MARKETING
in the
MOMENT

Free Chapter

Mobile Marketing:
Tapping into Billions
of Cellphone Users

HubSpot

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Introduction from HubSpot

In Google's latest independent research, 81% of smartphone users browse the internet, 77% use a search engine, 68% use an app and 48% watch videos. Mobile phones are used at home as much as they are on the road and they encourage multi-tasking.

But most importantly for marketers, smartphone users look for a wide variety of information ranging from news to restaurant information to sports to games and to shopping. When they do search, 89% of them do so with a degree of urgency. They want results now, and if your company can't give it to them, they'll go elsewhere. Sorry, you just lost that sale.

At HubSpot, we want to give marketers solid and practical information about how to make the most out of marketing to the mobile user. We read Michael Tasner's book "Marketing in the Moment: The Practical Gude to Using Web 3.0 Marketing to Reach Your Customers First" and felt that the chapter on mobile marketing would be an excellent guide for those who were serious about reaching the millions of smartphone users.

We like this chapter for its combination of facts, how-tos and case studies. In it you'll find great information on how to start and implement mobile marketing.

Enjoy,

The HubSpot Team

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Mobile Marketing: Tapping into Billions of Cellphone Users

Mobile marketing is among my favorite Web 3.0 marketing tactics, because it is expanding at the fastest rate and also has the most upside potential. The icing on the cake: Fewer than 6% of businesses are doing any type of mobile marketing. If you look at companies doing less than $10 million per year, that percentage drops even more drastically to nearly .05%. What does this mean to you? Now is the best time to start leveraging mobile marketing, because it's still relatively new in the eyes of both marketers and consumers.

What Is Mobile Marketing?

When I refer to mobile marketing in this book, I'm referring to marketing on a mobile device, such as receiving a text message from a vendor with a promotional code, buying products right from your BlackBerry, or viewing picture messages that depict a product you may be interested in. There is also a second, more traditional definition of mobile marketing that describes marketing in a moving fashion. An example of this would be moving billboards. Travel to any

major city and you will see many examples of both types of mobile marketing. Just note that, in going forward, we're solely talking about mobile devices. Okay, good. We have that cleared up.

There are various marketing methods with mobile phones, the most popular being SMS, or short messaging service (text messages). Other forms of mobile marketing include MMS (multimedia messaging service), in-game marketing, and mobile Web marketing.

Mobile Marketing with SMS

Let's start with the most popular method: SMS.

Marketing on a mobile phone has become much more popular since the rise of SMS, or short message service. This rise began in the early 2000s in Europe and parts of Asia when businesses started to gather mobile phone numbers of consumers. With these mobile numbers in hand, they started blasting out content (whether people requested the content or not). What they found was that this really was a channel with some major legs to grow and expand. Surprisingly, consumers were actually happy to receive text messages from businesses they had visited. This eliminated the whole permission marketing constraint because very few people objected. In fact, many who didn't receive the text messages felt left out and wanted to join the list!

In the past few years, SMS marketing has become a much more accepted advertising channel, but one that few businesses use. One of the many reasons SMS, or mobile marketing in general, has started to become accepted into society is that it's policed much more than e-mail. The carriers (Verizon, AT&T, Sprint, and so on), who watch over their networks, have set guidelines and precedents for the mobile-marketing industry. Open your e-mail inbox and look at how many spam messages you have. In the past 24 hours,

I have received 552 spam e-mails. Take a look at your mobile device; how many spam messages do you have in your text messaging inbox? I have zero.

As SMS marketing continued to grow, the mobile community wanted to come up with another way to simplify the communication. Over the past few years, mobile short codes have been increasingly popular as a new channel to communicate with the mobile consumer. Businesses have started to treat the mobile short code as a type of mobile domain name allowing consumers to text a message at an event, in the store, or right off their packaging. For example, Verizon Wireless tends to run different promotions allowing customers to send a text message to receive a percentage off their next purchase. They have various signs in their stores, so while you're waiting, why not grab a mobile coupon code?

SMS services normally run off a short code, but sending text messages to an e-mail address is another tactic. These codes are five- or six-digit numbers that have been assigned by all the mobile operators in a given country for the use of brand campaigns and other consumer services.

So the gist of mobile marketing through SMS is two-fold:

1. When given permission, you can capture mobile numbers and send SMS advertisements, special offers, and information to consumers.

2. Short codes can be used for various types of promotions.

Mobile Marketing with MMS

MMS stands for multimedia messaging service, a telecommunications standard for sending messages that include multimedia objects such as images, audio, video, and rich text. When I think of MMS, I think of picture messaging.

When it comes down to it, MMS is simply an extension of SMS. All phones that have a color screen have the capability to send and receive MMS messages.

There are various cool marketing uses for MMS. One example is at the House of Blues. The brand allows visitors to send their mobile photos to the LED board, located live, and then House of Blues staffers blog about the various images online.

MMS marketing can help in all areas, from increasing brand recognition to more sales, deeper interactivity, and increasing event attendance.

I recently sent out a short 20-second MMS to my list of 24,000 mobile numbers asking them to comment on my tweet. The result: 4,252 responses and more than 25,000 retweets! Another example was The Investors Edge University sending an MMS message to remind people to attend their webinar. The result: 60% more people attended live than ever before!

In-Game Mobile Marketing

Mobile users are starting to play video games across their phones in real time with other users. This is similar to people being able to play games against each other using a video game system like PlayStation or Xbox. Gamers are finding an increasing number of sponsored ads across some of these games produced for mobile devices. If your target audience might be playing games, find the various games they frequent and contact the advertising department to see what the different rates are. In a perfect world, you will pay only for clicks on your ad rather than a flat rate.

Mobile Web Marketing

The standard term *mobile Web marketing*, in this instance, refers to placing ads on the mobile Web, very similar to the

ads you see when browsing Google or Yahoo!. The Mobile Marketing Association does provide a set of guidelines and standards giving the recommended format of ads, presentation, and metrics used in reporting. Google, Yahoo!, and other content providers that have been selling advertising placement for years are now shifting to mobile-ad placement, and it's really starting to catch on.

Mobile Marketing Guidelines

One of the biggest advantages to mobile marketing is not only that the carriers are keeping an eye on the whole industry, but that the Mobile Marketing Association is quite active as well. The association is committed to helping advertisers make more money using mobile marketing while helping protect consumers from being spammed.

These are the key guidelines of mobile marketing (according to the MMA):

- Consumers need to be a double opt-in and have the ability to opt out at any time (similar to e-mail). Only they can decide whether they want to receive your information.

- Respecting consumer privacy should be your number-one concern. If this gets out of hand, mobile marketing will go right out the window.

- The information collected needs to be handled with the utmost concern to security and privacy and must be up to par with the laws of that location on handling customer data.

- If there is a contest or something of that nature, it should be explained so that consumers know if there are fees or other commitments on their part (certain language must be used).

- Marketing to anyone under the age of 13 brings up many ethical questions and is a major issue.

Marketers, who like to dance on the wild side, prefer limited regulation. In fact, the can-spam laws put tens of thousands of marketers out of business overnight and many in jail. With stricter regulation, consumers can get information they actually want or request, thus helping open rates, adoption rates, and sales. The few legitimate marketers in the industry who take the regulations and guidelines to heart are the ones here to stay. The fly-by-night companies will continue to bite the dust.

A World Run on BlackBerrys, iPhones, and Mobile Devices

Take a look around when you're on the subway, at a conference, at a party, or even at a concert. Chances are, without trying, you'll spot various mobile devices.

There are more than four billion, yes that's *billion*, cellphone users in the world, as reported by the United Nations International Telecommunications Union. There are roughly six billion people on the planet. So doing the math, over 60% of people in the world have some type of mobile device. Mobile is huge.

Just think of the possibilities. Consumers are relying more and more on their mobile devices as their devices continue to get smarter and smarter. The other thing you should keep in mind is that that number is factoring in all the impoverished places in the world. When you look at countries like the United States, Spain, the United Kingdom, and so on, the percentage of users in ratio to the population in those locations is upwards of 90% and, in many countries, at or above 100%. This means there are more cellphones in use than people using them!

There are two devices that have received the most media attention, and they deserve the attention for a reason. They

have changed the way we do business and have opened many doors of new possibilities. The first device is the BlackBerry, produced by a company called Research in Motion (RIM), and the second is the iPhone, by Apple.

BlackBerrys

Specifically, BlackBerry is a collection of wireless, hand-held devices that was brought to market in 1999. It was first introduced solely as a two-way pager. Just three years later, BlackBerry released its first smartphone with the ability to get e-mail, surf the Web, send faxes, and send and receive text (SMS) and picture messages (MMS). The original intention was to target executives and focus on one of its core functionalities: the capability to have e-mail anywhere you want on the go, assuming that a wireless network is in the vicinity. In reality, it was for the corporate market because the prices were so high that individuals were not really purchasing the devices.

Currently, there are 32 million BlackBerry users. This is up from 12 million in 2007. There are various reasons for the upward shift, with the most prevalent being the ability to take life with you (one of BlackBerry's tag lines). The price point of BlackBerrys has also come down considerably, making them more widely accepted by consumers as opposed to strictly businesspeople. This device can do it all.

When I travel, I do take a laptop with me. But more often than not, I rely on my BlackBerry to get me through the day. I can receive urgent e-mails, browse the Web, grab my faxes, check Facebook, and even get instant messages right from a phone that fits neatly in my pocket. Need to verify meetings? No problem! My Google calendar pushes right to my BlackBerry and updates in real time, in case my assistant makes some changes.

How much more powerful of a device can you get? The device is so powerful; users typically get "addicted" to using their BlackBerrys too often and have coined the term "CrackBerry." This is the notion that you are now connected 100% of the time, 24/7. Some of you think this is a good thing, and others will disagree. I'll let you be the judge of that!

BlackBerry Apps

You will continue to learn about apps (short for applications) throughout this book, but I want to briefly touch on BlackBerry apps. In trying to keep up with the iPhone, BlackBerry has been rocking out Blackberry apps. Developers and companies can design apps for the BlackBerry, allowing its users to have the software at their fingertips. The intention with using apps is to continue to make your BlackBerry a more and more powerful device and truly an all-in-one solution.

Some of my favorite applications for the BlackBerry include these:

- **Facebook:** I can update my status, upload photos, and post on my friends' walls from wherever I am.
- **Salesforce.com:** It's great to see critical customer information without my laptop.
- **Hotel organizer:** This enables me to search through thousands of hotels, checking availability and rates. I've been stranded a few times, and this has saved me.

The number of applications is going to continue to rise as time goes on. Before you know it, there will be applications that allow you to check your dry cleaning status, turn on your hot tub with the push of a button, get an updated financial report, trade stocks without having to be logged in

to your broker account, host meetings where others can see your BlackBerry screen, and so on. The possibilities are endless!

Case Study

Tim runs an online magazine that focuses on teaching people how to live and invest overseas. As you might assume, he travels all the time. He will recommend only places he or someone on his staff has personally visited and learned about in great detail. The problem is that many of these places are highly remote. His magazine claims to have information on some of the most secluded places in the world. Rather than missing a week or two of critical e-mails and updates on the happenings around the office while on the road, he runs his company with his BlackBerry! The Internet connection is not nearly as quick as it is at home, but heck, what's the rush? He also has various apps installed on his Blackberry that allow him to communicate with his clients and prospects. Whether he's tweeting about his journey or using the camera to stream a video via Ustream.TV, he doesn't miss any potential marketing opportunities while abroad.

Key Points:

- You can take your life with you, anywhere you go in the world, without missing a beat.

- A smartphone, like the BlackBerry, provides wireless access to pretty much anything you need.

- A pocket-size phone is much easier to carry than a bulky laptop.

- There are various applications that can be utilized for marketing purposes.

iPhones

I started off talking about BlackBerrys for two reasons: (1) I own one, and (2) I saved the best for last.

Yes, I'll admit it openly right now: I bow down to the iPhone. I do love my BlackBerry, but I'm counting down the days until I will be able to purchase an iPhone without having to switch from the superior service provider (in my opinion), Verizon.

The iPhone is manufactured and sold by Apple. What has really driven demand for the iPhone is the fact that the device is essentially a smartphone and iPod in one.

Before I get into too many more details about the iPhone, here are the key differences in comparing this device to the BlackBerry:

- No keypad. Instead, it has a touchscreen.
- iPod technology with built-in 8GB, 16GB, or 32GB of storage.
- 75,000-plus applications available.

In comparing the two devices, both have their advantages and disadvantages. And it's really a choice based on user preference. Because the BlackBerry has been around for a while, it does have the technology down pretty cold. It has also mastered e-mail. Apple, on the other hand, really wanted to involve developers to make the iPhone more of an open-source platform and play out the iPod's "sex appeal" and popularity factor. The choice is yours. If I had my way, I'd own both, with one on each hip!

The iPhone is picking up speed in terms of sales and applications that have been built on its platform. To date, more than 32 million units have been sold. Compare that to the number of BlackBerry users, and, to me, it looks like we've got a pretty even race on our hands as to which device will become the smartphone of choice.

The limiting factor of iPhone sales has been the fact that they can be used only on a certain network, AT&T (Cingular at its introduction). It is possible to unlock the iPhone to make it available for use with other carriers. It's been noted that 25% of iPhones sold have not been registered with AT&T. I don't recommend doing this (you void your warranty), but if you really want to use an iPhone with a different carrier, it can be done.

What's shocking is the number of sales compared to the amount of time the iPhone has actually been available. The iPhone has been on the market only since January 2007, when Steve Jobs first released the device. Since then, the device has gone through a few revisions to its current 3GS model, which is available with 8GB, 16GB, and 32GB of storage. And the iPod Touch has joined the product line as basically an iPhone without the phone or camera—but with access to the apps.

iPhone Apps

Besides being a multimedia device, phone, and iPod all in one, the biggest selling point of the iPhone is the huge number of applications available for your iPhone (or iPod Touch). Some of the applications are free and others are one-time or low-cost monthly fees.

Apple says, "You will love your iPhone because it's a phone, an iPod, and an Internet device in one. It gives you access to thousands of applications. And it's built on technology that's years ahead of its time." That claim is 100% accurate and has been the driving force of the company. They have applications that will help in all facets of your life:

- Around your house:
    - **Home Sizer:** Calculates the area of your room to aid in decorating before you go to the store.
    - **eBay:** Stay up to speed on all your eBay auctions.

- **Cooking:** Find all the recipes you need at your fingertips.
- For working out:
    - i**MapMyRide:** Records every mile you ride on your bike.
    - **Yoga Stretch:** A yoga instructor who travels with you.
    - **iPump Pilates:** Strengthen and tone your abs with a Pilates instructor.
- For managing money:
    - **Bloomberg:** Need to check your stocks? Now you can.
    - **www.Mint.com app:** One of the best free places to manage money.
    - **Bank Locator:** Need to know where the nearest bank is? Now you can in seconds!
- For going out:
    - **GPark:** Ever forget where you parked? Never again, if you have this app!
    - **YP Mobile:** This allows you to find concerts, events, and other happenings.
    - **Shazam:** Trying to think of the name of a song? Hold your iPhone up to the radio (or even at a concert), and it will tell you what song is playing!
- For traveling:
    - **TravelTracker:** Put your entire trip itinerary in so you can relax, knowing that the details are covered.
    - **Currency:** Convert any currency instantly.
    - **SodaSnap:** Turn your photos into digital post-cards.

- For getting things done:
  - **OmniFocus (this is my favorite):** This power application will detect where you are currently located, and compile lists related to your tasks based on your location. Say, for example, on your task list is *visit the bank and the grocery store.* This app will create the lists in order based on your current location!
  - **Air Sharing:** Share any documents and drag and drop to a computer instantly.
  - **1Password:** Store all your passwords in one place.
- For fun and games:
  - **Texas Hold 'Em:** Win some money playing poker!
  - **YouTube:** Check out some crazy videos.
  - **Scrabble:** Play one of America's favorite games.

One key point to keep in mind is that many applications are developed by companies solely for capturing the prospect information. They then leverage this information to try to sell you some of their other products and services.

The reason I went through these different applications was to show you some of the thousands available. The iPhone is one of the most powerful devices ever created. Reread those applications to see what you can do with it. If you look a few years into the future (which is my specialty), the iPhone is positioning itself to be the one device you need to carry— nothing more, nothing less. It is the one device that will store your entire life and have applications to accomplish the job. It is everything you need to do. I love my BlackBerry, but they have a lot of catching up to do!

Five years ago, it wasn't a big deal if your Web site was not mobile compliant. Today, it's a necessity. As more and more people continue to purchase smartphones, you need to

make sure your Web site is ready for their visits. If you have browsed a Web site from a mobile device, you will understand that it is a completely different ballgame. Images often don't show up, Flash can be disastrous, and text becomes hard to read. You need to keep in mind that you're browsing the Web on a four-inch screen rather than a computer monitor—even the smallest monitors display Web sites more clearly than smartphones.

Because you are going to be on the leading edge in marketing, this is an essential step in Web 3.0 marketing. Since this is a marketing and strategy book, rather than a programming book, I will not provide all the crazy codes to install on your Web site. Instead, I'll give you the steps that need to be accomplished and then ask you to hire a designer and programmer to make them happen. The good thing is that this is not overly expensive by any means!

The first thing you need to decide is whether you want to modify the code on your existing Web site, or use a totally new Web site, designed specifically for mobile devices. Since we are going to make your competition nonexistent (and quite frankly irrelevant), you are going to go with option two. The reasoning behind this is that modifying your existing code is fine, but having a separate site devoted solely to mobile will give you a better edge against the competition and show the marketplace you're serious about mobile marketing.

Designing a Web site specifically for mobile devices—this is the route to take to ensure optimum success.

To Do

Establishing a Mobile-Only Site:

Step 1: *Establish a domain name.*

Go to www.GoDaddy.com (or any other domain-name registration service) and grab yourdomainname.mobi. Mobile is signified by the .mobi.

Step 2: *Plan your content.*

Make a mind map showing the content you want on this new Web site. There are various things to keep in mind when doing so:

- Decide what information is essential to convey (location, contact information, product information).

- This site should be a much more boiled-down version of your current Web site. The areas that typically get omitted are presentations heavy in Flash, video intros or walk-ons, unique or funky Web coding that is not the norm, and pages that are not critical. For example, having photos and bios of the executive staff might not be a critical page to be added to your mobile page.

- You still want people to be able to purchase your products right from their device.

- Know which of your target markets will be using this mobile site and cater it a bit more to them.

- In terms of the design elements, when deciding on content and information, you also need to keep these factors in mind:

    - Keep videos and flash off this site.

    - Get rid of any type of animations.

    - Keep images to a minimum.

    - Make sure that the site is heavy on the text and you pay particular attention to formatting and sizing.

You want to make sure that the content is enough to convey your message, gives visitors the critical information they need, and allows customers to purchase your products. Don't make your mobile site too minimal! Keep up your branding and your image, but keep it simple.

Step 3: *Ask a professional.*

Take your finalized mind map and hand it off to a qualified design and programming firm that also fully understands marketing. They will most likely be coding the site using a language called XML/XHTML and CSS. There are different ways to code a mobile site, but simplicity is the most important thing to keep in mind. The designers should also understand that this should open well in all the different browsers that smartphones sport. Your Web site should look perfect across a wireless PDA, a BlackBerry, an iPhone, or any other device that offers access to the Internet.

Step 4: *Let your visitors know you've gone mobile.*

Put a link on your existing Web site that says, "Browsing from a mobile device? Click here." That link will then take them to your new mobile site.

Step 5: *Advertise!*

Advertise your .mobi link in your branding messages as well. Not only do you have a .com, but you also sport a fancy .mobi!

How to Implement Mobile Marketing

Unlike many of the other tactics discussed in this book, mobile marketing has quite a few different angles. Some will apply to your business, others will not. But with mobile, pick a few, follow the how-to instructions, and implement.

SMS

SMS, or a text message, is one of the easiest ways to start gaining traction in the mobile marketing world. Text messages have a 95% to 100% open rate! In contrast, with

e-mail marketing, the highest open rate I have ever seen is 74%. But, sadly, the average open rate of an e-mail is around 10%.

The other great thing about SMS marketing is that the messages are short, so they are typically read in full. You'd be smart to have a very specific, focused message in your text.

Keeping People Up-to-Date

Most businesses have some type of e-newsletter. But they may not be using their newsletter to its fullest advantage. My guess is that only 1 out of 10,000-plus businesses collect mobile numbers on their Web site opt in, product/service literature, or in their stores. Start collecting mobile numbers so you can send a short, every-now-and-then message about the happenings of your business and upcoming events.

Here's an example of a good message: Taz Solutions, Inc., is now offering 10% off Web site packages. Visit www.tazsol.com to find out more or call 1-800-659-3020.

Special Offers

Need to announce a special product offering, a short promotion, or a discount code? With a very high open rate (and a short delay in opening), popping out specials to your mobile list through a text message will stir up some action!

Hold a Contest

"Submit your mobile number and be entered into a contest to win *(fill in a fantastic prize here)*." It's a great way to capture numbers in a nonthreatening way. (Just make sure you have all your legal ducks in a row. Hosting a contest can get legally complicated, but it can bring in some great results.)

Case Study

Instead of plugging in a case study here of how other companies have used text-messaging contests in their businesses, I want to include you in a contest we're having! When you bought this book, you automatically (with or without your knowing) got in line, if you will, for a free giveaway.

Go to www.marketinginthemomentbook.com to register. On this page, enter your mobile number, name, and e-mail. A text will be sent to your phone that tells you if you're the winner. Winner of what, you may be asking? We are giving away three high-end coaching/consulting packages absolutely free as a way of saying thank you for buying this book and participating in our contest!

Reminders

Text a short reminder for an upcoming event, promotion, or special you're offering—really anything for which you want to give your clients a friendly nudge/reminder.

Customer Service/Client Care

Wouldn't you love to get a text message from a recent appointment or sale saying, "Thank you so much for your business. We can't wait to be able to serve you again soon!"? I know I sure would. And to date, I have yet to receive a message like this.

Interaction

The key to social marketing is the interaction and making people feel welcome and part of something. As opposed to always being one-way with your SMS marketing, try out some interaction. Allow people to send text messages with

various requests, ideas, thoughts, questions, and comments. Take it a step further and allow people to vote on particular topics! I saved this one for last, because I feel it has the biggest impact. When you involve your prospects and customers, they grow to further know, like, and trust you and your business. Visit marketinginthemomentbook.mobi to give me feedback on the book and to join the Web 3.0 Marketing community!

Case Study

txtCode Feedback is a product of SMS Feedback, an Australian company. Currently available only in the land down under, this is truly a revolutionary customer-feedback service that enables companies to collect feedback from consumers via text messaging. Consumers' text messages are converted into e-mail and sent to the desired e-mail recipient.

These are some of the benefits txtCode has generated for users:

- Capturing more customer feedback compared to traditional methods.

- Being able to easily categorize and review customer feedback as it's submitted.

- Being able to effectively identify the positive and negative outcomes of marketing campaigns.

- Creating improved customer satisfaction by exposing and eliminating negative aspects of the company.

- Empowering customers, thereby making them loyal.

- Increasing consumer and market perception by responding to customer feedback immediately.

To Do

How to Get Started with Mobile Marketing:

Step 1: *Find a text-messaging company.*

Sign up for a service that will allow you to capture and send and receive text messages in large quantities. Here are a few companies you can check out:

www.trumpia.com
www.mobilestorm.com
www.boomtext.com
www.mozeo.com

Some of these companies have one-time setup fees; for others, you can buy the license or even pay monthly fees based on your usage. Each of the companies has different product offerings. www.Trumpia.com, for example, has numerous additional offerings other than just mobile marketing. Check them out and search Google for other companies that offer similar services.

Step 2: *Get mobile numbers!*

Remember the statistics on how many people are carrying mobile phones? Chances are, 85% of people in your country will be carrying a mobile phone.

Start capturing mobile numbers instead of (or in addition to) land-line phone numbers. Here are eight ways to capture mobile numbers:

1. Ask for mobile numbers *everywhere*.

2. Let your customers and prospects know that they are part of an elite group who will be updated before anyone else (as long as this is true).

3. Offer a free gift in exchange for their number.

4. Ask people to refer a friend, providing their information as well, in exchange for a bonus or two.

5. Host a contest; to enter, contestants simply submit their name and mobile number.

6. Get them involved, allowing them to interact with you via text.

7. Pay them cash.

8. Reassure them that you won't be spamming them and that their information is kept secure, and watch your capture rates climb drastically.

Step 3: *Decide which marketing tactics you are going to employ.*

We use a combination of them all. Please keep in mind that we are always staying mobile compliant.

Step 4: *Keep your lists segmented if possible.*

Maintaining several different mobile phone lists allows you to further craft your messages to the exact target audience. Knowing who is using a smartphone versus who is not is also very powerful information. This allows you to craft messages with links for smartphone users and solely text messages for those who won't be able to view the link from their device.

Step 5: *Construct your message carefully and effectively.*

Because you're limited on the numbers of characters you can use, you need to make certain that your language is effective, direct, and to the point, causing users to take your desired action.

For example: *1-Day-Only Sale on All Jeans. 25% off when you mention the phrase "Blue Jeans." Expires at 10 PM.*

- Play with your verbiage several times. Before I send any message via text, I do at least 7 rewrites. When doing a massive promotion, I've done as many as 40. Every word needs to be crafted for maximum impact.

- Use Web site links selectively in case your prospects cannot view them on their particular phone. Use a service like www.TinyURL.com to make your links shorter, if they are long, to save on characters.

- Make sure you are providing information that is requested or that is of value, keeping in mind that many people still pay per text message.

Step 6: *Send the message.*

Step 7: *Repeat.*

Be careful with how many messages you send each month. We have tried as many as two messages a week and have had issues with negative response to the frequency. We now send two to four messages each month.

MMS

SMS messages are great, but MMS takes things up another notch with color, sound, and all sorts of interesting action.

Sending media-rich content is still a bit ahead of its time. But I still want to make sure you're on top of this. The reason it is just slightly futuristic is that many of the mobile phones are not set up to receive MMS messages and, in a way, that makes sense. The size of the files becomes an issue along with load time. Smartphones and newer cellphones have no issues loading most of the MMS content with ease. The most common types of MMS are images. Videos, rich text, and animation are also increasing in popularity.

There are six ways to integrate MMS marketing into your current tactics, which I'll cover next.

Special Offers/Discounts/Promotions

Special offers and discounts always seem to fare well in the mobile-marketing arena. Send a photo of an image that gives a special offer. To receive the offer, the recipient must either.

- Take action on the photo (visit a Web site, call a number)

  or

- Bring their phone to the store and show the actual coupon to receive the discount or special offer.

Case Study

BMW has always prided itself on staying on the leading edge of innovation. They also pride themselves on being masters at marketing. So much so, in fact, that they have vowed to test and use all the different mobile-marketing tactics. In 2008, they wanted to push their newly released snow tires. To test the waters, they sent an MMS message to different lists showing what the car they owned (down to the specific model) would look like with the new snow tires. Customers could also download an application to see how the tires would look on various other cars.

The Result: They achieved a 30% conversion rate and rated this campaign as one of their most successful ever!

Video Clips/Animated Clips

I'm sure you have seen video clips floating around. Typically they are funny jokes or risqué clips. There are so many things you can do with video. Check these out:

- A thank-you-for-your-business video
- New-product announcement

- New-store opening
- Limited-time special
- Birthday video
- Super-client testimonial

The sky is the limit when it comes to video. Keep the videos short, inoffensive, amusing, content-rich, and worthwhile. Don't simply send videos for the sake of sending videos.

Interaction

As with SMS, you can get some fun interaction going with MMS. Allow people to send in videos they took with their phones. Turn a simple campaign into a contest and give away some cool prizes. Invite customers to give video testimonials about what it's like working with you or using your products. Have people send in video questions to be posted on your site, and answer them live. Keeping the interaction flowing will keep the dollars coming in!

Audio Clips

We love video, but we also really love audio, because we're able to multitask while listening. It's much more challenging to multitask while watching a video. The audio clips can be informational, talking about specials, saying thank you, sending a birthday or holiday greeting, telling people where you are (a cool trip or great conference), and so on. It can be pretty much about anything you want.

How-To Information

Wouldn't it be great to get a short video or audio on how to use what you just purchased? This goes across all the different markets, from consumer goods to electronics to consumables and so much more. You walk into the store and pick up four high-end steaks, and two minutes later, you get an

MMS message with instructions on the best way to prepare your dinner, and even suggested sides or wine. How-to information is very well received in the marketplace. It makes for better customer relations as well as a solid opportunity for potential additional purchases.

Freebies

Who doesn't love a good freebie? You can send free applications, pictures, videos, audios—anything of value.

To Do

How to Get Started Sending MMS Messages:

Step 1: *Leverage MMS.*

The solution you are leveraging for SMS marketing should also have the capability to send MMS messages. If not, here are a few companies that specialize in sending MMS messages:

- www.trumpia.com
- www.InteractMobile.com
- www.Velti.com
- www.BluefishMobile.com

Step 2: *Tailor your content and approach.*

Look at your objective to decide which type of content to send and which approach to take. Whether the objective is branding, selling something, reminding consumers of an event or a promotion, or just providing information, the medium needs to be tailored.

Step 3: *Send the multimedia content.*

We have had the best success with the following:

- **Videos:** Under 30 seconds; keep them fun and engaging.

- **Audios:** Under 60 seconds; fun, engaging, informational.

- **Images:** For special offers that are time sensitive.

Step 4: *Repeat.*

I recommend you send one SMS or MMS message weekly to stay in touch.

Mobile Ads

The last area of mobile marketing is mobile ads. These ads are the same thing as the traditional ads you see on Google, Facebook, YouTube, and other sites. According to *eMarketer,* there are currently 405 million mobile-Internet users, and that number is expected to double within the next four years. So you have a ready, willing, and able audience—you just need to reach them. As more businesspeople and every-day consumers start to get the Internet on their phones, mobile ads (similar to traditional ads) will continue to grow.

As a business, you pay for certain keyword phrases when people click on your ad (called pay-per-click). Right now the ad spending across mobile devices is low. It's stated that in the next five years, mobile ads will account for about 5% to 10% of the global ad spending. This is a ripe opportunity for you. Because fewer people are advertising on mobile devices, you can get some really great keyword phrases for a fraction of the traditional cost.

To Do

How to Start Generating Revenue with Mobile Ads:

Step 1: *If you do not already have an account on Google AdWords, go to www.adwords.google.com and set one up.*

Google still maintains the vast majority of the market share. But here are four other popular places that accept mobile ads:

- Yahoo!
- Facebook
- YouTube
- MySpace

Step 2: *When creating the campaign on the particular advertiser, make sure you select Create a Mobile Ad.*

There is a different set of options on the advertiser sites that are strictly devoted to mobile.

Step 3: *Select the keywords you are going to target.*

In this case, less is more, but you need enough to test. Here are some free keyword-selector tools:

- www.GoodKeywords.com
- www.Wordtracker.com
- www.adwords.google.com/select/ KeywordToolExternal

Step 4: *Craft the ad, keeping in mind several guidelines:*

- Mobile text ads contain two lines of text with a limit of 12 or 18 characters per line, depending on the language in which you write your ad.
- With this limitation on space, every word needs to be carefully chosen.
- Remember to include the keywords you have pur-chased in your ad.
- Include a clear call to action.
- The Web site you are sending the traffic to shows up on the third line, if you want to enter one.

Step 5: *If applicable (100% recommended), select the option that allows customers to connect directly to your business phone.*

This will put a call link next to the Web site.

Step 6: *Drive traffic to a mobile-friendly page.*

Step 7: *Split test with different pages and ads; generate various statistics and analytics.*

Step 8: *Monitor your traffic and your conversions daily, if not two to three times a day.*

Google has a great ad-performance report system, allowing you to track everything you could possibly need. In fact, Google information is so powerful and all-inclusive, you could spend your entire day just looking at the reports (not recommended). You can track things like visitor sources, visitor locations, time on your site, and what pages they viewed. You can even do a site overlay that allows you to see exactly the places your visitors are clicking. In terms of reporting, you can run reports to see whether you are meeting your goals and conversions, as well as general reports to give you a macro-level view of your traffic.

Step 9: *Test, optimize, and repeat.*

As with traditional pay-per-click, you are going to find that there are certain phrases that pull and provide a much better ROI than others. Integrate the words and ads that perform the best and dump those that do not.

Step 10: *Move on to another advertising site.*

You should master one ad site before jumping to Facebook, YouTube, and the others. There are hundreds of places where you can place mobile ads. You will, however, find that steps 2 and 3 will produce the bulk of your ROI (the old 80/20 rule).

Step 11: *You can also sponsor ads on various free games and applications available on smartphones.*

So far, this hasn't been shown to be overly effective. When people are playing free games, they may click on the ad quickly, but immediately exit and go back into

what they were doing. When you're in a playing mood, typically you are not in a buying mood! It also can get annoying to see ads when you're just not in the mood to see ads.

Voice Broadcasts

A voice broadcast is simply that: a short recorded message that gets blasted out to hundreds or thousands of people. Typical uses for voice broadcasts are promoting major events or campaigning. Ever get those recorded campaign calls? That's a voice broadcast. Voice broadcasts apply to regular phones as well as mobile phones. Your objective is to use voice broadcasts only when you have good information to convey. Do not use the broadcast just for the sake of using it. Make sure that people are not on the do-not-call lists as well.

Here are some fun uses for voice broadcasts:

- Final reminders, such as attending an event or coming on a webinar
- Special offers
- Product promotions
- Just to say hi

To Do

How to Get Started with Voice Broadcasts:

Step 1: *Sign up for a phone-dialer solution.*

Here are our recommendations:

- www.ringcentral.com
- www.VoiceShot.com
- www.VoiceBroadcasting.com
- www.CampaignCaller.com

Step 2: *Load your phone numbers into the system.*

Make sure that you are adhering to state laws because there are various do-not-call rules and regulations.

Step 3: *Create the audio message adhering to these guidelines:*

- Make sure you sound upbeat and relaxed.

- Clear and concise information will outperform the rest.

- Keep the length to less than 30 seconds.

Step 4: *Let the dialer run its course.*

Most of these systems can dial 1,000 phone calls simultaneously or up to 1,000,000 per day. Yeah, it's pretty crazy.

Voice broadcasts are just that simple. We have used this for our events and have seen the attendance rate climb as much as 20%. We also have associates who have used voice broadcasts as an eleventh-hour effort for an event that was about to flop, and their attendance rate literally tripled! It is simply another means of getting your message across. Because most people have their mobile phones attached to their hips, we prefer to send voice broadcasts only to mobile phones rather than typical house lines. Our listening rate is much higher, and there are fewer people on do-not-call lists for mobile phones.

Mobile is growing faster than any other online-marketing method, tactic, or technique. I've given you the tools to implement; it's now your turn to pick and choose which ones will make the most sense for your business and get them into action. Start by collecting mobile numbers. Then test the waters with a basic SMS campaign. Get a bit more

daring with MMS messaging, and then move over to some mobile ads. You could put yourself years ahead of your competition and get the lion's share of the revenue from this great marketing source.
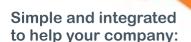
About the Author

Michael Tasner has been called by many as one of the top online marketing experts in the world. He runs a large online marketing and design firm that works with the most high-profile speakers, authors, consultants, and entrepreneurs in the world. These businesses hire and trust him to run their entire online marketing campaigns from A to Z. He has also consulted with numerous Fortune 1000 companies, teaching them how to implement the latest and greatest Web efforts in their marketing.

The best part: He plays both sides of the fence. Not only does he run Taz Solutions, Inc., but he trains others how to market on their own. His experience is backed by more than ten years of in-the-trenches work. During those ten years, he has started and sold four successful Web firms based on the traffic they were generating.

Michael lives in Niagara Falls, NY with his wife, Anna, and twin boys, Connor and Logan.

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