



Inner Success Circle Special Training Report

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MARKETING BASICS SERIES: LESSON 4

Mobile & SMS Marketing

Profiting from the Mobile Revolution

*M*obile marketing can be defined as any technique you use to market to people through cellular phones and other mobile devices. The most common way to do this is through SMS, which stands for 'Short message Service.' It's a form of email marketing tailored specifically to cell phones.

How SMS Works

Just like computer-based email marketing, the first step in SMS is to gather a list of subscribers. The best way to do this is through an opt-in form on your website or through your offline marketing channels. You can also use short codes. These are short phone numbers that your customers call. Once they make the call, they're automatically signed up.

Once you have a list, you send them messages. The purpose of these messages is to build a relationship with them by sending them information and high-value offers, such as freebies, discounts, coupons or other special deals.

Who Can Use Mobile Marketing?

Mobile marketing is great for any kind of business. Offline businesses can use it just as effectively as online businesses. In fact, it's ideal for small local businesses since their customers are usually using their mobiles when they're on the go.

For example, a local pizza shop can offer coupons to their subscribers. They send the coupon at the top of the lunch hour when their subscribers are getting hungry, and their shop becomes the natural choice for lunch.

I've heard that food truck proprietors will send messages out to their lists about their loca-

tions, current specials, and hours of operation. It's a great way to get people into your place of business when things might otherwise be slow.

I get text messages from a pear (yes, the fruit) marketing organization supporting the pear growing industry. They send me recipes and little tidbits of information that I find interesting.

You can use SMS to send reminders about start times for webinars that you're presenting and to provide content outside of the traditional email inbox, which more and more people are starting to ignore.

So far, nobody ignores a text message.

The Benefits of Mobile Marketing

Mobile marketing is wonderful because people almost universally always have their mobile devices with them and turned on. You can get immediate results. Most people consider mobile marketing to have a more personal touch than computer-based email marketing.

Virtually everyone uses mobile phones but not everyone is online. This means that you can reach a wider market that doesn't necessarily use traditional desktop or even laptop computers. Moreover, the number of people using mobiles is increasing each year.

Marketing surveys have shown that open rates are much higher on mobiles than on computers. This is possibly because people are flooded with emails in their inboxes. Mobile marketing is still new and fewer companies are doing it, so your customers will likely be more responsive.

The Disadvantages of Mobile Marketing

Mobile marketing is relatively new, uncharted territory and this has its perks. It also has its downsides. Viewing your content can chew up precious data minutes on a mobile.

One downside is that mobile delivery systems aren't as reliable as computer email. Your emails may get lost somewhere on the way to your customers' phones.

Mobile devices have no standard platform like computers do. This means you have to be extra careful to make sure your messages can be seen on a variety of devices. Screen size varies from one device to another, so it may be difficult to make your messages look right.

Navigation is also an issue. In addition to the smaller screen size, it's difficult to type on mobile devices. Scrolling, panning, and zooming are annoying to users. Buttons that you want your customers to press must be located in the right places and your content must be easy to read at a glance.

With SMS marketing, there's another challenge. Messages can only be up to 160 characters. This is around 40 words or less. Your messages have to get straight to the point and make their impact quickly. (Think Twitter-style.)

Mobile Is a Whole Different World

The key to success with mobile marketing is to understand that mobile devices are completely different from desktop or laptop computers. Mobile web surfing behavior is also different. People have shorter attention spans and you need to grab their attention in a second.

The challenge is to engage people and get them involved with your company through their mobile device. The more interactive your marketing campaign, the more effective it will be. Videos are the perfect medium for mobile users.

And like with any marketing, the best success in mobile marketing comes from first building a relationship with your prospect. Unwanted SMS text messages are deemed much worse even than unwanted email.

Mobile marketing can truly be the epitome of interruption marketing.

So it is also something that cannot be entered into lightly. It is highly regulated, too, by the FCC, so you have to make sure you are not only doing great marketing but that you are following all the many rules and regulations as well.

Next Week: Content is King — The Basics of Content Marketing

