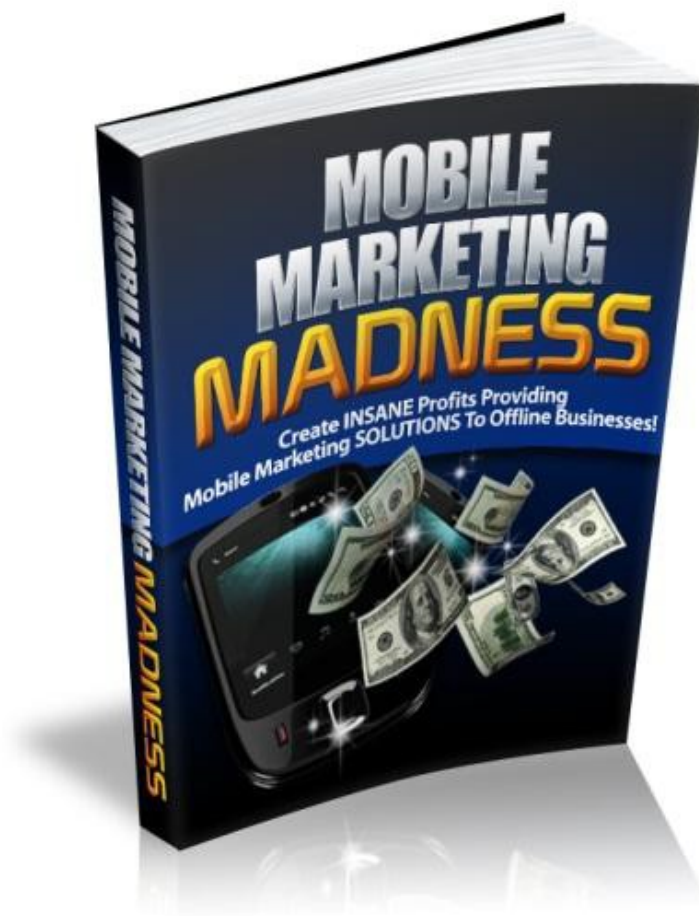




STOP THE MADNESS! Just tell me how to sell mobile marketing products and services to customers so we both can make money. I'm tired of all the hype and not knowing how to do this!

This report is about empowering you to finally make money in the mobile marketing arena.

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INTRODUCTION

Mobile marketing has been talked about for quite a while now, but not everyone knows how to make money with it. The world of mobile marketing is new territory for many of us, especially if you have offline clients who are competing in the marketplace. In fact, sometimes it feels like...mobile marketing madness!

Everyone talks about it, but no one wants to share how to profit from it (until now)!

This special report has been designed for the beginner-to-intermediate Internet marketer who wants to make money by offering mobile marketing services to clients. In addition, once you learn these techniques and strategies, you can set them into motion for your own business, too.

The important thing is not to get left behind with this new technology. The more you ignore it, the harder it's going to be to catch up with your competition. Are you ready to get started?

FOUR GOLDEN RULES OF MOBILE MARKETING SUCCESS

There are more ways of approaching mobile marketing than just selling those irritating pop-up ads on mobile devices. Before you discover which mobile services you can promote and sell, it would help your sales funnel to understand four golden rules that tame the madness associated with mobile marketing.

TIP: SALES INCREASE WHEN FOOT TRAFFIC INCREASES. YOUR GOAL FOR HELPING LOCAL BUSINESSES SUCCEED IN THEIR MOBILE MARKETING EFFORTS IS TO FIND WAYS THAT WILL INCREASE THEIR FOOT TRAFFIC!

Four golden rules for selling mobile marketing products and services:

1. **State the Benefit Clearly.** Understand and fully believe in the product or service you're selling so that you can quickly, clearly, and simply explain the concept to your client so that he can understand how he can make money.

2. **Tell them how to make more money through wireless marketing.** Your offline client might understand the concept of Yellow Page ads or card decks mailed to customers' homes, but getting customers through mobile media is an exclusive and money-spending crowd. Tell clients that they will make more sales through mobile advertising than print advertising (dollar for dollar).

3. **Use real-world wireless campaign examples.** Customers can promote their products and services through mobile campaigns by branding, blogs, websites, business cards, flyers, email campaigns, social media, and so forth, because immediate results are realized. Results = sales. Sales = more customers. More customers = more money.

Think American Idol, electronic coupons from retail stores, or Fandango (buy movie tickets through mobile phone). Each example uses a mobile marketing campaign to generate sales and for lead generation.

4. **Create urgency for timely and useful ways of instantly making money.** Send out a text message for 50% off when the mobile user orders by phone using a special code within the next sixty minutes. (Business owners realize immediate income; they can't do that with paper-based advertising!)

SELLING MOBILE SERVICES

Whenever new technologies or marketing methods are introduced to the public, many business owners are slow to respond.

Why?

They don't understand how it could help them get more customers and more sales. In fact, when the word —marketing is attached to anything, it makes business owners pull back in fear that it will cost TOO MUCH MONEY!

In a way, if someone owns or operates an offline business, they don't necessarily respond to, or positively react to the way advertising can change their business.

Or, sometimes, more importantly, they have a low budget or no budget dollars set aside for advertising. Maybe they used to have Yellow Page advertising, but didn't renew their contracts due to the economy and shrinking sales.

That last statement might sound strange, but if the business owner is not social-media-savvy, they could go on for years not understanding why their sales figures stay the same or grow less as the months and years go by.

What's Your Angle?

Your job is to bring the newest information to them, in an informative but not sales-type way that explains how they can make more money before their competition does.

Using mobile phones, PDAs, and mobile devices for marketing purposes are what all the top companies are focusing on, but as consumers, we tend to filter out what we **think** we don't need. **Help your clients understand that mobile marketing is here now, just like the Internet was, back in the day.**

If they don't respond to that illustration, tell them that mobile marketing is like hearing about an Initial Public Offering (IPO) and acting on it immediately.

How many shares of stock would you own today if you had invested in Amazon, Microsoft, or another company when they first started? Mobile marketing is like your ticket to financial freedom if you act on it now, and not when the rest of the world has already been doing it for ten years.

TIP: AN EFFECTIVE APPROACH TO INTRODUCING MOBILE MARKETING TO YOUR OFFLINE CLIENT IS TO TELL HIM THAT FOR THE PAST YEAR YOU HAVE BEEN FILTERING ALL THE INFORMATION FOR SMALL BUSINESSES. WHAT YOU'VE FOUND IS THAT THERE ARE THREE WAYS (OR ONE WAY OR TWO WAYS) THAT WILL POSITIVELY WORK TO BRING MORE SALES AND CUSTOMERS TO THEIR BUSINESS.

ASK: "AT NO CHARGE, AND FROM STRICTLY AN INFORMATIONAL ASPECT, I'D LIKE TO SHARE THOSE WAYS WITH YOU; MAY I?" (IT'S DOUBTFUL THAT A BUSINESS OWNER WOULD DECLINE YOUR OFFER! YOU'RE NOT SELLING ANYTHING. YOU JUST WANT TO GIVE THEM INFORMATION.)

WHAT TYPES OF MOBILE MARKETING CAN YOU SELL TO OFFLINE CLIENTS?

This is the area that gets confusing to marketers. You might have seen tiny ads displayed on your phone or iPad while you were searching the web, but you probably didn't pay much attention to them.

Checklist of Products and Services to Sell

Here's a quick checklist of several products and services that you can sell to offline clients (there are many more, but this list will get you started in the world of mobile marketing):

- **Mobile website design services.** Most businesses don't have a mobile site. Offer to create a mobile site for them.
- **Mobile analytics programs.** Offer to install or set up an analytics program to monitor how many mobile users are accessing their regular website (they will be amazed!).

- **Keyword research service.** Offer to research the best keyword-rich .MOBI domain names that will generate favorable amounts of searches every month.
- **Commercial text messaging.** Explain how this works and create a program that will promote the client's business thru discounts, offers, and freebies via text messaging.
- **Mobile search ads.** Create an ad that will get displayed when people search for your client's niche products.
- **Display ads** inside running apps
- **Facebook Fan Pages** (Tap a Like button on their mobile phone) to get an instant discount, price, or product.
- **Mobile app creation.** See what's out there and affordable; then offer to create a mobile app for your client.
- **Coupons.** Create mobile coupons that are redeemable online for a specific period of time (two hours), which creates urgency for the mobile phone user.
- **Coupon code** that is redeemable at select locations when showing

code to person at counter (coupon code is good for that day only).

- **QR Codes.** Create a QR code for the client that when scanned with a mobile device will take them to your mobile set, give them a coupon, etc.
- **Mobile payments**—Allows customers to pay in advance for products, services, events, food, etc.
- **Gift Card** purchases for their business
- **Yelp Reviews** (integrated into Google Search) where clients can rate business on Yelp from their mobile phone in exchange for discount or freebie

What Services Should You Offer?

The services that you should offer will depend on two things:

1. Your knowledge of the service you want to sell
2. How much you would have to pay an outsourcer to get it done if you don't know how to do it, or if you want to get started but you don't have the time.

You will be most successful when you choose one service, sell it, implement it, and learn from your client how the service is performing for him. There is not just one answer to the question, —What services should you offer?‖ because every local business owner will have different requirements.

However, those establishments that come under the category of restaurants, small grocery stores, clubs, bars, barbers, hair salons, mom-and-pop shops, entertainment, and venues that attract the general public are primary targets for selling mobile marketing services.

That's not to say that you couldn't offer mobile marketing services to any other type of local business owner, but your initial goal is to get your feet planted in a local area so that you can use other business testimonials as part of your credibility.

As so many other offline marketers have mentioned, you can certainly offer a service to one or two customers, and it probably wouldn't take you a lot of time to complete. In exchange for the service you're providing, ask if they'd be open to give you a testimonial.

This type of exchange would not apply to a recurring monthly task. The purpose of an exchange is to implement a service you can do quickly in order to get a reputable testimonial. Then when the new customer sees

proof in your loyalty and what you are doing for their business, you can follow-up with them in a week or two weeks for a status report.

That's the time when you should also bring along a short one-page document that lists your other services. Ask the business owner if they would like to try one of your additional services. You might even have to offer them a discount for the next 30 days. You make the rules.

What Should You Do If You Don't Know How To Create The Product Or Service You Wish To Sell?

At the end of this report you will find a list of vendors, resources, and website links, along with outsource suggestions to help you find a service that you would like to sell.

You might be wondering why anyone would want to offer mobile marketing services to their off-line clients if they didn't know how to create the service?

However this is not any different than wanting to offer article writing or press release creation when you don't know how to write. That should not be blocking your success, since you can find willing individuals who can provide that service for you, and then you can sell the service to your offline clients.

To make lots of money in this business, you will quickly discover that you cannot do everything yourself. Certainly you have heard the phrase, –trading time for dollars?‖

If you set up your business in the right way, you will soon realize that it is easier to bring in more customers than it is to fill up a 10-hour day trying to do all the work yourself and not having time to bring more customers into your business.

HOW TO SELL MOBILE MARKETING SERVICES TO OFFLINE CLIENTS

So far you have learned the four golden rules of mobile marketing. You have discovered a list of services that you can easily sell to offline clients, and you have learned that you don't have to do everything yourself in order to succeed in this medium.

Let's assume that you have chosen one or two services that you would like to offer to your offline clients. Now the question becomes how you will sell those services.

Blueprint for Selling Mobile Marketing Services

Listed below is a quick checklist to help you sell mobile marketing services to new and existing clients. After you have read the checklist, you will notice that each bullet item is further described in the next section.

- Choose one niche market
- Choose one service to sell

- Establish a price for that service
- Set a limit of how many businesses you will sell to in one local area
- Choose One Method (From A Possible Three) For Contacting The Business Owner
- Send out a message in your chosen method of communication

TIP: AS GOOGLE WOULD SAY, "SMALL SCREEN. BIG OPPORTUNITY."

1. **Choose one niche market.** To start, choose one niche market in your city or town that you would like to sell services to, such as a mom-and-pop restaurant business, a plumber, or a landscaper.
2. **Choose one service to sell.** From the list above, choose one service that you could easily sell, preferably one that will not cost you any money to buy or outsource. With this step, you are just trying to make one sale. Your confidence will get boosted after that first sale is made.

TIP: SMALL BEGINNINGS ARE THE PATHWAY TO SUCCESS.

3. **Establish a price for the one service you plan to sell.** With confidence, put a price on the service that you plan to sell for this first attempt. If this service is to install an analytics program on their website that will reveal how many mobile users their business is attracting, here's how you would price such a service.

Figure how much time it would take you to create a Google account for them, for example, grab the analytics code, obtain the business owners' website login information, install the code, and activate the analytics program.

Decide how much you want to charge for the time that it takes and then double that amount of time.

For example, let's say you wanted to charge \$25 per hour and it will take you one hour to perform that service. Then add one additional hour to allow for e-mail correspondence, a phone call, and reviewing the analytics results in two weeks.

In this example, your price for installing an analytics program would be \$50. It is important that you feel confident about the price that you're asking. Of course, if your standard fee is \$50 per hour, then the price you would charge for this service would be \$100.

4. Set a limit of how many businesses you will sell to in one local area. As with many offline services, your client will most likely want to hear that you are only offering this service to a few businesses such as theirs.

Installing an analytics program isn't exactly competitive, but if you could sell ten of these types of deals in one week, you would make \$500-\$1,000 for yourself for five hours of work. Do you get the picture?

Then once you have gained their trust, it will be easier for you to sell them another service. Business owners want to see results. If you can show the business owner that a growing proportion of their customers is using their mobile phone, that business owner will be more open to understanding how they can get more customers and sales through the mobile marketplace.

Be prepared to have three additional mobile marketing packages outlined and ready to show or explain to your client. You can offer Package A with one service; you can offer Package B with three services; or, you can offer

Package C which is the big gorilla bundle of five or more services.

When you are offering mobile marketing services to your clients, it is up to you to decide if these will incur a one-time payment or recurring monthly charges depending on the type of service that you propose. (Optional: You could charge a one-time set-up fee, and then a fixed monthly charge. Many companies do this with huge success.)

5. Choose one method of communication for contacting the business owner. Depending on your comfort level, you must decide your preference for contacting a business owner for the first time. If you send him an e-mail message, with instructions to contact you to learn more about this service, you can follow-up the initial e-mail with two more messages if the client does not reply. In this manner, you don't have to do any cold calling or speak to the customer if you don't want to.

If you feel more comfortable by talking on the phone, then make a list of twenty businesses to call in your city. Since most of these businesses are small enough to approach, you probably will not have to worry about dealing with a gatekeeper, or someone who will not put you in contact with the owner. Leave your name and phone number and the best time to reach you.

If you have more money than time, you could send out a postcard to the business owner with a special discount and ask them to reply to you within two weeks. Give them an incentive to respond to your offer. Otherwise, your

postcard could end up in the trash.

Sample Script For Email

Dear Joe:

Are you marketing to people who own mobile phones?

More people today use their smart phones and mobile devices to locate <name of niche> businesses. What that means for you is that if you are not using your advertising dollars to attract mobile customers, your competition is taking business away from you.

Lost business means lost sales.

I would be happy to share a couple of ways with you that would bring more customers through your doors using the mobile marketplace.

If you're interested, either reply to this message or call me at <phone number>. You are under no obligation. I just want to make sure that you are aware of additional ways that your business can make money by appealing to mobile users.

Sample Script For A Phone Call

Hi Joe. This is <your name>. I've had great success by using mobile marketing services to generate more sales and bring customers to my business, and I was wondering if you would like to know how to do that for your own business.

Do you currently have an ad in the Yellow Pages or run special print ads in magazines or local newspapers? How is that working out for you? Do you know where you're getting your customers from?

<The goal is to get the customer talking. Try to find out as much as they would be willing to share with you. If you have a website, and they have a computer, a phone call could shift to having you direct them to look at a page on your website.>

<The remainder of the call depends on the type of service you're selling, and whether you wish to sell them by phone or if you want to meet with them in person.>

Sample Text For A Direct Mail Piece

There's a mobile marketing frenzy going on in <name of city> that is driving insane amounts of customers to businesses just like yours. Call me at <phone number> to get your share of customers who search for businesses and coupons through their mobile devices.

What Are The Odds?

As you can see, it's pretty easy to send out an e-mail message, pick up the phone to talk to a business owner, or to mail out a direct mail piece. Your comfort zone and your persistence weigh heavily in your success with the mobile marketing business arena.

You might be wondering what the odds are for how many customers you have to contact before you can make a sale?

You will be the one to determine that.

If you're comfortable with sending out e-mails and following up two times with a client, you might only have to send out 10 e-mails to

get one or two sales.

When you use preconfigured content in your template, your job becomes extremely easy. Just cut and paste for an e-mail campaign.

For a cold call, just remember that you're calling to help him make more get and get more customers through his doors.

The more questions you ask will result in more answers so that you can discover pertinent details about your potential new client. When the moment is right, tell him you'd like to meet with him in person, and see how he reacts. Just be prepared to have something to show him before asking him to write you a check.

What Is My Goal?

Your goal is to get a business owner to say –yes!! to the product or service you're selling and to pay you for that service. Look at it this way, if you knew you couldn't fail, would you make the call? Would you send out the e-mail inquiry? Would you send out the direct mail piece?

What if you were the owner of a local business and your sales were declining? Do you think you would be open to speaking to someone who could tell you how to make more sales through mobile marketing? You have

nothing to lose and everything to gain.

Your goal is to help a local business owner make more money. You do that by sharing your expertise in offering to help. At the beginning, you probably won't charge the same rate that you will a month from now. Just remember the goal is to help someone; in turn, they will help you by paying you for your service.

STRATEGIC OPTIONS FOR GETTING ADDITIONAL SALES

The options and strategies for getting more business owners to sign up for your mobile marketing services are:

- **Choose one mobile marketing service and offer it to the first five clients you contact** in exchange for their inspiring and motivating testimonials (when they see their sales increase, they'll be back for more of your PAID services).
- **Interview three mobile marketing companies in your home state or country.** Compile the results. Put a portion of the results into a giveaway report that you'll offer on your website. Put the total report into a downloadable report either on your website or sell it through Amazon as a Kindle ebook.
- **Outsource each service through separate individuals and companies.** After three months, choose the top two companies and send half your business to one, and half to another. Thus, all your outsourcing is not going to just one vendor. If one vendor's services take too long to deliver, or if they raise their prices so you can't sell and make a profit, you will always have the other service.

- **Train and hire your own freelancer to create the services**, but you control how they're delivered (until you trust your freelancer 100%), then let them handle the whole process. Pay them with a flat fee.

ADVANCED OPTIONS AND RESOURCES

How can marketers make more money in the mobile arena when they're skeptical due to the small screen size on mobile devices? As a marketer, you have to feel totally confident with the product you're trying to sell. If you're skeptical, your own fear and doubt will hinder your mobile marketing sales.

Mobile Marketing Service Companies

Here are some of the main services a business can use to implement a mobile marketing strategy:

- [Admob](#) – Currently owned by Google. Admob is one of the largest mobile advertising services.
- [AdMozi](#) - they provide full screen mobile ads.
- [GoldSpot Media](#) - gold spot focuses on mobile video ads through their rich media.
- [Google AdSense for Mobile](#) - heightened awareness is encouraging more business owners to place ads. Google application advertising.

- [InMobi](#) - specializes in mobile website advertising.
- [JumpTap](#) - another ad network that provides applications through mobile sites.
- [MDotM](#) - this is the advertising network for iPhone/iPad and Android applications.
- [Millenial Media](#) - high ticket items or mobile tools and advertising networks.
- [Mobclix](#) - one of the larger mobile and exchange networks.
- [Mojiva](#) - specializes in mobile gaming sites, news advertisements, along with sports and entertainment.
- [Quattro Wireless](#) - this company offers a wide array of advertising services; iAd through Apple.
- [Rapid Mobile](#) - they sell mobile advertising through the use of SMS/MMS.
- [Smaato](#) - this is a mobile advertising platform aggregator.

- [Velti](#) - specialists in SMS mobile advertising.
- [AdWhirl](#) offers many solutions including mobile app and advertising development.

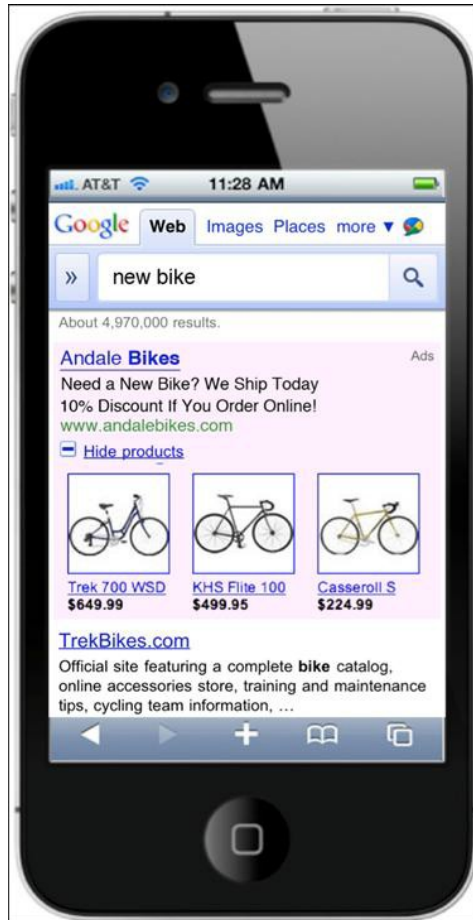
The Importance Of Product Extension Ads

Product Extension Ads allow you to simply display relevant product images and details directly in your mobile search ads.

Because mobile users search for product information while they are physically shopping in a store, when a business owner includes this type of information in their ads, more mobile traffic conversions occur.

You can enable Product Extension Ads by linking your Google Merchant Center account with your Google AdWords campaign.

When your mobile search ad appears, and your Google Merchant Center account contains relevant products for the searcher's query, Product Extensions show the product images, titles, and prices for all your products. These are displayed in a plusbox under your ad, as shown in the example below.



CREATE A MOBILE SITE FOR YOUR CLIENTS

Explain to your clients that 79 percent of the large advertisers online do not have a mobile website. It has been proven in many reports online that if your business does not have a mobile website, you are losing sales.

Sixty-one percent of users will most likely not return to a mobile site if they had trouble accessing the site. In addition, 40 percent said they have visited a competitor's mobile site when their favorite site could not be accessed through their mobile device.

Mobile Websites Are More Popular Than Desktop Websites

Pick up any newspaper or magazine, or do a search on the Internet, and you will quickly discover that the mobile platform is quickly becoming a favorite way to access information and to make purchases.

Users do not need a laptop, a desktop computer or an Internet connection. All they need is their smart phone or mobile device, and they get everything they want and need instantly.

All of this is to say that there is a world of opportunities waiting for you for selling mobile services to every business that currently doesn't have a mobile website.

Mobile Website Business Strategy

The quicker you can inform businesses that their sales will increase when they have a mobile website and adopt mobile advertising methods, the sooner they will understand the need to drive traffic with their mobile website.

Most important is that every business needs a seamless and satisfying mobile web experience to attract and retain their customers. If customers can't easily buy something on their mobile phone, they will search for another mobile site where they can spend their money.

A mobile device is a client's new storefront. It's open 24 hours a day. Help people find your client's business by educating them and helping them to build a mobile presence.

SEO TIPS AND TRICKS THAT VERY FEW BUSINESSES ARE USING

Learn these SEO secrets for your own mobile business and then use them to your advantage when bringing knowledge to your potential clients.

Pay Attention to Mobile Keywords

Make it a point to use the Google Mobile Keyword tool for incorporating mobile search volume into the keyword research for your digital content. Ten percent of Google queries come from mobile sites.

According to [Performics](#), mobile queries will account for 16 percent of total clicks by September 2011. Ask your clients if they're prepared to potentially lose out on 16% of total search traffic by ignoring mobile search?

NOTE: Depending on your industry and your target audience, the mobile search volume could be much larger than 16% since mobile searchers were four times more engaged than those who searched for information through their desktop computers.

Did you know that mobile searchers have a clickthru rate of 29.9% overall?

When looking at brand-loyal searches for their most relevant category, the CTR for mobile searchers was as high as 52.03% (compared to 9% for brand-loyal desktop searchers in the same category).

Google's mobile keyword tool allows you to see volume from smartphones, and the types of searches and corresponding queries that mobile searchers are actually looking for when it comes to products and services.

In addition to mobile keyword research, it's recommended that you also use demographic, technographic, and psychographic research to uncover the trends of mobile users.

After you have all that data, then you could create an information architecture, a mobile app, or mobile content based on that user. If you're already doing basic keyword research, then you can incorporate mobile queries with a minimal amount of effort.

Give Mobile-Formatted Content to Mobile Users

It doesn't matter if you believe mobile SEO is the greatest thing since sliced bread; you can reduce bounce rate now by providing mobile formatted content to mobile users. A —bouncell occurs when someone finds your mobile site through a display ad or a search ad and discovers that your site is not easy to manipulate or it's not configured properly for mobile, and the user

leaves as quickly as they arrived. Search engines will not give your site a top rating if all of your visitors immediately leave your site rather than reading your relevant content to keep them interested.

DID YOU KNOW?

This section is a quick brain dump to provide you with mobile marketing information that you might not be able to find otherwise.

Q1: Did you know? Keyword tool results aren't influenced by the type of platform targeting you've set for your campaign, only by the type of ad you first created in your ad group.

A1: If you first made a mobile format ad in your ad group, the keyword tool, when accessed through your ad group, will show results for mobile searches. If you first made any other type of ad in your ad group, such as a text ad, the keyword tool will show results for desktop searches.

Keyword results based on desktop searches work well for campaigns that are platform-targeting iPhones and other high-end mobile devices. This is because users tend to use the same sorts of search queries when using these devices as they do when using a desktop or laptop computer.

Q2: Did you know? Many business owners run print ads that use mobile call-to-action campaigns to engage readers.

A2: Found in the May issue of Wired, the following large companies such as Volkswagen, Kohler, and Buick, have implemented mobile calls to action in

their ads.

Q3: Did you know? Mobile marketing by itself becomes complex when considering its many variations, including a mobile website, an app, and the most practical use of mobile marketing, text message marketing. It can be difficult to decide where to invest resources and where the greatest return on a direct digital marketing investment is found.

A3: Marketing can still be simple. When mulling any new direct digital marketing program over the only consideration should be, "Will this increase the client's sales?" More specifically, the greatest return lies with text message marketing.

The first and most crucial aspect of beginning text message marketing is selecting the right software partner. The ideal partner must have database capabilities, the ability to localize messages to specific areas, and the ability to send relevant, personalized text messages to guests based on the information captured in the database.

Next, the right partner should be able to get a text message program with as much speed as the cell phone carriers allow.

If a restaurant does not already have a database of guests who have signed up for text messages, then the first program must offer content that is both relevant to a guest's preferences and valuable enough to secure

participation.

A mobile-only discount or coupon is usually enough to entice guest participation. For any restaurant to be effective with text message marketing, it must allow for two-way texting.

For example, if corporate guidelines dictate that text messages cannot be sent to guests more than one time each week and may not contain a competitor's name, then the necessary sending cap and content approval process must be automatic and instant.

NOTE: *Text Message Software Companies must have a relationship with the Mobile Marketing Association to ensure compliance with mobile marketing privacy groups. Make sure to out each software company before hiring them to do a campaign for your client.*

A WORD FOR THE FUTURE

Adopting new technologies and listening to the hype online, on TV, and in print media is not something that a lot of business owners take part in. However, mobile marketing is as important to businesses today as the Internet and e-mail was many years ago.

More and more businesses are dropping their telephone book advertising and switching over to the mobile medium that brings customers through their doors in a week rather than waiting six months.

It's okay to start with baby steps and implement only one mobile service at a time. But especially after installing an analytics program on your website, you'll quickly realize that a large portion of your customers are coming in through the back door with their mobile devices.

If you don't provide a way for them to buy your products or services through these mobile devices, your competitors will certainly be glad you rejected mobile marketing advertising.

Take the next step. Go mobile with your advertising! Show customers how easy it is!