

# Mobile Marketing Winner\$

Week 24, June 2009

## Optimized Mobile Marketing Ideas

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.

We skipped a week, sorry about that...

In today's newsletter we share some ideas for optimized mobile marketing applications. It's really not rocket science when you think about it :-)

Also don't forget to book your **Early Bird** seat at this year's *Thinking Mobile™* Conference Series [HERE](#).

Until next week...

Best wishes,  
Your Mobile Marketing Winner\$ Team

---

## Optimized Mobile Marketing Ideas

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

No one can argue that South African companies are not experimenting with mobile marketing. Apart from the omnipresent competitions ("simply sms 'blah blah blah to 11 223 and stand a chance to win a holiday for two"), there are also dedicated mobi sites that either allow users to get information (such as store location and opening hours), or serve as landing environments to engage users to become actively involved in a campaign.

You also find the obnoxious ad tags to Please Call Me's and the odd sms you receive from a company you have never dealt with, usually addressing you with something like "Dear valued ABC customer...".

One thing that all these mobile marketing efforts have in common is that they fail to fully exploit the opportunities that are offered by mobile phone technology. In most cases, companies are required to invest in above the line advertising to drive people to participate in the mobile campaign, but what happens to the communication with these users once the campaign is over?

For example, you can have a mobi site where people vote on a video for your brand and stand to win prizes. This is heavily advertised above the line to drive people to visit the mobi site. A great branding exercise, but once the winner has been drawn and the campaign is over there is no more incentive for users to visit the site and continue to interact/communicate with the brand.

The money spent on above the line advertising is wasted, because if you run the next mobile marketing campaign you have to advertise all over again.

Wouldn't it make sense to have invested the above the line ad spent into driving users to an environment where you can continue to engage them? Where they have a reason to return again, and again, and again? Well, this is possible, simply by building Quality Leads™. Your benefit? The monies you spent in above the line advertising to drive users to your mobi site in the first place, are now an investment to build on.

Not really rocket science, is it? Talk to a [Mobile Marketing Winner\\$ team leader](#) now, and we can show you how you can optimize your mobile marketing campaign by creating Quality Leads™.

---

**Comment on this article.** Click [HERE](#)

---

**Join** the Mobile Marketing Winner\$ LinkedIn group [HERE](#)

---

**For more Mobile Marketing Winner\$ tips** and to get your mobile marketing campaign off to a successfull start visit [myMOBworld](#).

---

**Visit the blog** of Mobile Marketing Winner\$ Team Leader Alexander Gregori [HERE](#).

---

**Follow us on Twitter** [HERE](#)

---

**Did someone forward you this Newsletter?** Subscribe [HERE](#).

---

**For featured events** click [HERE](#).

---

**Special pre-publishing E-book offer (save US\$70):**

To pre-order your copy of

*Mobile Marketing Winner\$ - All you ever wanted to know about mobile marketing but didn't know who to ask*

click [HERE](#).

---

**Stay in touch:**

To email the Mobile Marketing Winner\$ Team simply click [HERE](#)

---

---

**Unsubscribe:**

To unsubscribe to this newsletter click [HERE](#)

---

Copyright 2009 by Dawn Anna Investments (Pty) Ltd.