



Connecting in More Ways

***by TextPower
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Do you Text Message?

Text messaging uses a shorter phone number also known as a “Short Code”

Please save in your mobile phone the (Short Code) phone number:

81888



Changes

The Mobile Difference

Fast, real time, unteathered

Mobile makes things personal.

Mobile makes things immediate.





Toolbox of Options

- Blogs
- Social Sites
- Text Messaging
- E-Information
- Videos
- Press Releases



New Rules

- Inform people
- Communicate to target markets
- Use phrases buyers use
- Give people the information they desire
- Stick to a theme
- Talk about solutions to problems



Blogs

- Resist the urge to talk about your products and services
- “Pimp out your blog”
- Use a searchable name for your blog
- Provide opportunities for feedback
- Link with other blogs, sites, and social pages



Glasgow EPB

General Manager Blog: Billy Ray

- Community events
- Critical issues
 - Costs of service
- New technology
 - Smart grids
- Helpful information
 - Replace home line with a mobile



Social Media

- 13 mil signed up for email lists
- 5 mil befriended on facebook
- 2 mil joined MyBO
- 1 mil signed to get text message updates
- 45% watched online videos
- 33% shared the message with others
- 52% published the message on their own sites



Twitter

- Exchange of short messages 140 characters
 - Energy saving suggestions
- Easy to update from browser, IM, mobile
- Search Twitter for information about your utility
- Real time updates



Facebook

- Create own page
- Form groups for in depth communications
 - Product launches, new services or technologies
- “Be a rock star” – Acquire Fans
- Develop applications
- Be a thought leader....tell stuff people want to know



Jackson Energy Authority

- Tickets available to Univ. of Memphis local football game
- Celebrating power week
- Tips to prepare for cold weather
- Road closures
- Savior of lost kitten in transformer and more.....



MySpace

- Not for advertising products or services
 - Develop an online following
- Possibly use a character
 - Kids Korner,
 - Give access to downloads
 - Coupons, Rebates, Local Music
- Tell community news
- Promote other local brands



Murfreesboro Electric Development

- For “kids only”
- Dr. E’s energy lab
- Educational information
 - video
- Adams Family and Tinkerbell
- Mascot who does presentations



Website

- Make for mobile viewing and use
- Define buyers profile
- Provide information specific to buyers
- Tell people what they desire to know
- Use video
- E-communications
 - White papers, PDF's, newsletters



Text Messaging

- 82% of Americans have mobile phones
- In Q3 2008 203 million USA wireless subscribers pay for text messaging
- US mobile subscribers send/receive more text messages in a month than they do phone calls
- Fifty-three percent of those who send texts to short codes are over 35 years old
- 98% of text messages are read within 3 minutes



Sulphur Springs

- Smart Meter
 - Notifications
 - Inquiries
- Alarm alerts
- Peak demand load control
 - Notification prior to shedding load



Delta-Montrose Electric Assoc.

- Delinquent payment reminders
- Option to pay by credit card
- Outage member participation
- Outage alerts/notifications
- Member notifications
 - Tree trimming, outages, power lines



NE Nebraska Power

- Notify irrigators of peak demand purchase situations
- Peak demand power consumption reduced by 50%
- Peak demand purchases reduced by 64%
- Reduced costs and improved customer partnership



Kissimmee Utility Authority

- Sign up for text alerts on website
- Outage alerts
 - Email
 - Text messaging



Text Message Example

- Find in your address book where you saved the Short Code, 8188
- Type in the message field the word:
POWER
- Then send the message
- Message returned with required wording



Videos

- YouTube
- On website
 - Educational
 - Community
- On social pages



E-Information

- Newsletters
- PDF's
- Kids pages
- White papers
- E-books
- FAQ's



Press Releases

- No more “press passes”
- Recruit “reporters”
- Send to city representatives
- Look to other media
 - Internet video media, social sites, blogs
- Send to other “e” efforts
 - Recycling



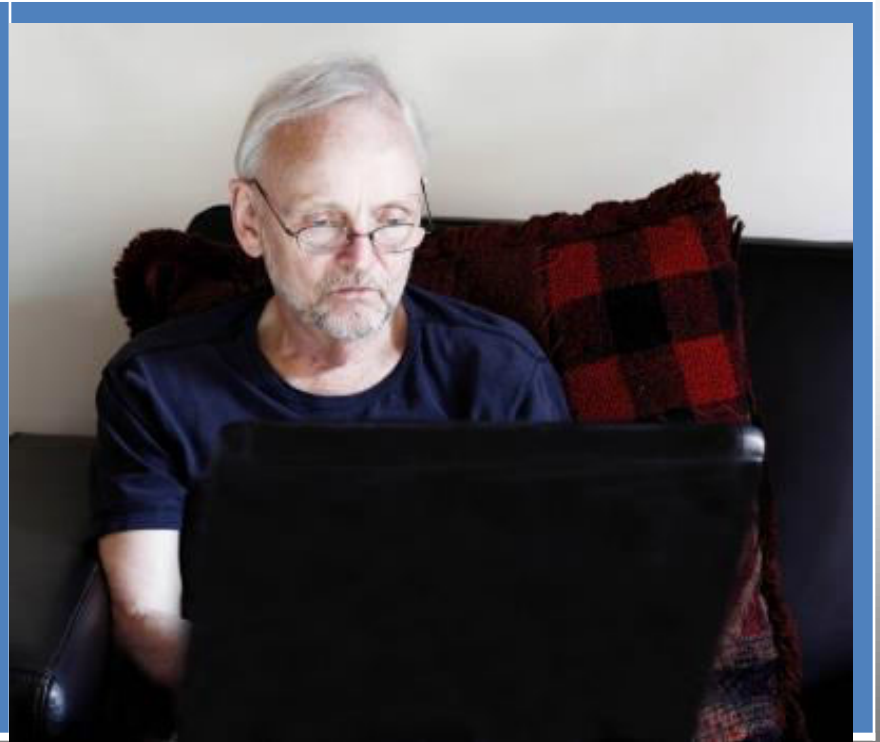
Mobile Marketing

- Due to the popularity of texts, marketers use more text messages to engage customers
- Nike – video promotions
 - Millions of video impressions
- California Sunday Brunch campaign
 - Normal results are 1-2% redeemed
 - Achieved 10-20% redemption



Seniors Too!

"As each year passes by, the demographic starts getting more and more comfortable with the technology," said Howard Byck, senior vice president for lifestyle products for AARP.





Even Seniors

Seniors are now using the web, email, mobile phones, facebook:

- 55 years and older had 922.7% increase in Facebook use 2010 over 2009
- 35 years and older are 30% of Facebook users



TextPower
TEXT MESSAGING SOLUTIONS FOR BUSINESS

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Where do I go
to learn more?

Text to 8188
the message:

JULIE

julie@textpower.com

