

# Mobile Marketing Winner\$

Week 41, October 2009

## *App or mobisite?*

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 look at what mobile apps offer you vis a vis mobisites and which is better for you to potentially reach all of yours customers.

Once again welcome to all new subscribers and thank you for having us in your inbox. We look forward to hearing from you, so please let us know how we can make the newsletter even more relevant for you.

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

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### ***App or mobisite?***

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

The hype around apps, or applications, as a mobile marketing tool, kick-started by Apple's iPhone, just does not stop. Other smart phone manufacturers have jumped on the bandwagon, notably Blackberry. Marketers believe that apps are sexy and can help communicate their messages in an entertaining, rich and colorful way.

That might be true, but it is also true that there are very few smart phones in the market copared to the overall mobile phone population. For example, in South Africa, which has a mobile phone population of over 40 million (!!!) there are only 50,000 iPhones. So if you have an iPhone app to promote your business in South Africa you are reaching 0.00125% of the population.

Worldwide the situation is not much different. We constantly read about the "millions" of smart phones that are sold and the "millions" of iPhone apps that are developed and downloaded. "Millions" always sounds impressive, doesn't it? Well, we should not forget that there are already over 4 billion mobile phones in use worldwide. It takes four thousand millions to make up four billions. That should put what we always hear about "millions" in perspective. The "millions" are a drop in the mobile ocean.

As a marketer you have to ask yourself how many billions of people you want to purposely exclude from your marketing campaign? A South African youth radio station recently boasted about the release of its own iPhone app. Well done! They are now mobile marketing their services to 0.00125% of the South African mobile phone population and to "millions" of iPhone users worldwide.

That just does not make any sense!

Why would anyone use a communication tool that does not reach the widest possible audience? US marketing expert Kim Dushinski call this the equivalent of saying "You can listen to our station if you drive a Chevy Impala or a Ford".

On the other hand we have mobisites which can currently be accessed by over 3.5 billion mobile phones worldwide and by 98% of the mobile phones in South Africa, including 100% of all smart phones. Hmm... 98% versus 0.00125%... could it be that this is a no-brainer?

For those of you who still think that this is debatable, log on to <http://goodhopefm.mobi>, the mobisite of SABC radio station Radio Good Hope. This is a great mobisite, entertaining, rich and colorful. I challenge anyone to explain to me how an app could do what this mobisite cannot do. Alternatively you could just wake up, smell the mobile marketing coffee and forget about mobile marketing tools that do not reach the majority of your customers.

Please visit <http://mymobworld.com> from your computer or <http://mymobworld.mobi> from your mobile or simply drop me an email at [alex@mymobworld.com](mailto:alex@mymobworld.com) to learn more about how mobisites can benefit your business more than apps.

### **Thinking Mobile™ 2010**

Preparations for *Thinking Mobile™* 2010 are in full swing and we are inviting speaker proposals. If you would like to speak at the event please email your speaker proposal to [alex@mymobworld.com](mailto: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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