



Mogreet text message co. hires VP, Sales & Marketing

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SMS greetings company Mogreet announced that it has hired Jay Goss as the company's vice president of sales and marketing, according to [SoCalTech](#).

Goss previously served as chief operating officer of Numedeon, a company that operates virtual world Whyville.

He's also previously served in senior executive roles at Disney, Reed Elsevier and University of California Los Angeles.

"I've done a number of startups or early game companies where we were introducing something to a B-to-B sector, but in the case of Numedeon, it was a totally different mouse trap but totally similar goals in that it was the virtual world space," Goss told DailyVista. "In 2004, '05 and '06, the virtual world phase wasn't in full gear, and only a few of us were out trying to expose Madison Avenue to virtual world marketing, which was a very provocative thing at the time."

Goss said that people didn't fully understand virtual worlds and there needed to be a lot of education surrounding it – he said that Mogreet's offerings are largely "the same rollercoaster" regarding taking new technology and educating consumers on how to use it to their benefit.

Venice, Calif.-based Mogreet is venture backed by Ascend Venture Group, Black Diamond Ventures, DFJ Frontier and Spyglass Ventures. The company provides text message greetings to consumers.

Goss told DailyVista that 2009 was largely a year where a lot of brands and agencies "dipped a toe" in SMS marketing, and he added that his top priority will be to "switch the S to an M" or rather create buzz surrounding [Mogreet's](#) MMS or video messaging.

Goss feels that marketers would much prefer the option of leveraging mobile messaging via video with an accompanying text message instead of being constrained to the 160 characters allotted for an individual text message.

"Because most of the time we deliver it via MMS, that means we can reach nearly all mobile phones, not just smart phones," he said. "We will be rolling out a multi-pronged marketing plan, as well as continuing to build our sales organization comprised of direct sales and VAR-like partnerships."

Mogreet is the only company in North America that advertises a mobile video and text messaging service, which Goss said can be a great thing but also a tricky concept to work with. He said that when "you're the only one that can perform a certain service, you're the only one talking about it."

“There’s literally nobody else running around celebrating the fact that... a text doesn’t have to be text,” he said. “There are some compelling use cases for text messaging if all you want to do is convey the baseball score, or \$2 off the pepperoni pizza – you can do that in text, but even in those cases, wouldn’t you want to include a video of the pizza coming out of the oven, or watch a homerun in the second inning along with the score? You’re very hard-pressed to come up with a use case where a little video along with text doesn’t outperform text.”

Goss’ primary goal is to continue to evangelize this type of marketing, and to raise awareness among the community to let them know that this market does indeed exist. He said that Mogreet will continue to cultivate its B-to-B brand, and he will be heavily involved in that, but said that the company also provides consumer applications as well.

Initially, Mogreet offered e-card and greeting services to individual consumers who would send texts with videos to their friends. Goss said that it was better to start out with this model so that if there was a “hiccup,” better that it happens with one phone texting another phone, rather than with a big corporate entity mass-video texting to millions of consumers.

“Continuing our momentum, we foresee being part of a number of very exciting campaigns in Q1 and Q2 of 2010,” he said. “Defining our market is the fun part. We have done a nice job to date introducing this to a bunch of sectors including hospitality, retail, pharma, sports, entertainment, politics, etc. Our primary value proposition is the ability to reach a consumer anytime, anywhere, geotargeted – due to area code detection – and of course in video.”

When a brand doesn’t have a need for a video, Mogreet can still handle SMS more competitively than any other company out there, Goss said. He added that the economy doesn’t appear to be having an appreciable impact on its business, probably because it is an attractive option for advertisers that are looking for more accountability with their ad spends while also keeping the cost relatively low.

“Basically because we had the luxury of really being able to figure this out as a greeting card company, we can look at some of the metrics on our campaigns and create a very high delivery rate – 97 percent on the low end – and we did a campaign recently that got to a 100 percent (delivery rate),” Goss said.

He credits this high percentile to the company’s relentless pursuit of discovering ways to bring video function to each and every mobile device that exists today so that every single person in America can see video messages whether or not they pay for Internet or video services.

Our source said that Los Angeles-based Social Radius currently handles Mogreet’s public relations effort, and also has relationships with a few firms in the mobile marketing space.

“I’m always looking to do more, when it makes sense, of course,” he said. “In reality, as you can imagine, we’re very opportunistic, and when there’s things that make sense I take a look at them. We want to stay in front of the advertising community because our basic belief is that everyone will be doing this in 2010.”

Though the technology is still a bit fresh – Goss said that this won't be readily adopted by the beginning of 2010 – the company is looking to target those that are early-adopters; companies that were the first to use banner ads before the rise of the Internet, the first to do e-mail marketing before everyone else and those that created Twitter accounts when it was a very niche marketing outlet.

“We need to find them because they made it their careers testing new technologies,” he said.

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