

Mobile Ads Guide

**9 Incredible Mobile Marketing
Strategies You Can Implement Now!**



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The Future

Hey! This is Jason Drohn. It's a pleasure to see you here.

First and foremost, I'm not a guru. Far from it.

I don't have magical powers of levitation or the ability to turn *bullshit* into money... As some of them do.

What I do have is a pretty solid understanding of Internet marketing, what works, and what doesn't.

I've been doing this for about 4 years now... And the majority of my business is in consulting for OFFLINE companies.

I've been doing it forever.

So, all this stuff I know, I've taught myself and perfected on my own campaigns...

And then I do them for my clients; or teach them how to do it themselves.

So – that's me. In a nutshell. I've got a lot of web properties out there... Niche sites. A few training products. But I mostly work offline.

What about you? What do you do? What are our goals for 2011?

My personal email is Jason.drohn@gmail.com. You can reach me there anytime.



What This Guide Covers

I've been working with mobile marketing for the better part of a year. When I was in college, we did a lot of mobile apps for the Windows Platform...

Who would have guessed that the Windows Mobile operating system all but died in a few years.

Now, it's Apple's and Google's world.

Right now, I'm doing a lot of Pay Per Call, Mobile Lead Generation, and Local Marketing for my clients.

This guide is going to be an introduction into those things... And more.

I'm of the school of thought that in order for you to do ANYTHING really well, you need to UNDERSTAND it.

Why through up a mobile marketing campaign if you don't know exactly what it is that you're trying to accomplish?

So, that's what this guide is going to attempt to do...

I am also going to do some how-to videos and stuff soon for you. So watch out for that.

I'll keep you updated through email. If you are looking for more information about some specific, I'd be happy to include it. Just send me an email!

SMS/Text Message Marketing - Advantages And Disadvantages

An increasingly popular mode of marketing tool, SMS marketing enables easy communication with the consumers. With a single message being used to reach out to the entire customer base, it is cost effective and also saves time.

A rapidly growing sector, SMS marketing has emerged as a marketing tool with huge potential. Short messages of 140-160 characters in length, SMS enables messages to be sent to a large number of receivers within a few moments. It is this extent and ease of reach of the application which makes it a powerful tool for advertising and marketing of products.

Increasingly being adopted by more and more business houses as a preferred mode of marketing tool, SMS marketing has several advantages as well as disadvantages.

Advantages

Ease of Reach: Also known as mobile marketing, through this application, marketers can use a single message to communicate to their entire customer base. Instead of contacting each customer personally like in telemarketing, in mobile marketing through bulk messaging, an advertising message can be distributed to several consumers all at once.

Personal Communication: SMS has become the most popular mode of communication today with most of us using it to communicate with our friends, family and acquaintances. Unlike an email or a newsletter, nearly every message that is sent on a mobile phone is generally read by the user. Being an extremely personal mode of communication, you can establish a direct contact with your client, building on the relationship.

Economical Nature: Instead of spending millions on multiple advertising campaigns, a single message can be used to reach out to all consumers, thereby drastically cutting down on marketing costs. With SMS prices dropping, through bulk messaging thousands of text messages can be sent at wholesale prices.

Time Saving: An instant mode of communication, marketers can reach out to their customers whenever they want. As most mobile phone users keep their phones with them at all times, through quick messaging time sensitive messages can be sent and responses can also be tracked.

Disadvantages

Spam messages: Bombarding cell phone users with repeated advertising messages does more harm than good. These frequent spam messages annoy, irritate and frustrate users who develop a negative attitude towards the companies that are sending the messages which affects their brand name adversely.

Cost to recipient: Not quite your usual form of messaging, for SMS marketing mobile phone networks charge both the sender as well as the receiver of the messages. These extra charges often irritate the receivers and create a negative image of the business house sending the messages.

Limitations of Messages: With messages being limited to 140-160 characters, it becomes difficult to create an effective message within such short word limit. Moreover, additional information in the form of hyperlinks may not always be received properly by the user's phone.

Mobile Websites: How to Design Good Ones

More and more people are reading their favourite websites on mobile phones, so it is essential that as a webmaster, blogger, or internet marketer, you optimise your website, or existing website for mobiles.

Before you can do this, you need a few tips to designing a better mobile optimised website.

Here are FIVE TIPS for building a better mobile optimised website.

1) LAYOUT

It is imperative that you concentrate on a minimal layout on your site. It would be better to have hardcore quality content, rather than gimmicky images, and all the other stuff that can be done on a normal internet browser.

2) CONTENT IS KING ON MOBILES

As there is less space on a WAP BROWSER, then it is essential to compress all your best content into bite size chunks and ensure that you get to the point with each piece of content.

3) CODING

Although it sounds complicated, building your mobile website can be quite simple. You don't need to learn any special coding, all you need to know is HTML, or XML or XHTML, as long as you ensure you don't use lots of images and other gimmicks, you can have a simple mobile site up and running quickly. Sites such as WIRENCODE, or MOBSTAC, or the WordPress plugin, MOBILIZE MIPPIN, can all make an existing website or blog optimised for mobiles. If you do a search how do I build a mobile-ready website, there are tons of info-related sites on the subject.

4) URL

If you decide to host a mobile URL, you best choose the.mobi domain name after it. This is the custom name for a mobile-ready website.

5) MOBILE HOSTS

Here is a list of good mobile website hosts who can give you the tools for creating your first mobile optimised website.

- 1) MOFUSE - Free or paid
- 2) MIPPIN - FREE
- 3) MOBISITE GALORE - Not FREE. but you could try it for 15 days - no credit card required...
- 4) MOBSTAC for WordPress

These are just a few tips for getting a mobile site up and running.

Next, if you are keen on all things to do with mobiles, and want to get started in mobile marketing, then go to this link below, and grab your quickstart guide on MM, and become an expert in mobile marketing and designing your own apps for iPhones and more...

Mobile Commerce - Anywhere Shopping

In researching for this piece, I spent a lot time reading past articles about Mobile Commerce. Each of them making grand claims that "2003 will be the year of Mobile Commerce!", or "2004 has arrived and Mobile Commerce has landed!", or "Seriously, 2006 is here and M-Commerce will be huge!", or "We really mean it in 2007!"

Never mind whether the article dated back to 2003, 2004, 2005...you get the idea. Every year there are claims that mainstream Mobile Commerce has arrived.

Now it's 2010 and while I won't make a claim as bold as that, it's apparent that mobile commerce is becoming more accepted by consumers. Sales have increased steadily more than 50% year over year, and raking in 750 million in 2009. 2010 will easily break the 1 billion dollar mark.

So while it's not technically a mainstream concept yet, now is a great time to educate yourself because the shift to M-Commerce will not be ushered in by any new year. It will be a gradual progression that continues to pick up steam until it simple becomes a standard part of your business model.

Who's doing it now?

The big players, or early M-Commerce adopters are the retail giants like Amazon.com, Wal-Mart and Target. Each have finely tuned Mobile sites and applications geared towards putting the mobile shopping experience into the hands of it's customers.

The smaller guys are sitting on the sidelines, observing and plotting an M-Commerce strategy of their own.

I don't blame them. Mobile applications must be developed in multiple formats. Web based sites need to be tested on a large variety of devices. Security, privacy and PCI compliance are all issues. The cost associated with this creates a barrier between smaller business and their mobile commerce efforts. There's nothing wrong with waiting patiently. After all, for a majority of businesses, a Mobile Commerce solution isn't really something that is being demanded by your customers. Yet.

What do we already buy on phones?

What are the things we currently buy on our Mobile Phones? These are small, simple purchases, often relating directly to our phones. Things like ring tones, music, games and apps. These are items of instant gratification. Quick, small purchases that you can make use of moments later. For me, a lot of these are equivalent to impulse buys. They are items I can buy for a dollar or two and have instant access to. If I have buyer's remorse a few minutes later, it's no big deal - I'm only out a couple bucks.

This instant gratification mindset is gradually expanding into purchases of "Near-Instant" Gratification items. Probably not things you would consider major purchases.

How about ordering a movie ticket on your way to the show or booking a hotel as you drive through a vacationing city? These are all enticing options. They purchases of convenience.

What about bigger ticket items?

The market is young. Early M-Commerce adopters will buy higher priced items such as electronics and jewelry. While this is not yet the norm, things are quickly moving that way and we probably are not all that far off from true mainstream Mobile Commerce acceptance. Make no mistake that soon, it will be a requirement for your customers to purchase from you in this fashion. If you're a retailer, you will be expected to cater to all of your customers: those who walk into your physical store (if you have one) and those looking to purchase from a computer or mobile device.

So what's the hold up?

What are the things that are holding us back? People are afraid of technology they don't firmly understand. This reminds me of E-Commerce in the late 90's. People (hi mom!) were afraid of this new concept of purchasing goods and services directly online, as they just didn't trust the technology. This apprehension has all but vanished in traditional E-Commerce and M-Commerce will soon follow suit.

Privacy & Security

Many users are concerned that buying goods and services using their mobile phone will put them at risk of security breaches. Many are worried about having their device stolen or falling victim to a scam. If these wary users can be offered some assurance, M-Commerce will really start to take off.

The tide already seems to be shifting, as 26% of mobile users feel that shopping through their phone is as safe as traditional E-Commerce. Consumers are becoming more comfortable making purchases online, and just as they did with traditional E-Commerce, people will adopt over time.

Mobile Payment Services are an alternative payment method - already very popular in Asia and Europe. These services allow mobile phones to pay for a range of services or goods without using cash, check or credit cards.

Combined market for all types of mobile payments is expected to reach more than \$60B globally by 2013.

Facebook is beginning to establish a presence in the mobile payment arena, through a partnership with Zong.

Another mobile payment service, Boku, has already launched within several social networks.

MasterCard will be launching MoneySend, a money transfer service that allows cardholders to transfer money from one MasterCard to another via Mobile Phone.

MasterCard is also working with Obopay to create a peer-to-peer payment technology. Obopay is also powering Nokia Money, another money transfer service provided by Nokia.

Billing Revolution's "Single-Click" Mobile Payment Service has partnered with MoVoxx, a mobile advertising network that uses SMS message to place ads on mobile phones. Consumers can make purchases directly from the ads they receive via SMS.

These are all early initiatives that will lend comfort and familiarity to Mobile Commerce.

So will 2010 be the year that it all really explodes? Probably not. It's really just a matter of time, though.

Pay Per Call Ads - Get Started With Mobile Marketing

The new and revolutionary way to advertise through search engine is Pay Per Call advertising. It brings together online advertisers and customers via telephone. Marketers use specific keywords to create ads that potential customers type into the search engine looking for information. Within that ad there is usually a link that brings the potential customer to the website. However, with this method, instead of a link to click on it will provide a phone number (toll-free) to call directly.

Only the advertiser is charged when a customer makes contact using the phone number. It is a free service for the customer. The pay per call ad platform is responsible to track for reporting and invoicing purposes. The ad company connects the call, logs it and then charges the advertiser. The flat fee is negotiated for each call that is received through a designated number according to the business that it is producing leads for.

Advantages of Pay-Per-Call Ads

By using this method, businesses are able to control the power of search engines. This way businesses no longer need to have a website to benefit from search advertising services. It is much more efficient in converting sales and has a more personal connection.

It has been reported by the Kelsey Group that the response rate for telephone ads is five percent higher than with pay-per-click ads. The reason for this is the call centers and sales department can provide product pricing, product information, overcome objections from customers, answer their questions right away all the while building customer relationships using up sells, pre-sales and future transactions.

Pay per call is less risky because the translucent nature of leads by telephone helps the provider to figure out a false request. If someone calls the number provided and hangs up or doesn't stay on the phone for a certain amount of time, it is not considered legitimate lead and the advertiser is not charged. For customers that prefer not to disclose their personal information online such as credit cards, pay per call is the way to go.

Local Mobile Marketing - Deliver Your Message Make More Sales

These days, a growing number of people use their mobile phones for everything from checking email to browsing for local hotspots. This constant connectivity allows for an unprecedented amount of communication between users, communication that your small business can take advantage of in the form of local mobile marketing.

Every business owner should implement local mobile marketing into their local internet marketing plan. It is a highly effective marketing strategy to attract new customers and increase loyalty with your existing customers.

The Mobile Consumer

The use of local mobile marketing applications has grown over 40% in recent years. Mobile browser use has grown over 20%. This shows a trend towards people seeking information when they're away from their computers. Advancing mobile phone and "smart phone" technologies support this trend, allowing users to access more data with mobile than ever before.

What Is Local Mobile Marketing?

Local mobile marketing means targeting consumers while they're on the go. Though businesses do have success with local social media marketing, SMS text message promotions or advertising on mobile websites, the rising trend of location-based services such as Foursquare and Facebook Places cannot be ignored. These services let users instantly tell friends where they are and what they're doing.

Local Mobile Marketing Methods

Location-based services and mobile phone apps utilize the GPS geolocation technology available in many new phones. Both Foursquare and Facebook Places take advantage of this technology to pinpoint users' locations.

Foursquare allows users to:

- * "check in" to a location they are shopping at or visiting
- * share experiences at or interesting features of a place (i.e., a favorite menu item)
- * see if any friends using Foursquare are nearby
- * earn badges for visiting certain types of places
- * become "mayor" of a location by being the user to check in there most often

Facebook Places is a similar, but simpler service that allows for a great deal of social networking. Users can:

- * tag the friends who are with them at a location, similar to tagging in photos and videos
- * utilize the "People Here Now" feature to find friends at a location or nearby
- * read and post comments or feedback about a location

Making Local Mobile Marketing Work for You

Location-based services and mobile phone apps are an enormous opportunity to grow your business. Every user is a potential customer. Getting set up on Foursquare or Facebook Places is quick and easy, and you can begin utilizing the benefits the instant someone is near your business or "checks in" at your location.

Signing up for Foursquare only takes a few minutes. Once the site has confirmed you as the owner of your venue, you can:

- * offer coupons and discounts to new customers
- * give incentives to Foursquare "mayors," encouraging repeat visits
- * build a targeted marketing campaign based on user feedback

Adding or claiming your location on Facebook Places automatically creates a Facebook Page for your business. This allows users to "like" your business, post comments, and share your location with friends.

Local mobile marketing gives businesses access to a whole new advertising venue. With a little practice, mobile marketing can build a reputation for your business, bring in new customers, and encourage existing customers to return to your business and leave positive feedback accessible to a growing network of mobile consumers.

Lead Generation: Why Advanced Mobile Phone Marketing Is A Stunning Lead Generation Process

Let me be as bold as I possibly can be: if you are running an online business and you need leads coming to you daily, mobile phone marketing will stun you with what is now possible.

Fifty one million of us are walking around with our smart phone looking down at them instead of up at nature and that smells opportunity for those in the know.

Even the biggest brands in the world (Home Depot, Pepsi, American Express) have seen the possibilities now in front of them and have listened as both Apple and Google have announced that they are both "mobile first" companies now. Mobile phone marketing for businesses of every size enables for powerful mobile marketing lead generation. Here's how.

Whether you choose to do all of this mobile advertising on your own, or you elect to go with a mobile marketing company, you can now buy dirt cheap clicks from mobile marketing platforms and steer that traffic right to your home page. How does 6 cents a click sound?

But wait, it gets far more impressive than that.

By working with a quality mobile advertising services company, you could (and should) design ways for that traffic to be incentivized into giving you their email addresses in exchange for something of value like a free report of a downloadable coupon.

Rather than sending that traffic to your home page for a peek, why not put them into a "sticky marketing" opportunity by creating a mobile squeeze page and giving them something of great perceived value?

That's how the 6 figure a week guys are doing it.

That's because they know that marketing on mobile phones is a process not a sniper shot. You need to invite people into your opportunity by offering them something of great value and then letting them learn more and more about how you do business.

(Can you say simple email marketing?)

Mobile phone marketing has a ton of options, but for lead generation from mobile, the process needs to be seen as pure choreography.

Dance well, and you get more leads than you can imagine.

Trust me.

Mobile App Marketing: Simple Tips to Market Your Mobile App

The market for mobile applications has significantly increased in recent years. With the advent of various smartphones, most notably, the iPhone, the demand for different kinds of applications has skyrocketed, giving app developers a venue to market their applications to a wider demographic. Mobile app marketing is a competitive industry, with more than 140,000 applications available for the iPhone alone, it can be difficult to compete.

Now that stronger and more efficient phones have been created that can handle applications for just about any purpose, application developers have started creating application after application to cater to the increasing need for useful and up-to-date apps designed for just about any need out there. With hundreds of thousands of mobile applications all demanding for consumer attention, how does one compete? There are so many mobile app developers out there but few actually make it. This is because other developers have more access to media coverage than others. Fortunately, there are some ways you can employ to come up with a good mobile app marketing strategy that would allow you to find your place in the spotlight. Below are some simple tips you can employ to advance your cause:

Offer something different.

There are so many developers out there who design applications just for the purpose of being able to make one. The number of applications out in the market is very overwhelming but this does not mean that there is no space for something new and unique. One of the best mobile apps marketing strategies you can employ is to make sure what you have to offer is not something ripped off from an existing application. While it can be difficult to create an entirely new product, this does not mean that you cannot take something old and give it a little twist. You can take an existing product and reinvent it into something that would offer more use to consumers.

If you cannot come up with something entirely unique, then the least you can do is create something out of an existing application to make it worthy of your consumers attention. Even if you already have a concept in mind or if you have already designed an app, it is still important to ensure that it has all the makings of an app that would stand out from the rest. You cannot expect a mobile app marketing strategy to work if you don't have anything new to offer.

Make use of social networking sites and blogs to get noticed.

Target sites like Twitter and Facebook. Keep in mind that the more people talk about your app, the greater your chances for success. One useful mobile app marketing strategy to employ is to make sure that people would want to talk about you. Twitter is a useful venue for this especially with the number of users in the site. If people talk about your app on twitter, you have automatic access to millions of users all over the world.

Blogs are also a good option. The more popular your app is in social networking sites, the higher your chances of being blogged about. Once you attract the attention of the top review bloggers, you are guaranteed to hit the jackpot soon. When people look for apps online, they usually look for reviews written about these products to find out how useful they are. If you attract the attention of top bloggers, they can do the mobile app marketing for you.

Take advantage of hype.

A lot of products sell primarily on hype. If you let more people know about your app even before it is released, you can generate more attention and once it is launched, you can watch your sales counter go up like never before. However, for this mobile app marketing strategy to work, you have to make sure that your app is good enough to deserve the hype or you will end up failing. If you know for sure that you have a good enough product to deserve the attention, then you shouldn't have to worry about anything, as your product should be able to speak for itself.

Focus your attention on the launch.

A good mobile app marketing strategy is to launch big. If you want to earn a lot at the onset, then you have to make your launch as big as you can. Make sure that your launch reaches newsletters, blogs, social networking sites and other websites. You can do this by writing blog posts with all the necessary hype and get as many people to help you out. If you know that your product is

worth something, then you only have to worry about getting it known, afterwards the app should be able to market itself.

QR Codes: QR Codes Are Vital to Your Marketing Message

Most small retail shops, the ones who rely on daily foot traffic to drive their sales numbers, find it difficult to compete with larger national chain stores when it comes to advertising budgets. This makes it all the more important for retail merchants to utilize QR Codes into a marketing plan that will allow them to capture and quantify their customer base and create properly opted-in email and SMS text lists that they can market to directly.

Studies have shown that a mere 5% in customer retention can cause a 10-25% increase in profits. This is significant. If a retail merchant can quantify its customer base, meaning, actually determine the number of regular customers it has and build a list of those customers, it can easily see a 5% customer retention rate, thereby causing increased profits.

By far the easiest and best way to create a customer list is to use QR codes. These codes are all the rage in Asia and Europe and are now gaining popularity in the US. These codes are intriguing and can be used simply by posting a code on the window next to the front door of your shop. When the customer sees the code (and your message telling them to scan the code with their smartphone) the customer will scan the code and be taken to your mobile landing page which will have an optin form for their email and cell number. After about 60-90 days, you will have captured the bulk of your customers and can now start communicating with them directly.

QR Code Popularity

QR codes are not as popular here in the United States as they are in Japan. In fact, Japan has been using this technology since 1994. So it makes us think, "What's so bad about this technology that we haven't used it here as much?" The answer is, nothing. Using this technique is an effective QR code marketing strategy that involves customers with the company through their cell phones.

Mobile Marketing Trends

As we commonly see, several individuals are buying smart phones with internet access. Most of these phones already come equipped with QR code scanners, but for those that don't, any free QR scanning application can be downloaded. Once the phone is equipped with such software, all

the user needs to do is take a picture of the QR code. Then the code can either direct the consumer to the website, or offer discount coupons to encourage them to visit the store.

Keep Customers in the Loop

After the customer database has been initially built, the retailer can now begin to inform customers about upcoming events or holiday sales. It is important to offer consumers good content in your emails, as well as a good discount in upcoming sales so they actually end up visiting the store. Exclusive discount can be given only to customers that opted into the email list via the QR code from their smart phone. So that makes more and more consumers interested in scanning your code.

Small Business Marketing With Google Places and Local Business Center

If you are looking for easy and fundamental things that you can do to get more business for your local small business, then understanding and fully using Google Places (formerly Google Local Business Center) is an important piece of that puzzle. A huge percentage of small businesses do not have good photos uploaded to Google Places, do not have any customer reviews, and are generally missing out on one of the easiest ways to attract customers. In this day and age, not having a decent Google Places listing is the equivalent not being in the phone book.

Google has now consolidated their Local Business Center with Maps. Google Places ties in with Google Maps search results, and also shows up in regular Google search results. This means that your business gets huge, locally-targeted exposure from having a profile. Many small businesses that I consult with are getting 30-50% of their inbound customer inquiries and walk-ins from the Internet already. Therefore, by improving the quality of your online presence, you will increase the percentage of customers that call you or visit your location versus your competitors.

When you set up or improve your existing Places listing, you are able to update and verify your current contact and basic information such as hours of operation, and you can also add photos, videos, coupons, product offerings, and more. Imagine how your local business would stand out compared to your competitors if you had a nice 30-second welcome video that was accessible right through Google search results. Your prospects would feel like they already knew you and would be much more likely to look to your small business rather than the competitor down the street.

You can also communicate with your customers through Places, use advanced features like mobile coupons, and for only \$25 per month you can add tags to your listing to make your

business stand out in certain geographic areas. You can request a free photo shoot of the interior of your business, to supplement your uploaded photos. Google Places is also compatible with mobile QR codes that allow customers to interact with your business using this more and more widespread technology.

Google says they want to make this new platform your megaphone for your business, and if you only give them in the information they request, you will be well on your way to besting your competition with this tool. Google Places has even set up a function to allow business owners to make real-time updates to their listings so you can announce sales, special offers, news, etc.

From a marketing standpoint, Google Places is one of the easiest and fastest things you can implement to increase visibility and in-bound traffic to your location or to your business website. It just makes all the sense in the world to take advantage of this free service created and managed by Google, so you can leverage their platform and their expertise in local search results to the benefit of your prospect list, your customer base, and your profits.

For More Information...

If you need more information right now, make sure you check out [Mobile Monopoly](#). It's probably the best mobile course on the market right now.

I'm going to be releasing a lot of how-to information in the coming weeks, but if you're anxious to get your mobile campaigns started, [Mobile Monopoly](#) is the way to go.

Thanks! We'll talk soon!

Jason