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Table of Contents

Chapter 1: Mobile Marketing: An Introduction

Chapter 2: Why Mobile Marketing Is So Important

Chapter 3: The Different Types of Mobile Marketing

SMS Marketing MMS

Marketing Bluetooth

Marketing

Chapter 4: Mobile Marketers Need To Know This

Chapter 5: Capture Your Leads Using Mobile Marketing

1. Using SMS marketing
2. Using MMS marketing
3. Using Mobile browser ads

Chapter 6: The Use of Mobile Ready Websites

Chapter 7: How To Run Mobile Marketing Campaigns

Chapter 8: Having A Mobile Site For Your Business

Chapter 9: Payment Solution Options

Chapter 10: Mobile Campaign Legalities

Chapter 11: Conclusion

Chapter 1: Mobile Marketing: An Introduction

Marketing is the most important part of a business. Marketing definitely has a huge impact on the overall performance of a particular product in the market. A right marketing strategy can do wonders to the success of any product or service on offer. Marketers have various ways or methods of marketing today that they can deploy. The rise of mobile phones has given way to another marketing method -- mobile marketing.



The mobile phone has become the preferred medium of communication for the masses across the world. Developed nations already have a huge mobile density. The developing nations are seeing enormous growth with hordes of people being added to the humongous pool of mobile phone users every day. This explosive growth in mobile phone usage makes mobile marketing increasingly relevant.

According to Smaato Mobile Advertising Trends 2011 that were compiled by Smaato, Inc. which is a mobile ad company, the spending on mobile ads is estimated to be between \$11.4 billion to \$20 billion.

Mobile marketing can be familiarized with by understanding its definition. In a broader sense mobile marketing is a marketing technique that uses mobile phones as a medium for reaching out to potential customers. Mobile marketing could be best described as any form of advertising to potential customers that is not limited by their location.

Mobile phones come with a whole range of features. These features can be used for mobile marketing sometimes. Mobile features such as SMS, MMS, Bluetooth, Browsers have been effectively used for mobile marketing.

It must be understood that mobile marketing is comparatively a new form of marketing. Just like any other marketing method, mobile marketing also has its share of challenges. Mobile marketing calls for new and innovative methods of marketing that can reach the masses. It has a great potential but at the same time, old techniques may not work. If you get the mobile marketing wrong, it may back fire and turn into such a situation that may not be managed easily.

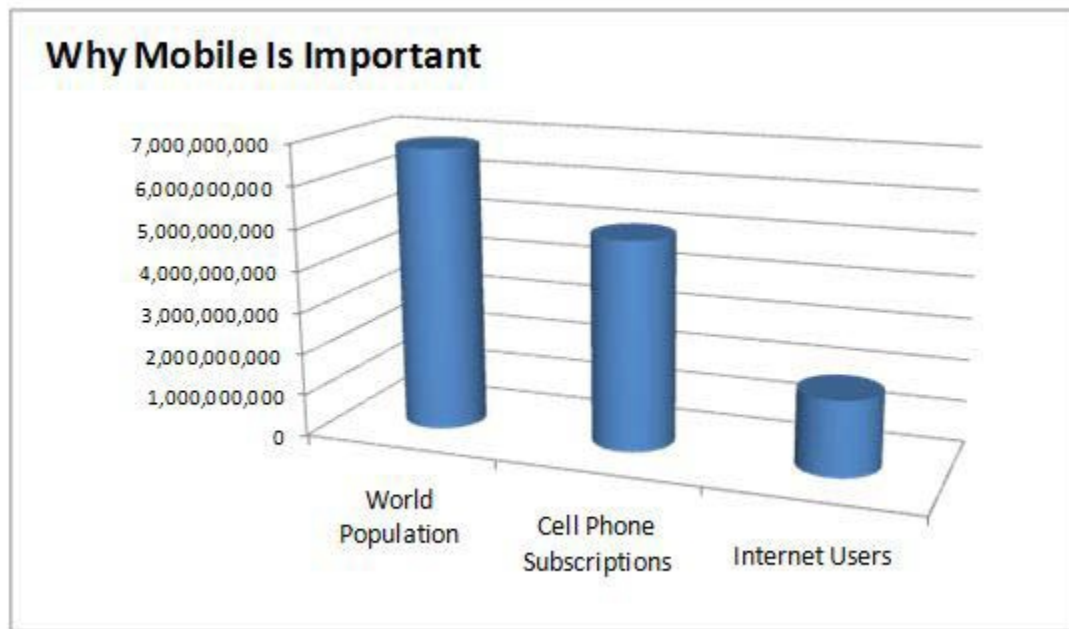
In next few chapters, we will discover different aspects of mobile marketing.

Chapter 2: Why Mobile Marketing Is So Important

Mobile marketing is an emerging marketing space that is bringing greater opportunities to the marketers. It has been observed that in the last few years mobile phones have made their way into the hands of millions of people around the world. There was a time when mobile phones were just an item of luxury possessed by only a few wealthy beings. But the inclusion of cheaper technology and manufacturing techniques has made the mobile phones available to the masses. The developed markets already have a huge mobile density. Their emerging counterparts are seeing a tremendous growth as well. All these factors are making the Mobile marketing an important part of the marketing strategies of organizations around the world that are looking for ways to reach into customers' minds, no matter what. Mobile marketing is about removing the location barrier between the buyer and the seller. The manufacturer can get to the customers wherever they are, irrespective of their location.

The sheer number of mobile phone users around the world irrespective of the countries or regions they are living in is enough to make the marketers look at mobile marketing as an integral part of their marketing strategies. In this age, where the mobile users have significantly outnumbered internet users, a marketing professional cannot afford to keep mobile marketing out of his mind.

According to the International Telecommunication Union (ITU), a UN agency for information and telecommunication technologies, the number of Internet users is over two billion across the world, out of which 1.2 billion users are in developing countries. The same report, on the other hand, suggests that there are more than 5.3 billion mobile cellular subscribers worldwide including 940 million subscriptions to 3G services. The report also says that access to mobile networks is now available to 90% of the world population and 80% of the population living in rural areas.



The report also says that people are moving rapidly from 2G to 3G platforms, in both developed and developing countries. In 2010, 143 countries were offering 3G services commercially, compared to 95 in 2007. A number of countries have started to offer services at even higher broadband speeds, moving to next generation wireless platforms – they include Sweden, Norway, Ukraine and the United States.

Speaking of the internet adoption, the report states about the internet usage that While 71% of the population in developed countries are online. Only 21% of the population in developing countries is online. Internet user penetration in Africa have reached 9.6%, far behind both the world average (30%) and the developing country average (21%)

When we compare these two figures, evidently cell phone users far outnumber the internet users in all corners. This trend is equally visible in developed as well as developing countries. Emerging markets such as India, China, African region etc. are seeing tremendous growth of mobile phone market.

Online marketing is considered to be one of the most popular methods of marketing. But the sheer number of mobile users dwarfs the potential of an online marketing campaign. As mobile phone users are more in number, the effectiveness and the eventual success of a mobile marketing campaign would be far stronger than what you could expect from an online marketing campaign which still is a very popular method of marketing today.

Despite such a huge potential of mobile marketing, marketers allocate a very small percentage of their marketing budgets to mobile marketing. This is because there are a lot of challenges. A huge challenge that all marketers are facing is the limitations that mobile marketing has when it comes to measurability and accountability of the marketing campaigns. As per a recent study by J.P.Morgan. The challenges in mobile include device fragmentation (72 percent), privacy issues (70 percent), a lack of standardized metrics (69 percent), and a limited opportunity for creative (69 percent). We will be discovering and discussing those challenges in the upcoming chapters.

Chapter 3: The Different Types of Mobile Marketing

Mobile marketing is an emerging marketing method that has a great potential. The huge availabilities of different features of mobile phones make mobile marketing a haven for the modern day marketers. These features can be used for different kinds of marketing. There are a number of ways or techniques that can be used for mobile marketing. Let's have a look at all these methods and how they are deployed. You will also get to know about the effectiveness that all these different features have, when it comes to mobile marketing.

SMS Marketing

Although the number of smartphone users is increasing day by day but feature phones are still dominating in numbers. SMS is a way of communication that is still widely used even after the rise of the smartphones which boast of various other messaging features. SMS marketing is basically a method of marketing in which the ad content is sent to a mobile phone via SMS. SMS is very popular and its popularity aided the rise of SMS marketing. Many small businesses rely on SMS marketing. SMS marketing has attracted negative attention because various businesses purchased lists of mobile phone numbers and sent unwanted ads to them all. This resulted into an SMS spam. However implementation of strict guidelines by the operators has helped SMS marketing become popular again.



Another form of mobile advertising that uses SMS technology is SMS shortcode. A shortcode is a 5 or 6 digit number on which the potential customers can send their queries, feedback etc. as an SMS. One can even subscribe to various services through shortcodes.

Pros of SMS Marketing

SMS marketing has a number of benefits over other mediums. Such as:

- The biggest plus point for SMS marketing is the consumption of SMS technology by the masses. No matter what kind of phone one has, SMS is generally used by all. So SMS marketing has a huge potential.
- The markets of developed nations are saturated. On the other hand, the markets of the developing nations are growing at a higher rate. Most users of developing nations use SMS technology. Hence, deploying mobile marketing at such places makes sense.
- An SMS can be sent to a huge number of people in a short span of time. This makes the process of reaching to a huge number of people in lesser time all the more easier.

Cons of SMS Marketing

There are various cons of SMS marketing. Here they are:

- The biggest problem with SMS marketing is that there is a restriction on the number of characters that can be used for SMS marketing. In United States, for example, the SMS is limited to 160 characters and in some Asian countries the number of characters is limited to 70 characters per SMS. This hinders the marketing capabilities as marketers find it a challenge to put across their message in a limited number of characters.
- SMS marketing can have a negative impact on your company's image. This is because in most cases, the marketers buy a list of mobile phone numbers from the operators and they send ad content which might be completely irrelevant as the numbers are usually randomly chosen. You need to be extra cautious while deploying SMS marketing as you may be labeled as a spammer.
- Many mobile phone numbers are registered with Do Not Disturb registries. If you send a marketing SMS to such numbers, it may attract penalty.

MMS Marketing

MMS marketing is basically a form of mobile marketing where the ad content is sent via MMS. MMS stands for Multimedia Message Service. A marketer can send slideshows, images, audio and video content through MMS. Most mobile phones that have a color screen support MMS technology.



Pros of MMS marketing

There are various benefits of using MMS marketing such as:

- MMS can handle pictures, graphics, audio or video files and transmit them to the end user.
- This gives the marketers a little more freedom in coming up with the ideas to engage with the customers as they can use pictures and other signs that can deliver an even more meaningful message as opposed to what an SMS could deliver.
- MMS messages are not very lengthy and their bite sizes are not too heavy generally.

Cons of MMS marketing

There are many disadvantages of using MMS marketing such as:

- Like SMS messages, MMS marketing messages are sent to mobile phone numbers which are bought from the operators by the marketers. The messages are sent randomly which is why it may be labeled as spamming.

- The users may not want to receive unsolicited messages. This leads to user discomfort.
- It affects the image of the company, as people may be annoyed with unwanted MMS messages.

Bluetooth Marketing

Bluetooth marketing is defined as using Bluetooth enabled transmitters to send multimedia ad content to the users Bluetooth enabled mobile phones. There are various companies that are only engaged in making Bluetooth transmitters, because of the great demand seen by these marketing companies. The use of Bluetooth technology has revolutionized the mobile marketing phenomenon. In shopping malls etc. the transmitters automatically send you the ad content. This form of marketing is quite popular and has gained momentum in all parts of the world. Bluetooth marketing is very effective as well.



Pros of Bluetooth marketing

- Many file formats can be sent over Bluetooth. You can send text, pictures, video etc. among other media files.

- A great plus point it has is that mostly Bluetooth communication comes for no price as such.
- At the same time, the Bluetooth marketing can be easily made interactive.
- No transmission costs tend to boost this marketing arena as well.
- One can send games, surveys, feedback forms and questionnaires etc.
- Bluetooth marketing has a lot of technical advantages over SMS or MMS marketing methods as the data that can be transmitted over Bluetooth is robust.

Cons of Bluetooth marketing

- It has been observed that Bluetooth transmission may lead to security risks to mobile phone users. Virus and other malicious software are easily transferred by Bluetooth.
- Such a nature of Bluetooth technology and the perception of the risks among people about the Bluetooth technology hinder the growth of this marketing method.

We saw how different facets of mobile marketing compete with each other. This also gave you a fair idea about which mobile marketing technique would have what type of positive and negative aspects.

Moving on, we would like to give you an orientation on how mobile marketing can be used for lead generation.

Chapter 4: Mobile Marketers Need To Know This

Once you have decided to start your marketing campaign via mobile phones, there are a slew of things that would help you make your mobile marketing campaign a success:

- Always remember that the marketing technique that worked on PC environment, would not necessarily work on the mobile platform. Mobile phones are different in a number of ways such as smaller screen, mobility and lesser attention span on the go etc.
- Keeping in mind all such limitations a mobile marketing professional must ensure his message is given in a clear, concise and effective manner. The message should be short and precise.
- You would be better off to using some striking colors on the landing pages that attract attention right away.
- The overall process should small. The time taken and efforts put should be lesser. This would ensure increased conversion ratio.
- You should include a simple yet effective registration form for the viewer. This would ensure that even if he is not going for a particular product right now, he might still provide you his valuable contact details. You can use these details for other campaigns. Building strong database of potential customers is very important for your business's growth.
- You can create more than one landing pages. Keep different styles and feels to each individual page. As the time progresses, you can determine which landing page delivers most conversions. This will help you understand what works for the customers. You can learn from your mistakes this way and take similar inspiration for other campaigns.
- Try to cover most of the devices for your mobile marketing campaign. It can be understood that in today's scenario, there are a various models of various companies that offer various operating systems. This makes the mobile marketing all the more

- difficult for you. But this limitation can be overcome by covering as many devices as possible. You should try to tap into smartphones as well as feature phones. This will enable you to obtain a huge mobile traffic and increase the conversion ratio.
- Try to tap into the new markets. There are a number of countries where mobile marketing is yet to catch speed. These markets have a huge mobile density. But the competition is still very low compared to the developed nations where the market is already saturated.
- It is very important to be able to measure and analyze the performance of a mobile marketing strategy. Conversion tracking lets you get a view of the entire process as well as ongoing measurement and optimization, allowing for continuous improvement of the campaign results. By focusing on the complete process from impression through conversion - a very positive return on investment can be easily achieved.

Chapter 5: Capture Your Leads Using Mobile Marketing

Lead capture is a very important part of getting to the right buyer. Let's look at it with this example.

Let's say you are a seller of automobile parts. You have planned to use the SMS marketing method to reach out to two random numbers, say A and B that you picked up from the yellow pages. Now out of these two A was really looking out for such information. He would be happy to see your efforts in reaching out to them and follow up with you with a smile on his face. It might turn out to be a long term relationship with the customer as he already has had a great first impression by receiving your message on his cell phone.

Now it turns out B was not really looking for any such data about automobiles. He does not even own a car anymore as he is broke for a long time. Now your message that popped up on his cell phone screen that essentially has the same content that popped up on A's screen, might be regarded as nothing else but an annoying spam. The impression is already ruined as he would think of you as an organization that does not care about the privacy of the mobile phone users. Your attempt to reach out to this guy would be labeled as an attempt to shoot in the dark and expecting the bull's eye.

This example makes it very clear for you as to how important it is to get to the right buyer. In the field of marketing it becomes all the more important to reach out to the prospects. You just cannot afford to waste your time on uninterested beings and in turn getting the ire of annoyed people that results into a bad image for your organization.



Now mobile marketing can be effectively used for generating the leads. Here's how:

1. *Using SMS marketing*

You can send SMS to multiple mobile numbers informing them about your product or service. You can request for their contact details through a reply on a number mentioned on that ad. This way you can capture leads using SMS marketing.

2. *Using MMS marketing*

You can send a video explaining your product and asking about the contact details of the viewer via email. Those who would be interested can send you their contact information via email.

3. *Using Mobile browser ads*

The prospect buyer can be directed to a website/webpage where the opt-in form can be filled in by the person.

This is how you can capture leads using various mobile marketing techniques.

How this helps?

- You get to filter all the uninterested folks before spending your time and energy (and of course, money) on these people.
- It not only helps you focus where it matters but also helps the people to stay away from the bombardment of the information that is unimportant to them.
- It helps your company to look professional as well.

- May be the people who are among the uninterested beings, may suggest your product or service to their friends, family or acquaintances.

The leads generated this way can prove very beneficial and tend to be giving bigger number of closings as opposed to the leads generated by other ways. You might be wondering why the leads generated by mobile marketing campaigns are better. I will explain you why.

The messages sent to mobile phones are viewed in an almost real time basis. The phones remain right in customers' hands or at least in their pockets. As soon as the customer get's to view his message box, which is more frequent than any other form of marketing, he would have seen the product or service you are promoting. He would have less time to go for the service or decline. When there is less time to decide, it has been observed that usually people tend to have lesser declination. That's a different thing but at least we can say that the messages you sent would be responded back to if it has reached the right person. And with more and more people using mobile phones today, the odds of finding more and more "right persons" are quite high.

It will be great for your opt in conversions if you offer some freebie when you ask for the details of the customer. There are various things that people may find useful. The key here is to offer something that can be easily taken on such kind of a media which is cell phone. You can consider offering the following things for free:

- **eBook:** You can arrange for an eBook on the topic of your expertise. You can give a free download link after someone has entered his or her contact details. Not only this will increase the conversion, it will also show that them that you are an expert in the given field. Hence, they would be more likely to do business with you.
- **Video:** You can offer a video link on a topic that appeal to the particular niche. The video may be related to an expert advice, a how to video or something else.
- **Online advice:** You can offer to provide online advice or a small course on the topic of your expertise. Once they have registered, you can offer them free expert advice.

You would find that such measures will increase your conversions and also generate a goodwill that will be helpful in taking the deal to the next level.

There are a number of things that a marketer must keep in mind when deploying mobile marketing for lead capture. Here is the outline of these requirements:

- As the mobile marketing messages have to be short and concise, try to put across your message in as few words as possible.
- Try to use proper, attractive and relevant images or graphics if the marketing method you are using allows you to.
- You can try to include a fun element into the marketing content. You can consider making it a contest where the users can participate and win certain things.
- The most important thing to include here would be the necessary details that you would need for taking the marketing to the next step such as the information of the person.

If you get all these elements right, you can get a huge lead database just by the mobile marketing. These would be the good leads and would fetch you better return on investment as opposed to any other leads that you might have acquired using other ways.

Chapter 6: The Use of Mobile Ready Websites

The growth that internet has seen is huge. Almost every business today has a presence on web. This is because the end user has started looking for the products of their choice on the web. The biggest advantage of finding the product on the web for the consumer is that he can analyze his options, try to find the right deals and before taking the plunge he can simply get the reviews of any item on the internet. There are a number of reviews that mostly come from the real users of these products. This makes them more relevant than any other reviews that they can find. He can see positive as well as negative reviews and try to get the bigger picture.

This demonstrates how important it is to have a website for the businesses. However you would be surprised to hear that out of all the websites, 98% websites don't have any mobile version. You might be wondering what a mobile version is. For starters, a mobile version is just a trimmed down version of a regular website that works on a mobile phone. This is essential to have a mobile version of the website because most of the phone browsers don't have the capability to display the regular websites properly. Regular websites are created by keeping in mind that the end user of the website would be viewing them on a computer that has better resources at its disposal than what a mobile phone can offer. This is the reason why websites don't appear properly on the mobile browsers.

Creating the right type of mobile website is very important for giving the best possible view of your website. You also need to ensure that mobile sites cannot have all the elements of a regular website. So try to keep all the relevant data on the mobile version of your website. It all should look neat and clean as well. The potential customers should also get a feeling of looking at a professional website when they look at you mobile website. You may try to use just text. In order to make it look better you can consider using different colors and different font types and sizes that are synced with your regular website's feel as a whole. Try to put up lesser pictures and other heavy media files. You may ditch the idea of cramming your website with unnecessary content. This would create a bad impression on the users.

There are a number of web developers that are involved in making the mobile versions of your websites. At the same time there are a number of free services that let you create your own mobile sites on the internet just in a few clicks. You may decide whether you would like to hire

a developer for your site or would like to work on your own depending upon the budget at your disposal. A developer would charge you but the website that he or she creates would have a more professional feel to it.

As we mentioned earlier in this chapter there are only 2% of the websites that have a mobile version at all. Only 2% websites are attracting the huge mobile traffic. This may be a treasure trove. In such a situation, you must create your mobile website so that your ideas and business can get more exposure in the form of the mobile web traffic.

Chapter 7: How To Run Mobile Marketing Campaigns

Mobile marketing campaigns have a great potential as we discussed. It makes a lot of sense to run mobile marketing campaigns for the product or service you are offering. There are certain key things to keep in mind while running a mobile marketing campaign. Let us discuss these points here:

1. There are a number of business areas which are location specific. For example if you want to sell a piece of land, it would appeal to the people who live in the nearby vicinity. So it is of utmost importance to take care of location specific aspects of marketing. You can get the prospect leads to fill out an additional field such as a time zone or region. You can then classify your customers based on their location. This gives an edge to your marketing campaign by enabling you to perform targeted marketing.
2. Timing is also an important aspect of the mobile marketing strategy. There are various promotions that should reach the target audience within a stipulated time. Upon the completion of the time period, the marketing may be irrelevant. If you send a huge number of SMS messages to different mobile numbers in the middle of the night, you would most likely attract the ire of the receivers of these messages.

You need to figure out what time works best for the kind of campaign you are running and you can send SMS messages accordingly.



It turns out that email marketing is slow in delivery. However SMS marketing can be used for marketing campaigns where messages should be delivered quicker. An SMS is delivered almost in real time and it can be acted upon in a quick manner as well. You can choose between different options that are available to you based on the suitability of the method in the particular scenario and act accordingly.

These tips will help you reach out to your prospect buyers more effectively. At the same time, following such processes will streamline your database so that you can use the database effectively for other campaigns in future as well.

Chapter 8: Having A Mobile Site For Your Business

As covered in earlier chapters, having a mobile site for your business can prove to be one of the best investments. Mobile sites are necessary because the full websites does not open completely on a cell phone and they show up distorted and ugly. This is bad for the professional image of your company. If you are contemplating to go for a mobile site you have two options. Here is the detailed information about them:

1. **WAP**

You can create a WAP website and that would be opened whenever a person opens your website on his mobile device. WAP is an acronym for Wireless Application Protocol. It is used for making websites that can be displayed on wireless devices, essentially mobile phones. The kb size of a WAP website is very small. This makes it a good choice when it comes to choosing a mobile counterpart of a regular website. However you need to be very careful while enabling WAP for a certain website. WAP usually distorts the webpage badly and leaves them unreadable. It would be a great idea to have a professional help you setup a WAP site. Otherwise you may consider other option you have for setting up a mobile site.

2. **.Mobi**

.Mobi websites are also known as mobile optimized sites. They can handle much more in terms of the images. This kind of a website is good because it lets you display a part of your website that you can choose (or have a professional choose on your behalf). You can also view these websites on your cell phone. This will give you an idea as to how the website would look on the cell phone. You can then make the necessary changes to the appearance of the website.

The third option you have is to remain on the regular website. It is clear that most mobile phones are not equipped to handle such heavy websites. They would not open on a cell phone. If you stick to this type of website, this is not really a good idea as it tends to have you lose a lot of targeted traffic. It would make a lot of sense to rather invest in a mobile version for your regular website.

Chapter 9: Payment Solution Options

There are a number of advantages of having a mobile websites. A number of products and services can be easily sold over a mobile site. A number of successful eCommerce websites have a substantial amount of their revenue coming from mobile sites.

When it comes to finding the right payment options on the websites you need to be very careful. This is because your customers should not feel uncomfortable as far as their security is concerned.



When considering the mobile payment options for your mobile website, you can consider PayPal. PayPal has been around for a long time. It holds a reputation of being a trusted and secure channel through which transactions can be done securely. PayPal remains and continues to be one of the most secure payment gateways.

PayPal is used on a number of eCommerce mobile websites. PayPal is a world leader in this segment and almost everyone has either used PayPal or has at least heard about this. This makes PayPal a reliable transaction partner.

Pros of using PayPal

- PayPal is a widely used service which is relied upon by a most of the online shoppers.
- The trust and reliability that PayPal commands can get you better sales number
- Buyers are comfortable using PayPal in general because of the reputation of the service.

Cons of using PayPal

- PayPal forces you to follow a long list of rules such that are pretty strict.
- Contacting PayPal in case of emergency may be difficult
- PayPal user has to comply with the Buyer Protection Policy under which if a buyer complains to PayPal saying he has not received his package, you would have to produce a proof confirming that the package was sent from the seller's end.

Apart from PayPal there is another option that you must have seen on various eCommerce websites i.e. Shopping Carts. Shopping carts don't work on mobile phones because mobile phones cannot save cookies. Cookies are software that is essential for the Shopping Cart application to work. They are also equally secure although not so widely known as PayPal. There are a number of providers who provide Shopping Cart software services for mobile platforms as well. But usually the appearance and overall feel of using a Shopping Cart on a mobile platform turns off most users.

Pros of using Shopping Carts

- Shopping Cart software is available easily from various vendors

Cons of using Shopping Carts

- Shopping carts don't work on most of the mobile phones.
- PayPal is most widely used and trusted, Shopping Carts are not!

Chapter 10: Mobile Campaign Legalities

We all know the benefits a mobile marketing campaign has to offer. Everyone wants to be a part of this great revolution. However there are a number of things that needs to be kept in mind when working on these mobile marketing campaigns. If you are aware and vigilant you would not be in trouble. This will save you a lot of trouble and probably money in terms of avoided penalties.

Just like any other thing in the world, marketing campaigns also come under the purview of legal agencies that are responsible for ensuring that everyone who works on the mobile phone platforms and is involved in marketing campaigns follows a certain guidelines.

It is very important to follow these guidelines because the agencies responsible are vigilant and keeps an eye on all the marketers so that there are no copyright infringements and every one stays at peace. It will be good to keeping you abreast of all the best practices will not only help you stay away from legal problems but will also help you preserve your own intellectual property?

Here are a few things that you should keep in mind in order to avoid legal issues:

- Never use trademarks, copyright logos, names, company names which are registered for your mobile marketing campaign
- Comply with all the governing laws such as TCPA and CAN SPAM

You should also stay in compliance of the Telephone Communication Protection Act or other acts that are applicable in the jurisdiction of the area where you reside. You need to make sure that there are no telemarketing calls made during the odd hours that are roughly about 9 PM to 8AM in most of the regions. You also need to maintain a Do Not Call List for all the people who wither wish to be kept on such a list or are registered by the ruling government on such a list. You also need to ensure that the person who is calling on behalf of your organization should be

properly trained and be able to handle different scenarios that are part and parcel of the job such as this. The person should not lose his or her cool and talk in a proper manner to the person on the other end.



If you do not keep compliance with all these points that are mentioned in the governing acts in your area of residence or operation for that matter may lead to undue complications and legal problems.

Chapter 11: Conclusion

In this report we have covered a number of aspects about the mobile marketing. This will definitely help you in building the right marketing strategy. There are a number of things that needs to be kept in mind while deploying the mobile marketing strategies. Despite the great potential that mobile marketing has, our report suggests that there are certain challenges that need to be tackled. There is a huge number of mobile devices having different operating systems which makes it difficult for the advertisers to display their advertisements properly. The reach that mobile phones have is huge. This enormous reach can turn into a disastrous backlash if the marketing strategies revolving around the mobile phones go wrong. In recent times huge hoopla around privacy concerns can be seen. People's privacy concerns have to be well taken care of. All these issues have led to reduced budget allocations from marketers on mobile marketing. The modern day marketers have to overcome all these challenges if they want this segment to grow to its potential. It is all about finding the right equilibrium.

To Your Success

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