

Mobile Marketing Winner\$ Newsletter

Week 9, February 2010

Marketing's 10 Worst Excuses To Miss The Mobile Train

Dear Mobile Marketing Winner\$ Team Member,

Mobile marketing is upon us. So are the excuses by some marketers and advertisers not to engage it. Often these excuses come from a misunderstanding of this exciting new marketing channel or they are based on sound knowledge of what has worked in the past.

If this sounds like a paradox to you, read on.

Can you agree to any one of the following statements:

1. We rely on tried and trusted traditional marketing tools.
2. We have exhausted our budget with our current campaigns.
3. We will look into it later in the year because we first have to launch our online/current campaign.
4. We don't see the need for it right now.
5. We've tried mobile but it just didn't work for us.
6. We need more metrics to make an informed decision.
7. We need a database to send out SMS's.
8. We always receive these annoying spam SMS's. Mobile marketing would hurt our brand.
9. We already do mobile marketing.
10. We want an iPhone app.

If you can agree to at least ONE of the above statements then you need to be worried because the real mobile marketing train is leaving the station fast and you will be left behind.

Get onboard, beat these excuses and decrease your marketing spend while increasing your results!

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

"Marketing's Top 10 Excuses To Miss The Mobile Train
- How to get onboard and beat them TODAY"

This live 30 minute FREE Webinar, broadcast on the myMOBworld Webinar Channel on Thursday, 18 March 2010 at 3 pm GMT+2 will help you understand the power of optimized Mobile Marketing and the urgency for you to adopt it today.

<http://www.brighttalk.com/webcasts/9081/attend>

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 excuses for NOT engaging mobile marketing TODAY and why they will hurt your business tomorrow
- why metrics like LSM's, a rented database and spamming will NOT work in mobile
- how one company LOST thousands of leads for which they paid millions of Rand
- 3 key tools that can get you MORE bang for your bucks, even if you already do mobile marketing
- why you are probably better off WITHOUT an iPhone app

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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 a sneak preview of 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/webcasts/9081/attend>

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/webcasts/9081/attend>

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>

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Stay in touch:

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

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