

# THE EVENT MARKETER'S GUIDE TO MMS MESSAGES

 Audience Republic™



# INTRODUCTION

In the fast-paced world of event organization, effective communication is the cornerstone of success. As technology continues to advance, event organizers are constantly seeking innovative ways to enhance fan engagement, maximize the impact of event announcements, streamline logistics, and ensure seamless event execution.

One powerful tool that has emerged as a game-changer in this realm is Multimedia Messaging Service (MMS). In this eBook, we'll explore why MMS messages are crucial for event organizers and how Audience Republic is empowering customers to create memorable and successful events.

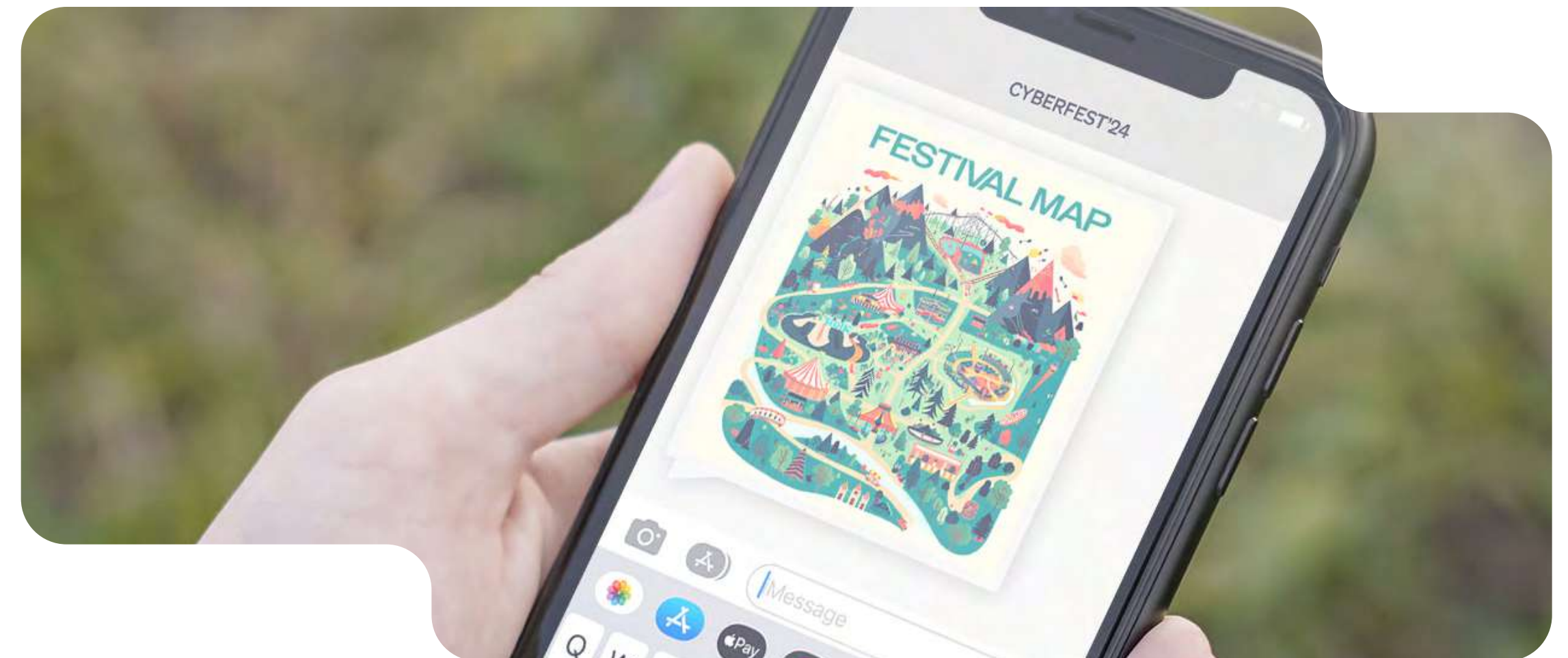


# WHY MMS IS CRUCIAL TO PROMOTING YOUR NEXT EVENT



## Visual impact

MMS messages convey information in a visually compelling manner. By incorporating images and graphics, organizers can create eye-catching announcements, invitations, event schedules, and promotional materials. This enhances the communication experience, making it more memorable for attendees.



## Rich content delivery

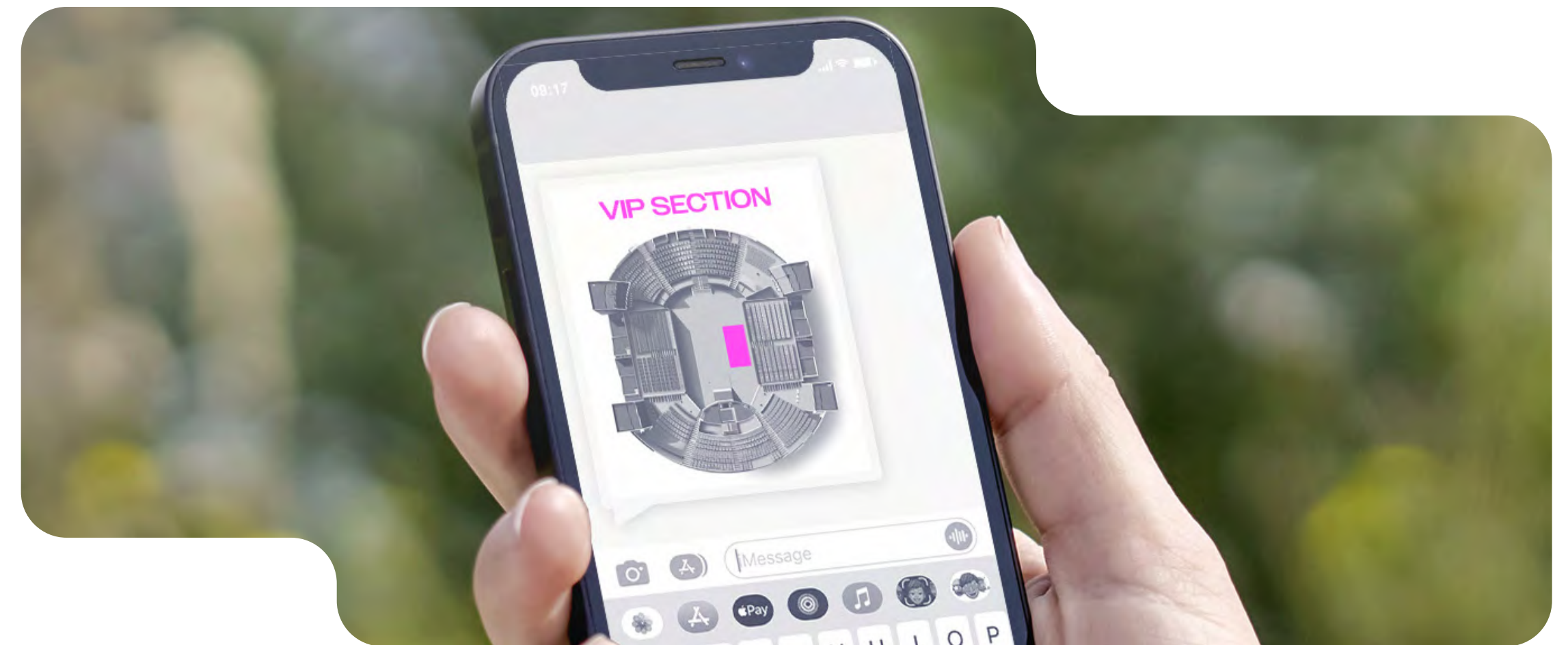
Unlike traditional text messages, MMS enables the transmission of rich multimedia content. Event organizers can use this to share maps, floor plans, and detailed instructions, providing attendees with an understanding of the event venue and activities. This reduces the likelihood of confusion and delays.

# WHY MMS IS CRUCIAL TO PROMOTING YOUR NEXT EVENT



## Increased engagement

MMS messages are more likely to be engaged with, compared to plain text messages. Images and videos encourage recipients to interact with the content, increasing engagement. MMS can be leveraged to share sneak peeks, behind-the-scenes footage, and exclusive content, to build anticipation and excitement.



## Personalization and customization

MMS messages allow for personalization. Event organizers can tailor messages to specific attendee groups, sending targeted promotions, discounts, or personalized invitations. This enhances the attendee experience, making individuals feel valued and appreciated, fostering a positive perception of the event.

# SETTING UP MMS IN AUDIENCE REPUBLIC

## STEP ONE

### Contact your account manager

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Your account manager is the best person to kick this process off and will be happy to guide you through each step laid out in this guide.

## STEP THREE

### 10DLC Approval Process (4+ Weeks)

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Our team will guide you through this process. This is a regulatory requirement by the US Government, for any business who wishes to send MMS/SMS messages to US recipients from a US number. You will need a valid privacy policy and SMS opt-in process.

## STEP FOUR

### Create MMS message

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Once your sub account has been created by your account manager, head to the Messaging tab within Audience Republic. From here, create an SMS and add your image.

## STEP FIVE

### Send away!

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Once you have crafted your message, add the desired recipient list (ensuring you are sending to US numbers only), check your estimated quote and send/schedule your message.

**Note:** Your image must be less than 5MB. Recommended aspect ratio is 9:16 (1080×1920px or 640×1138px)

# FREQUENTLY-ASKED QUESTIONS

## How much does it cost to get started?

Unique ID line rental is a pre-requisite for MMS. There is a one-time setup fee of USD \$200 to set up a unique number (10-digit long code).

## Are there any additional costs?

Yes, there is an additional USD \$2/month cost per unique number rental, and a USD \$0.06c fee per message, per contact.

## Can you customize the unique number?

While numbers can't be customized digit-by-digit, we can provide a list of predetermined 10-digit long code numbers that customers can choose from.

## Does the \$0.06c per message, per contact include the entire cost to send the message, or is another SMS send fee applied on top?

\$0.06c is the total cost per message, per contact to send from the US, to the US.

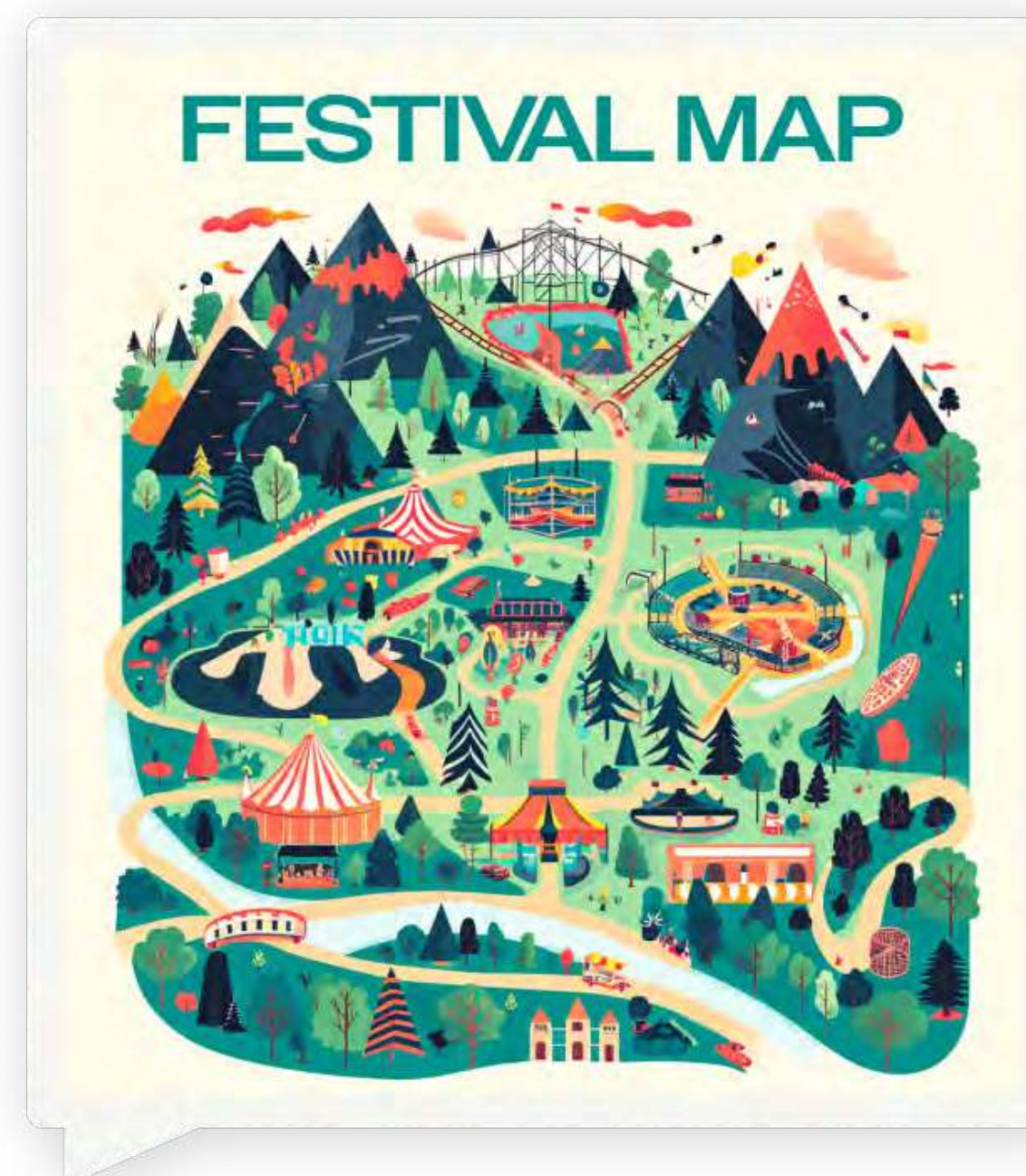
## Can you provide a breakdown of the costs for different contacts?

20k contacts: \$1,200 (+\$200 one off set up + \$2p/m line rental)  
50k contacts: \$3,000 (+\$200 one off set up + \$2p/m line rental)  
100k contacts: \$6,000 (+\$200 one off set up + \$2p/m line rental)

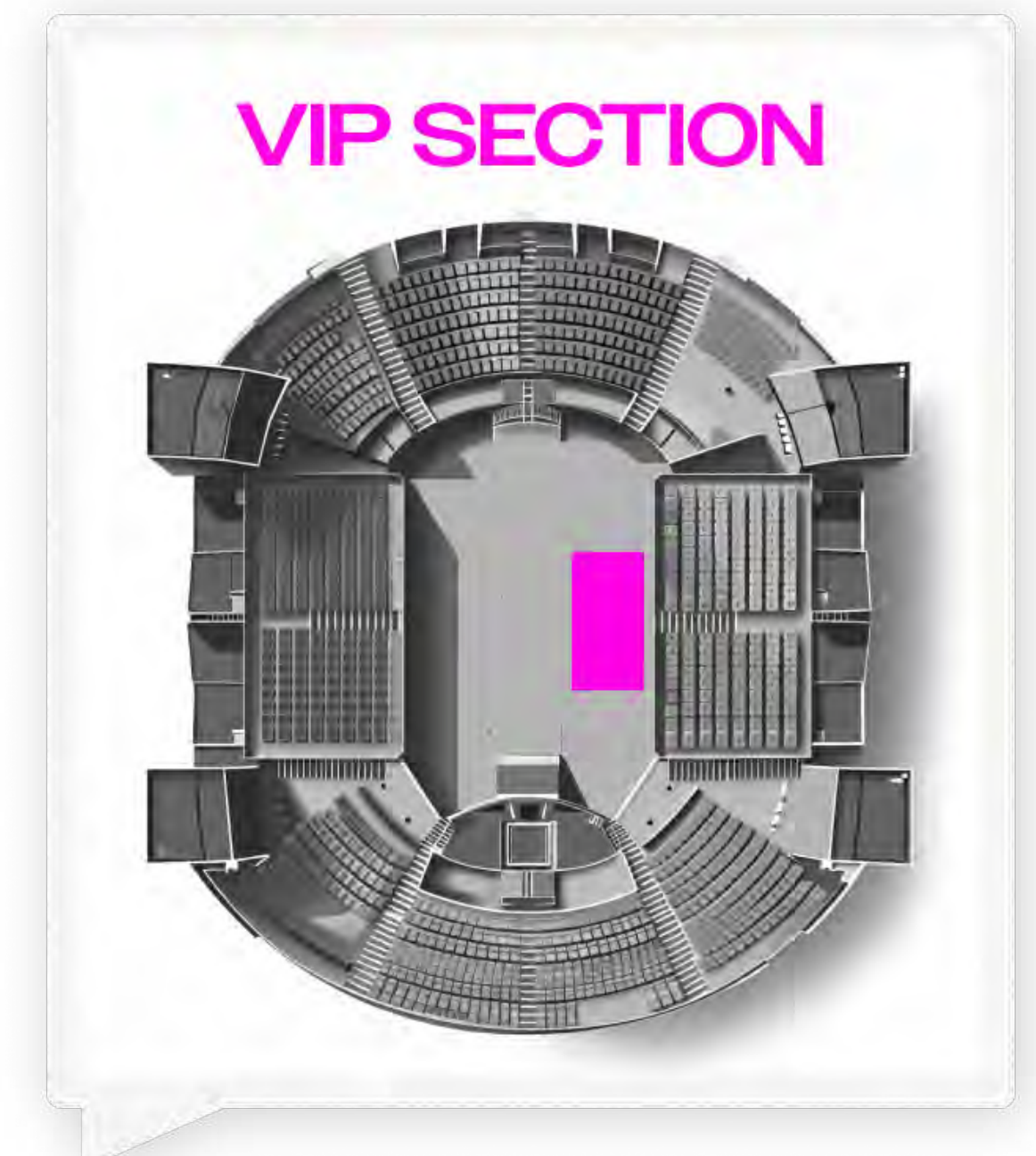
# MMS DESIGN IDEAS FOR EVENTS



A line-up announcement revealing all of the artists playing at an event.

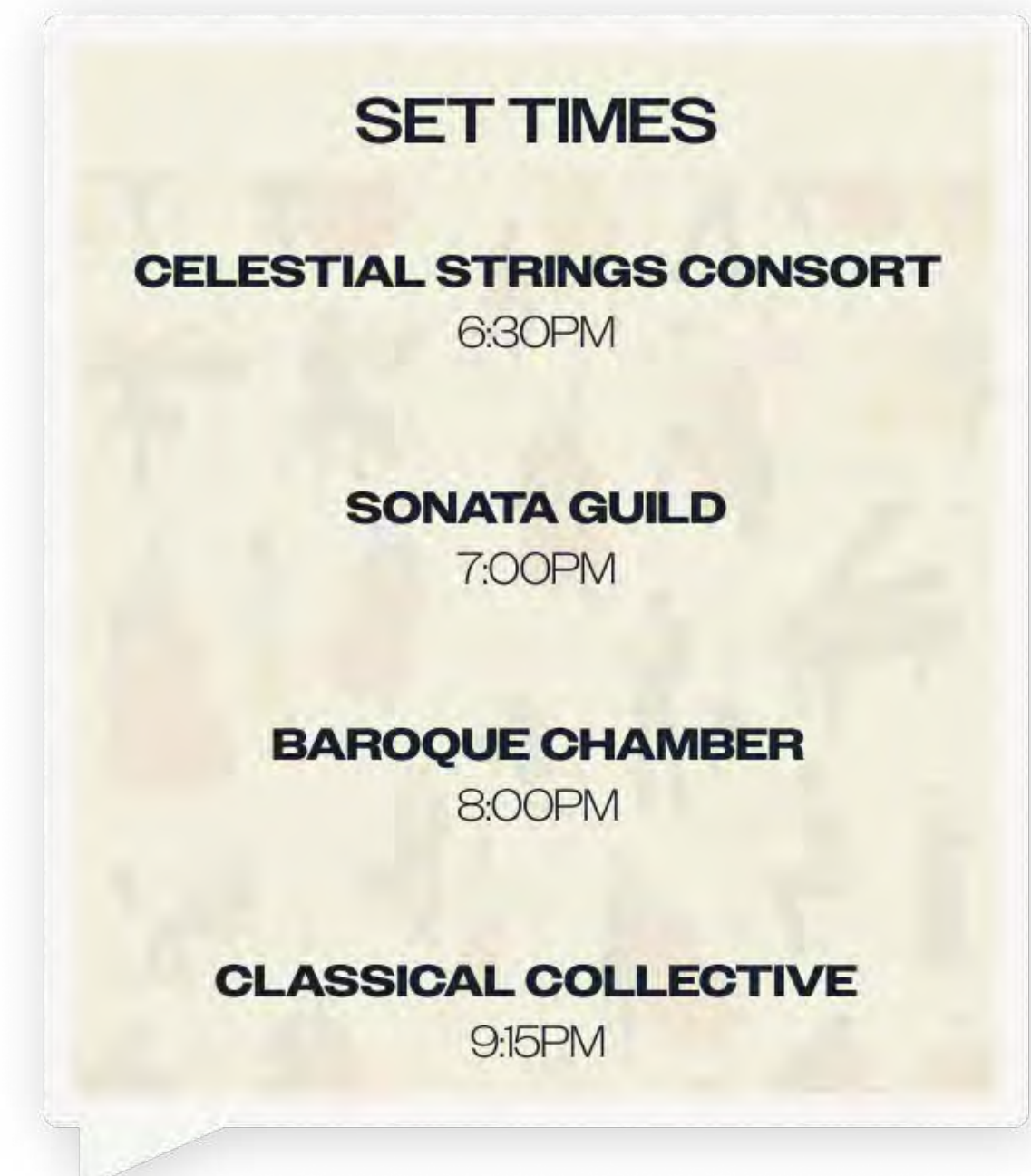
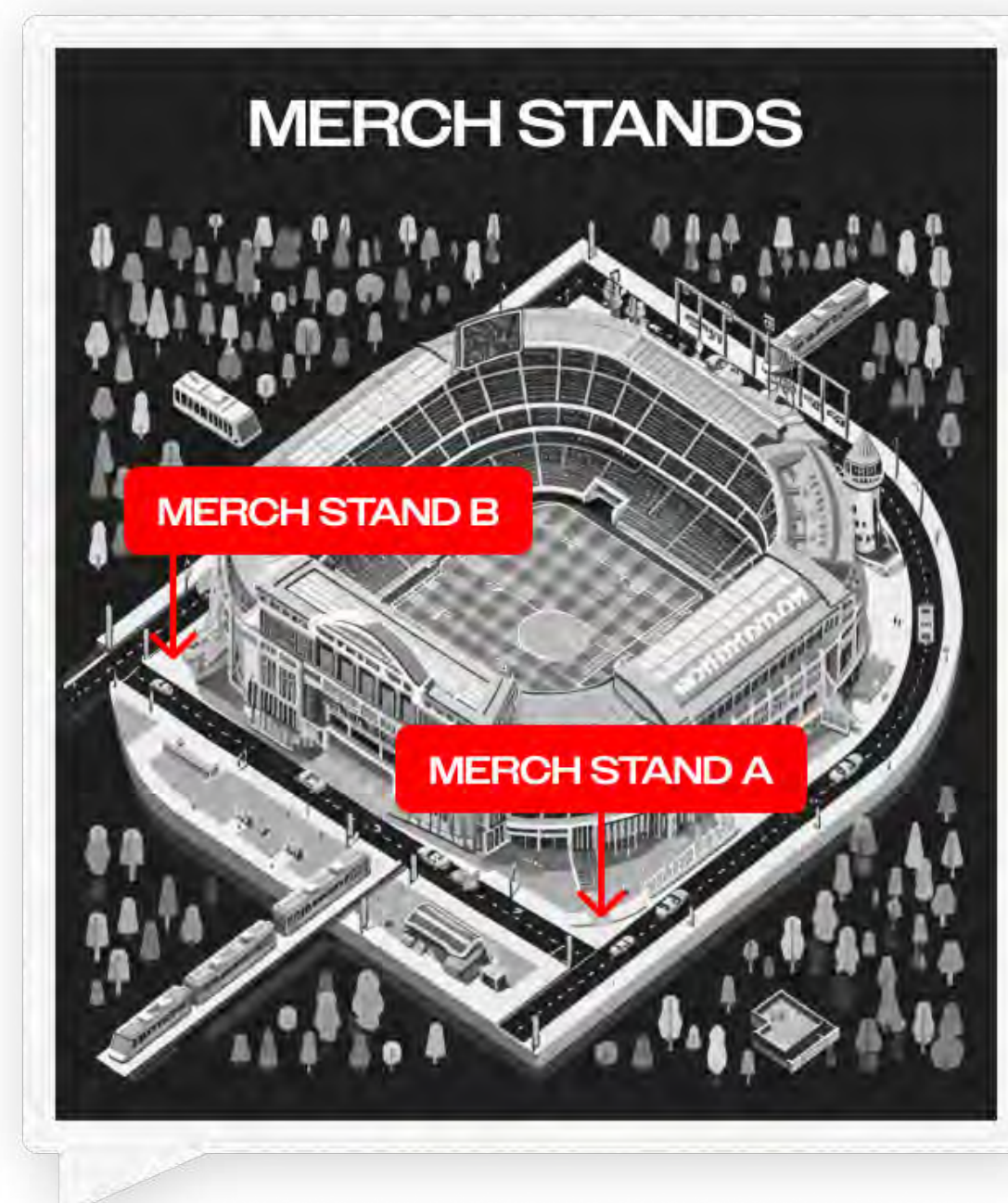
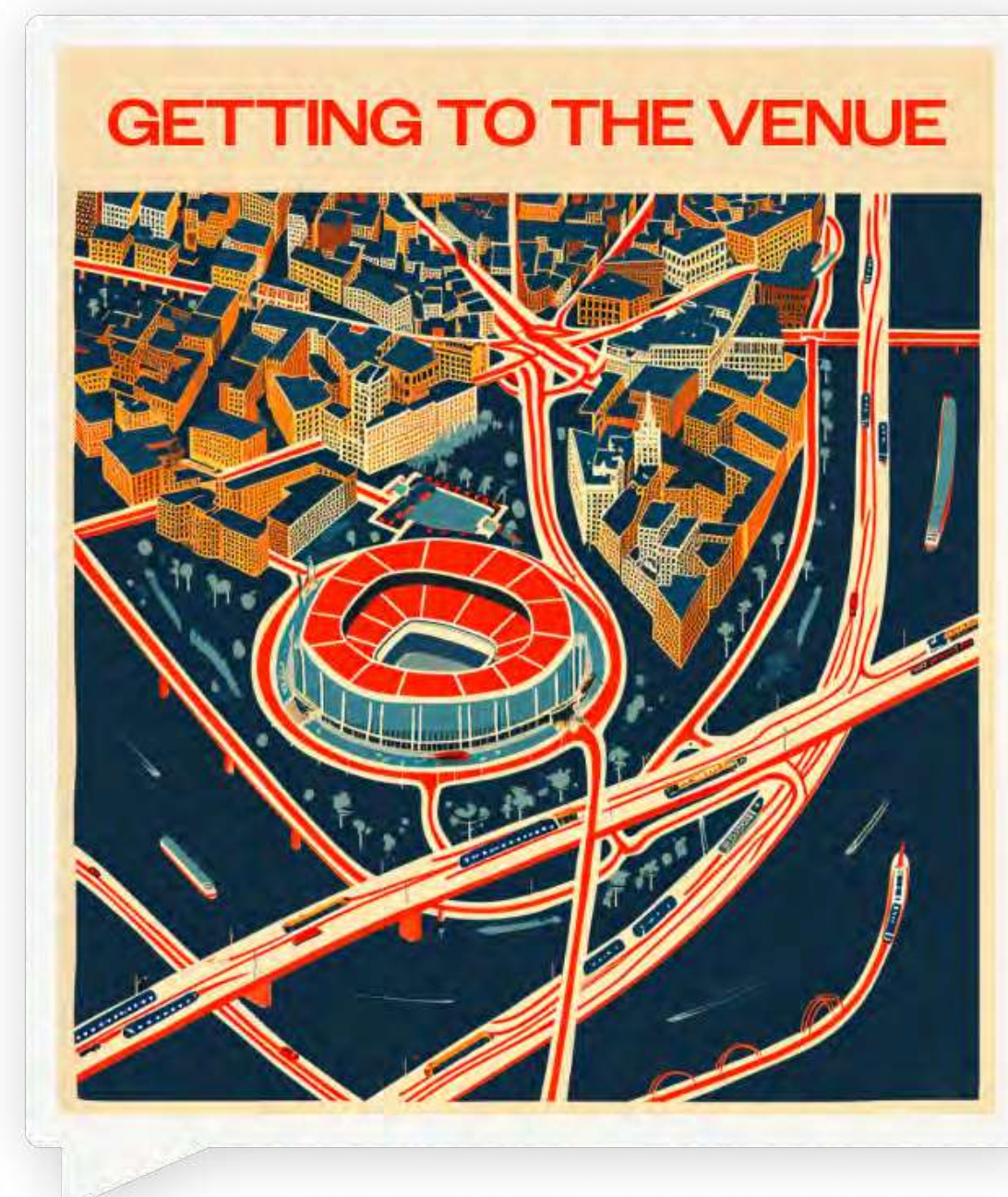


A festival map showing entrances/exits, stage locations, and points of interest.



A seating map showing the recipient where their designated section is.

# MORE DESIGN IDEAS



A local city map showing how to get to the venue via public transport, car, or by foot.

A venue map showing where merch stands (or other points of interest) are located.

A list of set times indicating which artist is performing when (and on what stage).

# EXPLORE ALL OF OUR FEATURES



## Integrations

Integrate with best-in-class platforms for ticketing, advertising and messaging.



## Gamified data capture campaigns

Create campaigns that will sell out your event faster, and build your audience.



## Audience CRM

Collate all of your data, create fan profiles and build powerful segments in minutes.



## Event insights

Track your ticket sales, discover trends, and unlock customer insights.



The CRM and marketing platform built for live events.



## Email marketing

Deliver on-brand emails with dynamic content and a drag-and-drop editor.



## Paid advertising audiences

Auto-sync your contacts, lists and segments to your paid ad platforms.



## Automation

Put your campaigns on auto-pilot with automated actions and messages.



## SMS marketing

Send personalized SMS messages to highly targeted audience segments.



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