Confidential "Insiders Report"
Mobile Marketing Tips
For Local Business Owners

by John Wilson

Disclaimers / Legal Information

Notice of Liability

The author and publisher have made every effort to ensure the accuracy of the information herein. However, the information contained in this book is presented without warranty, either express or implied.

Trademark Notice

Rather than indicating every occurrence of a trademarked name as such, this book uses the names only in an editorial fashion and to the benefit of the trademark owner with no intention of infringement of the trademark.

Copyright Information

Table of Contents

This report brought to you by: John Wilson – Internet-Local.com

Introduction

As a fellow business owner, you already know that marketing is important for business growth and in today's climate that's especially true.

More and more, your prospects are turning to the Internet to locate businesses in their own backyard. In fact, according to a Piper Jaffray 2008 research paper, 30 percent of all search engine queries contain a city, state or zip code. (and that was back in 2008!)

With approximately 2.6 billion local searches performed each month, the Internet has now surpassed print Yellow Pages and newspapers as a primary source for local consumer service information and that trend is on the rise.

The popularity of web-enabled phones (like the iPhone) will only add to these numbers as _**27 percent of all mobile searches are for local information.**_

It's for this reason that I wrote "Mobile Marketing Tips For Local Business Owners." To give you a clearer understanding of what "Mobile Marketing" is and why it's something you should care about.

To your success,

John Wilson

What Is Mobile Marketing Anyway?

As the term, "Mobile Marketing," means different things to different people, let me tell you what it means to me and my firm.

To us, Mobile Marketing means to get your website or marketing message in front of your targeted audience via "mobile" devices like cell phones and iPad-type devices.

This can include sending "Mobile Coupons" or other marketing messages direct to your customer's cell phones or ensuring that your website is "mobile friendly."

In the sections to follow, we'll take a closer look at Mobile Marketing and how you can incorporate it into your overall marketing plan.

Why You Should Care About Mobile Marketing

As I said in the Introduction, 27% of all mobile internet searches are requests for local business information and this number is climbing.

However, even if you already knew that mobile marketing was on the rise, I bet the latest statistics will surprise you… they surprised me!

Here are some of the latest stats concerning the "mobile marketing" trend:

- Google spent $750 million to acquire Admob, one of the largest advertising networks that specialize in delivering ads to mobile devices. (Apple also bid to acquire Admob and was outbid by Google. Shortly thereafter, they created their own mobile advertising platform, iAd)

- Apple now calls themselves a Mobile company, not a Computer company anymore.

- Millions of websites have gone "Mobile Friendly" in their design.
  (Mobile Facebook users has reached (and surpassed) 150 million)

- The "average" person is said to look at their mobile phone 37 times a day. (I think it's more than that)

- The Mobile population is now 5x bigger than the Internet population (meaning you have a chance to get in front of a much larger audience)

- The "open rate" on text messages (aka SMS) is 5x higher than the open rate on emails. (while we are still big proponents of email marketing, it is easier to get your marketing messages seen when they are sent as text messages)

Are you seeing the trend?

Companies, both big and small, are investing their time and efforts into expanding the "mobile device" market and the more this occurs, the more opportunity you have to get in front of your targeted audience.

Basic Mobile Marketing Strategies

The most basic Mobile Marketing strategy is to send "Mobile Coupons" or other marketing messages direct to your customer's cell phone. The coupons/marketing messages arrive as regular "text messages" and are received just like any other text message.

If you haven't already seen the short video piece done by NBC Television, you can view it on our site here: http://Internet-Local.com/mobile-marketing/

In order for your customer to get a mobile coupon from you, you need to obtain what is called a "Common Short Code" (CSC for short). The CSC is typically a number consisting of five or six digits.

If you've ever seen an episode of "American Idol" or "Dancing With The Stars" you've likely heard them say something like… "text 'Chad' to 12345" to place your vote for Chad.

The "12345" they are referring to is the Common Short Code. Basically, you can think of it as a phone number, only shorter.

CSC's are leased to businesses on a monthly basis (with a minimum three month term) and generally cost between $500-$1,000 per month depending on whether or not you require a "vanity" number that spells out a word.

The biggest agency that leases CSC's is the Common Short Code Administration and you can learn more about their pricing structures here: http://www.usshortcodes.com/csc_obtain_a_csc.html

While the monthly CSC leasing charges aren't exorbitant, they don't cover anything more than the leasing of the Common Short Code. This is why most firms charge $2,500 or more (per month) to setup the system and provide a marketing plan.

Fortunately, our system works a little bit differently than most and while there are some "downsides" to point out, the benefits far outweigh them!

Some systems allow business owners to send coupons or other marketing messages direct to their customer's phones (referred to as a "broadcast" message) <u>without their express request</u>.

Our "basic" system does not allow for this. Instead, the customer (or anyone who has seen an advertisement) is given the opportunity to text a "particular word" to the CSC number mentioned.

Here is an example of how our "basic" system might work for a restaurant:

An ad is placed in your storefront window (or in your local newspaper, or put on a bus bench, etc.). The viewer sees something like this…

<div align="center">

Want To Get A Great Meal At
Joey's Family Restaurant And
<u>**SAVE 20% On The Total Bill**</u>**?**

Just text "**JoeysDiscount**" to **368674**
and *we'll send you an instant coupon…*
straight to your phone!

(offer expires: December 31st, 2010)

</div>

Now, that's just a fictitious example but if you want to see a real demo of our "basic" system, simply text "Mobicoupons" to 368674 and you can test the system in a live setting.

Within just a few seconds of sending the message, you'll receive a demo coupon so you can get a feel for what your customers would see.

To redeem the coupon, they can simply show their phone to someone at the business or they can call a phone number and tell them the coupon code they received… whatever makes the most sense for your particular business.

There are a number of benefits to our system. As the request is made by your prospect, you won't upset anyone or get accused of "spamming." This is key to maintaining a quality reputation.

Also, it is easy to track your campaign's effectiveness (by logging how many times your customers are showing you their phone or calling with the special

"coupon code"). As the process is "new" and "fun," you may find that your campaigns become "viral" as people tell their friends and family about your "cool mobile coupon offers."

Lastly, because of our unique system, our service is priced far lower than our competitors and it includes full setup and help developing an effective marketing plan.

More Mobile Marketing Strategies

Our "basic" setup can be expanded and is really only limited by one's imagination. One way to extend a campaign's effectiveness is to add email marketing into the mix.

Here's an example of how that can work:

Like before, your prospects will text a pre-defined word to your CSC number. This will instantly send them whatever message you want conveyed.

This could include things like...

- Discount coupons/code (as previously mentioned)
- News about an upcoming sale (details as to the dates/times and discounts to be offered)
- Store hour changes (or anything else that may be time-sensitive)
- A live link to a special web page where you build your email list
- ??? - Whatever content you want them to see!

While all of the above have their place, the building of the email list is generally the most powerful.

Your message could tell them to go to your site to signup for your email list that will give them more (and better) discount offers from your business.

Those that signup will receive whatever email content you send out in addition to the ability to receive mobile text messages (just as before).

As your prospects will have "opted in" to receive emails from you, you won't risk damaging your reputation or worrying about potential spam complaints.

This extends the "basic" system quite a bit and gives you two different marketing channels through which to connect with your prospects/customers.

Of course, if you really want to be able to send "broadcast" messages to your customers via their cell phones we can help you set that up too. It's just that

This report brought to you by: John Wilson – Internet-Local.com

we'll need to set up the "more traditional system" that will require a longer commitment and a much higher monthly charge.

Making Your Website Mobile Friendly

If you have a website, you would do well to make it as "mobile friendly" as is possible. By mobile friendly, we mean to make it as accessible as possible to those viewing it on a mobile device, like an iPhone, a BlackBerry or other mobile device that can connect to the internet.

Most websites today are not mobile friendly and are likely losing business as a direct result. To test yours, simply pull your website up on your "smartphone" and see how it displays and how easy it is to navigate.

Now, don't be discouraged if your website doesn't look "perfect" when viewed on your phone… most don't. However, if your site content is so jumbled it becomes unreadable or if your navigation is really hard to use, you're likely missing out on business.

There are a number of ways to make a website more mobile friendly including the creation of a new site built specifically for mobile devices. These sites usually have the .mobi domain extension and are built for just this purpose.
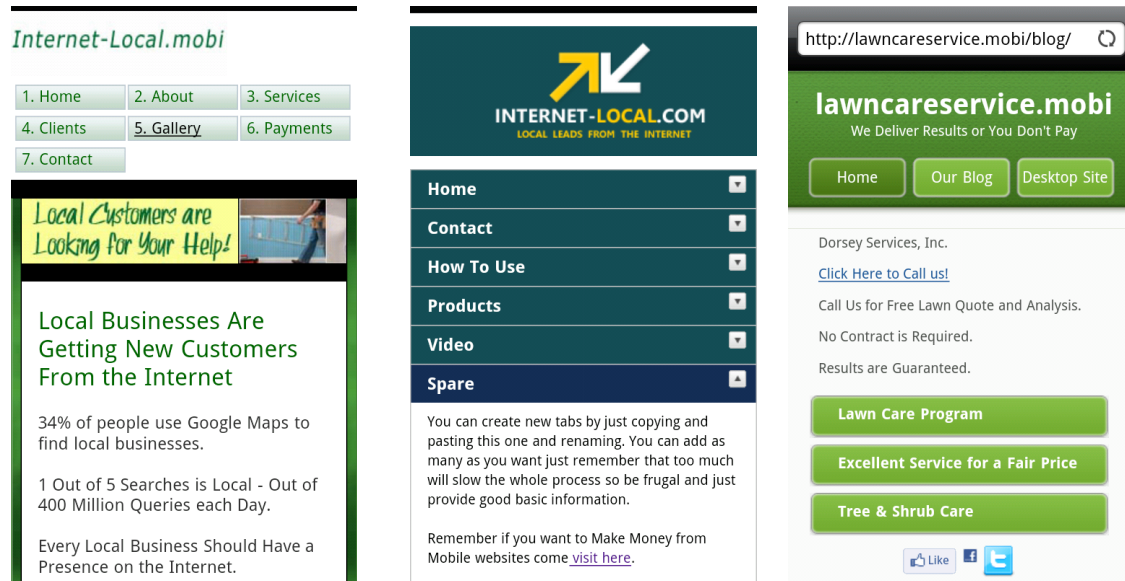
Using your mobile phone go to this address:
http://internet-local.mobi

Under Services, look for Mobile Website Setup.

As of this writing, there is a $299 price to setup a mobile optimized website with free hosting for a year.

Here are some styles of mobile websites.

The links to the mobile site styles shown above are:

http://internet-local.mobi

http://m.internet-local.com

http://lawncareservice.mobi/blog/

You can view them in your mobile phone or you can see on your computer, just grab the side of the browser window when the cursor turns to a double-sided arrow and squeeze the width of the window down to about that of a mobile phone. You will get an idea of what it would look like when displayed on a mobile phone.

Where Do We Go From Here?

Here is a simple way to get started.

You may have requested this report on this page, but go here:
http://Internet-Local.com/mobile-marketing/

See the image of a mobile phone on the right. Follow the instructions there and in a few seconds you should receive a text message on your mobile phone.

Your phone does not have to be a smart phone for this to work.

Almost all mobile phones are capable of text messaging.

Now, imagine what message you would like to send to your customers or to prospective customers.

Email me if you are interested.

John Wilson
john@internet-local.com