



# Mobile Marketing Starter Kit

## 5 Essential Lessons For Mobile Marketing Winner\$

A list of “must knows” to get you started in mobile marketing today!



## 1. Mobile Marketing is about Marketing

You have heard about this sexy new “thing” called mobile marketing and you are fascinated and overwhelmed by all the gadgets that developers dangle in front of your face like carrots. Apps, iPhone, Android, mobisites, Location Based Marketing, Bluetooth... the list is endless. You just don’t know where to start.

Well, the simple answer is that mobile marketing is first and foremost about marketing. So you start by looking at your existing marketing strategy and –objectives. Then integrate mobile and consult a mobile marketing strategist to help you, just as you would ask an ad agency to help you with your advertising.

**LESSON 1: Before you start with mobile and pay lots of money for some sexy app, think about your existing marketing plan and objectives first and integrate mobile to help you achieve them.**



## 2. Build a Mobisite

Of course you have a website, and you understand how to use it in your marketing mix. You might have links to a newsletter and update your site often with information about your products and services. Maybe you are even into e-commerce and run an online shop. So you are pretty clued up about the Internet, right? Wrong!

There is a new animal in town and it is called a “mobisite”. You access it via wireless application protocol or WAP or, put in even simpler terms: by logging on from your mobile phone. Mobisites might look like “small websites”, but they are an entirely different proposition. They have to be built in such a way that they render correctly on such small screens. They have to be “readable” by literally thousands of browsers (there are only a handful of different “computer Internet” browsers). They also have to meet completely different objectives than websites.

But they can potentially reach FOUR BILLION people.

**LESSON 2: Forget everything you learned about the Internet and start learning everything you can about the mobile Internet.**



### 3. Privacy is King

Fact: never before mobile marketing did you have the opportunity to get that close to your customers, one-by-one, wherever they are, at whatever time. That is because mobile phones are “always with me, always on and always personal”.

With this exciting opportunity comes a huge responsibility.

If you run mobile marketing campaigns that don't respect the privacy of your customers, they will quickly feel irritated. Your sales will suffer, you will have wasted money and will have caused damage to your brand.

**LESSON 3: Respect the privacy of your customers and engineer campaigns that take this respect into account.**



## 4. Marketing Mix Integration

You have set up your mobisite and it works like a dream. You have devised a killer SMS campaign, offering mobile discount vouchers to drive foot traffic through your door and boost sales. Congratulations! You will lose money. Why?

Because you have spent all your money on a campaign that “floats” somewhere in cyberspace. No one knows about it. Until you have built Quality Leads™ (see below), you have to invest some of your advertising bucks in above and below advertising and promotions.

**LESSON 4: Mobile is not a stand alone medium. Integrate it in your marketing mix by using above and below the line advertising and promotions to activate your mobile marketing campaign.**



## 5. Build Quality Leads™

So you are following Lessons 1, 2 and 3. You applied them and your campaign was a huge success. Thousands, no millions of respondents! But let us ask you this: who are these people? What are you going to do with all those mobile phone numbers? Why don't you just burn your money?

After putting in all that effort you should have captured some valuable information about the participants in your campaign and, ideally, be able to continue to engage them with your mobile presence. Without doing that you have successfully created a worthless database of anonymous mobile phone numbers.

**LESSON 5: Design your mobile campaign to build Quality Leads™ with whom you can continuously share relevant valuable information about your products and services. Then engage, engage, engage...**



# THE NEXT STEP...

## Mobile Marketing ACTIVATION KIT



## 3 simple steps to make your Mobile Marketing campaign a success TODAY!

### 1. Assessment

- What is my existing marketing strategy?
- What are my existing marketing objectives?
- How can mobile help me to achieve both?

### 2. Strategy

- Which mobile marketing tools are best for my campaign?
- How do I integrate these tools in my marketing mix?
- How will I measure my results and improve my next campaign?

### 3. Implementation

- How do I choose the best service providers?
- How do I get the most out of my investment?
- How do I best utilize my Quality Leads™?



## Mobile Marketing Winner\$

offer you kick-but mobile marketing solutions  
that will turn the cell phones of your customers into SELL phones  
for your products and services.

**It's EASY, QUICK and COST EFFECTIVE**

To find out how we can help you activate  
your successful mobile marketing campaign  
please email Mobile Marketing Winner\$ team leaders  
Alexander or Lauretta

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