

# Mobile Marketing

It's not too late to start!



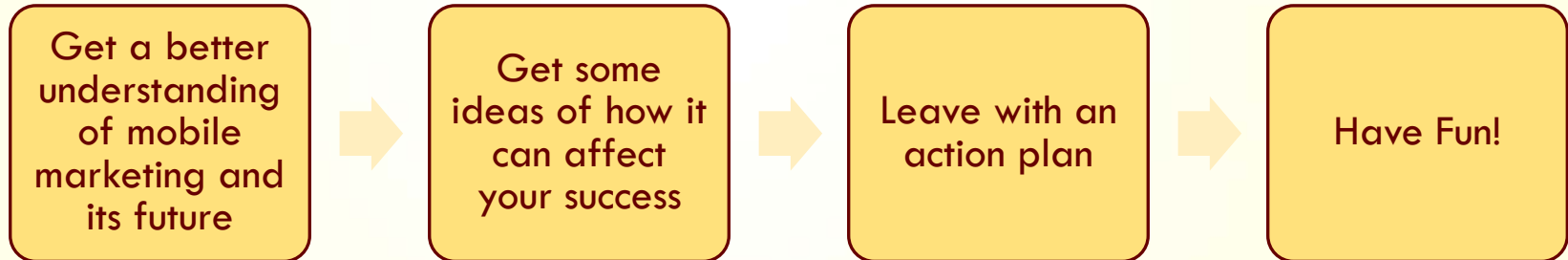
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# Mobile Marketing

Who Is This eBook For & What Will You Get Out Of It...



# Mobile Time Line



Motorola introduced the DynaTAC. The battery lasted a whopping 1hr of talk time. The model was known as the "Zack Morris".

1983



Motorola releases the StarTAC, the first ever Clamshell flip phone.

1996



Apple releases the first iPhone. The device responsible for ushering the age of the smart phone.

2007

1993



The first PDA phone is released.

2002

Blackberry launched their first product with cellular connectivity. Sanyo launched the first phone with a camera.



Today



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# Mobile Facts & Figures

Smartphones and tablets are the biggest thing to hit marketing since the internet appeared.



# Mobile Facts & Figures

In fact, experts estimate that mobile usage will overtake desktop and laptop usage by the end of this year.



# Mobile Facts & Figures

## Worldwide Mobile Subscribers

**2009** - 4.7 Billion



**2010** - 5.4 Billion



**2011** - 5.9 Billion



**2012** - 6.8 Billion

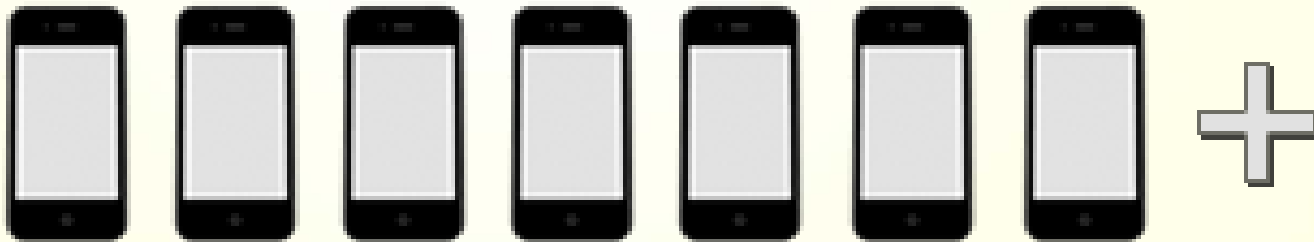


# Mobile Facts & Figures

7

Billion

By the End of 2013



Source:

The International Telecommunication Union



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# Mobile Facts & Figures



53%

**of mobile consumers use their device to access a search engine at least once a day.**

Source: Chief Marketer

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# Mobile Facts & Figures



# 70%

**of mobile searches lead  
to action within one hour.**

(it takes one month for the same  
percentage of desktop users to catch up)

Source: [www.mobilemarketer.com](http://www.mobilemarketer.com)



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# Mobile Facts & Figures

81%

of smartphone users have done product research via smartphone and.....

50%

have made a purchase with one



Source: HubSpot



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# Mobile Facts & Figures

Mobile coupons receive

**10 times higher redemption rates**  
than print coupons



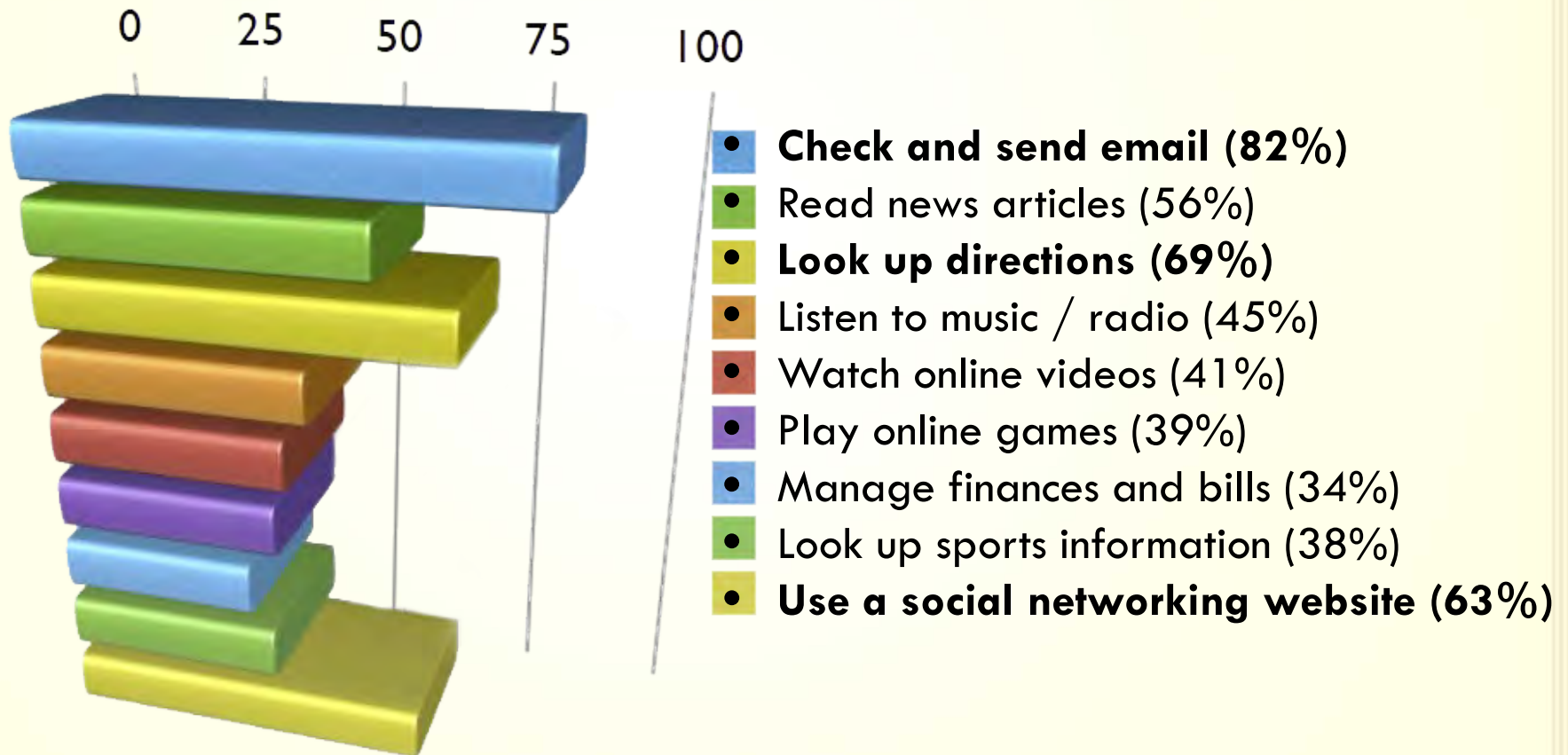
Source: GoMobileBook.com



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# How Consumers Use Smartphones



Source: The Mobile Movement Study



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# How Businesses Use Mobile Marketing

Studies show that mobile is still on the wrong side of the monetization gap.

The average consumer spends a significant percentage of their time on mobile, the percent of advertising budgets spent in the category is lagging well behind.



Source: Sense Networks



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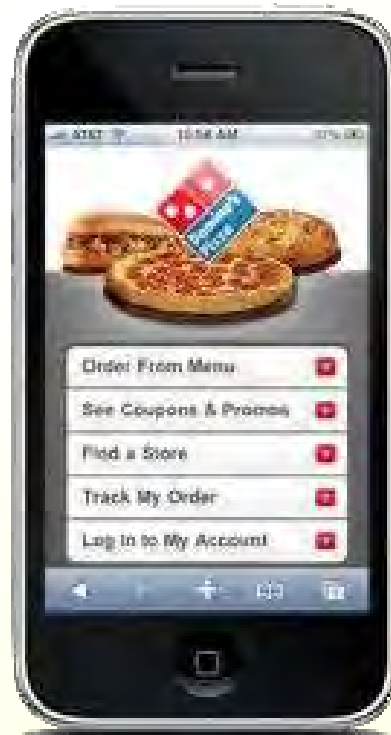
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# Mobile Marketing Tools

## Mobile Web Sites

A simplified and streamlined version of your regular website that's been designed to appeal to a mobile visitor who is using their smartphone or a tablet to connect with your brand.



**Mobile Web Site**

**VS**



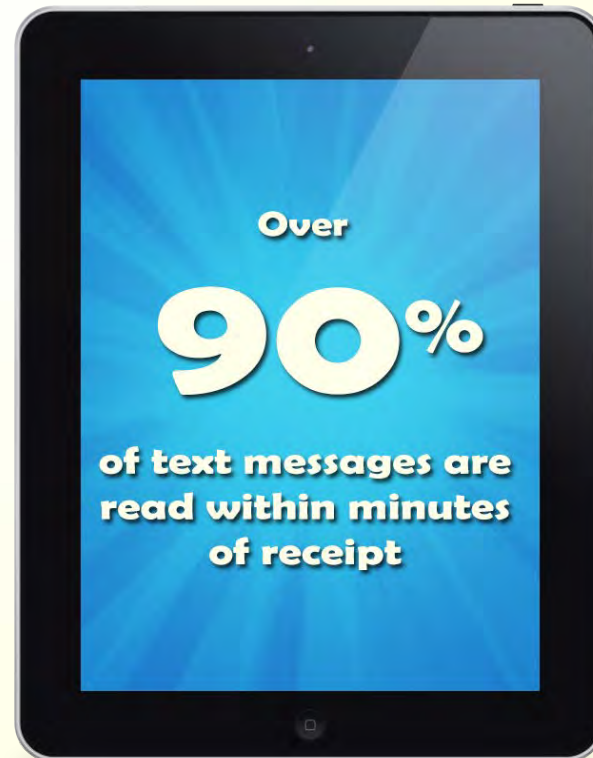
**Standard Web Site**



# Mobile Marketing Tools

## Short Message Service (SMS) & Multimedia Message Service (MMS)

These are systems that enable brands to send text of rich media (graphic, video, audio) to prospects and consumers.



# Mobile Marketing Tools

## Location-Based Marketing

### Location-Based Services (LBS)

- Foursquare
- WHERE
- SCVNGR

### Location-Based Advertising (LBA)

- go2

### Near Field Communications (NFC) BlueTooth





# Mobile Marketing Tools

- **Mobile Apps**
  - Mini Software Programs that reside in the device.
- **Mobile Display Ads**
  - Also known as banner ads
- **Mobile Paid Search**
  - Mostly via Google, Bing and Yahoo



# Mobile Marketing Tools

- **QR Codes**

Quick Response Codes

In its simplest sense it is a “print based hypertext link” that is designed to be read by smart phones.



# Tips For Your Mobile Marketing Campaign

- **Learn the Facts**
- **Mobilize your Web site**
- Add something fun or different to your Mobile Web site
- **Learn how to use QR codes effectively**
- Link Mobile Banners to an email campaign
- Think about an interactive map of your facility
- **Send customers special discounts when they enter your store**
- Launch an SMS Campaign
- Accept credit card with your iPhone, Android or iPad
- **Claim your business on Foursquare and other LBS**



# To Learn More



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