



**“The Most Effective Form Of
Marketing On The Planet!”**



**If You Aren't Utilizing Mobile Marketing Then
You're Leaving A LOT of Money On The Table!**

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Introduction

Thank you for reading our free report entitled, “MyMobileMarketing™ – The Most Effective Form of Marketing On The Planet”. This report contains very valuable information for any business owner who wants to bring their marketing to a whole new level.

What you will find in this report is a lot of **facts** and **stats** (you’ll be blown away). This is NOT hype... mobile marketing is the next big revolution in marketing and MyMobileMarketing™ is leading the way. Actually, mobile marketing is akin to Internet marketing in the year 2000. As you are about to find out, Google has stated that mobile is their #1 focus going forward. And if Google thinks it’s the next big thing then I think you should pay attention too!

MyMobileMarketing.ca is leading the way in Western Canada for providing businesses cutting edge tools necessary to have a killer mobile marketing campaign. For more information about our Internet marketing services please go to <http://MyMobileMarketing.ca>

Alright, so are you ready to find out why mobile marketing is the next big revolution in marketing? Do you want to see what it can do for your business? Get ready to be blown away at what mobile marketing can do for you!

By the way, we purposely left out a Table of Contents so that you don’t jump around as you read the report. We want you to read this report from beginning to end so that you fully understand the potential that awaits your business in the realm of mobile marketing.

What Is Mobile Marketing

Mobile marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.

- Mobile Marketing Association (MMA)



The “set of practices” includes activities, processes, standards, advertising, media, direct response, promotions, relationship management, CRM, customer services, loyalty, social marketing, and all the many faces and facets of marketing.

To “engage” means to start relationships, acquire, generate activity, stimulate social interaction with organization and community members, [and] be present at time of consumers expressed need.

Who Is Mobile Marketing For?

Any organization or business that wants to communicate more effectively and efficiently with their members, prospects, clients, or customers. Marketing can be summed up in one word: communication – and that is what mobile marketing is all about.

Here’s a list of the top business niches that can profit the most from mobile marketing (keep in mind this is a limited list):

- Restaurants
- Bars and night clubs
- Events
- Retail stores
- Colleges, Universities, and schools
- Churches, temples, and congregations
- Real estate
- Fundraising
- Florists
- Rental shops
- Appointment driven business (i.e. health, chiropractor, fitness, etc.)

How Does It Work?

Typically, a business will use a mobile marketing platform to set up marketing campaigns, collect mobile phone numbers, send messages, set up appointments, etc. MyMobileMarketing™ provides the most robust, flexible mobile marketing platform on the market.



When you sign up for a MyMobileMarketing™ account you will be given a short code and the ability to choose keywords for your marketing campaigns. Plus, you can import data from your existing customer database and begin setting up text messaging campaigns for loyalty, promotions, coupons, etc.

Usually the way a person “opts-in” to be on your mobile marketing list is by texting a keyword to what’s referred to as a “short code” (a short number). By doing this, a person is expressing their desire to receive further communication from you.

For instance, if you are a Realtor you could put a message on your lawn sign that says, “Text HOME to 70734” and then use MyMobileMarketing™ to set up an automated response with the details of that particular home. Of course, the best part is that you are building a list of ACTIVE buyers that you can communicate with in future marketing campaigns (all on auto pilot).

Let’s use another example. Let’s say you are a restaurant owner who wants to give more value to their customers and at the same time increase sales during slow times. All you would do is ask for the customer’s phone number when they come in to get a table. You let the customer know that as soon as a table is ready you will text them. It takes 2 seconds to enter in their phone number into MyMobileMarketing’s™ system.

As soon as the table is ready you click a button and it automatically sends a text to the customer letting them know it’s ready. Now that you have their phone number you can send them a coupon during a slow day that they can redeem that night!

Or what about a dentist, chiropractor, doctor, lawyer, accountant, etc? You can use our software to collect phone numbers, set up appointments, and communicate in REAL-TIME with your customers through our revolutionary text messaging software! It’s easy to use and is guaranteed to increase your ROI.

The purpose of this report is not to go into too much detail about the functionality of mobile marketing but to wet your appetite for its potential. For now, just realize this form of marketing is NOT complicated and MyMobileMarketing™ can set it up for you.

What Mobile Marketing Is Not

It is not a stand-alone marketing tool. In other words, you should be implementing many different marketing strategies (such as increasing your online presence, setting up email campaigns, etc.).

However, if used correctly it can be **the most powerful marketing tool** in your marketing arsenal. It is a super fast, far reaching, high converting, 2-way, direct response marketing tool!

What Are The Benefits Of Mobile Marketing?

- Super fast deliverability
- Broadest reach
- Extraordinarily effective
- High conversions
- Low cost
- High ROI
- Easy to measure
- Immediate impact

Mobile IS Google's #1 Initiative

In February 2010 Google's CEO Eric Schmidt announced at the Mobile World Congress in Barcelona that Google will consider "mobile first" in all future endeavors.

Anything Google creates from here on out will be placed on the mobile platform and then be worked around for the desktop. Mr. Schmidt concluded by saying, "Mobile is pretty much the answer on everything".

Just think of the implications of this! One of the fastest growing, most lucrative, and largest corporations in the world is basing their entire future strategy around mobile. This fact alone should make you sit up and pay serious attention!

Why Google Thinks Mobile Marketing Is Hot!

The first and most obvious reason is that it has the broadest reach. There are almost 5 billion mobile users compared to 1.7 billion Internet users...

Mobile Social Network Users Worldwide, 2007-2012 (millions)

	2007	2008	2009	2010	2011	2012
Mobile phone subscribers*	3,078	3,417	3,697	3,894	4,150	4,275
Mobile Internet users	406	490	596	757	982	1,228
Mobile social network users**	82	147	243	369	554	803
Mobile social network users % of mobile phone subscribers	2.7%	4.3%	6.6%	9.5%	13.3%	18.8%

Note: *data for 2007-2010 from European Information Technology Observatory (EITO), March 2007; **registered users (identified by their mobile number) who create, edit and view personal content using their phone

Source: eMarketer, April 2008

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www.eMarketer.com

There is almost 5 times the amount of mobile devices than computers!

And it gets even better ...

Mobile text messaging has the fastest read rate at a whopping 90% in 15 minutes and with a 97% final open rate!

Compare that to email where the high average is a 17% open rate within 48 hours. Now, do you see why we are so excited about what mobile marketing can do for your business? Can you imagine how much your sales would increase with such effective communication?

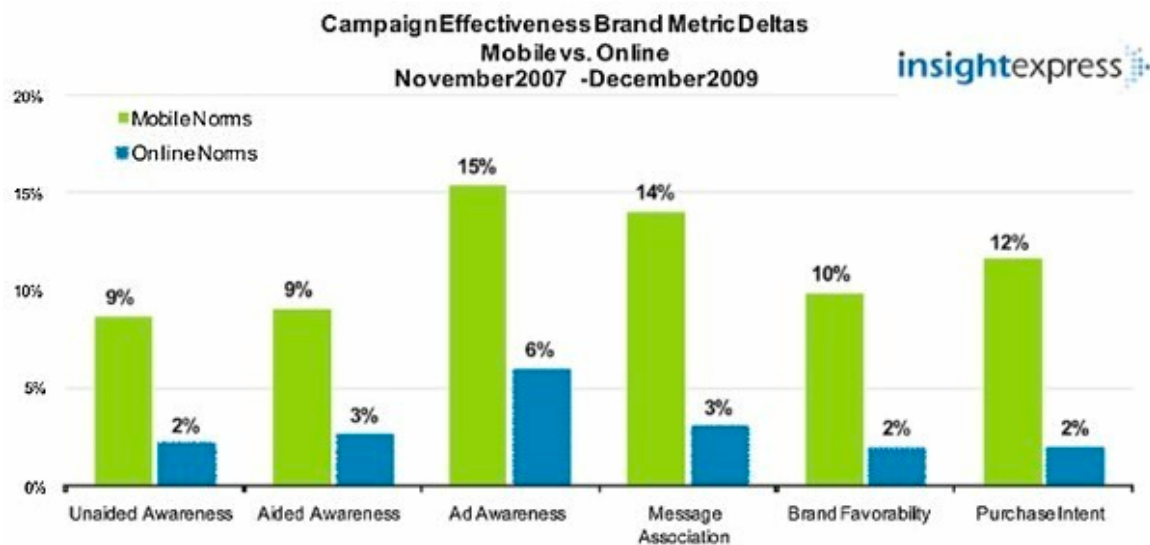
Here are some more facts to drive home the message that mobile marketing is HUGE:

- Mobile phone numbers are retained usually for five to seven years (phone numbers can easily be ported between carriers)
- Compare that to email where people change their email address on average once a year (moving, change Internet providers, too much spam, etc.).

- The only marketing media that reaches its audience while “on the go”.

Are you starting to see the long-term potential here? Well, I know it’s hard to believe but it does get better ...

Mobile has 5x better sales conversion rates than online marketing campaigns!



And some more facts ...

- Mobile has 7x better coupon redemption rates than online and offline
- Mobile has much less media competition (online and email is very crowded)
- 270 million mobile subscribers in the U.S. alone and 91% of them keep their phone within 3 feet of themselves 24 hours a day, 365 days per year
- Very few businesses are using it which means you will have a competitive advantage

What Exactly Can Mobile Marketing Do For You?

- Lead generation – both offline & online
- List building



- Brand awareness
- Promotions
- Loyalty & customer retention
- Coupons
- Polls/Voting – American Idol has used mobile SMS voting for 8 yrs
- Contests
- Alerts – Instant/ Urgent / Time sensitive notifications
- Fundraising – Haiti Relief raised \$37 million - \$10 million at a time via SMS
- Paging
- Mobile Commerce
- Customer service

Mobile Will Drive Local Search Growth

Last year BIA/Kelsey predicted that mobile local search ad revenues will grow to \$130 million by 2013, and that mobile local searches will increase to 35% of all searches by 2013!

That is why it is also important you have a mobile-friendly website. If you don't know what this means or you need to get one please contact us at info@mymobilemarketing.ca and we will show you how are software is a “All-in-one” solution.

Conclusion

As you can see from this short report mobile marketing is something you should definitely consider applying to your marketing efforts. It's quite simple to set up and is not very expensive considering the ROI.

If you are interested in learning more and would like to talk to a representative from MyMobileMarketing™ then please visit our website at <http://MyMobileMarketing.ca> and click on the Contact Us tab or email us at info@mymobilemarketing.ca