Mobile Marketing Guide

An Introduction To Mobile Marketing For Businesses

WELCOME TO THE GUIDE

If you don't know by now...mobile is hot! Everywhere you go it seems that people are on their cellphones texting, chatting, checking email, using apps and much more. But for businesses, many of them have yet to capitalize on using mobile as an integrated marketing strategy to increase revenue and ROI (return on investment).

MobiTact is a mobile marketing company that provides mobile solutions to local businesses. We offer a broad range of services such as SMS Text Messaging, Mobile Barcodes/QR Codes, Mobile Coupons, Mobile Websites, Mobile Applications & Mobile Social Marketing. We make it easy for you to use mobile marketing to increase your revenue with a better response rate than faxing, cold calling and even email.

We here at MobiTact decided to create this **Mobile Marketing Guide**" as a way to give business people like yourself an overview of what mobile is and ways to start thinking about using mobile. This guide was written as a primer for those who know nothing to very little about mobile marketing. Even savvy mobile individuals reading this will find some value with what we have put together.

Mobile marketing has arrived and it's here to stay. The wires that tied us to our computers in have been cut and we are now able to do more on our mobile devices than we ever thought possible.

We welcome your feedback on this guide. If you have any questions or comments please email us at info@mobitact.ca.

Enjoy the guide!

Cheers,

The MobiTact Team

By 2015, there will be one smartphone or tablet for every person on the planet, making mobile marketing critical.

WHAT IS MOBILE MARKETING?

Mobile marketing is the process of marketing to people via their mobile devices. This can be done using a range of methods such as :

❑ **SMS/Text Message Marketing (the most common method)**

❑ **Mobile Barcodes / QR Codes**

❑ **Mobile Applications**

❑ **Mobile Websites**

❑ **Mobile Social Marketing**

❑ **Mobile Search / Location Based Advertising**

Mobile marketing has now become one of the best cost-effective methods to gain more customers and increase revenue. At MobiTact, we have created this "**Mobile Marketing Guide**" as an overview to present the basics of mobile marketing and how it can help your business.

There are 7 billion people on Earth. 5.1 billion own a cell phone and 4.2 billion own a toothbrush.
(Source: Mobile Marketing Association Asia)

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HOW BIG IS MOBILE?

Remember those days when a cellphone was a big, clunky apparatus that cost $1 per minute to use (and only doctors, lawyers and stock brokers had them)? Glad those days are gone! Today mobile phones are everywhere. And with this, mobile phones have changed and evolved. With technological advancements we are now in the era of the smartphone.*It is estimated that there are over 1 billon smartphones in use and over 4 billion mobile phones globally.

Today, mobile marketing has become the new way to promote products and/or services. Globally,*9.8 trillion text messages were sent in 2012 (with 2.3 trillion text messages sent in the USA and over 96.5 billion text messages sent in Canada).

With over 97% of these text messages being opened and read, text messaging is now becoming the quickest and most effective method to communicate with a mobile phone.

By the end of 2014, smartphone users worldwide will total 1.75 billion. (Source: emarketer)

SMS/TEXT MESSAGE MARKETING

One of the best ways to grow your business and reach customers is to use SMS (Short Message Service) text messaging campaigns. Text messaging is great for communicating with your audience almost immediately. Many businesses are using text messaging to interact with their customer base.

Text message marketing is a permission based form of marketing (meaning that before sending a marketing message to someone's cellphone, that person must have initiated the relationship by opting in to receiving messages).

These days, text message marketing should be a part of any business marketing strategy. With 98% of texts being read, SMS text messaging represents the most cost-effective way to break through the clutter competing for your customer's attention and increase your revenue. At MobiTact, we have our own custom platform which we maintain to manage and deliver your text messaging campaigns. We can also assist you in creating and managing your own text message campaigns.

To:45678 →
Message:
JOIN OUR LIST

«««
User text keyword to short code
→

From:45678 ←
To confirm your on our list reply YES

«««
User is prompted to reply YES to confirm
→

To:45678 →
Message:
YES

«««
User replies YES. A thank you message is sent.
→

From:45678 ←
Thanks for joining our mobile list! To opt-out text STOP to 45678

Worldwide SMS traffic will have exceeded 8.16 trillion messages over the course of the year.
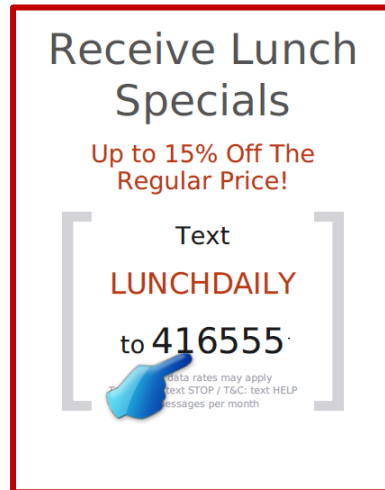(Source: Portio Research)

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TEXT MESSAGE CAMPAIGN EXAMPLE

Here is an example of how a text messaging campaign could be used for a restaurant:

A restaurant wants to advertise weekly lunch specials. We create an opt-in list by using a sign that says the following:

"RECEIVE LUNCH SPECIALS UP TO 15% OFF THE REGULAR PRICE! TEXT HUNGRY TO 416555"

You place this message on print materials such as table tents, flyers, banners or posters with an incentive for users to opt-in (which is the 15% off). Once you start to build a mobile list (think of an email list with subscribers who opt-in to receive your messages), you send out a broadcast to your list before the special starts (a good time would be a least ½ hour before noon). Doing this WILL increase traffic to your business and give you a better ROI on your marketing expenditures.

98% of SMS messages sent are opened with 83% of them being opened within 3 minutes. (Source: Hubspot)

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MOBILE BARCODES / QR CODES

A mobile barcode (also called a Quick Response code aka QR code) is a unique barcode that lets your audience instantly learn more about your business' products and/or services. They let you reach consumers anywhere, anytime. This emerging technology transforms traditional media into marketing that is both interactive and measurable, even on print ads, billboards, product packaging and more.

When consumers scan these barcodes with their mobile devices, they are immediately and automatically connected to the web, where they can view movie trailers, music videos, book excerpts, and marketing offers. They can even launch options such as click to call or initiate a texting session. What's more, all of these actions are measurable! To find out what QR scanner application to use for your phone, we recommend doing a Google search for the model of your phone along with "QR reader".

QR Codes usually are either designed as a *Static QR Code* or a *Dynamic QR Code*:

❑ Static QR Code: The actual destination URL is placed directly into the QR code and cannot be adjusted or modified.

❑ Dynamic QR Code: A short URL is used in the QR code which redirects to the intended destination URL; the short URL can be changed after the QR code has been created. This allows you to publish, manage, track and redirect them at anytime to different online content without having to reprint everything.

Make sure your phone can scan a QR code with it's camera (either with an application that you download or via software that's already installed on your phone). To find out what QR scanner application to use for your phone, we recommend doing a Google search for the model of your phone along with "QR reader".

50% of smartphone owners have scanned a QR code. 18% of those have made a purchase after scanning. (Source: Mashable)

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SCAN THE QR CODE

When you see a QR code, use your phone's application to scan it. Ready to try? Scan this code from your phone right now. (Hint: It will take you to mobitact.ca)

USING QR CODES

You can use QR codes to promote your business in numerous ways such as the following:

❑ Providing special discounts, promotions and offers directly to mobile phones

❑ Creating a text message campaign by having the QR code as a short code that is scanned instead of typed in

❑ Design a vcard (virtual business card) that can be scanned and added as a contact to a mobile phone

❑ Create a bookmark for a user to remember to check out your website and visit it again

❑ Design a mobile promotional campaign for a new product launch with a QR code

❑ Consider using post-purchase feedback (a QR code is a great way to provide relevant information and obtain customer data after a purchase)

❑ Provide a mobile survey using a QR code that links to a mobile page allowing customers to give immediate feedback about your business

To find out what QR scanner application to use for your phone, we recommend doing a Google search for the model of your phone along with "QR reader".

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MOBILE WEBSITES

A mobile website is essentially a website which is viewable with a smartphone or tablet device (e.g. an Apple iPad). These sites are specially designed to display information to fit the screen of your phone. The pages are often simplified, unnecessary images are removed, and slow-loading content such as video is compressed to load faster. Many mobile websites offer content designed for consumers who are on the go.

Research shows that half of all new internet connections come from mobile devices. Therefore, having a mobile website is going to become essential for any business looking to reach their audience.

60% of web users say they expect a mobile site to load on their phone in 3 seconds or less.
(Source: Nielsen)

MOBILE COUPONS

A mobile coupon is an electronic ticket delivered to a mobile phone. Like a regular coupon, mobile coupons can be exchanged for discounts or rebates when purchasing a product and/or service.

Mobile coupons can also be shared between smartphones to build additional brand loyalty and awareness among your target audience. Users can pass on coupons to each other via email, text and print.

Mobile coupons are a excellent way to:

❑ Create an immediate impact on your brand

❑ Eliminate printing and mailing costs

❑ Track redemption rates

❑ Minimize investment in your POS (Point Of Sale) set-up

Mobile coupons receive 10 times higher redemption rates than print coupons. (Source: HubSpot)
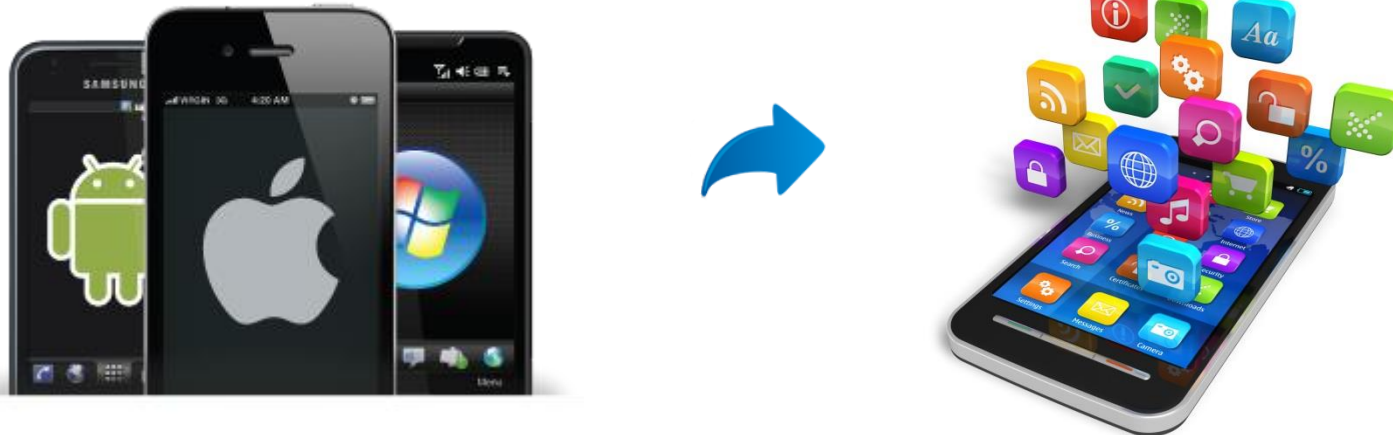
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MOBILE APPLICATIONS

Mobile applications (also called mobile apps), are applications that run on smartphones and other mobile devices. Mobile applications assist users by connecting them to Internet products and/or services more commonly accessed on desktop or notebook computers, or by making it easier to use the Internet on their portable devices.

Mobile apps run on various operating platforms as:

❑ iOS (Apple); found on iTunes and only available on the iPhone & iPad
❑ Android; found on Google Play; Samsung is the most popular smartphone for Android apps
❑ BlackBerry (their most popular app being BlackBerry Messenger)
❑ Windows (newer entrant into mobile apps)

Mobile applications are playing a large part in the daily lives of people throughout the world. By branding your business with a mobile app, you will be providing a cutting edge tool for your customers.

80% of all Facebook usage comes from a mobile phone and 96.5% of time spent on Twitter is through a mobile app. (Source: Clickz)

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MOBILE SEARCH

Mobile search is the practice of querying a search engine (e.g. Google) from an Internet-connected handheld device (such as a smartphone) to find information on a product and/or service. Mobile search has exponentially increased with upsurge in the use of mobile devices. Stores have even taken notice. For example, the ease of mobile search and the ability to find product information, prices and reviews while in a store has led to 39% of walkouts influenced by smartphone usage.

Here are a few points about mobile search to consider:

❑ 90% of smartphone users do local searches and 1/3 of mobile searches come with local intent; therefore it is important to offer consumers what they want by making your business found locally and by using geo-targeting.

❑ 95% of these users take action within 24 hours of their search so even if they may not close the deal right away they are searching when they are ready to purchase.

❑ Make mobile social. It is important to have social connections to your business (e.g. Facebook, Twitter, LinkedIn, Foursquare, Pinterest, Instragram, etc) for increased brand awareness and better user engagements. Make your information available for those interested in social interactions as well as those who are ready to buy.

95% of smartphone users looked up local information and of that 61% called and 59% visited the business. (Source: Nielsen)

MOBILE ADVERTISING

Mobile advertising can be defined as the display of mobile ads on smartphones which are used to promote products and/or services. Mobile ads convey a message (like print or banner ads) and are clickable. They can be used for promotions, voting, polls, sign up pages, downloads and just about any other thing you want to promote.

Mobile ads can be displayed using text, apps, audio, games, images, video and/or the mobile web. Social media sites like Facebook and Twitter allow you to create your own mobile ads and target them to specific demographic groups and locations. Mobile networks like AdMob, JumpTap and TapJoy allow you to also advertise to smartphones and/or tablets to increase brand recognition and revenue. Push notifications allow for ads and/or notices to be sent through a mobile app to a user (even if the app they have installed on their phone is not open).

IAB (Interactive Advertising Bureau) and The Mobile Marketing Association have published mobile advertising guidelines that you must adhere to when using mobile ads. For more information on mobile advertising be sure to contact us!

*photos courtesy of the official Facebook page & website of US President Barack Obama

The 2012 US Presidential Election saw President Barack Obama employ mobile advertising on Facebook as a way to garner more support for his re-election campaign. This was done to target young voters who are heavy Facebook and social media users. The results speak for themselves!

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LOCATION BASED ADVERTISING

Location-Based Advertising (also known as LBA) merges mobile advertising with location based services (e.g. Foursquare, Yelp, Yellow Pages, etc). Businesses can use location based advertising to pinpoint the location of customers and provide specific advertisements to mobile devices.

LBA can be used for brands as well. Any brand can design a marketing message based on where consumers are geographically. This allows for businesses to tap into consumer mobile habits and provide relevant messages which relate to a key location. Using this strategy can increase user engagements, gain quicker responses, drive traffic into specific locations and influence spending. Geo-targeting is another way to think of this and it's being deployed by many brands on mobile devices.
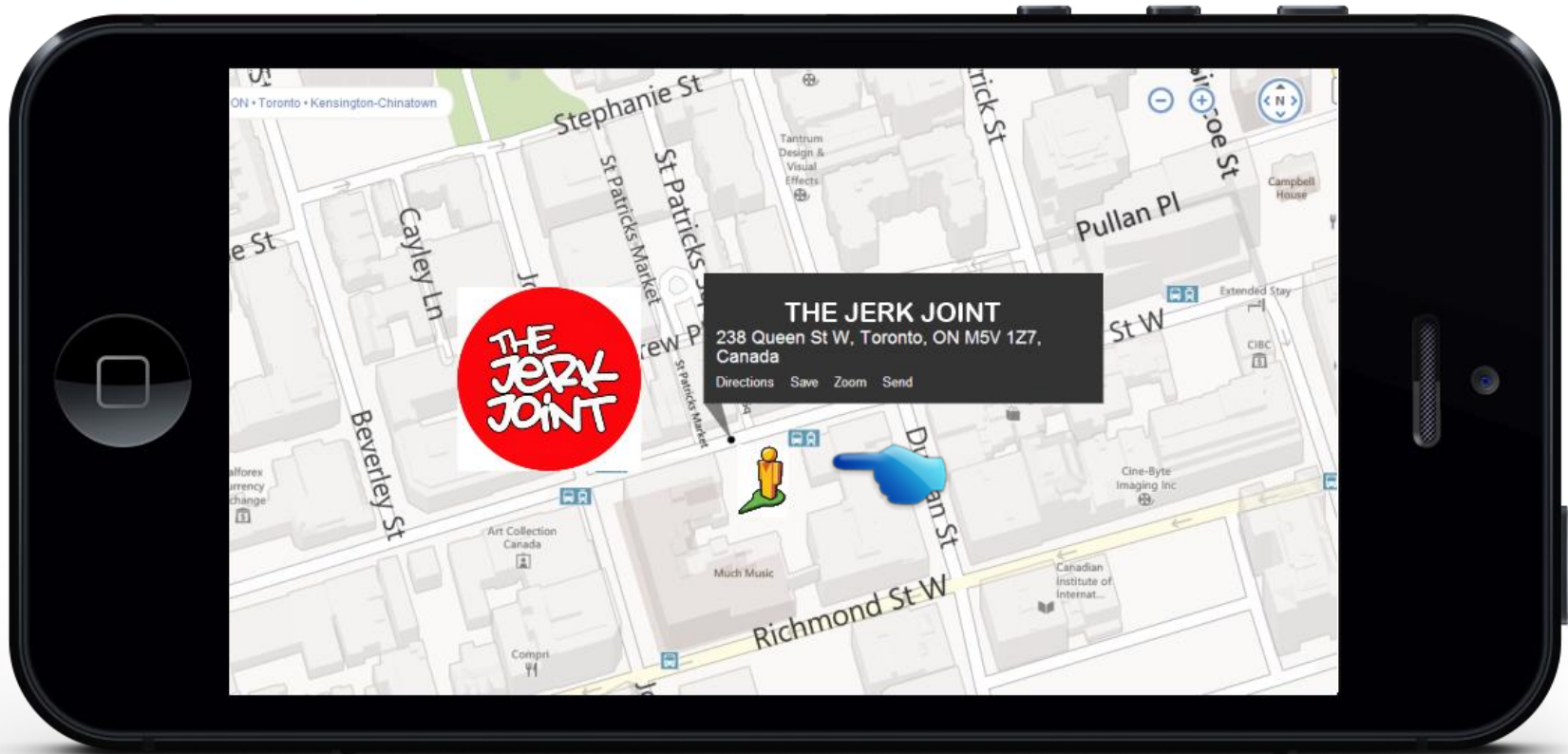
When looking at location-based services we can segment them into two main categories which are Push & Pull.

Push - The push approach is a more versatile and is divided into two types. An opt-out not requested service is the more common approach that allows advertisers to send ads to users until they do not want ads to be sent.

The opt-in approach allows users to determine what type of advertisements or promotions they receive from the advertisers. Advertisers must abide by legal regulations set in place and respect the user's choice.

Pull - With the pull approach, users can search for information by entering specific keywords (the user is actively looking for specific information). For example, a traveler visiting New York could use a local search application on her device to find the nearest local Italian restaurant in Manhattan. After she selects a restaurant, a map is provided with an offer of a free appetizer good for the next hour.

Mobile location-based advertising will be worth €6.5 Billion in 2017. (Source: PR Newswire)

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By using local based advertising services such as Bing, Google Maps, Foursquare, Yahoo!, Yellow Pages & Yelp, your business can leverage mobile traffic from online searches and drive more customers = increased revenue.

Total value of the mobile location-based advertising market to hit nearly $15 Billion by 2018.
(Source: Berg Insight)

MOBILE MARKETING TIPS FOR YOUR BUSINESS

If you are a local mobile marketing newbie, these simple mobile marketing ideas are an excellent starting point:

❑ Create a Mobile-Compatible Website; This is a great first step. Create a mobile website and optimize it as it's important for users to see your site on mobile phones and tablets.

❑ Use Mobile Directories; Get on the "mobile map" by joining a few mobile directories such as Google Places.

❑ Use Location-Based Services; Yelp & Foursquare are apps that you should get on board with to help build traffic to your site.

❑ Encourage sign-ups to your mobile list using Text Messaging and Quick-Response Codes aka QR Codes; be sure to offer a call-to-action such as a free giveaway.

❑ Give mobile customers incentives to purchase; offer discounts, coupons, savings and specials to bring customers to your business.

❑ Encourage positive feedback; offer incentives to users for positive reviews and testimonials of your business.

❑ Market your business to mobile search engines and apps; use Google, Bing, Yahoo! & mobile ad networks to reach app users with banner and/or rich media mobile ads.

❑ Create a Google+ local page & Yelp page and optimize them for the categories where you want to appear; be sure to use keywords and descriptions to improve SEO (remember that Google+ and Yelp local reviews are great marketing tools).

❑ Identify where your customers are coming from and target them; be selective of your brand messaging and focus on your niche markets.

❑ Use mobile advertising; to do this contact us at MobiTact today! ☺

Revenue from mobile advertising is expected to hit $11.4 billion worldwide this year and by 2016 worldwide mobile ad revenue is expected to reach $24.5 billion. (Source: Gartner)

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MOBILE MARKETING FACTS

- 98% of SMS messages sent are opened, and 83% of them are opened within 3 minutes. (Source: Hubspot)

- SMS has 8 times the response rate of email. (Source: Mobile Marketer)

- By 2015, worldwide SMS traffic is expected to exceed 8.7 trillion messages. (Source: Informa Telecoms & Media)

- 9.8 trillion text messages were sent in 2012. (Source: Pew Research)

- Americans sent 2.19 trillion text messages in 2012. (Source: CNET)

- Canadians sent 96.5 billion text messages in 2012. (Source: iPhoneinCanada.ca)

- The majority of 25-34 and 18-24 year olds now own smartphones (64% and 53% respectively)

- There are 7 billion people on Earth. 5.1 billion own a cell phone and 4.2 billion own a toothbrush. (Source: Mobile Marketing Association Asia)

- 61% of local searches on a mobile phone result in a phone call. (Source: Google)

- 52% of all mobile ads result in a phone call. (Source: xAd)

- 64% of mobile phone time is spent on apps. (Source: Nielsen)

- 50% of smartphone owners have scanned a QR code. 18% of those have made a purchase after scanning. (Source: Mashable)

- Mobile coupons receive 10 times higher redemption rates than print coupons. (Source: HubSpot)

- 64% of mobile phone time is spent on apps. (Source: Nielsen)

17.4% of global web traffic comes through mobile (Source: Statista)

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READY TO START USING MOBILE?

Mobile marketing has become one of the strongest forms of direct advertising for businesses in the last two years and is growing at an insurmountable pace.

Now that the cell phone has become so commonplace in everybody's pocket it makes sense for this form of marketing to have surpassed radio, television, and billboard advertising for achieving a higher response rate than these traditional forms of advertising that were the norm in years past.

We at MobiTact can assist you in getting started in mobile and using it effectively for your business needs. Even if you have questions or require consultative advice, we work will all types of businesses and budgets to get you going in mobile.

Tablet shipments will surpass the total number of notebook and desktop PC shipments in 2015.
(Source: IDC)

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Text the word "mobitact10" to 647-560-0270 to be eligible for a 10% discount on our services!