



How to Steal Business from Your Competition

Using Mobile Marketing

by Kevin Cortez

800.858.8507

www.MobileMarketingHelper.com

Copyright © 2011, All Rights Reserved

Welcome!

As business owners, we are at a turning point – a near breaking point, really. Not only in our economy, but also in the way we approach our future. When it comes to our marketing, we must never be rushed into making hasty decisions in regards to where we are going to spend our hard-earned dollars.

If you are just looking into the Mobile Marketing Industry, **WELCOME!** You have no doubt found the mobile space very fragmented and chaotic. I like to refer to it as the “*wild-wild-west*.” There is so much confusing, and often biased, information being shot in every direction that it can be overwhelming. But it is also super fun and exciting.

Before we cover how you can steal business from your competition using mobile marketing, I would like to offer you some very detailed and valuable information about the subject itself. This information is an absolute must to know if you are to benefit from this new form of marketing.

OK, so you now have a choice. You can take the **blue pill** and stop reading right here. Your mobile marketing adventure never begins. You go back to your business and believe whatever you want to believe.



.....Or you take the **red pill**. You turn the page and I show you how deep the rabbit hole of mobile marketing goes...

Since the current form of mobile marketing has only been around for a few years, how then can anybody really be an expert at something so new? There are people who understand how the technology works and can throw out the emerging media buzz-words but, to be a real expert, you need to combine this with several successful years of experience in marketing and brand development.

There are really only a few of those types around.

The mistake many “experts” seem to make is they get so caught up with the shiny new object (technology, concepts, fancy theories, etc.) that they forget to keep the main thing (big-picture strategy, correct application, tactics, etc.) the main thing.

The other big mistake I see several “experts” making is how they are presenting a one-size-fits-all mobile marketing solution to the market place. If you



are a small, independent business owner, your approach to mobile marketing will be very, and I mean “very,” different than larger corporations. Why? Because you do not have their resources. More on this later.

As I talk to various entrepreneurs about mobile marketing, only a few here and there immediately “*get it*.” By that I mean they embrace “*it*” in a way that they are willing and ready to commit their time and resources to “*it*” (i.e. mobile marketing). This is very understandable because there is so much conflicting information about mobile marketing going around.

The majority of the people I speak with know they “*don’t get it*” ... but want to “*get it*.” They intuitively know that mobile marketing is something they should integrate into their business but are not positive “*it*” is for them. We have several clients who currently fit into this “proof of concept” category. They are in the process of “*getting it*” but still need convincing that “*it*” is going to work for them.

I should also mention that I occasionally run into those that think they “*get it*” ... but actually don’t. They are typically the marketing guru types that are

just playing around with the technology and concepts here-and-there. They may even have a MBA in marketing but don't know how to tap into the true power of mobile marketing.

And of course, lastly, there are those I talk to that know they "*don't get it*" ... and really don't want to "*get it.*" These business owners don't ever want to change the way they are doing business and nothing anyone says will convince them otherwise.

If you are reading this, I am quite positive you are not in this last category. Most likely you know this mobile marketing thing isn't going away and figure it is something you might want to do at some point in time.

No matter what stage you are in, I encourage you to read this entire document. If nothing else, it will be a good education for you because it is important that you know what some of your competitors are doing ... or are getting ready to do soon.

A Marketing Lesson...

Since we are a marketing company, I should probably talk a little bit about marketing before we go any further. My definition of marketing is "*the*



management of perspective." And the foundation of perspective is *perception*. Have you heard the saying "*perception is reality?*" This is true when it comes to marketing.

How people perceive your business will determine how they are going to view your products and/or services.

To put it another way, marketing done correctly will actually create an environment for a sale to naturally happen. When you think about your marketing efforts, does it make you nervous? It shouldn't.

Good marketing equals more sales. Guess what? The converse is also true – poor marketing equates to poor sales performance. Since sales are what keep you in business, we could say that marketing brings **security** and **stability** to your company.

Most activities in business “cost something” but will NOT make you money. Marketing is the key money-making activity in most businesses. I have witnessed first-hand a lot of business owners make some serious mistakes because they had wrong ideas about marketing (or wrong expectations). Believe me when I say “*it cost them dearly!*”

The good news is – right at this very moment – you are learning about a form of marketing that is absolutely crushing all other advertising mediums. Mobile is the only truly conversational and measurable medium that can lead to an actual, real-time increase in business-to-consumer transactions.

Getting Up to Speed on Mobile Marketing

Mobile marketing is basically your business COMMUNICATING with your consumers on their mobile phones ... with their explicit permission ... at the right time ... at the right place ... while providing something of value to them.

Notice the emphasis on “communicating?” Mobile marketing is NOT a one-way sales ~~bitch~~ pitch. You are inviting consumers to initiate contact with you by texting you (known as “opting-in”), thus giving you permission to communicate with them.



You, in return, will be providing an incentive for them to do business with you. If there is no value, they will not give you one of their most valuable possessions – their mobile number.

A Word of Caution: Because mobile marketing is the most personal, immediate and powerful form of advertising, it can also be overbearing and intrusive. Therefore mobile marketing is a NO SPAM Zone! You never want to send “spammy” text messages to anyone. Never. Ever.

Mobile marketing is a powerful tool that can literally put your message in your customer's hand. Are you interested in using mobile marketing to increase sales, create a customer database, and get customer feedback within minutes? I thought so.

Text Messaging – The Cornerstone of Mobile Marketing

Text messaging, also referred to as Short Message Service (SMS), or just texting, is an incredibly versatile way to send your marketing message to any mobile phone on the planet. But text messaging is more than just a person-to-person channel; it is the workhorse of mobile marketing.

In order for a simple text marketing program to be executed correctly, you need to have the following in place:



- ✓ A strategy and plan that will guide your decisions on how you are going to meet your marketing objectives.
- ✓ A technology platform that manages all the text interactions between your business and individual mobile subscribers who have responded to your call-to-action and opted-in.
- ✓ A shortened (5 or 6 digits) phone number (“Short Code”) which is used for addressing and routing commercial text messages.
- ✓ Carrier approval “certification” for your campaigns because all text messaging programs must be approved by the mobile operators in the United States.
- ✓ A marketing program to advertise your text messaging promotions. Mobile marketing is “permission based” so you can’t send text messages to people until they opt-in to receive them.

Mobile marketing has a very specific flow between you and the mobile user. The various mobile marketing companies that you will be evaluating approach this flow very differently.

The following are the main Business Models you will most likely encounter.

Mobile Marketing Business Models

Because mobile marketing works so effectively, many opportunities have been created. In turn, all types of companies are trying to “cash-in.” But fortunately for us, most of these companies are missing the target completely.

I would never want to throw my competitors under the bus because some are great at what they do. Some of the major mobile marketing players are

AWESOME at servicing the larger corporations.



But how does that help you? Short answer – it doesn't. Can you relate? So what are your choices? You have many.

As you begin to go over the different business models, keep in mind that the best mobile marketing companies will NOT tell you what to do. They will try to create a partnership with you to combine the unique understanding you have of your business with their special expertise in mobile.

Now for my disclaimer –

Of course, I would be honored if you would consider my company, Mobile Marketing Helper, as being your partner in the “Mobile Revolution.”

Here at Mobile Marketing Helper, we realize that no one is more of an expert on your business than you are. Our aim is to learn your business model, and how you are approaching your marketing, and then letting us help you integrate mobile into your marketing mix.

We can save you a lot of time and trial-and-error experimentation by executing our already-proven initiatives with what you are doing.

Now here are the main types of mobile marketing companies that are available for you to choose from:

1. **On-Line Marketers:** These guys are great at internet marketing but have no “off-line” real-world experience with mobile marketing. And as any local business owner will tell you, surfing the internet all day is NOT their reality.

I am extremely grateful to these internet marketers because they are the ones that got me “off-the-dime.” I read their “Sales Page” that said they were going to show me how I could “*Instantly bank up to \$30,000 a month with the 5-second Texting Shortcut that would put me in the middle of the next massive cash wave of Mobile!*”

I’ll admit it – I purchased their online training system so I could learn how to have “*business owners pay me \$1,000 a month to set up their Text Clubs.*” Well, once I went through the material, it became obvious that hype alone was not going to “cut it” for what I wanted to accomplish using mobile marketing.

2. **Multi-Level (Network) Marketing Professionals:** These businesses sign you up and place you in their MLM business model. If you like the Amway, Mary Kay, Herbalife, business model, this is something you may



prefer. Some of these companies are creating a lot of “buzz” right now by selling text marketing as a commodity to a “down-line.”

3. **Email and Voice Service Providers:** These technology companies have “bolted-on” mobile marketing to their other communication services. If you are a total Do-It-Yourself type of business owner, or if you have a designated marketing staff, you may prefer this option.

4. **Technology Providers:** These corporations have the tech side covered. We currently have demo accounts set up with several of these providers and from our experience, most (not all) are NOT very concerned with the end user – the businesses who actually use the technology – you.

I found out the hard way that much of their focus is on selling their technology to “Resellers.” They are not interested in being your “business partner.” This is understandable because this business model needs to stay focused on being a “technology partner” (not a “business partner”) to their clients.

My “Aha” moment actually came when I was dealing with one of the top technology providers: I was trying to set up a very specific marketing campaign for my first client and needed some assistance. I called to ask for support and they got a little annoyed with me ... and finally said, *“Kevin, we are your technology partner, NOT your business partner.”* Roger that!



Right then a light switched on in my brain. I had found my niche. I immediately began to structure everything in such a way as to be the best mobile marketing “business partner” available in the market place.

5. **White Label Resellers:** These mobile marketing providers have purchased a license from a technology provider to use the mobile marketing platform. They then put their label

(brand) on the technology to make it appear as though it is their own. Many advertising and marketing agencies are set up this way.

These mobile marketing companies are usually focused on you, the business owner. The success of these resellers depends entirely upon their technology provider, the clients they acquire, and their individual skills. They need to be VERY ENTREPRENEURIAL for their business to have long-term success!

My company, Mobile Marketing Helper, would be considered a White Label Reseller. I can't speak for any other resellers, or judge how they do business, but I do know we have a very different approach than any I know of.

I look at mobile marketing as being a “**three-legged stool**” supported by **technology**, **strategy**, and **application**. Even though we believe we have partnered with the best technology provider, our Business Model is not dependent upon the “changing sea” of technology.

Our primary focus is on the **Strategy** and **Application** of mobile marketing. We have created systems and practices so that our success will never be dependent on a technology provider.



Don't tell our provider but we could actually change technology with minimal effort. Why did I set up our company in this way? Because I always want to be able to provide our clients (you) with the best, most cutting-edge technology in the industry. Don't you think that is important?

In fact, this is the primary reason why I franchised Mobile Marketing Helper. I wanted to develop systems and processes that could be consistent and duplicated on a national (and soon to be international) level by other business professionals.

As far as I know, we are the first of our kind. Our proprietary Mobile Marketing Development Lifecycle (MMDL) is something that makes sense to a lot of our small independent business owners who are currently implementing it.

Price vs. Value

Price is a big factor in every business decision. Right? But price should not be the only factor you consider when partnering with a mobile marketing company. What you need to watch out for may be hidden under the rug.

Many companies have an inferior foundational platform that cannot perform at enterprise levels. This could “hang you out to dry” – big time.

Some of these companies are unstable and might not be around after you buy your first block of text messages. Most all of these types of companies have one thing in common – they will not provide you any assistance in your marketing efforts after you sign on the dotted line!

Once you become their “partner,” they will pat you on the back and wish you luck, but not provide you with the necessary training on application, how to optimize revenue, or what strategies do and do not work.



Make sure to read between the lines and find a “true partner” that will provide you with:

- **Technology:** You will need all the bells and whistles that will be able to provide you with an enterprise-level solution. It is important that you think long-term.
- **Support:** You’ll want help with getting started quickly, building your mobile database, and help with putting programs in place that actually perform!
- **Pricing:** Make sure and think through the various elements of pricing. Don’t forget to factor in “hidden fees” like x amount per keyword per month.
- **Philosophy:** Although rarely discussed, the technology used typically reflects the company that is providing the services. Make sure your mobile marketing company understands your

future goals and has your best interests in mind.

Many mobile marketing providers will charge initial messaging (or program fees) and waive ongoing fees right from the beginning. Their business model is set up to take advantage of people just entering the market. They want to get as much of your money as they can upfront.

They know that many of their clients will not even use the messages they are initially given. These providers normally do not have the support, training, or the ongoing education to help you grow your business. Bottom line – they are only looking for the “quick hit.”

Our “Twist” on Keywords ...

Even though we are the new kid on the block, and have not been in the mobile marketing space for very long, we have learned plenty! Almost immediately, we discovered that when putting a program in place for a business (even a small business), sophisticated marketing using multiple keywords is required.

Text messaging (SMS) is the workhorse of mobile marketing. And a keyword sent to a short telephone number (Short Code) is the “database trigger” that feeds that horse. When your customer texts your unique keyword to a short code, they get back a pre-arranged message with your promotion.

Needless to say, keywords are a critical aspect of mobile marketing because they are what segments your database “list” (and the money is in the list ... and your relationship to the list).



As an example, our clients average 4+ keywords. This is because we help them put in the right integrated mobile marketing approach in an effort to produce the maximum results.

This could mean the creation of a point-of-sale campaign (*keyword 1*), integration into their broadcast media, including radio, print, event marketing, coupons, etc. (*keywords 2-4*), a form on their website with an interesting call-to-action to

capture web traffic (*keyword 5*), and perhaps even a Facebook widget (*keyword 6*).

At Mobile Marketing Helper, all of our packages include a set number of “primary keywords” but it doesn’t end there. We make available **unlimited “campaign keywords”** to apply to specific campaigns our clients may want to run for a short time in order to “test” a marketing idea. Does this cut into our profits? Sure. But this is “how we roll.”

We want our clients to put the right programs in place for each campaign. This philosophy came to us as we were charging our clients additional money per month to add keywords just to run a short campaign. This caused our clients to resist and/or hesitate before integrating mission critical marketing elements.

They saw additional keywords as a cost, and this often discouraged the exact thing we were trying to accomplish: Run the right program to “scale up” their databases and increase revenue!

We know the right mobile marketing program is one that is integrated into everything that our clients are producing. This requires multiple keywords, and the last thing we want is for our clients to install the wrong programs. We want them to enjoy maximum results for their efforts.

Support ...

When partnering with a mobile marketing company, are you just accessing a technology and buying messages? Or could there be more?

When you buy a McDonald’s franchise, do you know what is being sold? It is NOT the recipe for the secret sauce on their Big Macs. They are selling documented processes and systems.



Along with this comes support, design help, collateral material, marketing assistance, training, continuing education, etc.

Why do franchise companies document and provide that kind of help to their franchisees? They want their franchisees to go out and produce the right kind of product and service, to flourish, and to

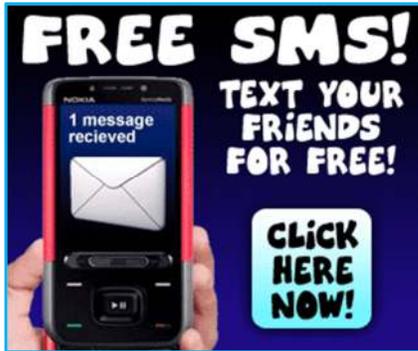
increase revenues. This holistic thinking and business approach is ultimately the best way to grow the value of both the franchisee and the franchisor.

Technology & Types of Delivery Methods

Now let's get some of the uber geeky stuff out of the way. Don't worry; it will be over with soon. It is important as a business owner to understand some of the basics so you will not get "ripped off" when you choose a mobile marketing partner.

FREE SMS/Text Messaging ...

DON'T BE FOOLED – Free messaging is technically impossible when running carrier grade messaging through the phone lines (called SMPP – Short Message Pier-to-Pier Protocol). This enterprise-level messaging will always have a hard-cost when sent through the phone companies.



Even as recent as March 2011, certain carriers have increased their per message rates.

Many mobile marketing companies tout that they provide free (or unlimited) SMS/text messaging. **This should be a sure warning sign to you!!**

There are really only 3 ways to receive free messages:

1. SMTP (not SMPP) Messaging
2. GSM Modems
3. Limited Numbers of Subscribers

Free SMTP Messaging

Some mobile marketing companies use SMTP (Simple Mail Transfer Protocol) as their primary method of text delivery. When they talk about FREE or unlimited messaging, know that their system runs on Internet Protocol (IP) ... and the texts are basically

an email that travels over the internet to a telephone number provider.

This method of delivering mass text messages to databases is “sketchy” and an inferior method of text delivery.

Carriers frequently block these because they look at them as “spam.” Yes, this method of delivery is technically free, but has no guarantees of delivery. Most reports show that messages get blocked 35% to 55% of the time when delivered in bulk.

That means that less than 45% of your messages will actually make it to the desired cell-phones as a text.

You may be asking yourself, “*How can I tell if this is the case?*” Good question. Some key identifiers to look for to determine if a mobile marketing company is leveraging this inferior gateway will be to note the “short-code” they use. It is not a short-code at all – it is actually an internet web url address.

These types of short phone numbers (short codes) always start with “386” because that corresponds with letters “DOT” on the key pad of your phone:

Examples would include:

- 368266 (DOTcom)
- 368638 (DOTnet)
- 368674 (DOTorg)
- 368338 (DOTedu)
- 368468 (DOTgov)



Not only are these gateways a problem when blasting (or deploying) your messages to groups (because of their delivery problems), they are equally as restrictive when it comes to growing databases of your customers. The opt-in process is difficult because the initial engagement with these “short-codes” requires the customer to text a two-word keyword to the short-code.

For example, two-word keywords that have your company name (or url) as the first word ... and then their company name (or keyword) as the second word. Can you imagine traditional

media with all of these hoops to jump through?
Confusion always equals “NO.”

The ability to build databases by easily getting your customers to text-in is the basis of monetizing mobile marketing technology. With true short-codes provided through the carriers, your business can build databases with single-opt-in campaigns compliant with the all the carriers.

These other providers require a double opt-in process that eliminates over 75% of the possible opt-ins.

Free GSM Modems

Although not as popular as a few years ago, there are still companies touting the ability to send unlimited messages by giving you a long code. This is probably tied to a mobile telephone number on an unlimited texting plan.

Then they will set everything up on a computer with a specific software that will allow them the ability to send messages to groups. You may have been “spammed” by one of these providers. You probably never opted-in and wondered how this company got your number. I don’t know about you, but when I get one of these, I don’t like it at all.



Many problems exist with these programs including:

- Questionable methods of accepting the Reply STOP messages from people that want to quit getting the messages. (*This could open your business up to costly litigation!) Mobile marketing is called “permission-based marketing” for a reason.
- Slow Thru-put times through the carriers. These phones are not set-up to deliver thousands of messages at a time, the messages frequently will lock a phone up and messages “scheduled” for one time might take hours (or even days) to be delivered. So much for the 5 pm drive-time coupon.

- It's nearly impossible to use these free GSMs to grow databases of customers. The opt-in process cannot be done as easily as legitimate SMS texting to a short-code.

Free Limited Numbers of Subscribers

Another common play on words is to provide “unlimited text messages” but then limit the number of opt-ins inside of a database. These providers are banking on the fact that many businesses will misuse communicating to their groups which will result in the opt-out rates skyrocketing.

They also hedge their bets that most businesses will leave their mobile marketing in the shadows ... and will not send very many texts out.

This business model makes these mobile marketing providers among the most expensive in the industry. Most every business would be better paying \$.06 per message than going with these “unlimited providers.”

Is there such a thing as “true” unlimited SMPP?

Yes. There are some mobile marketing providers that have the ability to offer true unlimited SMPP messaging (including Mobile Marketing Helper).



Unlimited accounts typically will start at around \$5000+ per month.

We have strategic partnerships with carriers that decrease the hard-cost on messages. This allows us to analyze your business model and potentially offer “unlimited messaging.”

If this is something you are interested in, realize that the provider will most likely put a year agreement in place with the option of renegotiating based on volume. If unlimited messaging is a legitimate need for your business, we can discuss options to help you and your business go down this road.

Basic Features You Should Never Be Without

I am positive that the way you have been communicating with your customers over the years has evolved. Right? TV, radio, billboards, trade shows, telephone sales, postal mail, newsletters, and print advertising had to make room for email.

But then the speed and convenience of email created a problem. Unsolicited messages and an overabundance of volume began turning everyone off. Now over 90% of marketing emails aren't even opened. This has opened the door for social media to join the party ... now Facebook, LinkedIn, and Twitter are the "new thing."

These are exciting times indeed. Mobile text messaging is now emerging as the new-new way of interacting with customers. The speed, relevance, and effective response it brings is very appealing.

Since you are looking into this for your business, make sure your mobile marketing partner's technology can easily support the basics, which are:



- Keyword Campaigns
- Auto-Responder
- SMS & MMS Message Delivery
- Data Collection and Analytics
- Mobile Web App Development
- QR Code Generator
- Appointment Reminders
- Text-2-Vote
- Text-2-Win
- Text-2-Screen
- Text-2-Survey
- Generate Web Opt-In Script
- Fully Documented API
- Shared Short Codes
- Dedicated Short Codes

Philosophy and More Support

Designing the right strategic campaign up-front is the only correct way to get more revenue out of mobile. When a lackluster promotion is put in place -- trust me on this one -- it flat won't work. We have observed time and time again how our own clients will

roll out campaigns that were not thought through, didn't have anything relevant or interesting about them, and then failed to produce. Then they will start playing the blame game as to why "mobile" doesn't work.

I think it is sometimes best to understand what to do by knowing what not to do. Here are just a couple of tips on what NOT to do:



3 THINGS TO AVOID:

1. Avoid deploying a Text Club

Some Mobile Marketing companies actually provide templates that include a tag line and "*Text _____ to _____ to join our Text Club*" ... or "*Join to Win*" ... or "*Sign Up for Deals,*" etc.

To be frank – these do NOT work.

The only way to produce sustainable revenue growth for any organization is to scale the databases. Quickly and efficiently building databases requires sophistication, relevance and aggressive engagement coupled with finesse. A business of any size needs between 7-15 opt-ins per day (per location) to show results quickly enough to sustain the program. The only way organizations can accomplish this is with the right engagements.

The truth is, most people will not "Sign-up," or "Join a Club" these days. That might have worked with email campaigns in the past ... but better marketing tactics are needed in today's business environment.

2. Avoid thinking a Facebook Widget will bring results

The best thing about a Facebook Widget is how cool it looks on a Facebook page. Unfortunately, the actual execution typically results in disappointment.

Don't worry. Proper mobile marketing strategies will eventually snag these "Likes" into a mobile database.



Sophisticated marketing people are just now figuring out that the frequency of communication between Facebook, mobile, email, and other channels varies greatly. It all depends on the customer demographics.

New insight is showing that mobile databases can grow quickly enough to exceed that of the email programs and social networks. It is primarily due to the immediacy of this technology being in the hands of most consumers.

With this insight, the top marketeering pros are realizing that the power of mobile is not to be built from the social networks. Rather, the power lies in driving databases of mobile phone users to check out exclusive Facebook-only content (or specials) at exactly the right time.

Utilizing the databases of mobile subscribers to build both social media and email lists can be easily accomplished with the right mobile strategy. Touching these databases at different times, with different messages, and not broadcasting to all channels at once, leads to less annoyance ... less opt-outs ... more virility in the campaigns ... and most importantly, a greater return on your investment.

3. Avoid managing your own mobile initiatives without any strategy or direction

When a business owner is expected to deploy their mobile campaigns on their own, the results will most likely be disappointing. Many mobile marketing companies champion their solution as being easy to use. They promote how easily you can log into their online platform and just start sending messages.



Since mobile marketing is like social media (i.e. it needs to be managed), we help all our clients for several months by directly focusing on the strategy and application of integrating mobile into their marketing mix.

This concept is found in our very name – Mobile Marketing Helper.

Yes, mobile marketing will work in your business. We know it works because it is working in most all business verticals right now. So the question is not, “*Will mobile marketing work in your business?*”

We understand that it normally takes several months for most of our clients to believe it will work for them. It is natural to need to go through a “proof-of-concept” phase.

Stealing Business from Your Competition



It is a well-known fact that finding new customers is much more expensive than retaining current ones. In fact, just a 5% increase in repeat customers has been shown to translate into a 25% increase in annual sales. This is due to customers spending 67% more with you on average when you stay in touch with them.

Doesn't it make sense that you want to have a way to communicate with your current customers in a relevant and immediate manner to keep them coming back again and again? Mobile marketing promises to be the most personal, targeted, and actionable marketing currently available.

Doesn't it also make sense for you to have a way to communicate with your competition's customers in the same powerful way? It certainly does.

As a business owner, you know the difficulty and high cost of acquiring new customers. Bringing down that cost can be very profitable for you. It is a fact that

the most profitable thing you could do in your business is to “steal” someone else’s customers.

So how is this done using mobile marketing?

Let’s say you have run a successful mobile marketing campaign whereby a potential customer has opted-in to your database. Maybe they have purchased from you in the past ... maybe they have never bought anything from you. But you do know they are interested in your products or services since they responded to your mobile campaign and gave you permission to send them texts.

People like to feel they are involved in something new and will respond accordingly. You can take advantage of this by offering them the latest in marketing. It will definitely differentiate you from the competition.

Now, these potential customers are eventually going to buy from someone. Why not make it you and not your competition? And what do your potential customers have in common? They are always near their cell phone. Even when they leave their home, they always grab three things: their car keys, wallet or purse, and cell phone.

Text marketing ensures that your message will reach these individuals no matter where they are.

This allows you to speak to them in a one-on-one manner. This cannot be matched by other advertising.

First Things First

A database of mobile phone numbers first needs to be built up before the value can be experienced first-hand. Once the database has grown to a good size, and a text message has been pushed out (and has been responded to), it is like a giant spotlight illuminating how powerful this marketing can be.



Once this light goes on with our clients, we have to stop them from blasting out too many texts in a given month. We never want our clients viewed as being overbearing and intrusive with their customers. If this happens, their database will shrink dramatically because people will opt-out. This is the last thing anyone wants to happen.

As you know, most business owners are so busy with the day-to-day operations. Unless they have a marketing department with employees designated to the mobile space, this aspect of their business will be put on the back shelf ... and never used correctly.

For the first few months, our new clients are structured in a way so that they don't have to worry about anything other than thinking up creative ways to build their mobile database(s). Yes, we help with this, too.

Then we work with the client to put together marketing calendars for the different types of



databases. These mobile advertising promotions are then scheduled out in advance at the frequency specific to the database, industry, and desired outcome.

It is at this stage that we begin to show them how to use the technology ... and maybe introduce them to some advanced features. We can deliver:

- Links to drive mobile commerce (mCommerce)
- Video to drive awareness of new products, services, events, etc.
- Coupons with a picture coupon attached delivered at exactly when we want the customer to receive it.
- Messages offering special deals if they join us on Facebook, Twitter, etc.
- Calls-to-action designed to capture email addresses which provides a way of obtaining an additional "touch point."
- Loyalty programs that keep "top-of-mind-awareness" for our clients.

- Reminders to call to schedule appointments. These “2-way” texts include the phone number and all the customer has to do is tap the phone number on the text to dial.

Once our Mobile Marketing Development Lifecycle (MMDL) is rockin,' **it is literally like printing money** when you run a marketing campaign.



NOTE: We have discovered that it’s not only the local Mom and Pop’s that don’t have time to pay much attention to their mobile program – the giant corporations are many times too busy handling the other areas of their marketing to properly focus on their mobile initiatives.

Still convinced that you don’t need help? Well, if you have decided to go ahead and implement your own mobile marketing initiatives, here are some of the things that you need to watch out for:

- ✓ Failing to start initial programs at all.
- ✓ Executing a poor opt-in strategy.
- ✓ Building a database and then forgetting to promote to-the database. If you currently use another provider, when was the last time you scheduled a text blast?
- ✓ Sending too many messages ... resulting in annoyance and high opt-out rates.
- ✓ Forgetting about some of the basics when sending messages. For example: not identifying your business in the text ... placing an expiration date on your offer ... forgetting to check the links in your texts ... or not putting the opt-out “STOP 2 end” instructions.

Forgetting any one of these things will result in a bad overall experience for the end-users. This in turn means you are in for some bad experiences yourself.

- ✓ Sending the wrong kinds of offers at the wrong times. We have seen businesses send out the same offer every other day (to the same database). They thought that they were “mobile marketing.” We’ve also seen pizza places sending offers every Monday at 10 am for weeks at a time. Is 10 am on Monday when most people think about pizza? Just asking.

Here at Mobile Marketing Helper, we are committed to providing extensive training on how to execute the right strategies ... and how to run the right campaigns ... with the end results being more sales.



If we are fortunate enough to be your choice of mobile marketing providers, the next steps are super easy:

GET READY:

1. **You** choose a Text Marketing Campaign Plan.
2. **We** secure a Keyword that identifies your business.

GET SET:

3. **We** develop the message your customers will receive when they opt-in to your promotion.
4. **You** begin to build your database by sharing your keyword with the world ...
TELL EVERYONE!

GAME ON:

5. **We** create your customized Mobile Website/App.
6. **We** schedule the delivery of timely text promotions.

Find out just how easy this process really is. Allow us to help you on your way to deploying the right campaigns that produce the most revenue for your business using our proven tactics!

Contact us today.



800.858.8507

www.MobileMarketingHelper.com