

MOBILE MASTER

Your Complete Kit To
High-Impact Marketing
In A Mobile World



Tap Into The Mobile Revolution Now

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Beginners

Start your mobile marketing journey on your current site

You should get clear on where your mobile status stands. Try searching your own site on a smart phone. How does your site look? Then try it on different devices and note what you have noticed on your site. You can use location-based marketing to share your location-based information through social networking sites such as Facebook and Twitter. You can also deliver an offer, coupon to mobile phone users and offer incentives for location-based activities such as visiting a store multiple times.

Familiarize yourself with Mobile Marketing

The best way to learn mobile marketing is by using it yourself. If you have a smart phone, why not play around with the mobile features and applications available on your phone? If you become more familiar with mobile media and the incredible things it can do, you'll be more confident about using it for your own marketing initiatives.

Drafting your elevator speech

There is something incredibly empowering about being able to concisely describe what you're doing and you should do it for your mobile campaign. Come up with a simple sentence or two that clearly explains what your business is.

SMS Marketing

Just like email marketing, it involves lead generation, relationship building, value adding and the most important thing, selling. Keep in mind that with SMS marketing, most of the costs are passed on to the consumers so you should know the price per SMS. You should also remember to steer clear of spamming as your number will be blacklisted by telecommunications provider.

Third Party Mobile Applications

You can try to work out a deal with companies that already have a presence in the mobile world. Some popular applications are Google Maps and Yelp. Listing your business on Google Maps can get your business targeted attention. Other mobile applications allow ad placements which is another way to get your business some exposure.

Every element of your campaign should be designed with mobile devices in mind

This makes it more effective and can be accomplished through steps like clickable phone numbers and pages with navigation tabs to make your site easy to navigate on a mobile phone or device. The emails should be put together in a mobile format because a lot more people are reading from their mobile phones these days.

Using Multimedia Messaging Service

Using mms, you can send out coupons or customer loyalty rewards. You can also utilize promotional codes in your eCoupons. Your loyal customers will surely enjoy being rewarded with coupons and new customers will be tempted by them.

Mobile ad campaigns can be purchased a number of ways

This includes cost-per-click, cost-per-thousand and cost-per-acquisition basis. Spend time to learn about different advertising platforms to determine which would be the best fit for your business.

Mobile is still an evolving market

Technology trends can shift the market rather quickly. You can gain or lose customers based on outside influences that you cannot control. Changes in your market will dictate changes in your customer base. Know this and account for it.

Build a mission statement

You should build a mission statement to keep yourself on track. Let your customers know what you intend to achieve via mobile advertising.

Be a leader in mobile marketing, not a follower

There are so many options available on the market to consider but don't only go with what's out there. You may come up with a successful mobile messaging alternative at a fraction of the price of a paid service.

Independent mobile platforms require a home base or domain

Your business should be focused around your home base, not around your mobile platform. Your campaign is about getting people to your home base or bringing them back to it. The two of these should complement each other.

Plan your marketing campaign around your SMS message

Writing effective copy of your SMS marketing efforts is something that should be planned and considered in depth. You should ideally create one or two goals such as generating more subscribers to your list and activities such as visiting a store or claiming a discount.

Spending money for Site Improvement

This is a great way to make your sites work well for mobile marketing. Developing an appealing and effective mobile site may be a major challenge but it's worth it. You can outsource this to candidates who are qualified if you desire things to run smoothly.

Legal

Understand the regulations for Mobile Marketing

Just like anything that has to do with mobile phones, mobile marketing campaigns are heavily regulated. You should make sure that you stay well within your local and federal guideline.

Consulting a lawyer

Lawyers can be expensive but they are more affordable than the fines you will face if you break the law. There may be various regulations that pertain to text messages. Rather than guessing about such important matters, you might be better talking to a professional. Lawyer can help you avoid breaking laws and guide you in creating things like privacy policy for your business.

Content

The content must be translated to your target market's language

You can achieve more successful engagement when you speak the language of your customers. But translation is not enough. You should also consider cultural nuances, idiomatic expressions and using images or layout to name a few additional elements.

Never forfeit quality for speed in your marketing efforts

Don't forget the purpose of your actions when you start mobile marketing. Always present polished material that is relevant to your audience. If you provide things they desire and require, they will utilize your business.

Keep it Simple

Customers prefer not to have to scroll horizontally or zoom in and zoom out of pages like they have to on a normal website. Fewer menus make it easier to navigate. Decide what information is most important for your customer to see first. Remember, keeping your mobile site simple is essential to a good customer experience.

Make sure your information is relevant

Customers are looking for more than novelty and excitement. Try to approach things from your customers' perspective and send out messages they would judge as interesting. Fill your customers' needs and wants to ensure that they will continue to buy your products and stick with you.

Creating optimized videos for mobile devices

Most consumers are accessing videos on their smart phones. Because of that, companies are providing more and more videos explaining their products and services. They make sure that their videos are uploading quickly and provide positive interactive experience for mobile user.

Avoid using large graphics in mobile marketing campaigns

Your readers don't have time to waste a ton of bandwidth downloading your text or email. Instead, use copy to give an effective sales pitch which is targeted towards the demographic of the recipient.

Your emails will get a better response if they are mobile friendly

If you send an email, make sure it looks good on a phone. Many people are dealing with email on their phones and smaller devices these days, and your mobile campaigns should reflect that. Your emails should include the ability to click on a phone number to make a call instantly.

Talk like a human not a brand

Talk to your customers, respond to their questions or concerns and consider offering deals for fans and followers. Always remember that consumers are out and about, they are talking to you, about you and with you, so be a part of the conversation.

Publishing articles or content

When publishing articles or content, make them accessible via mobile e-reading devices. This can help you to market your products and build a loyal customer base.

Texts must attract attention!

We all know that text messages is a fairly universal medium in the world but they are also easy to ignore and delete. You need to make sure your texts have value or a hook.

Analyzing Your Campaign

Targeting your conversion rate

Text open rates are important, but it is more important to keep track of how many people actually act on your offer. If you send out 100 texts, and 10 people act, then you have a 10% conversion rate.

Keep track of the results of your campaigns

This includes the number of messages sent, delivered, read and more. When sending coupons, you should make sure that each campaign has a unique code so that you can keep track of how many times coupons are actually redeemed. You likely have the option to send messages only to that "buyers" group, offering further discounts on related products and upgrades.

Wait until the results are in on your first mobile marketing campaign before you cook up a second one

You should measure your marketing success, not by immediate returns, but by the long-term effectiveness of your campaign. This will help you create a successful campaign with long-term effectiveness.

Monitor your reviews

Watch out for any reviews, posting or other news that you might need to address. The first step is to set a Google alert for the name of your business and then find out the review-focused sites people are using regularly to review your business. You should keep track of your reviews because 81% of consumers say that they read reviews first before making a purchase.

Data, data, data

Develop mobile marketing campaigns around data from your analytics with all your other marketing communications plans. Always remember that mobile behavior is trackable and insights around timing and message content should lead your communication strategy development.

Put a similar deadline on each campaign

This will allow you to test campaigns effectiveness against each other.

Opt-In

Build an opt-in SMS text messaging list

The only way to build a list is to launch a campaign that your customers will opt into. Make sure that you include a strong call to action when sending out your text messages. You should also entice them to sign up with a compelling offer. Always remember that it is important that you fully understand that any text messaging you send to customers must be done with explicit permission.

Create a sign up form to gain access to a lot more demographic information

We all know that no one wants to be spammed and certainly not on their mobile phones. Creating a sign-up form is the best way of offering the option to give up info. You can offer questions about age, sex, address, income, etc.

You should have a strong Call to Action

Grab attention. Encourage an action. Make a sale. You should be clear with your directives like "sign up", "download", "get started". Make sure your action is short, simple and strong, to the point of being demanding. Creating effective CTAs takes a great deal of wit, marketing knowledge and trial and error.

Your offer has to be compelling

You are getting people to give up their cell numbers so you should offer them something in return. It doesn't have to break the bank, a coupon for your goods will do.

Technical

Conduct a quick Google search for "Mobile style sheet coding" for Mobile SEO

By doing this, you will be able to find the code you need to incorporate for various mobile devices that your intended audience is using. You can also develop specialized style sheets or create separate sites specifically built for mobile.

Learn how to use Jump Links

Jump links should link to major sections of the page or to your main content, main navigation and contact information. These links quickly navigate to important parts of the website that may not be viewable on mobile screens.

Use XHTML coding

Why not use XHTML coding? It's definitely one of the universal languages of mobile devices. It also insures accessibility across multiple platforms.

What type of short code should you use?

Dedicated short code is the best option if you would like to use a short code number exclusively. It is used exclusively by one business to run one or more mobile marketing services at once. It is more expensive than shared short codes.

URL shortening

Shorter URLs will help businesses to keep their website concise and easy for customers to remember. It is also a better fit on mobile screens that can enhance

mobile marketing opportunities. Customers will click on short URLs rather than a lengthy URL which they find unapproachable.

Buy your own short code instead of using a sharing service

Although it may seem to be cost prohibitive, it is not a lot to pay in order to avoid legal troubles. The code is linked only to your brand which can be priceless. People will begin to recognize the short code and relate it to your company.

Keep links Uncrowded

Imagine when your loyal reader flicking around on a tiny screen to get to that link and how frustrated it is when links are so close together that you can't land on the page that you want. Make sure that you keep the links uncrowded so it's easy to click them within a very small space.

Apply SEO to your mobile websites

If you really want to improve in marketing your products through mobile marketing, make sure to apply search engine optimization strategies to your mobile websites. A good place to begin your mobile SEO is on Google.

Implement dedicated short code into your mobile promoting program

Dedicated short code is legally protected so the possibilities of someone stealing yours are slim. This may cost you much more but it will serve you better in protecting your brand.

Use Keywords

Using different keywords for each campaign can help you discover which words deliver the best results. They should be relevant, short and easy to remember. As much as you want to target keywords in your text messages, you must also keep in mind the purpose of your message.

Transact on your mobile phone

You should allow yourself to carry out transactions like accepting payments and receiving fax invoices using your mobile phone. You can make use of apps from merchants like GoPayment, Square or Here and their corresponding credit card swipers or dongles, which can be attached to your Smartphone.

Use mobile campaign relevant landing pages, integrated with your other web assets

Bring people to your site and allow them to participate by having a specific mobile landing page that matches your message. Integrate it with your website, and social media sites.

Avoid using flash elements on your mobile landing pages

Flash elements can make your visitors give up and click away before they even see your page because it lowers the speed of the page's load time. Neither Blackberry nor iPhone uses flash.

Design for a touch-screen interface

Touch interaction requires careful design. You should consider how the interface feels in the hand and where it's comfortable to tap. The buttons, form elements and links need to be sized to allow finger tips to get what they want instead of accidentally clicking another button because of being spaced too closely.

Ensure that the proper mobile recognition codes are embedded on your main website

This is not usually required if plug-ins are being used but it will help recognize the type of device and browser your web visitor is using. It will also help in strengthening the SEO of your main site by not splitting your web traffic into different websites.

Consider adding a multimedia video in MP4 format

Make sure that any videos produced can be viewed on different types of mobile devices. Some mobile devices can be tested by using Amazon S3 where you can upload your videos and make them accessible across all mobile devices.

Research

Take the time to play around with apps like Yelp and FourSquare

Yelp and Foursquare can help you increase familiarity and comfort with mobile social. They are both free and will allow you to interact with mobile users.

Consider using a test market to try out your mobile app before going live with it

An app which doesn't actually serve a purpose will be overlooked and ignored. Considering a test market will help you to be sure that the app is something your customers can use and appreciate.

What does your customer need?

You should always think of providing value to your customers. Knowing what they really need is important in every business. Your business should be easy to find and easy to contact if they have any questions. Are you offering exclusive offers for your customers? Do you reward your loyal customers? Is it easy for them to spread the word and promote your business or site? There are so many other things to consider in running a business. Knowing those things can lead you to the success that you deserve.

Set up a poll for your marketing campaign

Polls are an excellent source to use to get the options of your customers to your products. They can be set up as a question-response format or a response message. Check with your mobile provider to make sure they can support real-time results for your polls.

Keep track of what your competition is doing

Find out what kind of techniques your competitors are using. Are they sending out messages to their customers? If they don't have a website that can be easily accessed via cell phone, this could be your chance to target some of their customers.

Implement a usability test

It is very important that consumers see your content in the way you have intended. You can recruit family, friends and colleagues to receive test messages to ensure that your campaign is going to work with a variety of mobile devices.

Test your websites and related ads on various browsers

Your mobile marketing campaign should be tested on all popular devices, to be sure that it looks right on each one. Different mobile devices come equipped with different browsers and have varying screen sizes and resolutions.

Look for a mobile company with a solid history and a strong list of clients

By choosing an SMS provider that has more experience, you can be sure that they can provide a more developed mobile marketing platform. The provider should be able to provide evidence of a history of excellent results and a strong list of mobile clients.

Make sure you know how your App helps people

You should conduct extensive research on the most popular mobile devices. If you decide to have a mobile app, make sure that your users will appreciate using it. If it doesn't have an obvious usefulness, customers won't download it and it won't help your business at all.

A/B testing can be a very useful strategy in developing a mobile landing page

Make sure to run as many tests in a variety of ways that you can. You can make two distinct versions labeled A and B of your landing page and then test to see which of the two lands you the most sales. Then after testing both pages, use the one that really works for you.

Learn as much as possible about your customers

Make sure to analyze the preferences of your audience before making assumptions and placing lots of money in mobile marketing. Are they computer users or mobile users? Find out who they are and you will have an easier time connecting with them.

Listening and Learning are important skills in mobile marketing

You can scour the web, find experts, and do whatever you have to but always keep learning. Learn from the input your customers give you. Also check to see if your competitor's tactics could work for your business.

Consider making a check-the-box survey where multiple answers are allowed and encouraged

Get an idea of what your users are thinking with a quick survey. Offer a coupon as incentive to complete the survey.

Etiquette

Never use all-capital letters

If you want to keep your texts from turning your customers off, never capitalize more than a single word in a sentence. Although letters can make a big impact, on the internet they translate to shouting. Even if you have a great deal, your customer doesn't want to feel like they're being yelled at.

The campaign should be very minimal

A mobile keyboard can be a hassle to work with because it is so small. You need to learn how to minimize the amount of clicks and keep your process simple in order to be truly successful. Remember, always be clear, simple and concise.

Don't mislead people with your offer

This is the quickest way to get people to unsubscribe. You can hype it up but never under-deliver. Also, do you notice any messages that cause people to unsubscribe? You should limit these.

Do not buy a list that you didn't build yourself

These lists are low value and could get you in trouble for spamming. It isn't worth the price of sending texts to people who are uninterested.

Don't give your customers false hope

Do not promise your customers free items and then not deliver. This could destroy your relationship with your customers. If you promise to give them something free, give them something free.

Inform your audience of how frequently messages will be sent

You don't want to turn into the pest who sends out messages everyday when your audience informs you they would prefer weekly messages. Give them choices. If they don't want messages as frequently as you would like to send them, then think of cutting down.

Sending out offers too frequently can turn some of your customers off

The suggested and most effective messaging frequency is from once weekly to no more than three per month. Make your customer think that they will miss something if they do not take advantage of the offer.

Keep file sizes as small as possible

Some people have serious bandwidth limitations and cannot receive or store large files. If you are sending out text messages or any other type of materials to customers through your mobile marketing campaign, make sure that you keep the file sizes as small as possible. Anything that is too big will just be ignored.

Do not pester your clientele with pointless messages

If you do not have a clear goal behind something, you should probably not send it. Send content that you want to receive yourself, something that is of benefit to the

recipient. Sending random messages to customers has been the downfall of many actual marketing campaigns.

Don't use text abbreviations

Text abbreviations are not for mobile marketing campaigns because not every customer will be familiar with their meanings. Any lack of understanding and misinterpretation in your advertisement will yield unfavorable results both short and long term.

Send mobile marketing messages during normal business hours

It is highly unlikely that customers are going to be thrilled receiving text messages while they are sleeping, even if your products and services are appealing to customers. Avoid Sundays and holiday messaging unless it's vital to the marketing strategy and relevant to your target audience.

Provide unsubscribe link in every single message that you're sending

Even when people subscribe to your messages, they may still want to unsubscribe for whatever reason. So make it straightforward for them to do so. In every single message that you're sending, make sure you provide an unsubscribe link to ensure that individuals can opt out if they decide to.

Address the recipient of the message by their name

People will be more likely to pay attention to the message if it's addressed to them directly. You can also capture their attention and encourage them to find out more about your campaign by addressing them in an energetic manner.

Don't send the same offers every week

You should mix up your campaigns. Try to test different offers to find the highest redemption rates. Also, use contests and voting to increase opt-in rates and interaction.

Promotion

Make a funny but interesting YouTube video

You can make a funny or viral-style YouTube video with your information. If your video is funny, unique or even plain weird it could go viral and get you a lot of viewers quickly. Add your short code to the video description.

Running a Text Contest / Mobile Contest

It is a type of competition whereby your customers participate for a chance to win prizes by sending a text message via their cell phone to a short code. It is the best way to rapidly build your database, consumer engagement, create buzz and consumer satisfaction (via prize).

If you publish podcasts, make sure that they are available to mobile device listeners

There are different sites that can enable your podcasts for mobile listening. This can increase your listening audience and further market your valuable products or services. There are also free options available for this.

Let people know that you offer mobile marketing in every way you can

Always mention it on your blog, website and forums to inform your customers about the program and then give them the information they need to participate. You can also use social networking to draw customers in by offering special deals only available through the mobile program.

Games

Everybody likes the opportunity to win something or even just to play a game. That's why games are an additional mobile marketing strategy that people will participate in. The main thing to remember is to ensure you are offering a compelling and attractive game that people will actually find fun.

Create your own mobile phone club

It is a fantastic way to stay in touch and keep your customers updated regarding what is going on in your company. You can send text message notifications which provide quick texts notifying your club members about news and special offers.

Add QR Codes to all of your promotional material

Quick Response Codes are simple two-dimensional codes that are very similar to the retailer barcodes that have been used for years. Smartphones have the ability to scan QR codes and then deliver information to the smartphone handset.

Maximize your success by promoting your campaign

Promote your campaign on your own website. You can also use social websites such as Facebook and Twitter for your mobile marketing efforts. This will ensure that your campaign receives as much exposure as possible, and also allows your customers a variety of ways to connect with your business.

Creating your own mobile apps

Apps are not difficult to create so why not build your own? Your customers would love to receive free apps. When you are offering special apps to your customers, you can actually bring your mobile marketing experience to a whole new level. Nowadays, there are a lot of services that assist in designing apps and a lot of features these apps could offer to your customers.

Start with your current loyal audience

Focus on your loyal audience is a great start for your mobile list building effort. People who are interested in receiving e-mails and updates from you would love to receive messages that provide useful information about new products, updates or discounts. Keep in mind, flooding information to people all the time will be highly ineffective even if your list consists solely of loyal clients.

Picture-to-screen feature can boost your mobile marketing campaign

This will enable your customers to take photos with their mobile phones and then send their photos back that can be instantly put onto a digital screen.

Having a face-to-face with your customers is a great way to handle mobile marketing

You can do this by setting up a Skype account. We all know that not every person out there wants to be that personal in business, but if you have affiliates working for you or some seriously loyal customers, this is a good move to stay in contact with them.

Make everything easy to send

Anytime you build a mobile promotion, ensure that it is easy to pass on to others for further advertising.

Establish your web presence via local listings

Let your prospective buyers discover your business by claiming and verifying these local listings as the owner, describing your business, its products and services. By doing this, you are capturing business from customers who are ready to buy but need help in selecting a merchant. Help them find you.

Promoting your mobile marketing campaign

You can promote your campaign as a means of gaining access to exclusive offers and special savings. Your readers are more likely to sign up when you present your campaign in a helpful manner.

Follow the basic rules of traditional SEO

Like traditional SEO, avoid spamming keywords and phrases. Just pay attention to relevance. You should never sacrifice the human audience experience in order to attract search engine attention though.

Best Practices

Try new things but stick with what works

Mobile marketing changes quickly but it's easy to pick up a new approach and try to see how it works for your company. On the flip side of "try new things", you should stick with what works for your business. If one of your campaigns is getting a lot of response, you should stick with it.

Appreciate customer feedback

You should allow message recipients feedback, positive or negative, about your mobile marketing communications. This offers an excellent opportunity to connect and interact with your customers. It is worth considering what their feedback means to you and your business.

Mobilize your website

Mobile searches have grown 400 percent since 2010, according to Google. So make sure that your website is accessible by mobile phones. You can check out "GoMo" site that has a testing tool and resources to help businesses with their websites. But you have to make sure that it works on all mobile devices.

Include a detailed map on your site

Including a detailed map somewhere on your sites but make sure that it is accessible by mobile devices. In that way, you can help your customers to get to your brick-and-mortar store. Your map can help a potential customer find your business easily and quickly.

Treat mobile and social media like a legitimate source of real business

Mobile and social media are two of the fastest growing marketing outlets available today. Just because much of it happens on a tiny screen, it doesn't mean the opportunity is small.

Hire a consultant

If you are not a tech savvy person, it may be best for you to hire someone to do the dirty work for you. You should look heavily into this person's background to make sure they are respectful and professional, especially if you will hire them as a permanent member of your team.

Become a trusted friend to mobile subscribers

You can do this by creating SMS messaging with personal greetings and design email campaigns based on subscribers' needs. But you should be sensitive to subscribers' needs by limiting your mobile content to relevant, timely information.

Mobile marketing should be developed one step after another for best results

If you started off texting, you should move to videos and then to interactive games. Remember that you can always take advantage of the technology you can use. Try everything you can to reach potential customers.

Don't hide who you are in your mobile marketing campaign

The first thing the reader should see is who you are and what you're selling. Make sure that you always include your logo and any slogan that will remind them of who you are because branding your mobile marketing is as important as branding in traditional marketing.

Take advantage of the social realm in your marketing efforts

If someone tweets about your product, you can reward them with discounts. This will spread the word about your company and it is a great way to kick-start your mobile marketing efforts.

Printed advertisements should include QR codes

Having QR codes on your printed advertisements will help customers who are truly interested in your service or products to quickly connect and gather information. So make sure that these codes are on the different printed material you provide.

The icon is an advertisement

You can make your mobile icon fun, memorable, colorful but don't make it mysterious. The icon is about product packaging, it is an advertisement so it has to be clear about what it's selling.

Keep Evolving

As new technology is released, mobile marketing is always changing. Be sure to stay on top of changes in the market to get the greatest possible benefit from your mobile marketing campaign.

Location can play a huge role in mobile marketing campaign

Mobile marketing let's your customers know where you are and what you are doing and because of that, there are so many opportunities to take advantage of location based applications This might be profitably employed in your marketing campaign.

Blend your mobile marketing campaign with your social media marketing

There are more great places to interact with customers through their mobile devices. By using Facebook and Twitter, you can give them a chance to do things such as post reviews, vote in contests and polls, upload photos and so much more.

Make sure that the full product information is available on your website

Customers are increasingly using their mobile devices as search tools in comparing products and prices. According to ForeSee, almost seven out of ten shoppers check the store's website while they're in the retail establishment. So make sure that product numbers, model numbers, full descriptions and even reviews are available on your website.

Have some fun with your customers

Socialize with your customers, have some fun but make sure you don't cross the line and offend people. Go from texting to calling to videos and keep the trend going. Try everything you can to reach potential customers.

Clarity and Simplicity are the keys to a good campaign

Create the most efficient marketing system by lessening the amount of clicks you need. Mobile keypads are very small and difficult to type a lot on. Therefore, you want to minimize typing whenever possible.

Build a mobile experience that is worth seeing, using and sharing

People are used to seamless browsing from their computers and they expect the same from their phones. Make sure your mobile site looks good and offers some sort of functionality that is helpful to the user.

Creating a solid SMS campaign

You can create a solid SMS campaign by understanding what your target audience likes and what they do. SMS offers the ability to speak directly to your target customers.

To Your Success!

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