

Mobile Marketing Winner\$ Newsletter

Week 6, February 2010

Mobile Marketing in Media

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.

This week we finally present you with our first article in a series of five, focusing on how to best apply mobile marketing in Media.

Please also visit our updated myMOBworld website at <http://mymobworld.com> and become a fan of our brand new Mobile Marketing Winner\$ Facebook page <http://www.facebook.com/pages/Mobile-Marketing-Winner/249969254926?ref=ts>

You can now also access all previous Mobile Marketing Winner\$ Newsletters in our Newsletter Archive <http://mymobworld.com/newsletter-archive.php>

And lastly: only FIVE more days to go till our Webinar "More Leads and Sales with Mobile Marketing". Register NOW at <http://www.brighttalk.com/webcasts/8634/attend>

Until next week...

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

Mobile in Media

Okay, this might be a rather bland title, but it is a very exciting subject. I understand that words are often used loosely and their full meaning only becomes clear within the context that they are used. So let me just clarify that I am talking about how media, particularly television, radio and print, are using mobile marketing to their advantage.

Please read the full article here:
<http://alexandregregori.wordpress.com/2010/02/12/mobile-marketing-in-media/>

More Leads and Sales with Mobile Marketing

Discover how Mobile Marketing can add to YOUR bottom line

We have decided to present a series of FREE Webinars on Mobile Marketing this year and the first one will take place on Wednesday, 17 February 2010 at 3 pm GST+2. The Webinar will be presented by Mobile Marketing Winner\$ team leader and co-author of the Mobile Marketing handbook "Everything you ever wanted to know about Mobile Marketing but didn't know who to ask", Alexander Gregori.

Alexander will show why mobile is so important for- and how to best integrate it in a company's existing marketing mix. Business owners as well as brand- and marketing managers will be presented with a Mobile Marketing overview, case study and practical tips on how to go mobile now.

As a Thank You Gift for registering all attendees will receive a sneak preview of the Mobile Marketing handbook "Everything you ever wanted to know about Mobile Marketing but didn't know who to ask" and the killer checklist "10 Key Steps For An Optimized Mobile Marketing Campaign".

Right through the Webinar you can email your questions and there will be a few minutes at the end of the event to answer them. If Alexander does not get around to answer your questions during the Webinar he will personally respond to you via email.

To register for this FREE Webinar click
<http://www.brighttalk.com/webcasts/8634/attend>

Thinking Mobile 2010 Conference & Exhibition

The 2010 event will be held on 3, 4 and 5 June 2010 at Gallagher Estate, Johannesburg and will incorporate workshops and an exhibition open to the public. Based on feedback we received from attendees in 2009 the idea is to allow the public to experience the advantages and conveniences that Mobile Marketing campaigns can offer them and to share hands on advice with marketers on how to put together optimized Mobile Marketing campaigns in five key industries.

We will follow the theme "no one wants to be marketed to, but everyone wants to receive relevant and valuable information when they need it".

Preparations for Thinking Mobile 2010 are in full swing and we are inviting speaker proposals that focus on FMCG & Retail, Media (TV, radio, print, online), Sport & Leisure, Hospitality & Tourism and Health & Beauty (including insurance).

If you would like to speak at the event please email your speaker proposal to alex@mymobworld.com .

Email your comments to comments@mymobworld.com

Join the Mobile Marketing Winner\$ LinkedIn group
<http://www.linkedin.com/groupRegistration?gid=1927040>

For more Mobile Marketing Winner\$ tips and to get your mobile marketing campaign off to a successful start visit <http://myMOBworld.com>

Visit the blog of Mobile Marketing Winner\$ Team Leader Alexander Gregori
<http://alexandergregori.wordpress.com>

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Stay in touch:

To email the Mobile Marketing Winner\$ Team simply write to
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