

Mobile Marketing Winner\$

Week 13, March 2009

Create Quality Leads TM

And save time and money today!

Dear Mobile Marketing Winner\$ Team Member,

Mobile Marketing Winner\$ are a network of marketing and PR specialists. We are dedicated to educate and coach, consult and support to save you time and money when it comes to engineering your mobile marketing campaign.

You probably already received a text message with somebody's advertisement on your phone, wondering how the advertiser got your phone number.

Well, today we talk about creating Quality Leads TM, and how you can save time and money doing so, instead of spamming mobile phone users.

Until next week...

Best wishes,
Your Mobile Marketing Winner\$ Team

Create Quality Leads TM - And save time and money today!

by Mobile Marketing Winner\$ Team Leader [Alexander Gregori](#)

We are all familiar with the short message service (SMS) on our mobile phones. We all frequently send and receive SMS's. Some age groups (below 45) even use their mobile phones more for SMSing than for making phone calls.

Accordingly, marketers have also utilized this much appreciated new communication tool. You might have used a SMS campaign for your own company, products or services. You definitely already received a "please call me" with an ad message attached or, much worse, a SMS about a certain product, service or promotion. I know I have. From "Dear valued XXX customer..." to "Invest in a funeral policy for your parents". You might also have entered a competition using a premium rated SMS.

As effective and cheap as the use of SMS to bring an advertiser's message across might be, it can easily backfire. Sure, if you don't really care about annoying people and hurting your brand, and if you simply hope that 1-3% of the people you spam with your intrusive SMS respond (like any direct marketer would), then go right ahead and plan your next campaign (or advertise on television and get better results!).

If however, you are more interested in building valuable, one-on-one business relations with people who will really buy from you, and if you want to spend your advertising budget almost exclusively on your actual customers and clients (a marketers' dream!), then read on.

Mobile phones are the most personal communication device EVER. Read that sentence again, even if you've heard it before! We never leave home without our 'mobile'. It is "always with me, always on". It is an extension of ourselves. We customize and personalize our mobile phones. We use it to communicate with friends and family, for business and for entertainment. We listen to music, play games, watch TV or videos. All from our mobile phones.

It logically follows that we are very careful about who we let into this personal space. It is equally logical that we don't like it if someone muscles his way in through the 'back door'. In this case through unsolicited SMS's.

Put yourself in the shoes of the recipient of such spam. Wouldn't you ask yourself:

1. How did the sender of this unsolicited SMS get my number?
2. Why do they talk to me as if we have a relationship ("Dear valued XXX customer...")?
3. Where do they get the information that I might be interested in their offer ("Invest in a funeral policy for your parents")?

Well, these are the facts: Whoever is behind these campaigns got your number illegally, they have no clue who you are and they don't care what you want. I, for example, have never bought a XXX car and my parents passed away some time ago, so I am hardly a "valued XXX customer" nor do I need a "funeral policy" for my parents. I am however pretty upset about the invasion of my privacy and I am definitely developing a dislike for the company or brand that is responsible for the spamming.

So some company sells my cell phone number illegally to some other company and some advertising agency conceives these annoying campaigns. Somebody is spending money, and somebody is making money. And all that effort to disgruntle me, the perceived 'lead', the prospective client...Duh!

Another very popular use of SMS is for competitions. Apart from the fact that many of these competitions are in fact illegal lotteries (read my blog on this subject [HERE](#)), companies are spending a fortune on above the line advertising, only to drive people to send a SMS to a short code. The result is a worthless data base with cell phone numbers of people you know nothing about. And for the next campaign that same company spends all that money for above the line advertising again. This is, at best, a branding exercise. Hmm... well, I guess the advertising agencies also have to survive, taking their 16.5% for developing and placing these ads... and then there is still the opportunity to make money from selling the cell phone numbers...

Pretty weak strategy for a communication device that potentially (and for the first time ever!) allows the creation of personal, one-on-one business relationships, where companies can know exactly who their customers are and what they want, even to the point that they are asking for it.

Mobile phones allow you for the first time ever to create a data base with Quality Leads TM. So why waste your money on generic once off mobile ad campaigns that result in nothing but a worthless data base of cell phone numbers?

A Quality Lead TM is a customer or client, or a potential customer or client, who has approached YOU to receive information about your products and services and with whom you have built an ongoing communication relationship. In some cases Quality Leads TM are even prepared to pay you for information. In addition, Quality Leads TM come with lifestyle profiles. That means you not only know who they are and where they live, but also what they do and how they interact with which other brands, products and services. Quality Leads TM are not annoyed about messages from you. They look forward to receiving them and more often than not they ask you (and pay you!) for them.

If you start from scratch you obviously have to invest in above and below the line advertising to drive people to your Quality Leads TM data base. But here is the difference: once you have captured them, you save on additional advertising by using mobile communication technology to talk with them on their mobile phones, which is much cheaper. Instead of wasting your money on advertising once off campaigns again and again, you now invest your money in long term, sustainable customer relationships.

I'm sure you agree that this makes much more sense!

There are many exciting ways of creating Quality Leads TM. When you are ready to invest your money in creating Quality Leads TM, instead of repeatedly wasting it on once off campaigns, visit the Mobile Marketing Winner\$ web site (<http://mymobworld.com>) or write to me (alex@mymobworld.com) to discuss opportunities for you.

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