



# ***Mobile Marketing Revolution***

***Is your business ready?***

# Making the Move Into Mobile Marketing

We live in a world that is always on the go. And thanks to the advent of new technologies, we always take our ability to communicate with us. What began in the 90's with the beeper fad is still alive and well today, with



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SmartPhones and tablet PCs that put the World Wide Web at our fingertips no matter where we happen to be. It's a new and relatively uncharted territory with a virtually limitless profit potential. The problem is that the world of mobile marketing and advertising is one with blurry boundaries and undefined borders.

One of the biggest problems in the world of mobile marketing integration is that too many enterprises view mobile marketing as merely an extension of Internet

Marketing instead of it's own new

universe. While there are a number of similarities that make this mistake such a prevalent one, the reality is that mobile marketing is such a widely segmented niche that it is worthy of consideration as a separate entity with an increasingly expanding reach.

Think about this incredible tidbit - It is estimated that by the year 2014, phone Internet usage will surpass that of traditional desktops and laptops. That's a mere two years away.

If more and more of your target market and customer base will be transitioning to mobile technology for their World Wide Web access, isn't it crucial for your business to anticipate this shift and build a mobile presence that can handle heavy traffic and specialized demands?

## What Is Mobile Marketing?

Mobile marketing isn't exactly a " new" thing, but it does happen to be " the" thing. While social media may

have been the buzzword of 2010 and 2011, even FaceBook has gone mobile. When industry giants recognize and cater to “ trends” , they are no longer a trend but an ever-present reality. It takes on a number of different forms, ranging from the “ simple” SMS text message all the way to full-fledged mobile apps and mobile ready video and commercials. Entire books could fill up the spaces in between.

In a nutshell, mobile marketing is taking your message to today’s cellphones, SmartPhones, tablet PCs and other mobile devices that are tucked into purses, pockets and other easy-to-reach locations across the entire globe. It could mean offering a mobile version of your regular website, offering a banner advertisement on another website, insuring that your email marketing is mobile-ready, developing an app, partnering with an established mobile advertising agency, getting your mobile site listed on the mobile search engines and much, much more.

Some enterprises will be content with a simple, one-dimensional approach to mobile marketing, and may only use one or two of the options. Others will create a richer, more comprehensive strategy that brings all of these components into play. Often, which outlets you decide to use will depend greatly upon individual and unique factors that only you fully understand. We aren’t here to recommend one type over another, only to encourage you to make the strategic move towards integrating mobile marketing into your overall marketing mix.

## Today’s Mobile Marketing Trends

The mobile marketing outlook is a positive, to say the very least. In addition to overtaking traditional PC Internet access in the next few years, there are other predictions that should set your profit senses tingling. With the

advent of low-cost, no-contract cellular plans, virtually everyone has AT LEAST access to text messaging capabilities. Although these messages are easy to delete and often fail to captivate interest or prompt action, the sheer reach of text messaging means that even minimal conversion rates can spell incredible revenue potential when attention is paid to targeting and tracking the analytics.



Source: <http://www.flickr.com/photos/juhansonin/>

Think about it like this: the iPhone caught on an incredible 10 TIMES faster than America Online did, oh so long ago when it took the world by storm.

Add to that the fact that Unisys reported that it can take the average person 26 hours to report a lost wallet. If the same average person loses their cell phone, a mere 68 minutes will pass before it is reported as lost or stolen. Want another way of looking at it? According to Mobile Marketing Association Asia, of the roughly 7 billion people on the planet, 5.1 billion of them have a cell phone. Comparatively, only 4.2 of them own a toothbrush!

Now, here's some even better news... Thanks to the folks at Mobile Marketer, we now know that 70% of every mobile searches will result in action within 1 hour and mobile coupons have an impressive 10 times the redemption rate of traditional coupons - (thank you, Borrell Associates).

The trends for 2012 indicate a number of things which can heavily impact your enterprise. SmartPhones are expected to overtake other mobile options this coming year, meaning that while text will still be a popular, profitable medium, apps will grow in profit potential and demand. Social networking will continue to be one of the demands that mobile consumers are seeking to accommodate their addictions to status updates and tweets. Social gaming is another aspect of mobile marketing set to take flight, as proven by the global phenomenon of Angry Birds(TM). Furthermore, location-based targeted marketing campaigns will be easier to envision and implement, translating into more foot-traffic for brick-and-mortar establishments who may have previously been hesitant to dip their toes in the world of mobile marketing.

## Putting it All Into Perspective

Before we move on to the nuts and bolts of mobile marketing, let's take a moment to get to the heart of what mobile marketing means to you. Take some time to thoroughly answer the following questions that should help to steer you in the right direction.



1. What is the Number One reason that you want to strike out into the world of mobile marketing?
2. What has kept you from making this move before?
3. What is your biggest mobile priority? Making a sale? Qualifying a new lead? Increasing

foot-traffic?

4. What moves - if any - have your competitors made into the world of mobile marketing?
  
5. Do you receive mobile marketing messages and advertisements? Which ones are the most effective? Which ones are the least effective? What can you learn from these examples?
  
6. Take a moment to think about what life would be like in your business if you already had a fully functional mobile marketing plan in place? What would be better? What would be worse? What are your greatest expectations? Your biggest fears?



# Chapter 1: Today's Mobile Technology

How easily we forget a world that once operated without benefit of cellular phones and mobile technology... Undoubtedly, it's a trend that is here to stay - at least until something more novel, more efficient or entirely new

technologies are created and deployed across the planet. From the first car phones on to the most basic of cell phones, change started gradually but has increasingly gained momentum. After all, an object in motion tends to stay in motion.



<http://www.flickr.com/photos/viagallery/4680911457/sizes/z/in/>

While mobile devices are widespread, it's important to understand that all mobile devices are NOT created equally. Different types of devices will require different coding and different apps and different campaign results and execution.

Over the next few pages, we'll cover some of the

most popular and prevalent mobile devices currently on the market. We'll highlight the pros and the cons of each, framing the review in such a way that you can plug in your unique situation and work through the process of discovering which mobile marketing campaign will have the greatest pay-off in your scenario. More importantly, a moment will be devoted to discussing the demographics that typically go along with each of them. After all, you want your mobile marketing campaign to actually reach the people your organization is attempting to advertise and entice.

## The Standard Cell Phone

While it may be harder and harder to believe, there are still a LOT of people who rely solely on ordinary phones, minus all of the bells and whistles. While these phones are the basic, economy mobile device of choice, their sheer affordability makes them a popular option. While these phones are generally limited to talk and text plans, some of the no-contract pre-paid phone plans out there also include limited Web access, generally only enough to handle email or instant messaging.

When it comes to mobile marketing and the standard cellular phone, your options are limited. You can use telemarketing, recorded messages (both of which can get pretty pricey), or you can launch a text campaign. Text messaging (to include SMS and MMS messages) are a fairly universal medium in the mobile world. Text messages can increase traffic, downloads, list building initiatives, can actually serve as a method to close a sale and can give insider access in real time to specialized or high-end list members.

The drawbacks of mobile marketing and the standard cell are very real. First of all, you are limited to telemarketing (which, thanks to heavy regulation and increasing costs for scrubbed lists, translate into a lot of overhead) and text messaging. While text messages are universal, they are also easy to ignore and delete. And, with opt out standards, if you get too pushy or frequent with your marketing messages, you'll likely see a lot of people opting right out of your list.

That said, thanks to the fact that SMS message campaigns have a pretty low cost for distribution and (when done well) can result in both sales and lead generation efforts, conversions can be quite impressive. The trick here is to come up with some goals, what kind of price per lead or cost per sale you feel comfortable working with and get something out there, launched and ready to start testing, tracking and targeting your campaigns to make the most money for the least painful investment. And, when you approach it like a science, with goals, financial forecasts, deadlines and precision, it becomes a science, that you can easily tweak and manipulate to improve your results all of the time.

## The SmartPhone

First there was the iPhone. Then HTC brought Droid onto the system. Now, most cell phone plans offer options (and encourage upgrades) to SmartPhone technology, an increasingly digital and web-based mobile device. SmartPhones like the iPad and the professional office's Blackberries offer a number of potential perks that mean that organizations and causes have increasingly more (and more interactive) ways to draw in new customers with highly targeted and specialized campaigns that can really boost your bottom line. Examples of these perks include:

- 3G & 4G offer the ability to quickly download, message, send and receive emails and surf the mobile web.
- GSM (the Global System for Mobile Communicating) means that a phone is capable of communicating pretty much worldwide, and is ideal for those who spend a great deal of time jet-

setting between countries and continents.

- Bluetooth means hands-free talking and operation while driving and otherwise on the go. Of course, just because there are no hands or wires required DOESN'T mean that you are better able to handle the demands of conversing while driving.
- Wi-Fi access means that SmartPhones can piggy-back off of free wireless signals in designated areas, translating into Internet on the go without Internet sticks or satellite connections.
- USB connectivity to hook up and communicate with other computers and devices in your home or office network.
- Infrared capability translates into the ability to transfer information and data across short distances to other infrared devices.

The only real drawbacks when it comes to mobile marketing to SmartPhones stem from the fact that various devices use different resolutions, browsers, coding and other factors that can mean that you as a marketer have to take steps to insure that it is a seamless visit on all of the major phones and operating systems out there. While this can be a headache, it isn't "hard" to do, just time intensive. Fortunately, once it's done, it's done and the rewards will

soon make themselves quite evident.



<http://www.flickr.com/photos/53925159@N06/5307607367/sizes/z/in/photostream/>

## Tablet PCs

Once the iPod and iPhone took the world by storm, it was only natural that the iPad would emerge. And when it did, it caught on like a wild fire. Today, Apple no longer dominates the field of tablet PCs,

meaning that more individuals are able to afford and buy them. Tablet PCs offer most of the benefits of a laptop computer without as many of the drawbacks. Unlike cell phones, however, most do not receive calls or traditional text messages. Instead, they browse the Internet, create documents, take pictures, send information and data via email, put on presentations and much, much more. Businesses use them. Creative professionals rely on them. They simply make life easier. And with new applications like those for [www.gotomypc.com](http://www.gotomypc.com) and others, you can even



access your own home PC desktop on the go from your tablet computer.

Coding your HTML for Tablet PC compatibility for your website campaign is relatively easy, and offers more sophisticated options above and beyond mere apps. Presentations are a breeze, and offer bells and whistles, along with easy access to web connectivity when needed, especially for those who are in range of cities who promote an expansive wireless network.

When it comes to building a mobile marketing campaign around that specifically caters to or targets the same type of demographics that are heavy users of tablets, one of the best ways is to think like the consumer and end user of your product. The more you can make the meld between your software package, training manual, book, membership site, retail site, etc., the greater the probability that a query will eventually translate into a sale.

## Put It Into Play

1. In a perfect world, which combination of mobile devices would you like to build a campaign with?
2. What would be your order of priority of implementation? For example, would you start with basic SMS text messaging marketing and progressively penetrate into more sophisticated devices as your conversion rates improve?
3. Take a moment and look up your competitor's websites on your own mobile device(s). How many of them are already using mobile marketing effectively? How many of them don't have a mobile web presence worth mentioning?
4. What kind of budget will you have to implement your initial mobile marketing campaign? Take a look at what it might cost to hire out your project to a freelance professional or firm. See if this is a possibility or if you'll have to take the DIY route.



## Chapter 2: Fine-Tuning the Mobile Marketing Website

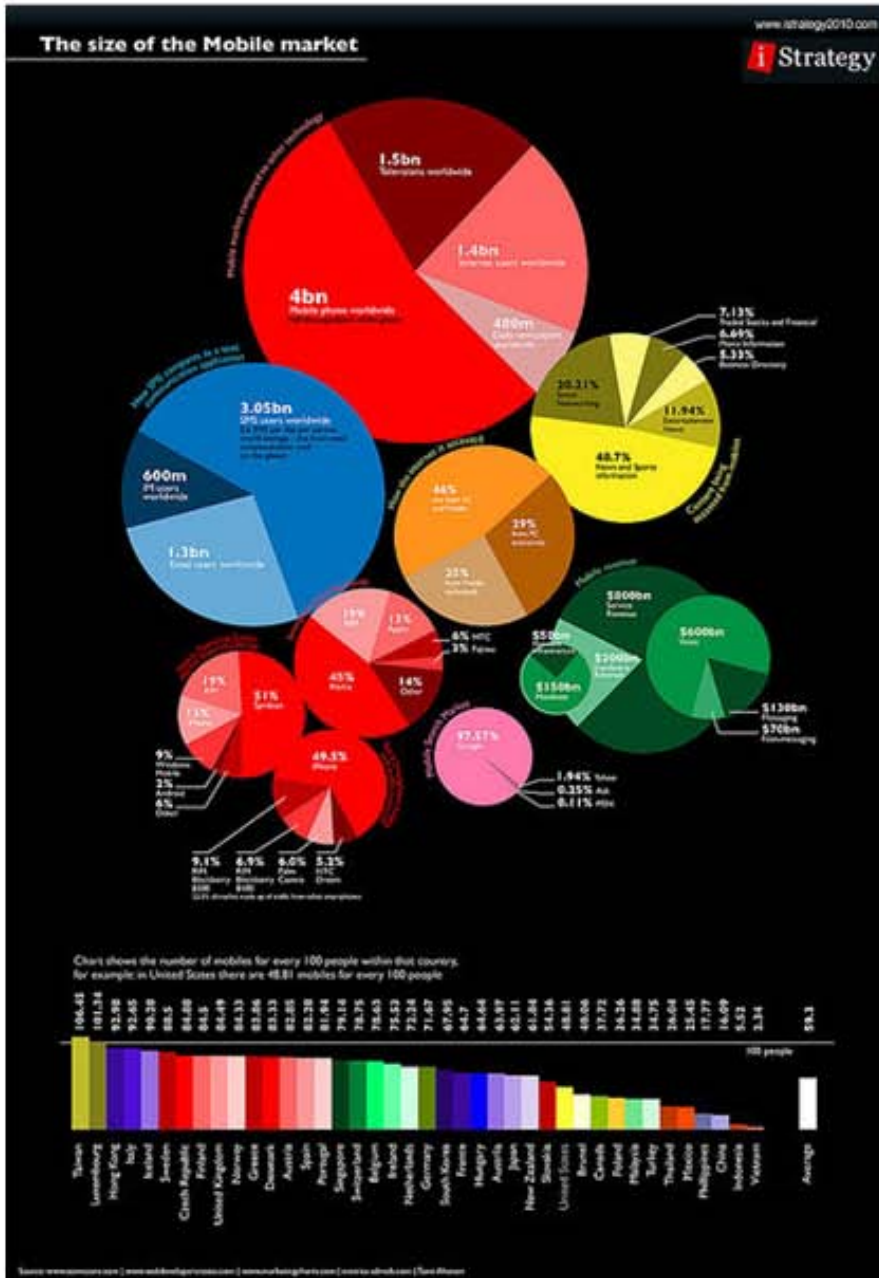
It doesn't take a rocket scientist to figure out that potential website traffic who want to experience your site

on their mobile devices have remarkably different wants and needs when it comes to the browsing experience. First of all, most mobile devices - up to and including the tablet PC - have much smaller screen resolutions than the laptop and desktop playing field. The least sophisticated of Web-capable phones (those with some Internet access, but below 3G standards) only offer a few square inches for the viewing experience and are slow to load many graphics. Even a large tablet computer will be noticeably smaller screen than even a compact laptop screen (though comparable to the netbooks that did become popular prior to the tablet's emergence).

Then, there are operating systems to take under consideration. Obviously, Apple products will run markedly different programs than those on a Windows or Android based mobile device. All of this will mean that you'll need to know how to manipulate your

traffic's experience based on the mobile devices you know they are using.

Obviously, enterprises operating on shoe-string budgets don't have the luxury of tackling each and every opportunity at once. Therefore, there needs to be some system of differentiation and prioritization. Finding out which



<http://www.flickr.com/photos/gdsdigital/4423754587/sizes/z/in/photostream/>

devices and systems to target can be a bit intimidating, but there are some fairly easy ways that you can learn what you need to know. One of the fastest and most affordable is to conduct a simple survey.

## The Mobile Marketing Preliminary Research Campaign

Surveys are incredibly sensible, simple and highly economical - especially if you are already using an email marketing client that allows for the creation of simple surveys for your list subscribers. What you do then is create a simple survey - preferably with no more than 5-10 options for your subscribers to choose from - to indicate which mobile devices they regularly use. Consider making this a check-the-box survey where multiple answers are allowed and encouraged.

You can greatly increase the conversion rates in regards to fishing out the specific information you need by offering some sort of incentive for survey completion. This might mean offering access to an exclusive free report, a discount code for use with the next purchase or some other low- to no-cost option that will sweeten the deal and encourage the people who are most likely to respond to your mobile marketing initiatives to tell you the best way to get it done.

Put a solid deadline on your survey incentive so that you can quickly and easily tabulate the answers for an overall understanding of which mobile devices will offer you the greatest financial rewards. You can spruce up your survey with additional questions, asking subscribers which ways they prefer to receive communications. You might find that even though a lot of people have iPhones, if they do, they are only interested in specific apps, which you're not ready to produce at the moment. If this is the case, it sure helps to know that they prefer to receive text messages and discount codes, etc. - a campaign that is often well within reach of even the most cash-strapped establishments.

Once the deadline has passed, it's time to tally up the information. While your survey client may offer you free reports that break down the information you need and ignores what you don't, this may not be the case. If you need to do it the old-fashioned way, here are some of the more important things you want to find out:

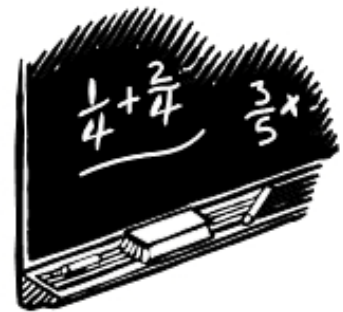
1. How many total subscribers were invited to participate in your survey?
2. Of those, how many subscribers DID participate?
3. Which mobile device had the greatest popularity? Work your way down the list until you have created a glimpse of your market's mobile capabilities.

4. If you asked other questions, tabulate the answers here. For example, if you asked which method was preferred for marketing messages, what answer came out on top? Which was the biggest loser.

Now that you are armed with a clear overview of your target market and their mobile marketing preferences and options, prioritize your list of options and ready yourself to visit some of the following websites for more information on coding your site to various specifications for easy access across the board.

## Coding Tutorials for Mobile Devices

1. <http://thinkvitamin.com/mobile/coding-for-the-mobile-web/>
2. <http://www.practicalecommerce.com/articles/395-Preparing-Your-Website-For-Mobile-Devices>
3. <http://blog.templatemonster.com/2010/05/11/how-make-mobile-website-6-easy-tips/>
4. <http://arandomurl.com/2011/03/16/coding-for-the-mobile-web.html>
5. <http://www.webpagefx.com/design-build-mobile-web-site.html>
6. <http://coding.smashingmagazine.com/2011/08/18/from-monitor-to-mobile-optimizing-email-newsletters-with-css/>
7. <http://www.geolocalseo.com/blog/coding-mobile-websites-in-xhtml-basic/>
8. <http://www.seochat.com/c/a/Search-Engine-Optimization-Help/Should-You-Move-Your-Site-to-HTML5/>



## Analyze Your Expectations

Although it may feel a bit like putting the cart before the horse, but now - before we move onto talking about the specifics of mobile SEO - right now is the best time to start thinking about what it is you hope to gain from making the move into mobile campaigns.



1. Are your primary goals to close sales, funnel leads through your persuasion architecture, create new leads, increase web traffic, to increase foot traffic or some other

primary goal?

2. Is your desire to move into mobile a response to traffic and subscriber demands for more interactive and integrated communications and social media compatibility.
3. How much are you planning to invest in your initial mobile marketing campaign? Based on these figures, how many sales or leads will you need to have in order to justify the investment? What sort of financial return are you looking for on the first campaign?
4. Are there any times that it would be acceptable to initially LOSE money on a campaign? More sophisticated and larger scale mobile efforts (like taking Farmville to the iPhone when it first made the move) may initially cost a LOT more than it makes in revenues. How long can you afford to move in this direction before profits are an absolute necessity?

## Chapter 3: MSEO - Mobile Search Engine Optimization

When it comes to Internet marketing, it's all about SEO. When it comes to mobile marketing, it's all about MSEO - Mobile Search Engine Optimization - a critical step that must precede any successful campaign. When



<http://www.flickr.com/photos/brentdpayne/>

iCrossing, there are about 1 billion computer users, compared to a whopping 2.3 billion mobile subscribers - and that was about three years ago! As mobile devices grow increasingly sophisticated AND affordable, growth and increased traffic forecasts will remain promising.

### The Bare Essentials

While we will take a bit of time to explore the more intimate and in-depth applications for mobile SEO, when you boil it all down to the barest of essentials, there are really only three steps involved in the process: developing specialized style sheets, creating separate sites specifically built and customized for mobile users and local directory submission (like Google Local). The good news is that you can generally do all of these things yourself, on a limited to non-existent budget. If you conduct a quick Google search for “ mobile style sheet coding” or another similar phrase, you'll find the code you need to incorporate for various mobile devices that your intended audience is using.

mobile device marketing started out with a lot of restraints and constrictions, developers were generally limited to WAP (Wireless Application Protocol) or the .mobi domain in order to get their messages across. When greater choice and competition entered the mobile arena, all of that changed. Today's mobile experience can easily measure up to the traditional website experience; however, it can't be accomplished without a bit of research and hard work on your part.

Wondering why it matters? Let's think about it like this: According to



When it comes to creating a specific, separate site for mobile devices, this is - admittedly - a bit more difficult, but still do-able. Doing it well is something you can do yourself, assuming you arm yourself with the right tools and tricks. Smashing Magazine offers a fairly in-depth tutorial that will arm you with what you need to know if you just visit:

[http://www.smashingmagazine.com/2010/11/03/how-to-build-a-mobile-website/.](http://www.smashingmagazine.com/2010/11/03/how-to-build-a-mobile-website/)

Local directory submission is simple and free (if you do it yourself), but you can often benefit from service providers who specialize in multiple (and often targeted) directory submissions at incredibly affordable prices. For the equivalent of about \$33.00 a month, you can enlist the aid of [www.majon.com](http://www.majon.com) to gain access to a listing in over 100 different local directories PLUS a custom created video that you can use to promote your offer. However, if you're intent on doing it yourself, there is a great list to start out with that you can find for free at:

<http://www.localsitesubmit.com/local-blog/the-best-local-directory-list>

## Other Ways to Give Your Mobile Website an Edge

We all get those “ pie in the sky” dreams about what we want to do or what we will do with our websites. However, far too often, those dreams get so grandiose that it's easier to abandon them than it is to pull them off. We've all been there, at one point or another. What if you don't get around to building that customized website and just stayed exactly where you are right now? What would be the opportunity cost of that mistake?

Fortunately, you can guard yourself against worst case scenarios by taking the time to implement the following tasks that makes the most of the website you ALREADY HAVE!

1. Follow the basic rules of traditional SEO. Don't spam keywords and phrases. Pay attention to relevance. Put some thought into it, but never sacrifice the human audience experience in order to attract search engine attention. Always aim for organic principles and best practices.
2. Use XHTML coding. Not only is it more forgiving of bugs and errors, it's one of the universal languages of mobile devices and generally insures accessibility across multiple platforms.
3. Employ external stylesheets and javascript. This will insure higher functionality of your

website.

4. Shy away from Flash and other custom apps that may not function across various devices. Remember the old principle of everything - KISS (keep it simple, stupid!)
5. Don't just optimize your website for the mobile experience - do the same for any videos or audio that you offer on your site.
6. Learn how to use what are known as " jump links" to quickly navigate to important parts of the website that may not be viewable on the mobile screen.
7. When specifying the size of graphic elements, don't use pixels. Instead, rely upon percentages, that will translate across the board.
8. Don't forget simple coding changes, like making any phone numbers click-n-call coded. This can save a lot of time. If you've ever been on your phone and hit up a search engine for information on a company and then had to hunt down a piece of paper and a pen in order to write it down instead of simply clicking to call, you know exactly how frustrating the oversight can be in the eyes of the end user.
9. As mentioned previously, submit your mobile sites to mobile search engines.
10. Take the time out to create a simple mobile site map that will allow easier navigation for your traffic and easier spider indexing for the search engines.

## Your Weekly Assignment

Over the course of the following week, make it a point to use your own mobile device as frequently as possible. Think about the things that matter to you.



- What frustrates you the most about the mobile web experience?
- Which websites are a major turn-off and why?
- Which websites do you consider to be a " success" - what made it that way?
- What features of your product or service are VERY relevant to the mobile experience?

- What information should be included to insure that a mobile user can access the information they need to complete the sale?

Pay attention to your answers and use this feedback as you begin building your own mobile website.

## Chapter 4: Socially Mobile Media

Social media has officially gone mobile. But before you can begin crafting a social media marketing strategy, you need to first refresh your understanding of what makes something qualify as “ social media” . After all, social media and social networking are much more than just Facebook and Twitter.



<http://www.flickr.com/photos/bizbuzzmedia/>

experience. To build a buzz. To get people interactive.

According to Merriam-Webster.com, social media is defined as: “ forms of electronic communication (as Web sites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages and other content (as videos)” . In order for campaigns to be successful, social media has to be at the HEART of social media marketing campaigns. It isn’t enough to merely send out an offer, the goal in social media is to create a user

Undoubtedly, social media is HOT! As one person put it, Facebook has been able to accomplish in less than 10 years more than the CIA has been able to do in their entire lifetime. There are billions of conversations going on right now. The trick is to figure out how to get them talking about you and your enterprise. That’s the good news...

The bad news is that social media is a complex matrix, and measuring conversion statistics is tough. Monetizing social media in any way is quite a challenge and certainly isn’t something that happens “ by accident” . Whereas the typical eCommerce site, complete with a hard-hitting, high-converting landing page is an example of direct response marketing , social media is a lot more like public relations. It often proves to be a much more effective communication tool than a direct conversion tool. While there are examples of mobile-inspired social media campaigns that translate into sales (think Groupon announcements, and lowest gas price apps), if you are content to kick-start a lead generation initiative or are merely looking for a way to build buzz or increase traffic, success doesn’t have to be measured in dollars.

## Real Life Examples of Mobile Social Media Marketing Done RIGHT!

A great of example of the right way to enter into the mobile social media marketing platform is FlipBoard, which has been heralded for their innovation to social media. What they have done is created an app that translates the things that matter in YOUR life into a mobile social media magazine. Instead of hunting all over for what you want and need to know, you become your own editor and choose which Facebook, Twitter and LinkedIn updates you'll get, plus you have the option to add in stories and news-feeds from across the Web - even if the blog you want



to follow only has a handful of regular subscribers.

The app is offered for free, and the creating company is able to capitalize on tremendous list building and networking opportunities on the B2B, B2C and P2P exchanges. Other, similar social-media inspired mobile applications sell for as much as \$5.00 or more.

## Think About Things Differently



The key to success is thinking about social media differently than you do other promotional venues. At this point, more than perhaps any other, knowing and understanding your audience will pay off in dividends. Where do your users hang out? What do they do with their free time? When they're mobile, where are they going? What do they spend their money on? Who are they talking to?

As you investigate these questions, you need to think about potential places where what they enjoy doing and what you do for a living meet and meld. For instance, let's say that you offer instructional downloads on how to have clear skin. Obviously, one of your biggest demographic pools of customers will be teenagers - boys and girls.

Thinking from the mobile social media experience, let's think about where your two worlds combine BEFORE a sale is made. Think about the link between certain days of the week. Friday marks the beginning of the weekend, a time when dates, parties and other socially-charged activities go into full swing. Perhaps you could create an app that offers simple pointers or tips for clearer skin when on the go or when partying in full swing. Think about having someone sign up for a free coupon code text blasts. Consider creating a zit-blasting game that teens can play on the go.

Getting to know your audience enables you to craft social media offerings that are specifically tailored to who they are, what they enjoy doing it, where they do it and how they go about making it happen. Skipping this critical step will result in campaigns riddled with poor conversion rates, opt-outs and being ignored. Do so at your own risk...

## Yelp & FourSquare

If this is the first time you'll really attempt to penetrate the mobile device market, there are two ways that you can increase your familiarity and comfort with mobile social. The first of these is Yelp and the other is FourSquare.

Both of these services will allow you to interact with mobile subscribers who make it near your brick and mortar establishment. Yelp is totally free for businesses to sign up for. FourSquare is free and offers a specialized business section that arms you with the tools to get recognized, create special offers and otherwise create measurable campaigns that you can monitor for overall success.

Stop what you're doing right now and visit them both - make it happen. As soon as you get the hang of these two options, start investigating other venues to help you get the message out about your business.

1. Think about your market. Look for ways that you can create applications and interactive experiences that will begin a dialog and build a relationship.
2. Give preference to relationship building when it comes to social media marketing for mobile. While sales and revenues may be an eventual reward, once you initially invest in this area, it will take time. Focus first and foremost on list building and lead generation.
3. Think about giving away a free download (that you can view on a mobile device) to get



folks to download your app or otherwise get involved with your mobile overtures at social media networking and marketing.

4. Think about other companies who have successfully utilized social media. What do they have in common? How are they different? What makes each one of them popular?

5. Take the time out to play around with apps like Yelp and FourSquare. Pay attention to how long it takes for you to get your first initial responses. Watch your campaign grow over the days, weeks and months to come. Track your process and when you start wondering if it really is all actually worth it, look at the impact that has already been made on your business's bottom line - either in leads or sales.

## Chapter 5: Mastering Mobile Advertising

While there are a number of mobile advertising outlets out there, when you think of mobile advertising, most people think of apps. After all, which of us hasn't (at one time or another) found ourselves saying, "There's an app for that!" Admittedly, apps are an important part of the mobile advertising pie, but they aren't the only slice. In fact, when everything is said and done, there are a total of 7 different kinds of mobile advertising options.

These seven options (some of which we've already touched upon earlier) include:

1. SMS
2. WAP
3. Mobile Display advertisements
4. Search engine ads
5. Rich media experiences
6. Video opportunities and
7. Push notifications



As you look over the components of the list, it's interesting to note that they are listed based on the complexity of the communication tool. SMS messages are universal. An estimated 98% of all mobile users have access to text messaging.

Web Access Protocol is a bit more sophisticated, culminating in the category of push notifications. Examples of push notifications include the notifications you receive when someone sends you a message or friend request on Facebook. Putting this into more profitable terms, a better example would be if you were operating an affiliate program, you could create push notifications that alerted your affiliates when a sale was completed or another significant conversion process concludes. You could pair this with a text messaging campaign that highlights special features and tips for success for your affiliates on a daily basis. On your site that caters to those using a WAP, you can create easy to access affiliate reporting, message alerts and campaign components at a glance.

Mobile display advertisements are, essentially, apps. While there are a number of options available to you if you are interested in building an app specifically catered to your market, ranging from doing it yourself to hiring a freelance coding expert, there is another way to get the job done.

## The Joint Venture App Marketing Campaign

At any given moment, there are thousands of apps being created, launched, tweaked or promoted. Instead of creating your own, you can join forces with someone who has created a relevant app and either pay or barter in some fashion for sponsorship rights for the app.

For example, let's say that you are an ice cream truck dealer. You were thinking about creating an app that notifies those in search of an ice cream truck in your geographical area. However, when you started doing your research, you discovered that there were three state and two national apps that did the exact same thing. In almost every case, the service was provided as a freebie up-sell to subscribers of membership groups or for those who had already paid for access to the app. After doing a little digging, you discover that all of them are willing to provide you with a free listing, and for just a small fee, you can include pictures, videos and other bells and whistles.

When time is money (and when isn't it?), you have to ask yourself which is better - customizing and otherwise reinventing the wheel or simply piggy-backing on those who have already accomplished your aim? Since



there are likely much better ways that you could be spending your time, in this case it simply makes sense to pursue a joint venture.

## Is There Already an App For That?

Okay, it's homework time again! In light of what we just learned about joint venture app creation, let's turn the spotlight away from the imaginary company and onto your real one.

Take a moment to Google the term “ mobile application directory” and see what you find. Browse through a few of them and look for apps that are relevant to or targeted specifically towards your market. It may help if you take a moment to brainstorm some of the keywords that are relevant to your product, service or site.

Of those you find, write down any that seem relevant to your specific needs. Think of ways that you might get listed in their app, sponsor their app or otherwise piggy-back off of their campaign.

## Rich Media Advertising Campaigns

When it comes to mobile devices, those with 3G or better capabilities are able to experience mobile browsing almost as quickly and seamlessly as they could on a laptop or a desktop computer. This means that you can create highly sophisticated, multimedia-rich and interactive advertisements that can easily be targeted toward your intended audience.

The sky is virtually the limit. If you can dream it, there’s likely a coder out there who can do it. Better yet, there are likely affordable services that specialize in exactly what you’re looking for. Perhaps you want to get your feet wet in the world of video creation. Or you were thinking about the next mobile gaming sensation. The point is, if you know what you want, you can create plans to make it happen.

## Putting It All Together

Not every kind of advertising will work for every kind of business. The world of advertising is hardly ever “ one size fits all” . Because of this, you need to think about your own priorities and goals before you just jump right in.

Grab a blank sheet of paper and write down which of these seven earlier advertising options seems most relevant to both your business and your budget. Once you’ve chosen those that apply, rank them based on their ability to reach your intended market. Looking at your priorities, what portion of your time and budget are you willing to devote to each one of these areas.

Once you know, either draw a freehand pie chart or create one on your word processing software to illustrate where you will focus the majority of your time, attention and funding.

Then, get busy creating a plan that you can put in action.

## Chapter 6: Tactics for Targeting & Tracking Mobile Marketing

Marketing isn't marketing if it can't be measured - otherwise, it's just advertising. To be qualified as marketing, results have to be targeted, tracked and measured. Of course, this is all much easier said than done. Fortunately, with a little research and planning, you can give yourself a much higher opportunity for success.

### Targeting Tactics

Before you can worry about measuring the results of a mobile marketing campaign, you need to figure out who you are marketing TO! While many people claim that sales is simply a "numbers game", that isn't always true. Let's use the typical website as an example.

If you currently have a website with a conversion rate of 5%, that means that for every 100 visitors who access your site, 5 of them will buy. If your sale price is \$25.00, that means that every 100 customers translates into \$125.00 in sales.



Knowing this, how would you go about increasing your revenues?

Most people opt to increase the amount of traffic to their sites. They figure if they can get 50,000 new visitors, that will translate into \$62,500. Sounds great, right?

Unfortunately, when indiscriminate means are used to increase traffic - just for the sake of traffic - is that your conversion rate can actually go DOWN! So, instead of a 5% conversion rate, it might fall to 2.5%, or less.

There has to be a better way, right?

There is. One of the other ways is to improve your conversion rate. While we don't have the time to explain exactly the best way to accomplish this one, the fact remains that if you increase your conversion rate to 10%, those same 100 visitors now equal 10 sales and \$250.00 - regardless of whether you increase your traffic.



But targeting is even better. If you already know that your conversion rate is acceptable and your traffic is sure and steady, you can then focus your attention on attracting the RIGHT kind of traffic. Doing this means that you gain a clear understanding of the audience you're attempting to reach and the best ways and places to reach them.

You can do this by getting to know your customers. Who are they? How old are they? Where do they spend their time? What else do they purchase, aside from your product? What other apps are they using? What games do they play? Are they active on social networks?

As soon as you know who they are, you can find new and effective ways to reach them, draw them in and convert them into paying customers or loyal followers. But targeting is only half of the battle. The war isn't over until you figure out how to track your results and use the information you discover to make your campaign even better.

## Tracking Your Results

Once you've entered the mobile marketing playing field, data will start coming out of the wood works. It's easy to get overwhelmed by it, and many respond by attempting to ignore it. This is the absolute WORST thing that you can do. Knowledge is power, and all of the power you'll ever need can be found in the interactive data that is exchanged between mobile users and mobile marketers.

Fortunately, what Google has done for web analytics, other companies have done for the world of mobile analytics (and don't worry, Google's in on the action, too!)

## The Mobile Landing Page

If you are just entering into a web-based mobile experience, talk to your webmaster about the options when it comes to setting up analytics to track your mobile landing page. Depending on the coding and programming you use, you can harvest the details to distinguish about what type of response you are getting and what platform those visitors used to get there. While the information you'll glean may not be as in-depth or rich as what you'll get in some of the more advanced mobile marketing platforms, it is still very useful and gives you the data you need to tweak and fine-tune the success of your campaign.

Take some time to do your homework and discover what other options you have in the analytics department. This is particularly important if you are a DIY fanatic and ARE your own webmaster.

## SMS Coding Solutions

Text messaging isn't going anywhere, but if you aren't careful, you can lose sight of success because measuring and capturing the data you need to determine conversion rates and other critical components. Examples of SMS coding include those television and radio commercials that have a special offer and all you have to do is text " BER23" to a telephone number. Armed with a clear understanding of how much money it cost to secure the advertising space and man the phones or Internet for taking orders, you can measure the cost per lead or cost per sale based on the number of people who follow through with the texting.



You also gain access to a new subscriber list that you already KNOW responds well to text messaging campaigns and initiatives. Follow this up with specially coded coupons that offer special freebies, discounts or other offer components and monitor your response rates accordingly.

## Opt-In Options

When it comes to keeping your legal bases covered, permission marketing is about the only way to go. No one wants to be spammed - and certainly not on their cell phones. Just like email subscribers don't appreciate it, people who very well could be paying per text won't either.

The best part about offering the option to " opt-in" is that you create the sign-up form, meaning you can request and gain access to a LOT more demographic information. It's best to only REQUIRE the most basic and critical of information, but if you offer other questions about age, sex, address, income, etc. a surprising number of people will gladly provide you with the information you're looking for.

## Track Those App Downloads

Firms and freelancers across the world will gladly create an app for your business. The good news is that once that app is built, there are a number of different methods available for tracking either the number of downloads or click-throughs.

While the information you glean from this may not be as extensive as what you can get through opt-in initiatives, when the two are combined, the results and data you'll obtain can be well worth the extra effort required. This is also an ideal way to determine if your subscriber base is responsive to or has access to SmartPhone technology.

## Software Solutions

If you are running multiple campaigns or dealing with customers in various stages of the buying process (those who are browsing, those who have come back several times but never purchased, those who are loyal customers or disgruntled customers who have already taken their business elsewhere), keeping track of all of the data can be overwhelming, to say the very least. Fortunately, there are a number of software programs out there that can help you make it happen.



Here are a few of the more popular options:

1. Ringleader Digital
2. AdMob
3. Webtrends Mobile Analytics
4. Mobile Traffic Software

Now that you've spent all of this time learning HOW to launch a mobile marketing campaign, the next order of business is to remind yourself what you'll be missing if you fail to cash in on trend that's already taken the world by storm.

# Chapter 7: Profits & Power - The Advantages of Mobile Marketing

With the number of cell phone users across the globe is already higher than those who have regular access to a PC or laptop, perhaps the biggest advantage of mobile marketing is having the ability to reach a diverse potential market cost effectively, regularly and directly. So, if over the next few weeks of initiating your first mobile campaign you find yourself ready to throw in the towel, here are the reasons to “ keep on keepin’ on” ...

## Constantly Close at Hand

Once upon a time, we were limited to the postal service to get messages across, and that took time. Then there was radio, then television and then along came the Internet, which helped to speed things along considerably. The problem with the computer (and even the laptop computer) is that they weren't truly “ mobile” in the sense that today's cell phones and mobile devices are. No one slept with the television or computer under their pillow, but the number of people who a never more than a foot or two away from their cellphones is incredibly high.

When a cellphone is close at hand, and you are able to effectively, regularly and successfully reach those mobile subscribers, that makes YOUR message always within easy reach.



## Rapid Response Times

We touched a bit on the fact that things have sped up a lot, but it's insane to think that messages that might have once taken weeks or even months just to get delivered (much less responded to) is now more instantaneous than ever before. Even email messages had a lag of an hour or two or more between responses. But text messages are generally read and acted upon within minutes of delivery.

## Points to Ponder

- In light of these trends, in what ways could you get “ ahead of the game” and initiate simple steps that can allow you to plan and strategize actions that will get you closer to the cutting-edge category of mobile marketing?
- What is one thing that you can do today, right now, that will take your mobile marketing system to the next level?
- What is the best mobile marketing campaign that you have ever personally received? What did you like about it? What is permission based or a blind attempt to reach out to you with their message? Was it something that was forwarded to you by a friend? Really write down the details behind the experience and look for ways that you can could create a similar campaign that would have a similar reaction from consumers, but specifically dealing with your particular “ specialty” .



## Wrapping It All Up

After all of the progress we've made and the information we've uncovered, I'll clue you in to a little secret about mobile marketing: It's simple, but it sure ain't easy!

The good news is that learning and knowing what to do is easy. Taking the time, investing the effort and doing what will seem (most of the time) a whole lot like work, is the hard part. Behind every effort you make, every connection you make, there needs to be a smooth current of discipline that will guide you through it.

Now that you know what your priorities are, it's time to start the process of internalizing your goals and making a mission from the very soul.

## Your Elevator Speech

Although the elevator speech is most typically a tool for the salesman or "traditional" professional, there is something incredibly empowering about being able to powerfully and concisely describe what you're doing and what makes you significant in a sentence or two. So empowering, in fact, that you should do it for your mobile marketing campaign. Come up with a simple sentence or two that clearly states what your business is, who it is reaching and the strategies used to implement your mobile marketing initiatives.

For example, "One Buck Books is a traditional brick-and-mortar used book store in Jacksonville, Florida that targets local and national customers who are avid readers and collectors. Our mobile marketing efforts include a specialized text-messaging program to announce coupon deals, an app that allows you to search through inventories and a geographically targeted local campaign that interactively targets those whose come within a one mile radius of our store."

## The Mobile Marketing Mission Statement

After you have drafted your elevator speech, your next move is to specifically spell out your mobile marketing mission statement.



Include all of the elements of your mission, what you'll measure, deadlines, accountability and other components that serve to make your efforts that much more “ real” to you and easier to explain to others.

In the case of One Buck Books, the mission statement might include the market in the Jacksonville area, desired response rates, the average value of one customer's purchase, ways to keep up communication initiatives, a projected rate of growth and other elements.

For more information on how to create a mission statement of your own, please visit:

<http://www.kinesisinc.com/marketing/how-to-write-a-powerful-mission-statement/> .

## Develop a Marketing Plan

If you want to take yourself seriously, it doesn't hurt to have a marketing plan in place. While this is NOT a simple task by any means, it can create the framework and foundation for a wildly successful business initiative.

For information on how to craft your own marketing plan (either just for your mobile campaigns or your overall marketing mix), you can visit:



How to Create a Mobile Marketing Strategy

<http://www.mobilemarketer.com/cms/opinion/columns/4443.html>

How to Create a Mobile Strategy for Business

<http://www.inc.com/guides/201105/how-to-create-a-mobile-strategy-for-business.html>

Launching a Mobile Campaign is Easier than you Think

<http://smallbusiness.foxbusiness.com/technology-web/2012/01/06/launching-mobile-marketing-campaign-easier-than-think/>

How to Create a Marketing Plan

<http://www.entrepreneur.com/article/43018>

Creating a Marketing Plan

[http://www.marketingpower.com/ResourceLibrary/Pages/Best%20Practices/Creating\\_a\\_Marketing\\_Plan.aspx](http://www.marketingpower.com/ResourceLibrary/Pages/Best%20Practices/Creating_a_Marketing_Plan.aspx)

Developing a Marketing Plan

<http://www.sba.gov/content/developing-marketing-plan>