

Mobile Marketing Winner\$

Week 32, August 2009

"Mobile Presence" vs "Mobile Marketing"

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 take a look at the difference between having a mobile presence versus being engaged in mobile marketing. The two are not quite the same...

Also, the [Thinking Mobile™](#) Conference Series is only two weeks away and **75% sold out**, so join delegates from Saatchi & Saatchi, Nestle, Spar, SAB Miller, Clientele Life and others and book your *Thinking Mobile™* Conference Series seat [HERE](#).

Until next week...

Best wishes
and keep *Thinking Mobile™*
Your Mobile Marketing Winner\$ Team

"Mobile Presence" vs "Mobile Marketing"

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

I love this quote from Albert Einstein: "Only two things are infinite in life: the universe and man's stupidity. And I am not so sure about the former."

This, of course, can be read as an insult. Einstein is saying that man's stupidity is infinite. Well, if you think about it, sometimes we do very strange, stupid things, and you wonder how a "sane" person could act in that way.

Take marketers for example. They have successfully embarked on their career, keeping in mind the "7 P's", doing their research, compiling marketing plans based on making informed decisions and they make their brands a lot of money. Suddenly they are confronted with "mobile" marketing and they lose it completely. Instead of continuing to follow the principles of marketing, they get all excited about some sexy app and force-fit it into their marketing plan - whether it fits or not.

And believe me, mostly it doesn't!

Why is that, you might ask? Why do marketers become like little kids in a candy store and forget everything they have learned when it comes to mobile marketing. After all, mobile marketing is first and foremost marketing, isn't it? The "mobile" aspect is just another tool in the tool chest.

Go ask any marketer whether he thinks that putting an ad up on TV is marketing. He will tell you that, at best, it is advertising and part of a wider marketing plan. But ask these same marketers about **mobile** marketing and they will proudly proclaim that they are already doing that, simply because they got a mobi site up for their brand.

Remember: a mobi site is not "mobile marketing". It is a "mobile presence". And if you have not made this presence part of your overall marketing plan it is a very poor presence!

I recently spoke to a marketer on the phone who said they are very interested in mobile marketing and I should please set up an appointment for August. In the meantime I saw they had put up a mobi site. I **you** are a marketer, would you flight TV ads without having a plan, in isolation of your overall marketing strategy and objectives?

I doubt it!

But mobile is totally different of course. Yeah, right :-)

So here is the point: don't dabble in mobile without a plan. Don't buy a sexy app from a developer who is first and foremost an IT specialist and knows little or nothing about marketing. Because the result you will have paid for is like paying for flighting TV ads just because "everybody" does it.

And that's pretty stupid in anybody's book.

Of course you could speak to marketing specialists who understand mobile and email me on alex@mymobworld.com ...

***Thinking Mobile™* Conference Update**

Over to this years' [Thinking Mobile™](#) Conference and, **again**, more good news about the event :-)

The [Direct Marketing Association of South Africa](#) (DMASA) has endorsed the event.

Also with 75% delegate seats booked, this is really almost your last chance to secure yours.

We trust that all Mobile Marketing Winner\$ team members will join our top speakers and delegates at the event. Remember, the last conference seats are **going fast...** Secure your participation now and book your seat [HERE](#).

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