

## Mobile Marketing Winner\$ Newsletter

Week 15, April 2010

### The Resource Edition

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.

The last article in our series of five on how to best apply mobile marketing will be published in next week's newsletter. This week we found a number of exciting articles and resources that we'd like to share with you.

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

Plus, you can book your seat for the next BizCommunity.com / myMOBworld.com Live Webinar on "How to integrate mobile in your overall marketing strategy" at  
<http://marketing.bizcommunity.com/Webinars.html>

Until next week...

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

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### Interesting Resources

A must read article is "Making a business case for mobile marketing" by Bryce Marshall. Please read the full article here:  
<http://themobilemarketer.wordpress.com/2010/04/15/making-a-business-case-for-mobile-marketing-an-awesome-read/>

This is a very interesting blog with a number of mobile marketing ideas and case studies: <http://mayolounge.blogspot.com/>

And here you find case studies with great comments:  
<http://www.mediaburst.co.uk/blog/category/mobile-marketing/>

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### Live Webinar: How to integrate mobile in your overall marketing strategy

Presented by BizCommunity.com and myMOBworld.com

Thursday, 13 May 2010 at 3pm GMT+2  
(check your local time:  
<http://www.timeanddate.com/worldclock/fixedtime.html?day=13&month=5&year=2010&hour=15&min=0&sec=0&p1=111> )

Reserve your seat for the FREE Webinar:  
<http://www.brighttalk.com/webcast/20687>

According to the 2009 Netsize Mobile Marketing survey  
([http://www.netsize.com/Ressources\\_NMSSurvey.htm#xtor=AD-32](http://www.netsize.com/Ressources_NMSSurvey.htm#xtor=AD-32) ), one third

of the senior mobile executives who responded reported that they lacked the skills to define and deploy an effective mobile marketing strategy. If you fall in this category or are working in the marketing department of a company, then this Live Webinar is for you!

Become part of the elite and learn how to integrate mobile in your overall marketing campaign to optimize your ROI on every level.

Join Laretta Ngakane, Mobile Marketing Winner\$ team leader and international speaker on Mobile Marketing for

“How to integrate mobile in your overall marketing strategy”

This live 30 minute FREE Webinar, broadcast on the myMOBworld Webinar Channel on Thursday, 13 May 2010 at 3 pm GMT+2 will introduce you to the tried and trusted methods of marketing with a mobile twist.

<http://www.brighttalk.com/webcast/20687>

Mobile Marketing Winner\$ clients have created over Rand 1 million in client sales opportunities using these strategies.

In this fast paced, 30 minute Webinar discover:

- how rethinking your current approach to marketing will dramatically increase your bottom line
- 5 key pillars of profit driven marketing
- how the integration of mobile will increase your profits even more
- the importance of “starting with a clean sheet of paper”
- 1 person you should never speak to when planning your mobile marketing strategy

<http://www.brighttalk.com/webcast/20687>

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

But that's not all!

All registrants will receive Part 1, Chapter 1 “What is marketing again?” 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/20687>

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/20687>

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## **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 16, 17 and 18 September 2010. It will still incorporate workshops and an exhibition open to the public :-)

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

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If you wish to receive more information please email Alexander on [alex@mymobworld.com](mailto:alex@mymobworld.com)

Email your comments to [comments@mymobworld.com](mailto: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 successfull start visit <http://myMOBworld.com>

Visit the blog of Mobile Marketing Winner\$ Team Leader Alexander Gregori  
<http://alexandregregori.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](mailto:info@mymobworld.com)

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