

## **Mobile Marketing Winner\$ Newsletter**

Week 8, February 2010

### **Mobile Marketing in Retail & FMCG**

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 present you with our second article in a series of five on how to best apply mobile marketing. Our focus this time is on Retail & FMCG.

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: our first Webinar was a success and No 2 is scheduled for Thursday, 18 March 2010, called "Marketing's 10 Worst Excuses To Miss The Mobile Train - how to get on board and beat them today". Register here: <http://www.brighttalk.com/webcasts/9081/attend>

Until next week...

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

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### **Mobile Marketing in Retail & FMCG**

Today I will talk about the second industry in a series of five articles on how different industries can benefit from mobile marketing. While mobile marketing is first and foremost about marketing, and the principal rules of marketing never change, there are nevertheless some industry specific considerations.

Please read the full article here: <http://alexandregregori.wordpress.com/2010/02/22/mobile-marketing-in-retail-fmcg/>

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### **Marketing's 10 Worst Excuses To Miss The Mobile Train**

How to get on board and beat them TODAY

The second Webinar in our FREE training series will take place on Thursday, 18 March 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.

If you can agree to at least ONE of the statements below then you need to be worried because the real mobile marketing train is leaving the station fast and you will be left behind:

1. We rely on tried and trusted traditional marketing tools.
2. We have exhausted our budget with our current campaigns.
3. We will look into it later in the year because we first have to launch our online/current campaign.
4. We don't see the need for it right now.
5. We've tried mobile but it just didn't work for us.
6. We need more metrics to make an informed decision.
7. We need a database to send out SMS's.
8. We always receive these annoying spam SMS's. Mobile marketing would hurt our brand.
9. We already do mobile marketing.
10. We want an iPhone app.

<http://www.brighttalk.com/webcasts/9081/attend>

Alexander will help you understand the power of optimized Mobile Marketing and the urgency for you to adopt it today. In this fast paced, 30 minute Webinar discover:

- 5 excuses for NOT engaging mobile marketing TODAY and why they will hurt your business tomorrow
- why metrics like LSM's, a rented database and spamming will NOT work in mobile
- how one company LOST thousands of leads for which they paid millions of Rand
- 3 key tools that can get you MORE bang for your bucks, even if you already do mobile marketing
- why you are probably better off WITHOUT an iPhone app

<http://www.brighttalk.com/webcasts/9081/attend>

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", PLUS you can claim a 50% DISCOUNT on a 60 minute mobile marketing strategy session with Mobile Marketing Winner\$ team leaders Alexander Gregori or Laretta Ngakane.

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/9081/attend>

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## **Thinking Mobile 2010 Conference & Exhibition**

brought to you by SABC Mobile

The 2010 event will be held on 3, 4 and 5 June 2010 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 have access to relevant and valuable information when they need it".

We have secured the SABC and BizCommunity as our media sponsors and are again supported by the DMASA. All speakers have been finalized and our brand new website will be launched soon. If you wish to receive more information please email Alexander on [alex@mymobworld.com](mailto:alex@mymobworld.com) .

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Email your comments to [comments@mymobworld.com](mailto: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://alexandregregori.wordpress.com>

Follow us on Twitter <http://twitter.com/alexgregori>

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Stay in touch:

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