



GETTING STARTED WITH MOBILE!

So Much Easier Than You Think





MOBILOZOPHY
WHAT'S YOURS?

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GETTING STARTED WITH MOBILE MARKETING

Welcome to the world of mobile marketing!

The facts for getting mobile involved into your marketing are very, very compelling:

- » 9 out of 10 Americans own a mobile device
- » Just 31 million out of America's 311 million people don't use mobile
- » 95% of SMS messages get read
- » 32% of mobile users use web browsers on their phones

Knowing all of this, you're seriously considering it. These tidbits will push you over the edge:

- » Mobile works with anything you're currently doing marketing-wise. You add your social media icons to everything you put out now right? You'll do the same with your mobile Call-to-Action – add it to your e-mail signature, website, receipts, bags, brochures.
- » It's really, truly easy to find out if your mobile marketing is working. Just track new opt-ins, page views, and scans from your provider's mobile platform. Google Analytics will help with your mobile site, just like your desktop site. It's all stuff you do anyway.
- » Mobile adds on to your current marketing. It doesn't require new staff or hours of your time.
- » Starting with mobile is like when you first got your desktop website: seemed impossible then, now it's a cakewalk. We'll teach you how to maintain your mobile programs, or can even do that for you.

9 out of 10 Americans own a mobile device



Clearly the reasons for *not* going mobile don't hold water. And then there's the fact that, according to ComScore Inc., a business analytic provider, in April 2011 the number of advertisers using mobile advertising was up 128% from April 2009. Which means that, while mobile marketing is still in its infancy, it's quickly gaining ground – and your competition is likely doing it, or seriously considering doing it.

So you're in, right? Great!

Now you're wondering, "How do I get started with mobile marketing?" And this is the stage where many business owners and marketers stop moving forward – because they don't know the answer.

Not to worry! This white paper is your answer to your questions and shows you how to formulate a mobile philosophy – dare we say Mobilozophy? – of your own.



First things first: What exactly is mobile marketing?

The Mobile Marketing Association defines mobile marketing as the set of practices that enable organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.

Now in plain English: Mobile marketing is communicating with your customers via mobile devices, like cell phones, to send a marketing message.

To deliver that message you have a few choices:

1. Text messages (also called SMS) that send information

SMS stands for “short message service” or “simple message service.” These are 160-character messages that come in a few forms:

- » alerts
- » coupons
- » notification
- » text-2-win contests and sweepstakes

2. QR (quick response) codes that they scan to get more information

QR codes are two-dimensional barcodes that are similar to the bar codes you’re already familiar with. QR codes have encrypted information, so when someone scans them with their smartphone they send that smartphone to:

- » a video
- » an image
- » a coupon
- » a mobile web page



3. Mobile websites that make it easy to get in touch with you on the go

Your mobile website is a version of your existing website, but rendered in a way that makes it easy to view on a mobile device. You can use your mobile website for many things:

- » landing pages for QR codes
- » a place for customers to get mobile coupons
- » a way for you to be found by customers doing searches while shopping
- » an easy-to-use way for customers to get your address and directions when they’re out and about

4. Mobile applications (also called apps) that let them interact with your brand

Apps are software that run on mobile devices and perform tasks for the user – things like... games

- » bill pay
- » productivity tools
- » account management



Is mobile marketing right for you and your customers?

Now you know your mobile marketing options. But that just means you probably have more questions now, like

- » Which one should you use?
- » Should you employ more than one?
- » How do you get started with any of them?

But before you can answer those questions you must answer these questions:

1. Who is your target market?

Which customers do you need to reach? Will this group of people sign up to get your text messages? Would they use your mobile website? Is a QR code they can scan from a postcard or package going to appeal to them?

2. What is your value proposition?

“Value proposition” just means “the thing you can give them that no one else can.” Which mobile marketing channel will be most interesting to them, give them convenience, or save them money? Specials they can only get from your SMS messages are generally considered to be relevant, as are QR codes that lead to a mobile site with coupons. Remember, make the value proposition relevant to them.

3. What are your objectives?

Just as important as pleasing your customers is knowing what you want to achieve with a mobile campaign. Do you want people to opt-in to be on your text and e-mail lists? Maybe you want a lot of website page visits, or phone calls generated from a mobile campaign. If you have a restaurant you'll likely want reservations, which can happen via an app.

If the answers to the three questions above point to mobile marketing working for you and your customers, then you're ready to choose your mobile platform – or platforms – and get started.

Mobile marketing is right for me, but...

So you answered the three questions and determined that mobile marketing would be a good idea for your business. But that leads to more questions:

- » Is mobile marketing going to need a huge time commitment?
- » And I still need to know – which channel do I use first?
- » And how do I get started?





A big concern is how much time mobile is going to take. Being new to mobile, you have no idea – and probably assume it's a hassle.

But it's not. Really! Mobile marketing is just an extension of the marketing you're already doing. You can integrate it into that – by adding a SMS sign-up on your website, or adding a QR code to your ads – and it's practically painless.

Remember when you had to get a desktop website? And it seemed like a huge ordeal that was going to take a lot of time? But now you have the site, and it's part of your daily operations, and you can't imagine not having it. Mobile marketing is just like that.

So we know it's not going to consume all of your time and attention. Super! Now on to which mobile channel to use, and how to get started.

Here – as in much of life and business – we'll adhere to the K.I.S.S. principal: keep it simple!

Start simple, and test.

1. First, get a mobile site. Nothing huge, just a scaled down version of your current desktop site, or a simple landing page. This will serve in the other parts of mobile marketing, and you can tell customers about it right away to begin building traffic.
2. Next, do a test SMS campaign or add a QR code to your existing marketing. You can test and tweak these to find out what content generates the most consumer engagement such as an SMS campaign to optin to receive a coupon or scan the code to see a promotional video.
3. After you've figured out whether QR codes or SMS messaging – or both – are best for you, you can build new mobile channels into your marketing program as you get comfortable with them.



A note about apps: Step 3 is where apps come in. Apps are what brought mobile marketing to the spotlight, and they get all the attention. But they're not right for everyone. They're more expensive, and may not get used very much. They do give users a rich experience, but an app may not be right for meeting your budget or goals. You may want to wait a year or so after getting started with mobile to decide.

You know which channel to use. Now where do you use it?

This is easy! Mobile compliments all media.

Think about it this way: You already add your social media icons on just about anything print or digital, right? The same thing goes for mobile.



Add the call to action to whatever media you normally use for a marketing campaign. And think outside the box too by adding details of your mobile marketing to POS receipts, product packaging, banners, signage, shopping bags, souvenir cups, brochures, and event displays.

Strategize with your calls to action to determine which media or message is producing the best results. For example, when using SMS you can use the word "TV" in your tv advertisements, "Radio" in your radio spots, or "Print" in print advertising. This way you'll see the responses per word and know which outlet produced the best results.

The same goes for URLs and QR codes. Create a mobile website, duplicate it, and give each one a different URL. Then place those URLs in different media to find out which media channel will net the most traffic.

The same also goes for QR codes. Integrate codes that launch different content (videos, coupons) and watch which gets the best results.

You can also strategize with the channels. If you plan to run a print ad in a magazine, then one month use a SMS call to action, and the next use a QR code. See which gives you the best results.

Just like starting a Facebook page, at first you'll have no buy-in from customers. Then a few will sign up for texts or scan your QR code. Then more will, and more will, and it will be like you've been doing mobile marketing for years.

The real trick is strategy

So there it is, the hand-holding you needed to make the leap into mobile. Using mobile isn't difficult; it just needs to be as strategic as any other marketing campaign should be.

So let's get started! Contact us now:

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Stop sitting on the sidelines, or you'll get left in the dust.

Our Mobilozophy: Connect. Engage. Convert. What's yours?