

## Mobile Marketing Winner\$ Newsletter

Week 5, February 2010

### Exciting 2010

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.

2010 is upon us and while some of you might not even had a chance to take a break, those of you who could are probably all back in full swing. A lot of exciting things are waiting for us this year and we can't wait to share them with you. In this first edition of our newsletter for 2010 we tell you about two interesting Webinars on mobile marketing, give you a sneak preview of Thinking Mobile 2010 Conference & Exhibition and share a killer article that exposes fly-by-night mobile marketers.

Watch out for our first article in a series of five on how to best apply mobile marketing to five key industries (media, sport & leisure, retail & FMCG, hospitality & tourism and health & beauty) coming next week.

Please also visit our updated myMOBworld website at <http://mymobworld.com> and become a fan of our brand new Mobile Marketing Winner\$ Facebook page <http://www.facebook.com/pages/Mobile-Marketing-Winner/249969254926?ref=ts>

You can now also access all previous Mobile Marketing Winner\$ Newsletters in our Newsletter Archive <http://mymobworld.com/newsletter-archive.php>

You will have noticed that our newsletter has a new look and a new backend. Write to [alex@mymobworld.com](mailto:alex@mymobworld.com) to tell us what you think...

Until next week...

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

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### Webinars

*Happy Holidays or Not: Mobile Lessons Learned, and Best Practice for 2010*

US retailers applied Mobile Marketing across the board in the 2009 Christmas season for the first time. In a Webinar on Wednesday, 27 January 2010 a stellar panel of experts discussed how mobile performed in the US during the 2009 Christmas season, lost opportunities and the way ahead in 2010.

It was moderated by Mobile Marketer and Mobile Commerce Daily editor Mickey Alam Khan and featured panelists Louis Gump, vice president, CNN Mobile, Oke Okaro, vice president, ESPN Mobile, Dave Edwards, group director of mobile, Interpublic Group's R/GA and Marcus Startzel, senior vice president of sales, Millennial Media.

The general opinion expressed was that, although iPhone applications lead the market, companies lost out by not looking at and incorporating the mobile web

(which has a far wider reach), not marketing their mobile presence across on-air, online and mobile channels and creating mobile presences that are conducive to continuous interaction between brands and consumers.

This understanding, coupled with an ever growing number of mobile phone users, points the way for 2010. It is also predicted that the growth figures of users who use mobile in a shopping environment will incorporate actual purchases on mobile. In 2009 mobile phones were mainly used as a shopping support, such as to access information to compare brands and prices and utilize coupons and vouchers. With a start up investment for mobile campaigns around \$250,000 it seems that retail marketers in the US have finally fully embraced this exciting marketing channel.

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*More Leads and Sales with Mobile Marketing*  
*Discover how Mobile Marketing can add to YOUR bottom line*

We have decided to present a series of FREE Webinars on Mobile Marketing this year and the first one will take place on Wednesday, 17 February 2010 at 3 pm GST+2. The Webinar will be presented by Mobile Marketing Winner\$ team leader and co-author of the Mobile Marketing handbook "Everything you ever wanted to know about Mobile Marketing but didn't know who to ask", Alexander Gregori.

Alexander will show why mobile is so important for- and how to best integrate it in a company's existing marketing mix. Business owners as well as brand- and marketing managers will be presented with a Mobile Marketing overview, case study and practical tips on how to go mobile now.

As a Thank You Gift for registering all attendees will receive a sneak preview of the Mobile Marketing handbook "Everything you ever wanted to know about Mobile Marketing but didn't know who to ask" and the killer checklist "10 Key Steps For An Optimized Mobile Marketing Campaign".

Right through the Webinar you can email your questions and there will be a few minutes at the end of the event to answer them. If Alexander does not get around to answer your questions during the Webinar he will personally respond to you via email.

To register for this FREE Webinar click  
<http://www.brighttalk.com/webcasts/8634/attend>

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### **Fly-by-night mobile players burning advertisers**

In an article written both to warn marketers of rogue players in the mobile arena and as a plea to serious mobile marketers to stand as one, Shira Simmonds exposes how unsuspecting advertisers get caught up in a net of overpromise and underdelivery. She concedes that Mobile Marketing is still a very young industry, with the majority of so called "experts" having no clue about Mobile Marketing past their determination to sell their own products. These are usually limited to discounted bulk SMS campaigns that produce nothing but hype and a database of worthless mobile phone numbers.

The article is an eye opener and a must read. Please click on  
<http://www.mobilemarketer.com/cms/opinion/columns/5188.html> for the full article.

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## Thinking Mobile 2010 Conference & Exhibition

The 2010 event will be held on 3, 4 and 5 June 2010 at Gallagher Estate, Johannesburg and will incorporate workshops and an exhibition open to the public. Based on feedback we received from attendees in 2009 the idea is to allow the public to experience the advantages and conveniences that Mobile Marketing campaigns can offer them and to share hands on advice with marketers on how to put together optimized Mobile Marketing campaigns in five key industries.

We will follow the theme "no one wants to be marketed to, but everyone wants to receive relevant and valuable information when they need it".

Preparations for Thinking Mobile 2010 are in full swing and we are inviting speaker proposals that focus on FMCG & Retail, Media (TV, radio, print, online), Sport & Leisure, Hospitality & Tourism and Health & Beauty (including insurance).

If you would like to speak at the event please email your speaker proposal to [alex@mymobworld.com](mailto:alex@mymobworld.com)

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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 successful start visit <http://myMOBworld.com>

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

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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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