

Mobile Marketing Winner\$

Week 36, September 2009

Back to Basics

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.

Welcome to all our new subscribers, welcome to the Mobile Marketing Winner\$ team and thank you for reading the Mobile Marketing Winner\$ Newsletter. You are now part of a, still, elite team of professionals for who overall results of mobile marketing as part of an overarching marketing strategy is more important than boasting about the use of the latest, sexy mobile app.

In today's newsletter we answer the two questions that emerged as the most pertinent during the [Thinking Mobile™](#) Conference. Firstly, is mobile marketing for me / why should I even consider mobile marketing? And secondly, now that I know that I can benefit from mobile marketing, what is the first step?

You can now also access all previous Mobile Marketing Winner\$ Newsletters in our Newsletter Archive [HERE](#).

Until next week...

Best wishes

and keep *Thinking Mobile™*

Your Mobile Marketing Winner\$ Team

Back to Basics

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

It seems difficult enough even for top marketers to "grasp" mobile marketing. When they then dip their toe into mobile marketing they either get a fraction of the possible results or no results at all. Those of you who have been at the [Thinking Mobile™](#) Conference and are reading this newsletter and my [blog](#) already know why this is so.

Here is what happens in mobile:

1. You buy a really sexy application ("app") from a developer, for example a mobisite;
2. With the developers "help" you think about a campaign in which you can use the app;
3. You think of a marketing strategy and objectives to "test" your mobile app.

For some obscure reason, most mobile marketing campaigns are build around a sexy application, instead of the other way around. Developers, who pose as mobile marketing strategists, effectively do nothing else but sell you their latest (and mostly really impressive) mobile marketing application and you force-fit a marketing strategy around the app. The result are mobile marketing campaigns that remain stand alone "tests", instead of extensions to reach your overall objectives

On the other hand, in "real life", the one that ad agencies, brand managers, marketers and advertisers are really knowledgeable about, the approach is quite different:

1. You define your overall marketing strategy and objectives;

2. You develop campaigns to meet your strategy and objectives;
3. You decide on the marketing tools to communicate your strategy and objectives, e.g. TV, radio, print, outdoor etc.

Now let's use this traditional approach for mobile as well!

Is mobile for me?

You already have an overall marketing strategy and objectives. Don't let any mobile app dictate a change for you here, no matter how sexy it is. To determine whether mobile is for you at all simply ask yourself the following questions:

1. Are you selling a product or service to the general public?
2. Are you looking at increasing your customer base?
3. Are you looking for repeat business from your existing customers?
4. Are you using direct marketing in the widest sense of the word?

If you answered "yes" to at least one of these questions, mobile can help you, but remember that it is only one of the tools you will use.

What is the first step?

Your first step is to determine which mobile marketing tool would work best to underscore your objectives. Here are some examples:

Objective: Introduce a new product

Mobile marketing tool: SMS campaign, inviting people to test your product, either for free or at a reduced price

Objective: Increase sales

Mobile marketing tool: Coupons or vouchers

Objective: Consumer survey

Mobile marketing tool: USSD or mobisite

Remember that you will initially need to make use of above the line advertising to drive traffic to your mobile campaign. Once you have completed your first mobile campaign and have started to create a data base, build Quality Leads™ by continuing to engage your customers. This will also allow you to drastically reduce your marketing spend by directly talking to your leads on their phone without spending on above the line "traffic drivers".

To prevent wasting or losing money and to ensure that you get the best out of mobile speak to a mobile marketing consultant BEFORE you finalize your marketing strategy, objectives and budget. Stay away from treating mobile as a last minute add on. It is a known fact that mobile campaigns have the highest response rates of all marketing tools, in some cases up to 40%!

For more ideas on how to best get started in mobile marketing, visit <http://mymobworld.com> from your computer or <http://mymobworld.mobi> from your mobile or simply drop men email at alex@mymobworld.com

Mobile Web Africa

There is another exciting conference happening on 13 and 14 October 2009 in Johannesburg, South Africa. [Mobile Web Africa](#) focuses on mobile web applications and features a packed program with national and international speakers. Benefit from early registration prices [HERE](#).

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