

15 Ways to Get Started with Mobile Marketing



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According to [CTIA –The Wireless Association](#)- as of June 2008 there were 262 million wireless subscribers in the U.S. That is 84% of the total U.S. population. Nielson Mobile research revealed that wireless users are now using text messaging more than voice calls. During the second quarter of [2008, wireless subscribers](#) made an average of 204 voice calls and an average of 357 text messages. Nielson also says that as of the second quarter of 2008, more than [26 million mobile subscribers](#) used Smartphones, a number that represents 16% of the mobile phone acquisitions in the U.S.

Of course, you already know this because everywhere you go people are talking, texting or surfing on their mobile phones. They, and probably you, keep your mobile phone within earshot 24 hours a day, 7 days a week. To offer a comparison to other media, consider that, according to data from the Consumer Electronics Association (CEA), there were 285 million televisions in use in U.S. households as of 2006. No wonder mobile marketing is growing at an incredible pace.

The number two rule in Marketing 101 is “go where your customer goes.” The first rule, of course, is “fill a need”. Mobile devices are where people are going and your product or service will fill the need.

It is surprising how reasonable and flexible mobile marketing can be. The only limitation is your own imagination. Here are just 15 ways you can get your imagination started.

Consumer Marketing

Promotions – Give away branded ringtones and/or wallpapers and offer a discount or special giveaway when customers play or show them in your business.

Events – Setup a sponsored/branded mobile scavenger hunt that utilizes hidden 2D barcodes or text codes to send clues. The clues will then direct participants to specific areas or booths at the event. They pay off could be a free item or a special activity.

In Store – Use special mobile offers to drive sales of specific items, to promote new products or events, such as a grand opening.



Advertising – Add mobile call-to-action codes to all your traditional media vehicles, such as radio, print, and out-of-home advertising to make them interactive, measurable, and to build permission-based opt-in lists.

Mobile Search – Create a targeted mobile search campaign to drive traffic to custom mobile enabled landing pages with time-sensitive offers. (Ex: Google Mobile AdWords.)

Social Media – Create contests that entice “fans” of your social media pages to post text, pictures, or video via mobile devices and provide discounts, buy one get one free, or other promotional items as incentive for doing so.

Viral – Send offers for products, services, or special activities to your text message opt-in list and ask people to forward them to friends.

Business-to-Business Marketing

Trade Shows/Conferences – Create a branded/sponsored updates feed via text message opt-in to keep attendees informed about the latest conference happenings.

Advertising – Mobile image-recognition allows potential clients to text a picture of any logo, product or ad to get more information sent directly to their mobile device. Responses can be in the form of a text message, an audio message, images, a mobile web page, or even video.

Social Media – Create exclusive industry insider content for your blog or social networking connections and send content via mobile opt-in lists.

Meetings and Events – Setup a branded/sponsored big screen display or message center to allow visitors or attendees to text notes, thoughts, messages, or images.

Client Education – Produce mobile optimized videos to showcase product demos or instructional videos for distribution through ad and SMS channels, or Bluetooth it to potential clients at trade shows or conferences so they can share with colleagues.



Non Profit

Donations – Setup a text-to-donate program and place calls-to-action on traditional media or in-venue locations.

Added Value – Offer unique mobile content, such as wallpapers, videos, ringtones, or offers as a bonus for members or patrons of the non-profit.

Boost Involvement – Mobilize (pun intended) your active base through text message event updates, new developments, and boost membership through SMS referral programs.

Social media and mobile marketing make for a powerful one-two punch. One that increases effectiveness while reducing cost. Both should be part of your marketing strategy in such a media divergent world.

Octane has collaborated with Vert, a full-service mobile advertising and marketing agency, to provide social media and mobile marketing strategies and services to organizations that see the benefit of a synchronized effort. If you have an interest in mobile marketing or social media marketing, please contact Harry Hallman at 404-664-5664 or hhallman@octanecorp.com.

Visit our web site at www.octanecorp.com and learn more about our mobile marketing services at www.octanecorp.com/mobile.

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