

Mobile Marketing Winner\$ Newsletter

Week 19, May 2010

Morgan Stanley on Mobile

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.

Morgan Stanley just published a great report on mobile. I don't want to say "we told you so" but many points that we evangelized about for years are now validated by one of the leading market research companies in the world. Get the full report from the "How-To" section at <http://mymobworld.com>

Also, our Thinking Mobile 2010 Confex website is live. Cash in on our EARLY BIRD specials and book your delegate and exhibition place here: <http://thinking-mobile.com> Read the full conference press release below.

Our Webinar this month featured Mobile Marketing Winner\$ team leader Laurretta Ngakane and saw a 30% increase in pre-registrations and an 80 increase in live interaction. Read all about June's Webinar "Step-by-Step mobile integration - Part 1" and book your seat at <http://marketing.bizcommunity.com/Webinars.html>

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

Until next week...

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

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

The Thinking Mobile£ Conference & Exhibition – brought to you by SABC Mobile (<http://thinking-mobile.com>), now in its second year, has clinched media partnership deals with SABC Mobile and BizCommunity. As a first of its kind in South Africa, the 2010 mobile marketing event is set to take place at Misty Hills Country Hotel, Conference Centre and Spa during 16, 17 & 18 September 2010. "We are very excited that the SABC and BizCommunity both share our vision of creating a platform for marketers and advertisers to educate themselves on mobile marketing best practices. This confirms our belief that a need exists for an event of this kind" says Alexander Gregori, co-founder of the event.

Launched in 2009, the Thinking Mobile£ Conference Series was conceptualized to fill an educational gap in the mobile space. Unlike most Africa bound technology driven industry gatherings, the objectives of this event are to educate marketers and advertisers on the practical use of mobile in achieving marketing objectives. "If a marketer is to be opportunistic, there is clearly no way that he can ignore mobile. Mobile still remains the most precise channel for delivery. The mobile phone is always on, always with you and is 'the' communication tool for Africa", continues Gregori.

South Africa can proudly claim its rightful place as one of the global leaders in the technology arena. However, our technological savvy and know-how does not in any way negate the necessity to integrate basic marketing principles. Like it or not, the Americans are historical leaders in the marketing sphere and have managed to plant a benefit of a doubt scenario in our love and hate relationship with them. In just under two years, they have managed to "position" themselves as "top-dog" in the mobile marketing space by simply taking (perhaps kidnapping) foreign tech confidence and translating it into seamlessly integrated mobile marketing offerings. The Thinking Mobile£ platform seeks to help achieve the same for the South African marketers.

The Thinking Mobile£ 2010 event is a must for marketers who either need mobile marketing education or wish to take note of mobile offerings beyond the conventional "SMS keyword to short code" campaigns. The conference will be the marketer's meeting place with practical workshops that cover mobile marketing in Retail & FMCG, Hospitality & Tourism, Media (radio, television, print), Sport & Leisure as well as Health & Beauty (including insurance). In addition, three topics of general interest, Mobile Technologies, Legal Implications and the new POPI Act and Mobile Payment Solutions, will be covered by renowned experts in the respective fields.

The organizers of the event are very pleased to have secured strong media partnerships with television, radio and online channels that are relevant to help spread the word on the event to both delegates and the public.

Delegates can benefit from Early Bird specials and book their conference, workshop and exhibition passes at <http://thinking-mobile.com/registration.php>.

Live Webinar: Step-by-Step Mobile Integration - Part 1 **Presented by BizCommunity.com and myMOBworld.com**

Thursday, 17 June 2010 at 3pm GMT+2

(check your local time:

<http://www.timeanddate.com/worldclock/fixedtime.html?day=17&month=6&year=2010&hour=15&min=0&sec=0&p1=111>)

Reserve your seat for the FREE Webinar: <http://www.brighttalk.com/webcast/21146>

When developing a marketing strategy you follow a step-by-step process to make sure that you cover all the bases. Adding mobile to your strategy requires additional insights, which traditional marketers might struggle with. In the first part of this two-part Live Webinar we cover the definite step-by-step process of building brand awareness and acquiring new customers with mobile.

Learn this step-by-step process and optimize your existing or planned brand building and customer acquisition strategies.

Join Lauretta Ngakane & Alexander Gregori, Mobile Marketing Winner\$ team leaders, international speakers on Mobile Marketing and co-authors of the book "Everything you ever wanted to know about Mobile Marketing but didn't know who to ask" for:

Step by Step Mobile Integration - Part 1 **The definite step-by-step process of building brand awareness and acquiring new customers with mobile**

This live 30 minute FREE Webinar, broadcast on the myMOBworld Webinar Channel on Thursday, 17 June 2010 at 3 pm GMT+2 will walk you through a step-by-step process for activating a mobile integrated campaign.

<http://www.brighttalk.com/webcast/21146>

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 to choose the right mobile marketing tools for your brand awareness building campaign
- how to choose the right mobile marketing tools for your new customer acquisition campaign
- 3 key elements to consider when piggy-backing on an existing mobile platform
- 5 killer secrets for a successful mobisite
- how to build Quality Leads£ and why this is so important

<http://www.brighttalk.com/webcast/21146>

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

But that's not all!

All registrants will receive a 25% discount on the Delegate Package for the upcoming Mobile Marketing Winner\$ Thinking Mobile 2010 Conference & Exhibition – brought to you by SABC Mobile (<http://thinking-mobile.com>)

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/21146>

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/21146>

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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