

Mobile Marketing Winner\$

Week 27, July 2009

What We Can Learn

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.

In today's newsletter we look at some of the latest mobile marketing campaigns in the US and ask the question what we can learn from them. Plus we give you an update on the *Thinking Mobile™* Conference.

Also don't forget: Although the R1,000 savings first batch of **Early Bird** seats for this year's *Thinking Mobile™* Conference Series have been sold (deadline was Saturday, 27 June 2009) and 25% of seats have been sold, you can still **save R600** if you **book before Monday, 27 July 2009**. Book your seat [HERE](#).

Until next week...

Best wishes,
Your Mobile Marketing Winner\$ Team

What We Can Learn

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

While preparing for this years' *Thinking Mobile™* Conference Series on 20 August 2009 I received an email from a person who is rather involved in mobile marketing in South Africa. He argued that instead of choosing US mobile marketing expert Kim Dushinski to deliver the key note address, we should have rather asked one of the many South African experts because "South Africa is way ahead of America when it comes to mobile marketing."

Well, personally I feel that there is still no other country but the US when it comes to leading in the field of marketing, mobile or otherwise. But more importantly we want to offer our delegates a fresh angle. You will have noticed that mobile marketing workshops, summits and conferences are "suddenly" being held all over the place. Upon closer inspection you will also notice that there is a limited number of individuals, a closed inner circle if you will, who speak at all these events, offering the same topics and insights over and over again.

We chose a different route, selecting a wide variety of top speakers from nationally and internationally leading companies in the mobile space, because we believe that broadening your horizon will benefit you more than listening to a bunch of buddies trying to sell you their services. So in the spirit of diversity, read these articles about companies in various industries to get a glimpse of what is currently happening in the US.

Bookstores:

[Barnes & Noble extend reach via mobile initiative](#)

Mobile Payments:

[VISA invests in Monitise to advance mobile payments](#)

Alcoholic Beverages

[Absolut Vodka takes shot at mobile](#)

Network/Direct Marketing:

[Avon adds mobile commerce to existing online channel](#)

Hospitality:

[Qdoba spices up loyalty program with mobile rewards](#)

Retail:

[Apparel retailer Urban Outfitters goes from SMS to mobile commerce](#)

I could go on and on, but if you want the real deal, one-on-one info from the experts then join us at the *Thinking Mobile™* Conference. Seats are limited and **Early Bird bookings** for delegates **close Monday, 27 July 2009**. Secure your participation now and book your seat [HERE](#).

Thinking Mobile™ Conference Update

With the conference coming up in only 7 weeks and already 25% sold out, the Mobile Marketing Winner\$ team is hard at work to make this a really valuable event for all, delegates, speakers and sponsors alike. Exciting news is that the first batch of reduced price seats sold out but "late comers" can still save R600 if they book their seat before Monday, 27 July 2009.

The speaker line up is now complete, with MTN, Clickatell, Yonder Media, Brandsh, myMOBworld.com and myMOBworld.mobi on board.

The conference will be chaired by founder and CEO of Brandsh, Angus Robinson.

Lastly, we are excited about having secured BizCommunity.com as online media sponsor.

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