

8 ways charities can use mobile marketing

A short guide to mobile marketing.

Damien Saunders
Mobile Marketing Social Media

Remember this?



4.6

Billion ... estimated number of mobile phone subscribers at the end of 2009.

93

the percentage of 18 – 29 year old with a mobile

60

The percentage of mobiles to be sold in 2013
that will be SMARTPHONES



Smart phone 2010

Portable media player with 5 mega pixel
camera, touch screen, fast 3G+, internet, wifi
and ... voice and texts

29 May 2010

Smart phone 2013?



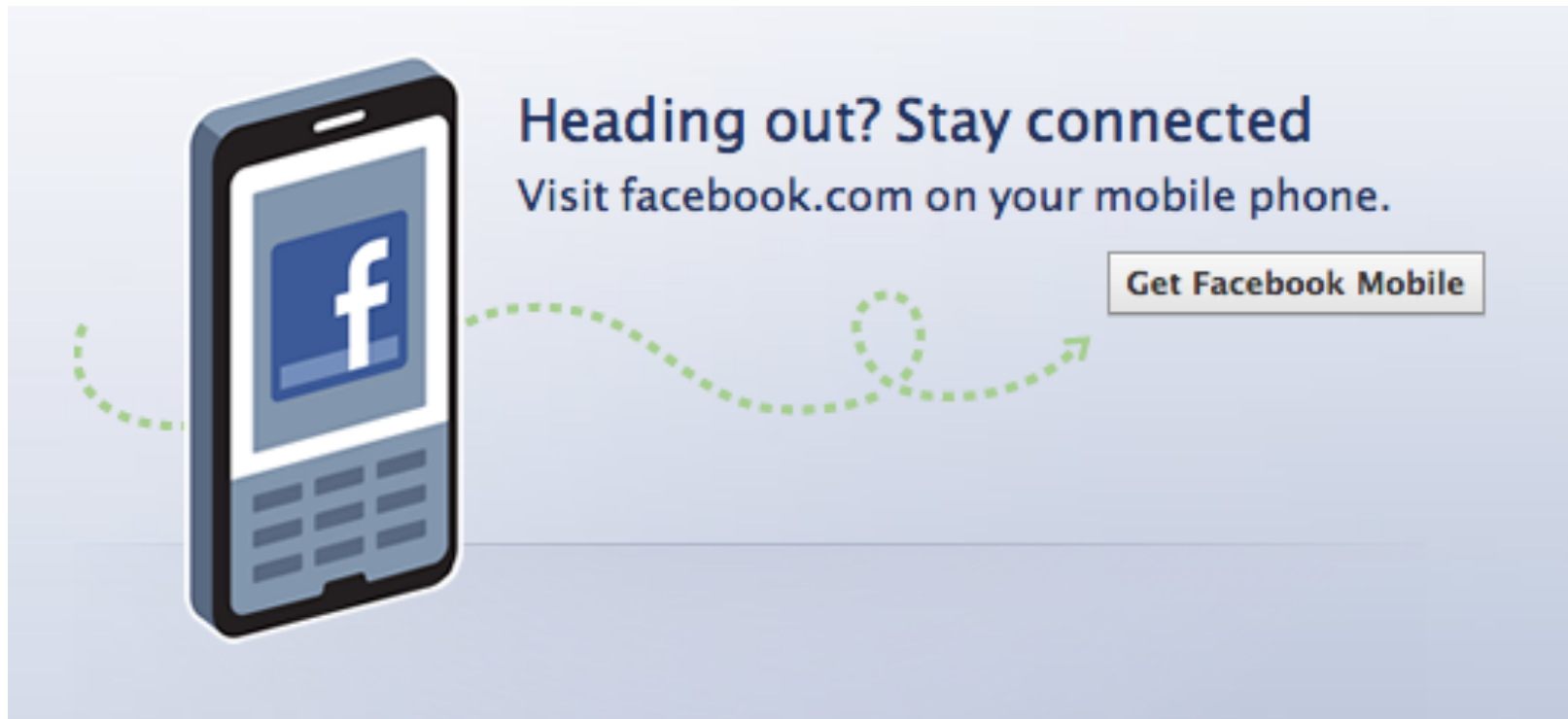
☺ No ... this is a wrist phone watch
from 2010

25

Percentage of UK tweens (aged 8-12) with a profile on Facebook, Bebo or MySpace

400

Million of users on Facebook at the start of 2010



and it just
went mobile.

TRENDS IN MARKETING

Ol' Skool

- Print Ads
- Magazines
- Expos & Trade Shows
- Tele-sales
- Direct Mail
- Radio
- TV

Nu Skool

- Social Media
- E-mail
- CRM
- Banner Ads
- Online Video
- Search
- Web
- Viral
- Blog
- Mobile

8 ways charities can use mobile marketing

1. Setup an SMS premium number to text donations
2. Create a your own app or game for mobile
3. Build a mobile-friendly website
4. Setup SMS and email alerts to get your message out
5. Create your own branded content like images, videos and music
6. Talk about your cause or trends on Twitter
7. Claim your location on Foursquare, Gowalla & Google Places
8. Talk to us

What Next? Get in touch



DAMIEN SAUNDERS

Social Media Marketing Specialist

+44 7919 110 638

Damien@DamienSaunders.com

@damiensaunders

Find out more:

<http://damiensaunders.com>