

Mobile Marketing Winner\$

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Building Mobisites

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.

It was another good week for the Mobile Marketing Winner\$ Newsletter as yet more people subscribed. Welcome to all of you, thank you for reading and please tell us how we can make the newsletter even more relevant for you.

In today's newsletter we give you the 3 main points to look out for when building a mobisite for your business.

You can now also access all previous Mobile Marketing Winner\$ Newsletters in our Newsletter Archive [HERE](#).

Until next week...

Best wishes

and keep *Thinking Mobile™*

Your Mobile Marketing Winner\$ Team

Building Mobisites

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

Apart from applications ("apps"), which are being made increasingly popular by the PR hype of Apples' iPhone, mobile web sites (mobisites) seem to be a big hit among South African companies. One of the reasons for this might be that there are only about 50,000 iPhones in a market with almost 40 million cell phones...

Anyway, when you decide that it is time for your business to have its own mobisite you should adhere to these 3 points in order to save money and have a useful tool.

1. Domain name / URL

Assuming you already have a web site with a domain name and URL you might want to use this for your mobisite as well. Something like "http://www.yourcompany.co.za". You have several choices, such as "http://m.yourcompany.co.za", "http://mobi.yourcompany.co.za" or "http://yourcompany.mobi.co.za".

All these URL's are however not ideal for your mobisite because they do not give you a separate search engine entry. The only URL that does give your mobisite a separate search engine entry is "http://yourcompany.mobi". If you consider the fact that over 70% of South African mobile internet activities are search related, you will realize how crucial it is to have the right URL for your mobi site.

You can test this yourself right now. Do a Google search for "kick off" and "mymobworld" from your mobile phone browser and compare the results. The "kick off" search results show only their .com web site, but the "mymobworld" search results show both our .com (internet) and

.mobi (mobile internet) sites.

That is because the Kick Off mobisite has the URL "<http://m.kickoff.com>", whereas the myMOBworld mobisite has the URL "<http://mymobworld.mobi>"! Oops...

2. Proper rendering

We all know that the screen of a mobile phone is much smaller than a computer screen. A normal web site therefore looks funny on a mobile phone because you can only see maybe 15% of the whole site and have to scroll up and down and left and right. But you never get the full picture.

Mobisite developers know this, or they should know it anyway. Most of them do, but many don't and what suffers is your brand, presenting a bad user experience. Once again "<http://m.kickoff.com>" is a good example of how **not** to do it: readers are forced to scroll left and right in addition to up and down...

3. Objectives

When tasking a developer to build a mobisite for you, be sure you have defined your mobisite objectives. Believe me, the developer cannot do that for you. If you build a house you first let an architect draw up plans according to the end result you desire, right? You do not first go to the bricklayer, right?. The bricklayer wouldn't know what to do or, alternatively, and this happens all the time in mobile "marketing", he would build you what **he** thinks your house should look like.

You could have many different objectives for your mobisite, but whatever they are, remember that a cell phone is a communication tool. So one of the objectives of your mobisite should be some form of two way communication, even if it just very basic.

Have a look at "<http://jetfashion.mobi>", one of the most basic mobisites I have ever seen. They have a section called "Jet Financial Services" and if you click on there you will find information about a Family Funeral Plan Plus policy which is powered by Metropolitan Life. You are also given a telephone number to call for more information.

This is all very interesting, but I wonder why anyone would end up on that mobisite. Now let us assume somebody actually does get there and reads the information. Somebody having gone that far would probably like to learn more, but instead of having a "Click to Call" phone number that allows the lead to simply click on the link and be automatically connected to the call center, he or she has to physically write the number down, log out of the mobisite and then physically dial the number to get more information.

What a schlepp!

Imagine that: The customer is already in your shop and you send him back home and ask him to call you so that you can then sell him what he wants. Duh... The minimum two way communication function would be a "Click to Call" but why not offer the lead to fill out a form or even apply for the policy? Why don't you try and capture the lead, dummy???

And how is Jet going to measure how many people, if any, visited their mobisite? And of the people who did visit the mobisite, how is Jet going to measure how many actually converted

into a sale?

Scary stuff, if you ask me, but some marketing people seem to feel secure enough in their job, even in a climate of international economic meltdown, to waste money on some sexy mobile app with no tool to measure its impact, not even with measurable objectives in the first place.

What is even scarier is that the South African (mobile) marketing landscape is littered with dead end street tools, crippled campaigns and money going to the dogs...

You can obviously also try and prevent these mistakes, and others and inform yourself by visiting <http://mymobworld.com> from your computer or <http://mymobworld.mobi> from your mobile or simply drop me an email at alex@mymobworld.com

Mobile Web Africa

There is another exciting conference happening on 13 and 14 October 2009 in Johannesburg, South Africa. [Mobile Web Africa](#) focuses on mobile web applications and features a packed program with national and international speakers. Benefit from early registration prices [HERE](#).

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