

Mobile Marketing Winner\$

Week 21, May 2009

More of the same and mobile remains the winner

Dear Mobile Marketing Winner\$ Team Member,

Mobile Marketing Winner\$ are a network of marketing and PR specialists. We are dedicated to educate and coach, consult and support to save you time and money when it comes to engineering your mobile marketing campaign.

Have you ever noticed that, if you for example buy a certain car, you suddenly notice the same model all over the road? Well, we hope you have a similar experience about finding more and more information on how mobile marketing can add to you bottom line... and take the first step to benefit from this information by contacting the [Mobile Marketing Winner\\$ team](#).

In today's newsletter we point you to a number of articles to help you decide to make this very important first step :-)

Also don't forget to book your **Early Bird** seat at this year's *Thinking Mobile™* Conference Series [HERE](#).

Until next week...

Best wishes,
Your Mobile Marketing Winner\$ Team

More of the same - and mobile remains the winner

by Mobile Marketing Winner\$ Team Leader [Alexander Gregori](#)

We continue to advocate that mobile marketing is about opening a long term, sustainable dialogue with your target market. It is not forcing one way messages to everyone in the hope for a hit. In his article [Conversation is the New Advertising](#) Tim Brunelle explores this argument further.

And yet, mobile IS a mass medium and Business Leadership proposes that the [Mobile Internet is to be bigger than TV and PC combined](#).

Only trouble is, writes Matt Hartley, [The mobile revolution is so fast, you may not notice it](#), which implies that you might just as well miss the train.

Finally, on the lighter side, although I am serious about it I explore [Dallas, Nielsen and the Mafia Connection](#) in my latest blog.

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