



**Optimized Mobile Marketing  
as part of Integrated Marketing Campaigns  
Building Quality Leads™**

**by Alexander Gregori**

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## **TODAY let's...**

1. Demystify mobile marketing
2. Define the mobile marketing USP
3. Explore how to best utilize the mobile marketing USP





# 1. Demystifying Mobile Marketing

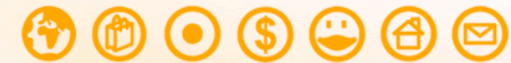
## Definitions of Marketing:

There are many definitions of marketing

The better definitions are focused upon:

- *customer orientation*
- *customer satisfaction*
- *customer needs*





# 1. Demystifying Mobile Marketing

## Definitions of Marketing:

*Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others*  
**- Kotler**

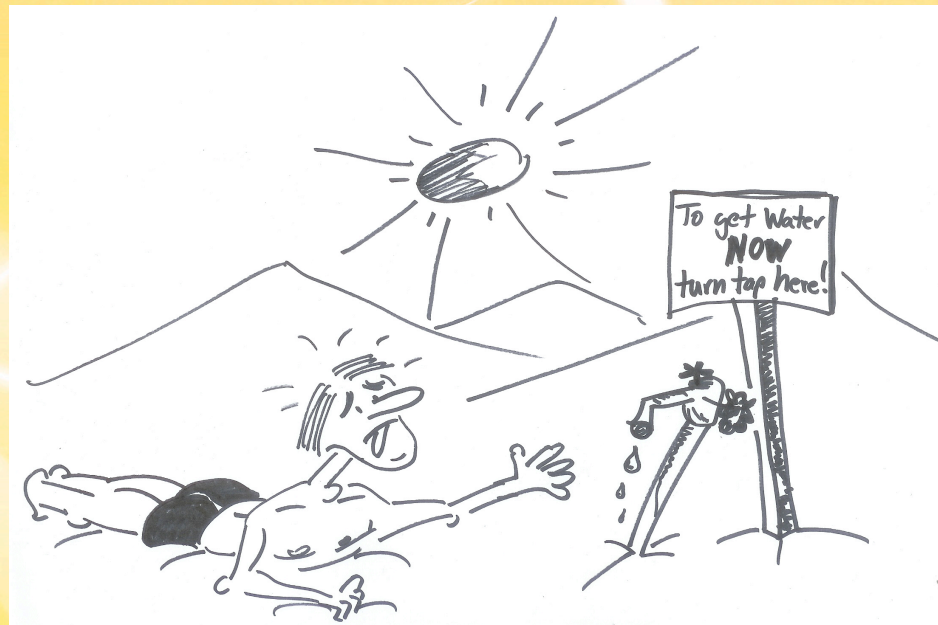
*Marketing is the management process that identifies, anticipates and satisfies customer requirements profitably* -**The Chartered Institute of Marketing (CIM)**

*The right product, in the right place, at the right time, at the right price* - **Adcock**

# 1. Demystifying Mobile Marketing

## Definition of Mobile Marketing:

*Mobile Marketing connects businesses and customers during the right time, at the right place with the right message*

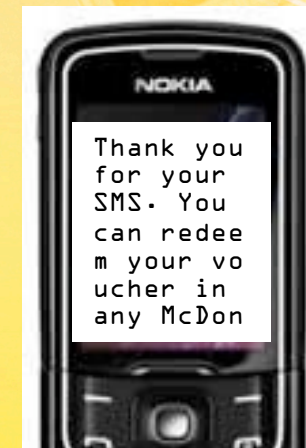




## 1. Demystifying Mobile Marketing

### Definition of Mobile Marketing:

*Optimized Mobile Marketing forms part of your overall marketing strategy and objectives and requires the customer's explicit permission and active interaction*





## 1. Demystifying Mobile Marketing

**Common Marketing / Mobile Marketing denominator:**

*Mobile Marketing, just like Marketing, is all about building and nurturing relationships*





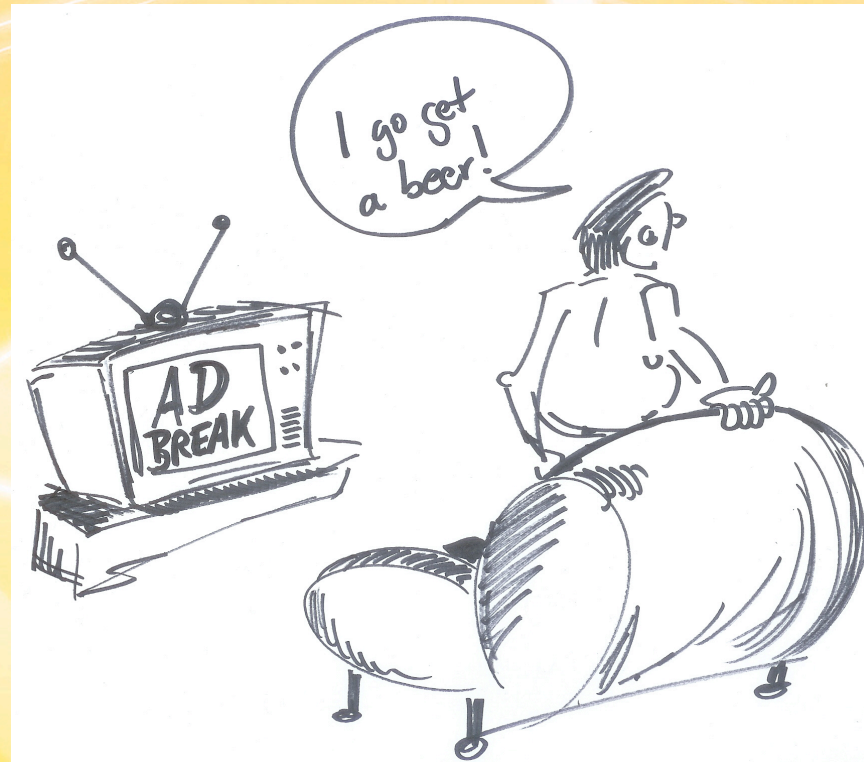
## 2. Defining the Mobile Marketing USP

### Traditional Marketing Tools:



## 2. Defining the Mobile Marketing USP

**Traditional Marketing Tools Common Denominator:**  
*Time, location and medium dependent*



## 2. Defining the Mobile Marketing USP

**Traditional Marketing Tools Common Denominator:**  
*De-personalized One on Many / One Way communication tools*



## 2. Defining the Mobile Marketing USP

**Traditional Marketing Tools Common Denominator:**  
*De-personalized One on Many / One Way relationships*



## 2. Defining the Mobile Marketing USP

**Traditional Marketing Tools Common Denominator:**  
*CPM investment*



1.4 million at a  
CPM of R12.50...  
that'll be R17,500!



## 2. Defining the Mobile Marketing USP

**Traditional Marketing Tools Common Denominator:**  
*ROI measurement remains guess work*

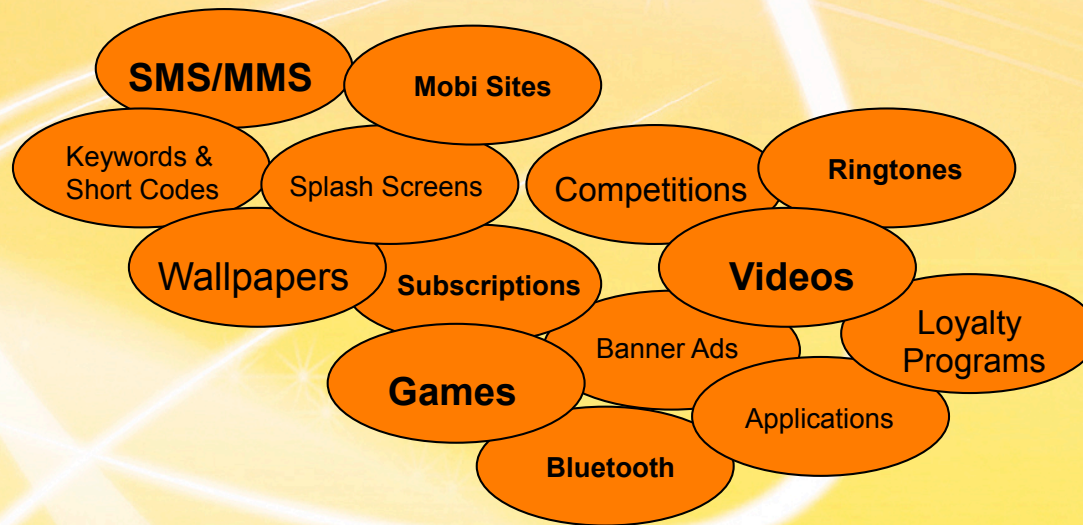
**...yes, but who ARE these people???**





## 2. Defining the Mobile Marketing USP

### Mobile Marketing Tools:





## 2. Defining the Mobile Marketing USP

**Mobile Marketing Tools Common Denominator:**  
*24/7 time, location and medium independent*

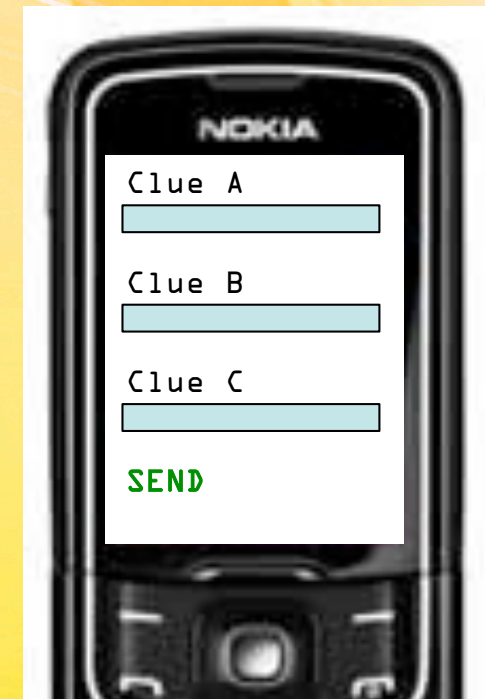
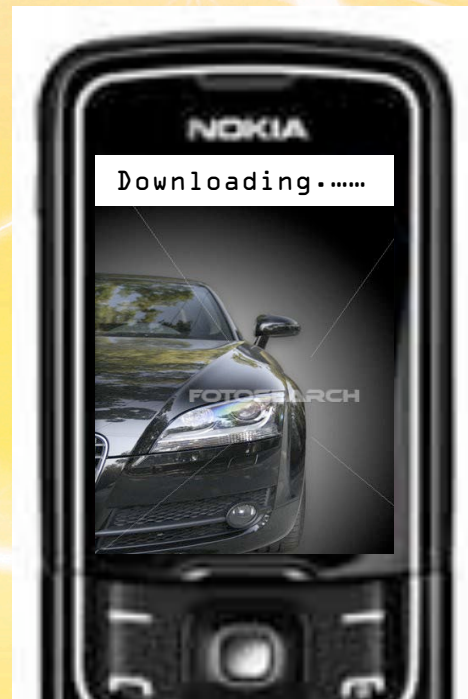
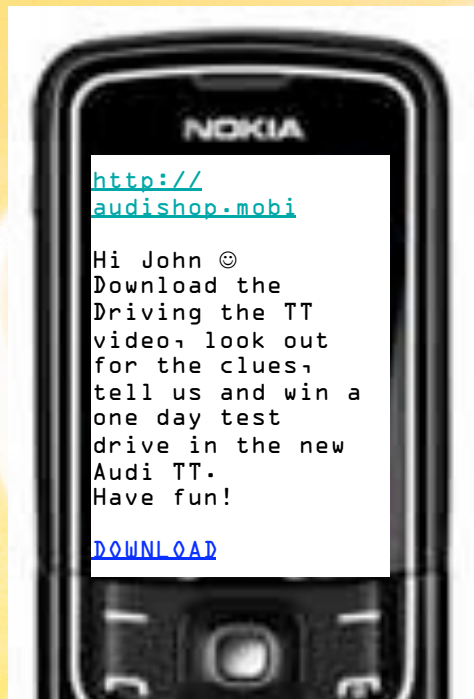




## 2. Defining the Mobile Marketing USP

### Mobile Marketing Tools Common Denominator:

*Personalized One on One / Two Way communication tool*



## 2. Defining the Mobile Marketing USP

**Mobile Marketing Tools Common Denominator:**  
*Personalized One on One / Two Way relationship*





## 2. Defining the Mobile Marketing USP

**Mobile Marketing Tools Common Denominator:**  
*ROI measurement is 100% accurate*





## 2. Defining the Mobile Marketing USP

The mobile phone is:

Always **on**

Always **with me**

Always **personal**



### 3. How to best utilize the Mobile Marketing USP

**Tremendous responsibilities:**  
*Invasion of Privacy*

Wha...???

Hold on Hon...  
It's my DIVORCE  
lawyer!





### 3. How to best utilize the Mobile Marketing USP

**Tremendous responsibilities:**  
*Irrelevant messages*





## 3. How to best utilize the Mobile Marketing USP

**Tremendous responsibilities:**  
*Wasted advertising budget*



## 3. How to best utilize the Mobile Marketing USP

### Huge opportunities:

*Personalized customer/client lifestyle profiles*



Hi, I am  
John

Thank you for taking an interest in me personally. I am 29 years old, married with two children. I live in the Northern Suburbs in Johannesburg. I am a sales executive with a paper supply company. Due to my job I travel a lot and I try to make the little time I have to spend with my family very special. We like to travel in South Africa or simply go see a movie. I like spending quality time with my ...



Hi, I am  
Linda

Thank you for taking an interest in me personally. I am a 35 years old, single mom with a lovely daughter. I live in Cape Town. I am a doctor in a private hospital. In my free time I like to do a lot of outdoors activities with my daughter, mainly hiking and cycling. I also spend time with my girlfriends. We usually go to a good restaurant, enjoy the food and let our hair down. I am not interested in a relationship right now, so that I can really conce...



Hi, I am  
Peter

Thank you for taking an interest in me personally. I am 33 years old, and run a small printing business. My wife is at home, helping the business in our office. We love to entertain and also go out. We don't have children yet, so right now we are enjoying our life and build the business. We also both play golf and spend a lot of time on the golf course, playing and socializing. I just bought my wife a new Mini, she just loves small...



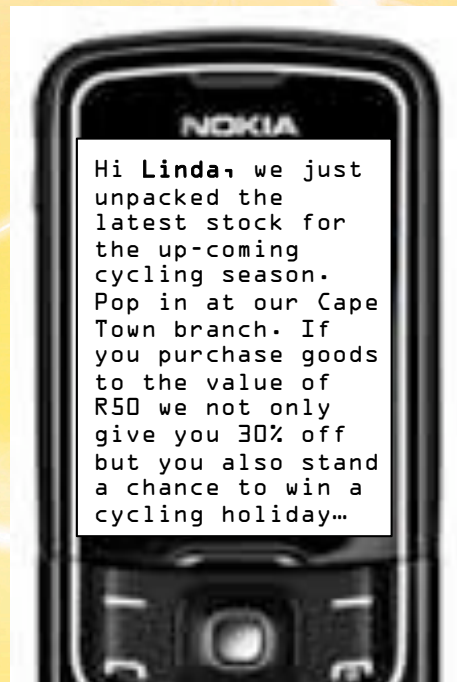
## 3. How to best utilize the Mobile Marketing USP

### Huge opportunities:

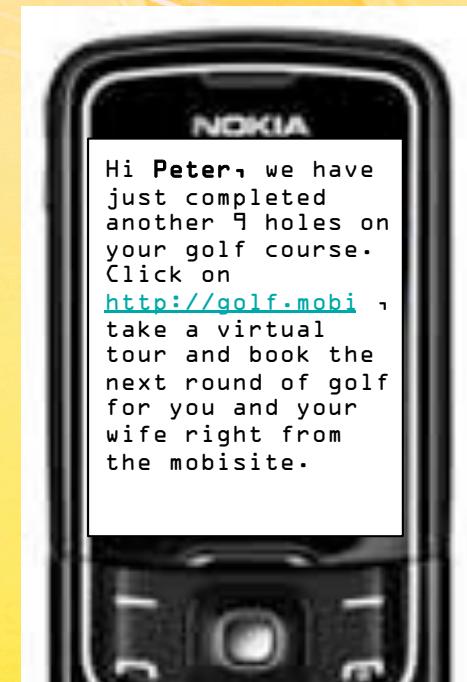
*One on one customer/client relationships*



FOR JOHN



FOR LINDA



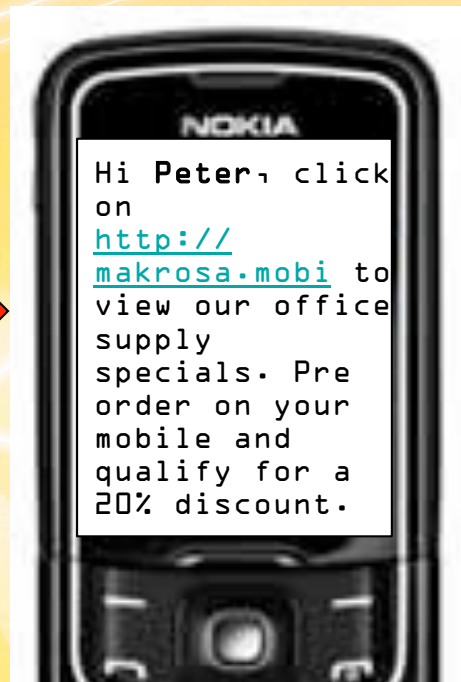
FOR PETER

## 3. How to best utilize the Mobile Marketing USP

### Huge opportunities:

*Build and mine your own data base*

Optimized Data Mining



No Data Mining





## 3. How to best utilize the Mobile Marketing USP

**Not utilizing the mobile marketing USP... is called *Advertising***  
*Talking at your target market, who might or might not be interested in what you have to offer ("the likes of John")*





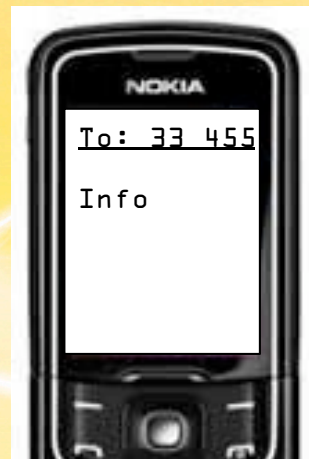
## 3. How to best utilize the Mobile Marketing USP

Utilizing the mobile marketing USP... is called **Building Quality Leads™**

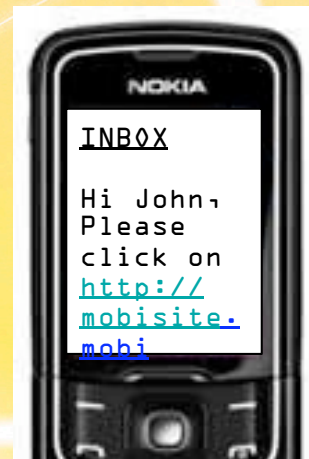
*Entering into a personalized, One on One dialogue with an individual who has specifically expressed to hear about what you have to offer ("John")*



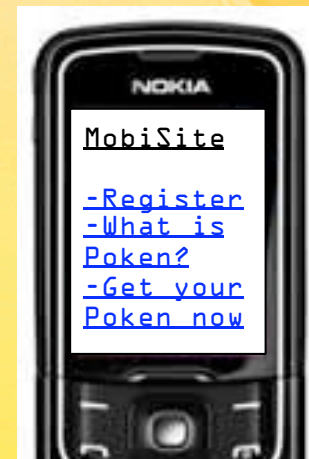
**Initial Traffic Drivers**



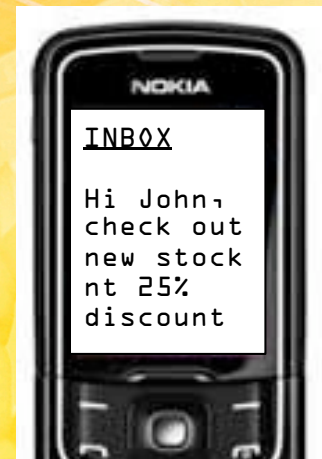
**Opt In**



**Response**



**Collect Data**



**Engage**



### **3. How to best utilize the Mobile Marketing USP**

**Mobile marketing consultants can support you with:**

- *Overall Objectives Definition*
- *Mobile Campaign Objectives Definition*
- *Mobile Usage Definition of Your Target Market*
- *Overall Strategy Definition*
- *Mobile Strategy Definition*





### **3. How to best utilize the Mobile Marketing USP**

**Mobile marketing consultants can support you with:**

- *Mobile Campaign Planning*
- *Mobile Campaign Design*
- *Mobile Campaign Development*
- *Mobile Campaign Execution*
- *Mobile Campaign Impact Measure*





**THANK YOU** 😊

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