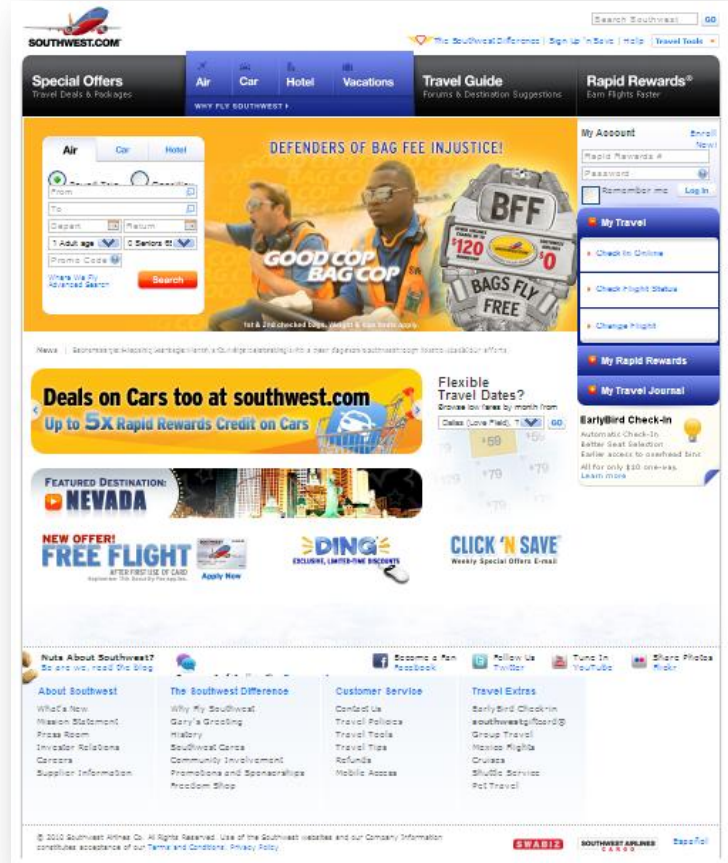
Jason Scoggins

Online Customer Marketing

Southwest Airlines

# About southwest.com

- More than 11 million customers subscribe to Southwest's weekly Click 'n Save emails
- For the first half of 2010, online bookings reached 81% via southwest.com
- In September 2010, southwest.com was the second-largest travel site and largest airline site in terms of unique visitors\*



\* Comscore MediaMetrix and Nielsen/Netratings

# What was the need?

- Increase acquisition for Click 'n Save Program – our largest direct communication vehicle
- Leverage the high engagement potential of customers waiting to board planes at Southwest gates and in-flight
- Kick-start acquisition of mobile numbers, to be used for subsequent mobile marketing and customer communications

# The Solution

- Develop a mobile email acquisition campaign to allow customers to opt-in during times of high brand engagement when computer access is low

The collage displays several promotional emails and mobile-optimized content for Southwest Airlines. Key elements include:

- Click 'N Save' E-mails:** Promoting sign-up for weekly special offers via email or text to 83793.
- Spirited Selects:** Offering a complimentary drink of choice for Service Men and Women on Independence Day.
- Business Select Fare:** Promoting a fare that is starting at just \$15 more than the lowest fare.
- Bags Fly Free:** Offering free checked bags on Southwest Airlines.
- Honey Roasted Nuts:** Promoting a big sale on car rentals, hotels, cruises, and more.
- Employee Picks:** A section featuring a photo of a smiling man and a quote from Refael Loidy, a Customer Service Agent.
- Mobile-Optimized Content:** A vertical strip on the left shows a mobile-optimized version of the Click 'N Save' promotion, including a calendar and a sign-up button.
- Office Setting:** A background image of an office with a person standing and a computer monitor displaying the Southwest website.

  
GSD&M **idea city**  
**SOUTHWEST AIRLINES**

“CLICK N SAVE”

YWET0402

:15 STEREO

12/8/2009

©2009 SOUTHWEST AIRLINES CO.

job number: SWACOM9001

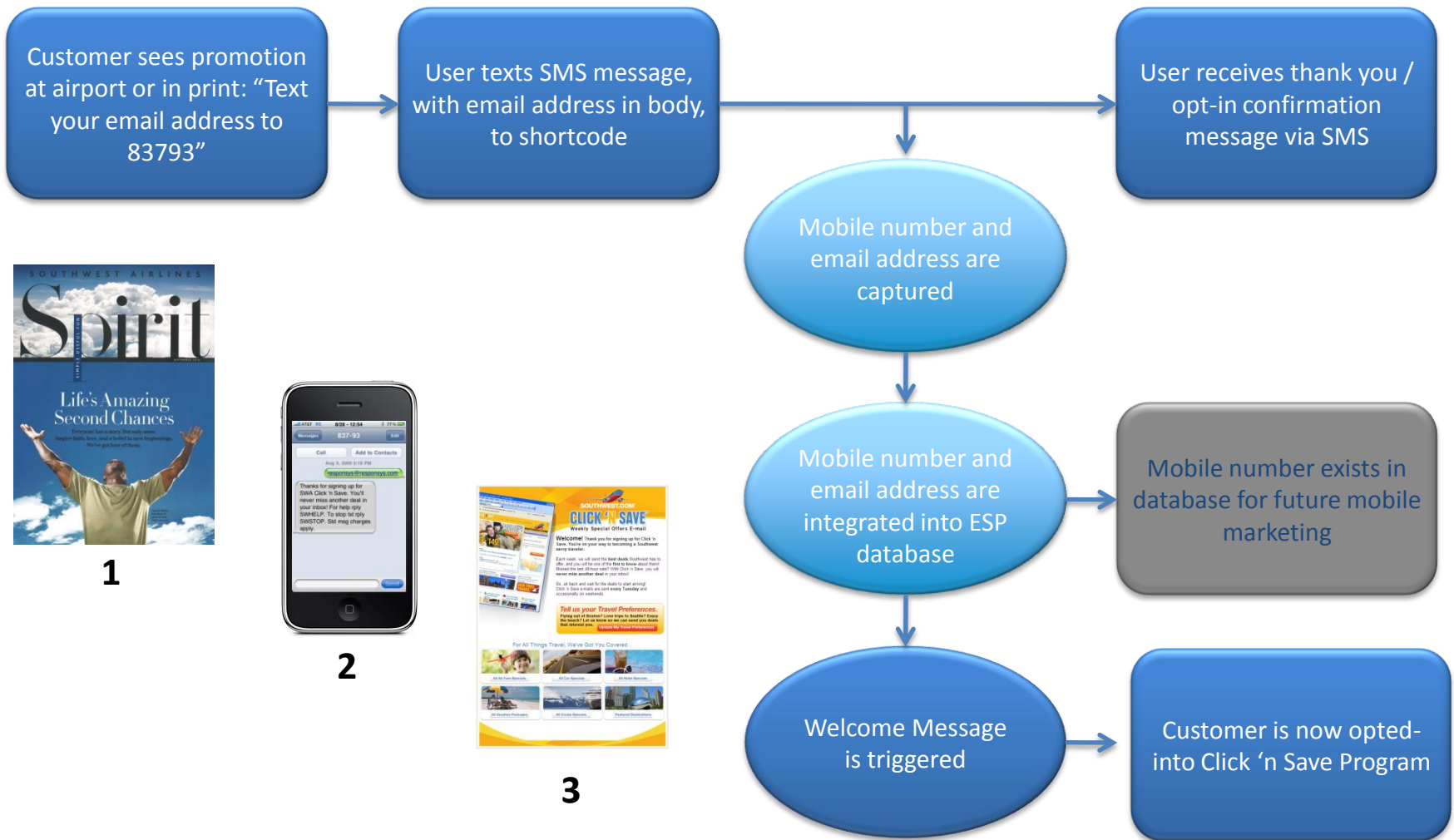
producer: Maria Ivicic

editor: keith lowry

edit 3

ten-eighty 550 bowie st. #330 austin tx 78703 512 328 0078

# How does it all come together?



1



2

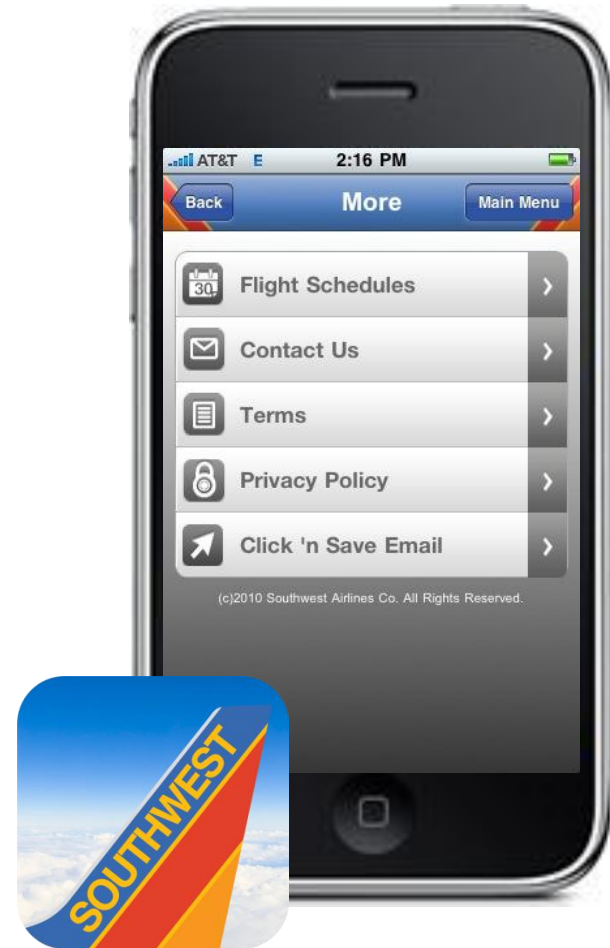
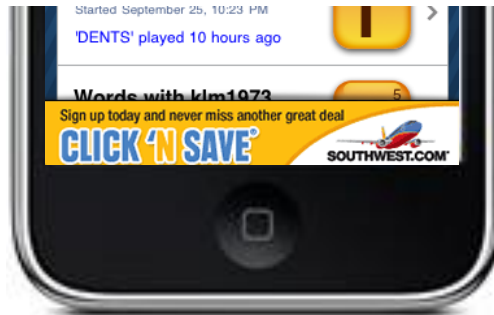


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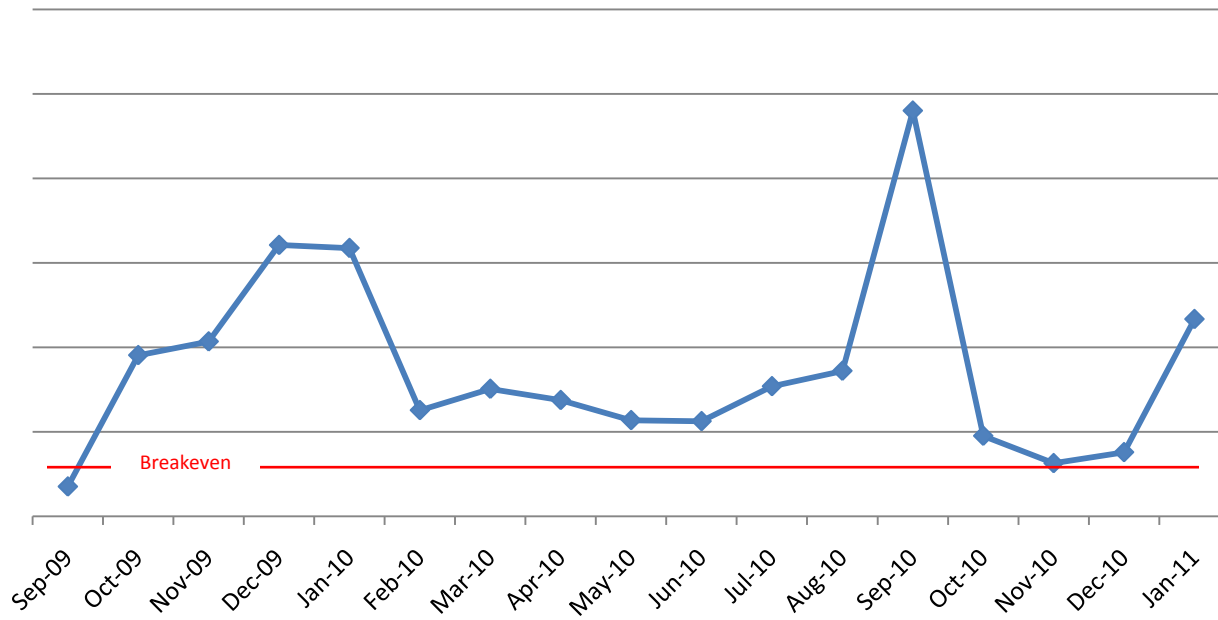


# iPhone App and Mobile Site

- Allows customers to easily opt-in
- Additional placements of mobile banners within popular apps
- Further extends mobile as acquisition tool



# Results



- Increased SMS engagement directly related to incorporation of additional marketing channels
- TV spots and pre-roll video delivered 7.8x higher response rate
- 7.31 ROI

# Why mobile is a fit for our Team

- Able to engage customer with our email product when they are most engaged with our brand
- Ability to leverage our extensive promotion calendar to now involve email
- Mobile makes sign up as easy as possible which aligns with our overall corporate strategy



# Suggestions

- Leverage all possible marketing channels, especially those not typically associated with email
- Start slow – work with a provider to manage process while you're proving it out
- Work the numbers and get ready to fight for full buy-in



# Commentary from Expert Panelists



# Question-and-Answer Session

## Preliminary Question:

How do you plan to use the acquired mobile numbers for marketing?



# Case Study: How ScottsMiracle-Gro Uses Email, Social and Mobile Media to Fuel the Conversation with Consumers

Mindi Staley

Senior Specialist, Interactive Marketing

ScottsMiracle-Gro

# Case Study Background

- **The company:** ScottsMiracle-Gro
- **The marketplace:** Lawn and garden
- **The product:** MLB line of lawn fertilizer
- **The channels:** Mobile, email, social, OLA, in-store
- **The campaign objective:** MLB WS Sweepstakes to get visitors to sign up for future communication (email and/or mobile)





# Case Study Background

## Limitations and constraints:

- 1 mobile/email resource for the strategy, build, tracking
- Test market: 8 teams (Cubs, Phillies, Reds, Angels, Rangers, Red Sox, Braves, Cardinals)
- Limited window to get consumers to subscribe in time to receive the September Lawn Care Update email re: fall is best
- Mobile campaign limitations

# The Goal

The marketing team's objective was to use these test markets to determine whether the MLB partnership drives significant increases in fall project sales and acquiring consumer email/text opt-ins.

# The Challenge

The World Series Sweepstakes had a short timeframe to complete all of the creative/messaging then quickly fuel the continued conversation with consumers to remain relevant/build the relationship .

# Strategy and Tactics

## Tactic #1: In-store end-cap w/ rebate

In-store materials featured a permanent end-cap for each market's team with the product and sweeps prominently displayed. Also a rebate w/ fall checklist, mobile call-out and online entry.

Text World Series to 63474 or online at [mlb.com/scotts](http://mlb.com/scotts)

A promotional graphic for the 2010 World Series. It features a baseball player in a blue uniform running. The text reads: "WORLD SERIES 2010", "ENTER FOR A CHANCE TO WIN A MLB® WORLD SERIES VIP EXPERIENCE", "INCLUDES A TRIP FOR 2 WITH ON-FIELD ACCESS", "ENTER AT [WWW.MLB.COM/SCOTTS](http://WWW.MLB.COM/SCOTTS) OR TEXT WORLD SERIES TO 63474", and "ENTRE PARA UNA OPORTUNIDAD DE GANAR UN VIAJE PARA 2 PERSONAS A LA SERIE MUNDIAL". At the bottom, it says "UN MUNDO VIP SERIE CON EXPERIENCIA EN EL TERRENO DE ACCESO. ENTRAR EN [WWW.MLB.COM](http://WWW.MLB.COM) / SCOTTS O EL TEXTO DE LAS SERIE MUNDIALES DE 63474". There are logos for Scott's Home Field Advantage and Lowe's.

A promotional graphic for "Fall is for Lawn Renovation". It features a green background with a yellow maple leaf. The text reads: "New! Fall is for Lawn Renovation. Save up to \$25 on all Scott's products." Below this, it says: "\$10 off on purchases of \$60 - \$100" and "\$25 off on purchases over \$100". There is a small paragraph of text below that. The graphic is divided into four sections: "LAWN WINTER CARE", "EVALUATE & PREPARE", "FALL SEEDING - WINTER READY", and "FALL SEEDING - FALL REPAIRS". Each section lists various Scott's products. At the bottom, there are logos for Scott's and Lowe's.



# Strategy and Tactics

## Tactic #2:

Online sweeps entry with call to Scotts Lawn Care Update opt-in

OFFICIAL LAWN CARE COMPANY

MLB.com

MLB Sites | Scoreboard | Standings | Schedule | Stats | Players | News | Video | Tickets | Mobile | Shop | Auction | Fantasy

### MLB WORLD SERIES SWEEPSTAKES

COURTESY OF Scotts

ENTER FOR A CHANCE TO  
**WIN A VIP MLB®**  
**WORLD SERIES EXPERIENCE**  
INCLUDES A TRIP FOR TWO(2) WITH ON-FIELD ACCESS

PLEASE FILL OUT THE INFORMATION BELOW. ALL FIELDS MARKED WITH AN \* ARE REQUIRED.

\* First Name:   
\* Address:   
\* City:   
\* Zip Code:   
\* E-mail Address:

\* Last Name:   
Address (contd.):   
\* State:   
\* Phone Number:   
\* Birth Date:  -  -

I would like to receive commercial e-mails from MLB.com.  
 I would like to receive lawn tips and promotions from Scotts.

By entering, I acknowledge that I have read, understand and agree to the sweepstakes Rules, MLB.com Terms of Use and Privacy Policy.

**SUBMIT**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. MUST BE LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 OR OLDER TO ENTER. VOID WHERE PROHIBITED. Sweepstakes ends 10/4/10. Message and data rates may apply for text entry. See Official Rules for details.

WORLD SERIES 2010

HOME FIELD ADVANTAGE

SAVE 10% ON ALL FERTILIZERS EXCLUSIVELY AT LOWE'S

Click here to print coupon

Ortho HOME DEFENSE MAX

Defend what's yours!  
The Kill & Contain® mouse trap is the drama-free way to deal with mice.

- Consumers entered through MLB.com for a chance to win an exclusive World Series VIP Experience
- Program promoted in-store and OLA at MLB.com
- Entry page: ads for Fall Is Best campaign, coupon and Ortho
- Entry period: 7/8 – 10/4

20

# Strategy and Tactics

## Tactic #3: Banner Ads



# Strategy and Tactics

## Tactic #4: MLB.com Email Added Value

Dedicated email to MLB.com database

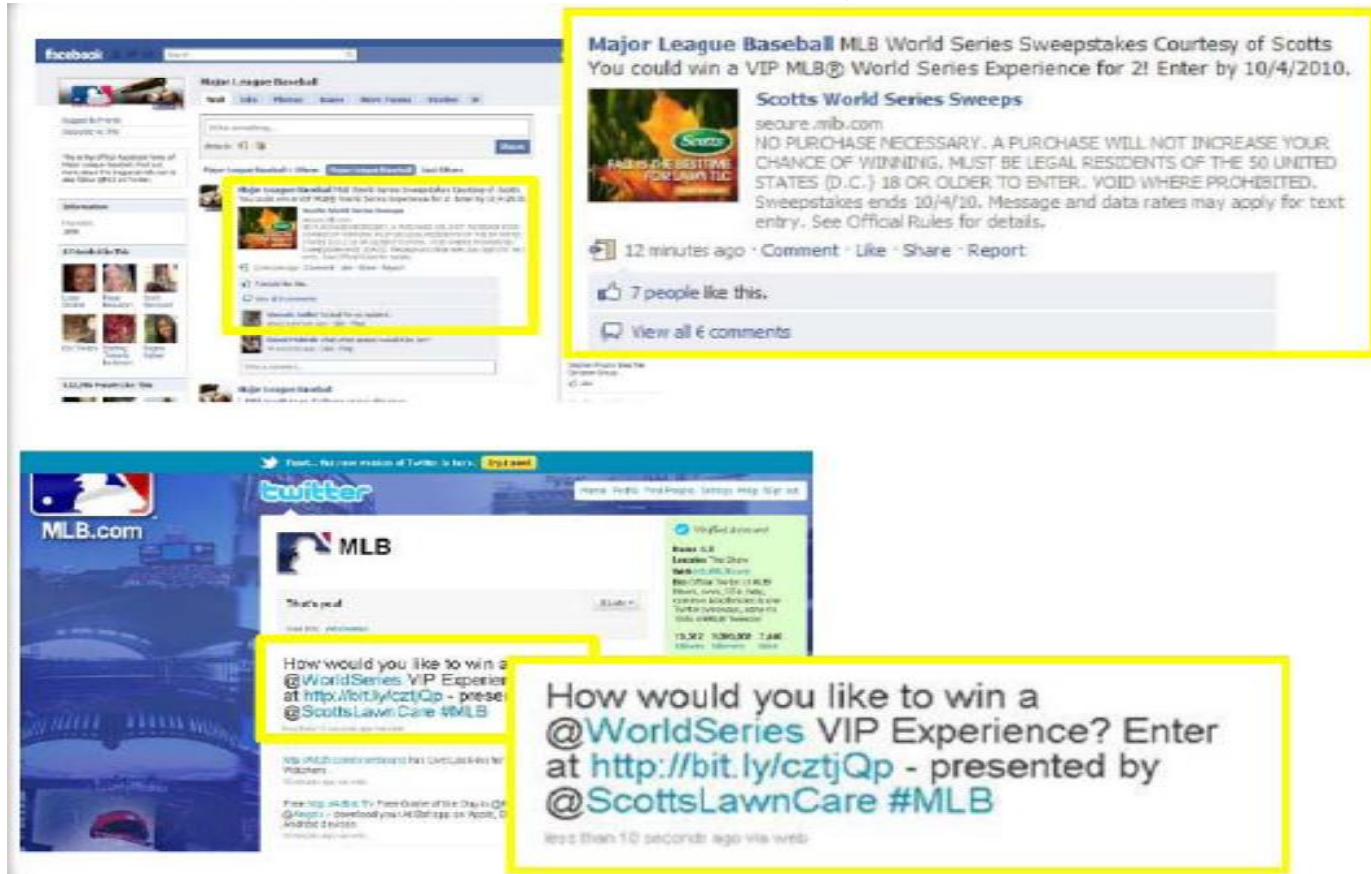


- Date: September 25, 2010

# Strategy and Tactics

## Tactic #5: MLB.com Social Added Value

Promotional support provided through social media



# Strategy and Tactics

## Tactic #6: Scotts Promotional Email

Added support for Fall rebate and WS sweeps

The Scotts Miracle-Gro COMPANY ... dedicated to a beautiful world

Scotts

### Fall is for Lawn Renovation.

Save up to \$25 on all Scotts products.

Scotts Scotts Scotts Scotts Scotts Scotts

**\$10 off** the mail-in rebate  
on purchases totaling \$60 - \$99

**\$25 off** the mail-in rebate  
on purchases totaling \$100 or more

Save up to \$25 on all Scotts® products after mail-in rebate\*

Fall is the best time of the year for many lawn and garden activities. And now is a great time to pick up everything you need for your Fall Lawn Projects. Purchase any Scotts® branded products at Lowe's® between 9/23/10 and 10/11/10 and get a mail-in rebate up to \$25 - \$10 off on purchases of \$60 - \$100 or \$25 off on purchases over \$100. Official mail-in rebate form is available at participating Lowe's stores.

LOWE'S  
Lowe's Home Improvement

\* Offer good to legal U.S. residents, age 18 or older, only at participating Lowe's in stores where all eligible Scotts products are sold. Purchases must be made between September 23, 2010 and October 11, 2010. See complete offer terms and conditions on official mail-in rebate form, available at participating Lowe's stores, where Scotts products are sold. Purchase valid on any Scotts®, Miracle-Gro®, ORTHO®, Roundup®, Dazl or Boning® Special Care® products. Product selection varies by store. Rebate form print or register. While supplies last. See Store Associate for additional details.

[Click to enter a VIP World Series Experience courtesy of Scotts.](#) Includes a trip for 2 and an-field access to Game 1 of the World Series.

## MLB WORLD SERIES SWEEPSTAKES

COURTESY OF Scotts

### WIN A VIP MLB® WORLD SERIES EXPERIENCE

ENTER NOW

[See Official Rules for details.](#)



# Strategy and Tactics

## Tactic #7: Sweepstakes and rebate featured on Scotts promo site and club sites



**THE BALLPARK HAS A GROUNDSKEEPER. YOUR BACKYARD HAS SCOTTS.**

OFFICIAL LAWN CARE COMPANY

### Get a Big League Lawn

Fenway Park™ Lawn Fertilizer and Fenway Park™ Grass Seed Mix by Scotts®.

Contains the same Scotts® fertilizer technology and actual grass seed varieties used at Fenway Park™.

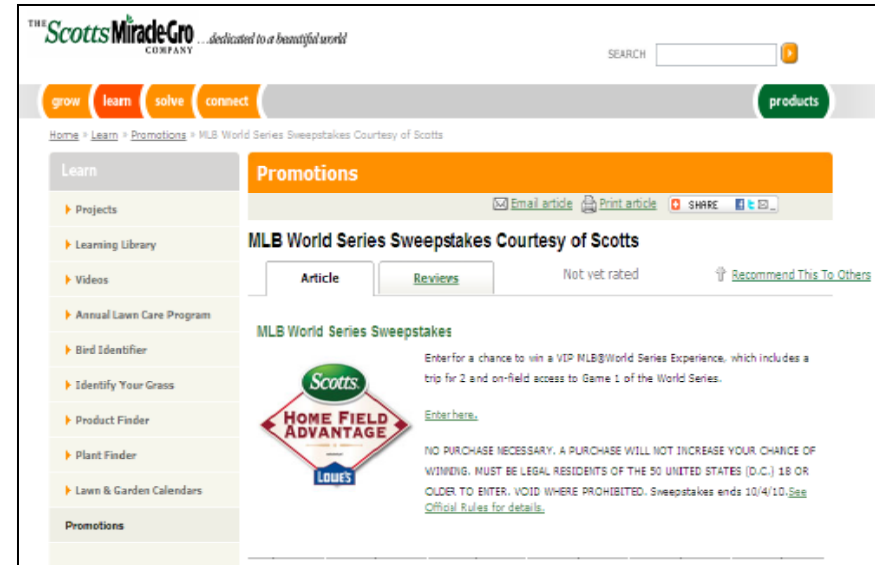
Endorsed by the Director of Grounds of the Boston Red Sox™, Dave Mellor.

Try them. Your lawn will be lush, green, and wicked awesome. [Learn more >](#)

**Save up to \$4** 

**Click Here for Coupon**

Please make sure you are connected to a printer.



THE Scotts Miracle-Gro COMPANY ...dedicated to a beautiful world

grow learn solve connect products

Home > Learn > Promotions > MLB World Series Sweepstakes Courtesy of Scotts

### Promotions

MLB World Series Sweepstakes Courtesy of Scotts

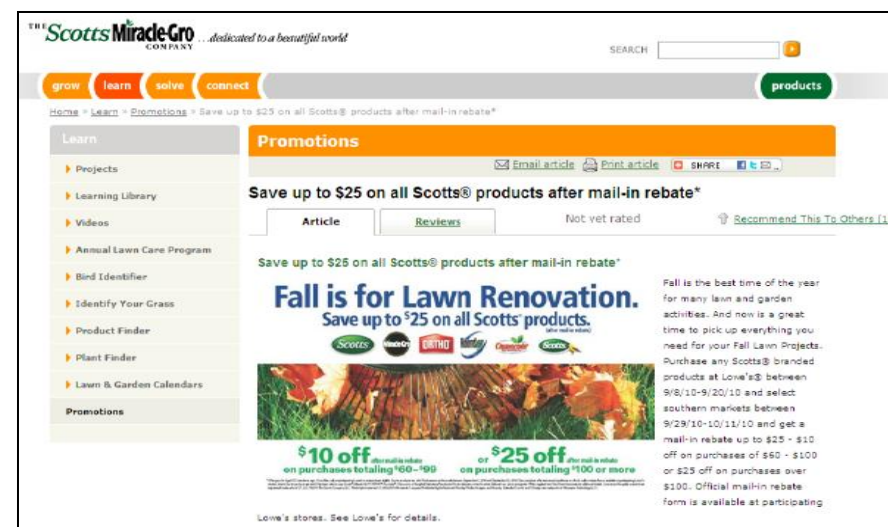
Article | Reviews | Not yet rated | Recommend This To Others

#### MLB World Series Sweepstakes

Enter for a chance to win a VIP MLB®/World Series Experience, which includes a trip for 2 and on-field access to Game 1 of the World Series.

Enter here.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. MUST BE LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 OR OLDER TO ENTER, VOID WHERE PROHIBITED. Sweepstakes ends 10/4/10. See [Official Rules for details.](#)



THE Scotts Miracle-Gro COMPANY ...dedicated to a beautiful world

grow learn solve connect products

Home > Learn > Promotions > Save up to \$25 on all Scotts® products after mail-in rebate\*

### Promotions

Save up to \$25 on all Scotts® products after mail-in rebate\*

Article | Reviews | Not yet rated | Recommend This To Others (1)

#### Save up to \$25 on all Scotts® products after mail-in rebate\*

### Fall is for Lawn Renovation.

Save up to \$25 on all Scotts products.

Scotts Miracle-Gro Eartho Water Treatment Green

**\$10 off** on purchases totaling \$60-\$99  
**\$25 off** on purchases totaling \$100 or more

Fall is the best time of the year for many lawn and garden activities. And now is a great time to pick up everything you need for your Fall Lawn Projects. Purchase any Scotts® branded products at Lowe's® between 9/8/10-9/20/10 and select southern markets between 9/29/10-10/11/10 and get a mail-in rebate up to \$25 - \$10 off on purchases of \$60 - \$100 or \$25 off on purchases over \$100. Official mail-in rebate form is available at participating

Lowe's stores. See Lowe's for details.

# Results That Matter

- **MLB.com Online Sweeps Entry:**
  - Total/unique entries: 136,543/119,866
  - Scott's opt-ins: 39,846
  - Opt-in rate: 33.2% (in-line with industry averages)
- **MLB.com Banner Ads**
  - Total Impressions: 12,506,253
  - Total Clicks: 14,369
  - CTR: 0.11%
- **MLB Social**
  - MLB.com provided added value promotional support through social media
  - Facebook post on 9/2 to more than 100,000 fans
  - Tweet on 9/22 to over 1MM followers
- **MLB Email**
  - Total Delivered: 5,977,868
  - Opens: 571,712
  - Open Rate: 9.5%
  - Total Clicks: 178,107
  - Click Rate: 3.01%
- **Scotts Promo Email**
  - Sent to ~50K consumer names acquired through MLB promotions (All-Star, Diamonds & Dreams)
  - Open Rate: 19%
  - Click Rate: 3.5% (in-line with industry averages)

# Results That Matter

- 90,000 Scotts email opt-ins!
- 4,000 Mobile alert opt-ins!
- 20MM+ impressions!
- 11% increase in incremental sales!

# Summary and Key Takeaways

- ✓ Focus on all channels relevant for your business – even in-store can still start a conversation (ultimate goal = email subscribers because it has proven 1.1 more applications)
- ✓ Relevant partnerships are key to driving new relationships or finding your current consumers in a trusted way
- ✓ Focus on one key goal for each text campaign – partners/internal brand may want to accomplish too much = massive drop-off
- ✓ Lead your consumers through a journey – we fueled the conversation the entire MLB season

# Credits

## The team:

- Scotts Sports Marketing, Lawn Brand Team, Interactive Marketing
- MLB Partners
- Retail Partners

## Contact info:

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# Commentary from Expert Panelists



# Question-and-Answer Session

## Preliminary Question:

How does your mobile alerts program help ScottsMiracle-Gro?