

Mobile Marketing Winner\$

Week 42, October 2009

A change in tides?

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.

In today's newsletter we take look at Volkswagen America's mobisite and introduce you to a new online magazine.

Once again welcome to all new subscribers and thank you for having us in your inbox. We look forward to hearing from you, so please let us know how we can make the newsletter even more relevant for you.

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

A change in tides?

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

It's funny. Last week I was "lamenting" about mobile apps, which in our opinion are not as good as mobisites because they only reach a fraction of potential customers. This week I read about Volkswagen America who have launched their own mobisite. Maybe it is because Volkswagen builds "peoples cars" that they decided on a mobile marketing tool that does NOT exclude access for the majority of mobile phone owners.

Please read the full article about the launch [HERE](#).

I noticed two things about Volkswagen's new mobisite. Firstly, it has a clear objective and it can do everything that an app could do. It is perfectly adequate and provides customers a real benefit "on the go".

Secondly, and that is a bit sad, they got the URL wrong. It is <http://m.vw.com> and you cannot find it in a Google search because only mobisites with a ".mobi" suffix receive a separate search engine entry. Since over 75% of mobile Internet traffic is search engine related, Volkswagen America is losing out on a big chunk of people who are searching for their mobisite but cannot find it.

It is absolutely incomprehensible why a company like [AKQA Inc.](#), the company who built the mobisite, could have overlooked that important point. Oh well...

Please visit <http://mymobworld.com> from your computer or <http://mymobworld.mobi> from your mobile or simply drop me an email at alex@mymobworld.com if you want to prevent this and other possible mistakes and get the most out of your mobisite.

PointZero launched

UK based company [Point Zero Media](#) launched a new online magazine, PointZero. This is a kick-ass publication on Web2.0, mobile and social media topics with a really sexy layout and well worth a read. And I do not say that only because yours truly contributed! Get your FREE copy [HERE](#).

Thinking Mobile™ 2010

Preparations for *Thinking Mobile™* 2010 are in full swing and we are inviting speaker proposals. If you would like to speak at the event please email your speaker proposal to alex@mymobworld.com

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