



# Quick Start Mobile Marketing Guide

## 3 Essential Steps For Mobile Marketing Winner\$

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



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

### 1. Advertise your mobisite

Now that you have a permanent presence on the mobile internet, a mobisite, you must use ALL your existing advertising media to PROMINENTLY advertise your mobisite URL / domain name (<http://yourname.param.mobi>). ALWAYS give your customers a COMPELLING REASON to visit your mobisite. Better still, set up a *keyword to short code* system. This allows your customers to simply SMS a *keyword* to a *short code* and they receive a response SMS with a link to the URL / domain name of your mobisite. All they have to do to visit your mobisite is to click the link. This will drive much more traffic to your mobisite than if you simply advertise your mobisite URL / domain name.

For example: "SMS *keyword to short code* and receive 25% off our ABC"

If you need help to set up your *keyword to short code* system drop us a line at [alex@mymobworld.com](mailto:alex@mymobworld.com) or [lauretta@mymobworld.com](mailto:lauretta@mymobworld.com)



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### 2. Build your Quality Leads™ database

When you advertise a COMPELLING REASON for your customers to follow your call to action in 1. above, you will get a lot of emails in your inbox with the contact details of people who want to hear about your products and services and buy from you.

CAPTURE these Quality Leads™ in a database so that you can continuously ENGAGE them (see 3. below). You can simply capture the information in an Excel spreadsheet.

If you need help to set up your database drop us a line at [alex@mymobworld.com](mailto:alex@mymobworld.com) or [lauretta@mymobworld.com](mailto:lauretta@mymobworld.com)



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### 3. Engage your Quality Leads™

The secret to optimize the return on investment (ROI) of your mobile marketing efforts is to frequently change the special offers on your mobisite and tell your Quality Leads™ about it. To do that you can simply send out Bulk SMS's. Remember that you only pay to reach people who WANT to hear from you. Include the link to your mobisite URL / domain name in the SMS.

For example: "Visit <http://yourname.param.mobi> and view our latest specials on ABC"

If you need help to set up your Bulk SMS campaign drop us a line at [alex@mymobworld.com](mailto:alex@mymobworld.com) or [lauretta@mymobworld.com](mailto:lauretta@mymobworld.com)

Don't forget to continue to advertise your mobisite with you other existing advertising tools!



## 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 Laretta

[alex@mymobworld.com](mailto:alex@mymobworld.com)  
[laretta@mymobworld.com](mailto:laretta@mymobworld.com)