

Mobile Marketing Winner\$ Newsletter

Week 13, April 2010

Mobile Marketing in Sport & Leisure

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.

No, this is no April Fool's joke. We are sending you off to the Easter Weekend with some exciting reading matter...

This week's article in our series of five on how to best apply mobile marketing focuses on Mobile in Sport & Leisure.

Please also visit our brand new Mobile Marketing Winner\$ Facebook page <http://www.facebook.com/pages/Mobile-Marketing-Winner/249969254926?ref=ts>

And lastly: our monthly Webinars continue to be a success and we are proud to announce that they are now presented by BizCommunity, South Africa's largest B2B online portal. Reserve your seat for the upcoming Live Webinar "5 Key Tools to Launch YOUR Winning Mobile Campaign" at <http://marketing.bizcommunity.com/Webinars.html>

Until next week...

Best wishes
and keep Thinking Mobile
Your Mobile Marketing Winner\$ Team

Mobile Marketing in Sport & Leisure

This is the third article in the "Mobile Marketing in..." series. In the first two I wrote about "Mobile Marketing in Media" and "Mobile Marketing in Retail & FMCG". You might feel that "Sport & Leisure" is similar to both "Media" and "Retail & FMCG" and in some ways it can be, because you could access sport results or learn about new products on your mobile. But I am more thinking of how you can use mobile marketing to promote actual sport & leisure activities, such as running, cycling, skiing, hiking etc.

Please read the full article here:

<http://alexandregregori.wordpress.com/2010/03/08/mobile-marketing-in-sport-leisure/>

5 Key Tools to Launch YOUR Winning Mobile Campaign

Thursday, 15 April 2010 at 3pm GMT+2

(check your local time:

<http://www.timeanddate.com/worldclock/fixetime.html?day=15&month=4&year=2010&hour=15&min=0&sec=0&p1=111>)

Reserve your seat for the FREE Webinar:

<http://www.brighttalk.com/webcast/20166>

Once you understand the importance of mobile marketing the question is how to get started? With the current hype around mobile and so many mobile marketing options to choose from it is often an overwhelming task for marketers and advertisers to make informed decisions.

Discover the 5 key tools that will help you launch your winning mobile marketing campaign and save you tons of money in research and development today.

Join Alexander Gregori, Mobile Marketing Winner\$ team leader and internationally published author on Mobile Marketing for

“5 Key Tools to Launch YOUR Winning Mobile Campaign”

This live 30 minute FREE Webinar, broadcast on the myMOBworld Webinar Channel on Thursday, 15 April 2010 at 3 pm GMT+2 will teach you what to look out for when you design and activate your mobile marketing campaign.

<http://www.brighttalk.com/webcast/20166>

Mobile Marketing Winner\$ clients have created over Rand 1 million in client sales opportunities using these strategies. Alexander himself has generated over 53,000 online sales in just two months.

In this fast paced, 30 minute Webinar discover:

- 5 key tools you need for a successful mobile marketing campaign
- why mobile does not work as a stand alone

- the importance of a permanent mobile presence and how to use it to get your audience hooked
- 1 secret to increase the return on investment of ANY mobile marketing campaign
- how you prevent paying thousands of Rands in fines and have the Sherriff knocking on your door

<http://www.brighttalk.com/webcast/20166>

And right through the Webinar you can email Alexander your questions. We reserve a few minutes at the end of the Webinar to answer questions but if Alexander doesn't get around to answer yours he will personally respond to you via email.

But that's not all!

All registrants will receive Part 1, Chapter 3 "Getting Started in Mobile" from the mobile marketing handbook "Everything you ever wanted to know about Mobile Marketing but didn't know who to ask" as a FREE download.

PLUS you can claim a 50% DISCOUNT on a 60 minute mobile marketing strategy session with Mobile Marketing Winner\$ team leaders Alexander Gregori or Laretta Ngakane.

So don't delay. Register NOW by clicking the link below!

<http://www.brighttalk.com/webcast/20166>

Your Mobile Marketing Winner\$ team

P.S. This Webinar will be recorded, so sign up NOW, even if you can't attend!

<http://www.brighttalk.com/webcast/20166>

Thinking Mobile 2010 Conference & Exhibition brought to you by SABC Mobile

Date change! Due to various considerations around the FIFA World Cup (oh my gosh, I hope Sepp doesn't sue us for mentioning his holiness' event) the Thinking Mobile 2010 Confext will be held on 23, 24 and 25 September 2010. It will still incorporate workshops and an exhibition open to the public :-)

The event website will be live later this month and we will keep you updated on the latest developments, early bird specials etc.

If you wish to receive more information please email Alexander on alex@mymobworld.com .

Email your comments to comments@mymobworld.com

Join the Mobile Marketing Winner\$ LinkedIn group
<http://www.linkedin.com/groupRegistration?gid=1927040>

For more Mobile Marketing Winner\$ tips and to get your mobile marketing campaign off to a successful start visit
<http://myMOBworld.com>

Visit the blog of Mobile Marketing Winner\$ Team Leader Alexander Gregori <http://alexandergregori.wordpress.com>

Follow us on Twitter <http://twitter.com/alexgregori>

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Stay in touch:

To email the Mobile Marketing Winner\$ Team simply write to
info@mymobworld.com

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