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# “Mobile Marketing Secrets Revealed!”

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## **Brief history of cell phone technology**

### *The next generation of cell phones and what it means to you!*

Our generation can remember a time before cell phones. During the past twenty years, technology has brought with it a unique approach to communications. Landlines are so “last century”. In fact, prior to the 1980’s there wasn’t even a term describing the concept. The word, telecommunication, was created by Texas Instruments to describe a new technology where telephones were no longer tied to a cord. Radio technology made it possible to use a telephone in a mobile environment. The entire concept evolved into mobile communications and with it came an influx of so-called smart phones.

Twenty years ago, the technology was new and not available everywhere. Today’s generation enjoys much more freedom. Their “smart phones” have evolved into miniature, mobile computers capable of just about anything. You can play games, check your daily planner, surf the Internet, and send e-mail and text your friends all within the comfort and privacy of wherever you might be at the time.

This evolution has happened so fast, that the generation entering the workforce today, can’t ever remember not having a cell phone and future generations will scoff at the idea that life existed without them. This is an important fact, because this is the opportunity and foundation that we are going to build on.

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## **Overview of how cell phones relate to marketing**

I want to focus on one specific aspect that I believe holds untold wealth for you. Since just about everyone has a cell phone today capable of sending and receiving text messages, it makes the process of contacting your target market incredibly easy.

Texting has become main stream. In fact, a new language has evolved around the practice of texting and many smart phones come pre-loaded with abbreviated words in order to enhance the texting experience. Savvy marketers have recognized this and use texting to their advantage.

We see it more and more in traditional advertising. The popular contest shows on television offer you ways of voting by simply texting your vote to an abbreviated code number. Many commercials offer you ways of learning more about their products by simply sending them a text message. Still other companies are staying in touch by sending you offers and coupons in a text message that is tailored specifically to you.

I could go on and on about the technology behind this, but that doesn't get us any closer to my goal of showing you how this concept can benefit your pocketbook. Suffice it to say that I will leave the “how-it-works” to the more technical writers. Instead, we are going to focus on how to take this technology and use it to make money. That is about as plain and simple as I can make it.

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The following pages will show you how mobile marketing can have a direct impact on increasing sales and growing your business with minimal effort.

## **Business models explained**

*Business models create order in a chaotic world.*

There are many business models available in today's frenzied electronic world. The Internet has popularized several methods. The most popular is that of affiliate marketing. This model is not to be confused with multilevel marketing. To understand the difference, let's examine how Amazon.com conducts business and how Amway conducts business.

Amazon.com uses affiliate marketing as their primary method of marketing. This business model uses the concept that I will pay you a referral fee for every customer that you refer to me that purchases a product from me. Affiliate marketing recognizes the fact that you might not have this customer other than the fact that I brought this customer to you. Amazon.com grows their customer base on the premise of referrals. It is cost-effective, cheap and a reliable method of creating new and repeat sales.

Affiliates are given information on how to set up their marketing to include unique identifiers that allows Amazon.com to track where their

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referral came from. One real benefit of this type of marketing is that you don't actually have to stock or provide a particular product. Instead, Amazon.com coordinates payment and shipping of the product. The affiliates' role is to simply make the referral to Amazon.com and they do the rest.

Amway and similar companies use multilevel marketing to make money. They offer products for sell, but the real opportunity lies in selling you the opportunity to sell their products. The premise being that every time a new person joins your network, you receive an override commission on whatever product or service they or their down-line sells. The higher up you are positioned in the chain, the more money you can earn. These systems typically only benefit those who have large down-lines. Another detriment to this model is that less product is sold, because everyone is concentrating on building their down-line.

Eventually, these models fail because not enough products have been sold to sustain growth.

Given a choice, the affiliate model is always the better choice. But what does this have to do with mobile marketing? Permission-based marketing is the only way to sell your customer using technology today. Consumers simply want tolerate SPAM, especially if getting the SPAM costs them money. With mobile marketing, your message is sent only to those customers who have requested it.

[Mobile Marketing Masters](#), provides the technical know-how to structure your mobile marketing campaign. You are responsible for two

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things, providing marketing material to promote your product or service and getting permission from your customers to market to them.

There are several ways to do this and the following examples will show how others have already implemented this service.

## **Case studies of applying mobile marketing to local industry**

### *Who is using mobile marketing and why should I?*

Europe has been using mobile marketing for years. They recognized several obvious advantages over traditional marketing such as radio, television and email.

The primary problem with traditional marketing is that it has become institutionalized. For example, because the audiences of these mediums are wide and varied, the more successful companies offer generic advertisements and concentrate on branding, instead of solving specific problems.

It is easy to see this type of advertising in action. Television and radio ads offer products to the general public so they have to have a generic appeal. These ads typically on run for a few seconds and are repeated over and over to build brand recognition. The rate of return on this type of advertising is usually just under 1%.

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Spam is a contextual word that usually applies to unsolicited emails. In reality, spam has been around a long, long time. It has been called many things. We all get junk mail in our mailbox everyday. We go to the office in the morning and there it is waiting on us, lying in plain view on our desk. When we get home, there's more waiting in our mailbox. We sit in front of the television, where we are bombarded with commercials telling us why we should buy this or that. We sit in our vehicles and watch the billboards as we drive by, all the while, listening to radio spots that tell us about the latest and greatest products available.

After awhile, we become desensitized to this kind of marketing. When a commercial comes on the TV or radio, we subconsciously tune it out. When we sort our mail, most direct mail advertisements end up in the trash can and when we check our email, the first thing most people do is delete their spam without ever once checking to see what was offered.

My point is that since the first company hung out their shingle to advertise their wares, companies have been trying to sell us their product or service.

## **So, why is mobile marketing any different?**

Unlike institutionalized advertisements, you can specifically target your customer with advertisements that they requested. Mobile marketing is permission-based which means that in order for a prospective customer to see your advertisements, they first have to request that information. This is referred to as opting-in.

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With mobile marketing, you can target specific products and services to your niche market based on the needs of that particular market. More importantly, you can actually tailor your marketing to a specific customer, based on your customers’ wants and needs.

But why is mobile marketing so wonderful? You can actually direct your message to a customer who has requested that information AND you know that your customer will receive that information almost as soon as they requested it AND your customer can respond and interact with you at the same time.

Yes, telephones do the same thing, but they require a live person to answer and respond. Yes, e-mail does the same thing, but with e-mail, you have no guarantee that a customer will see your message when it is relevant.

Likewise, e-mail has a MAJOR problem associated with it as a marketing tool. SPAM is unsolicited contact with a customer or prospect. It is illegal in most countries and unwanted by everyone. SMS marketing is only sent to the device (cell phone) that requested it.

**THIS IS WHY COMPANIES PAY LARGE SUMS OF CASH TO THOSE WHO  
CAN BRING THEM NEW CUSTOMERS.**

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So there! I've revealed to you a powerful secret. Now you know what all the hype is about. From here, you have only two choices. Grab the brass ring and hang on for a wild ride or simply sit back and watch as opportunity passes you by.

Let's take a look at a couple of real-life examples that clearly illustrate the advantages of mobile marketing.

## **Case Study #1: What does the Mayor of London and British Airways have in common?**

Both use mobile marketing everyday. The Mayor of London uses mobile marketing as a way to notify residents about city schedules and office hours. He also uses this same medium to remind his residents of their scheduled refuse collection times. You may be thinking to yourself, well this all fine and dandy, but how does the Mayor of London benefit from being an informational service.

Well, for starters, he is an elected official. It behooves him to stay in constant contact with his constituency. Can you imagine the powerful relationship he is building on daily basis with the people who put him in office, if in their minds, he casually reminds them to put out their trash or reminds them that his office will be closed on Monday for a holiday? The amount of goodwill and “face time”, this creates cannot be measured. Even better, it

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is automated, so the cost is minimal. Likewise, the personal contact from the Mayor of London can only increase his chances of being reelected come election time.

British Airways has adopted a similar concept to their marketing. Just as soon as you purchase a ticket, you are entered into their system. On cue, British Airways will text a ticket confirmation, directly to your cell phone. This confirmation can be imported directly into your day planner

and a reminder alarm set, all done automatically. In the days immediately prior to your travel date, you receive friendly reminders to pack certain articles. You are also advised of any delays or cancellations or anything else that might affect your travel plans. Prior to arrival, your cell phone receives a bar code that is sent via SMS or text message. You simply scan that barcode into a reader and your seat is confirmed. No waiting in line! Oh, and lest I forget, every message carries with it the reminder that all of this was brought to you by British Airways. This is powerful and effective branding using nothing more than a few customer service techniques!

## **Case Study #2: Starbucks, Court TV and TELUS Mobility** **understand the power of mobile marketing**

Starbucks found a new way to drive sales to their coffee shops, by launching a contest that required subscribers to answer trivia questions about specific topics. Those that got the right answers won a chance to participate in an exclusive game with a grand prize. Court TV offered a similar contest as did the Canadian mobile phone network, TELUS. This method of reaching out to their prospective customers is called response advertising.

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The inducement was an immediate free give away, such as a ringtone or free cup of coffee, in return for permission to add the prospective customer to their mobile marketing list.

Now I understand that you may not be Starbucks or the Mayor of London and are thinking that mobile marketing may be a great solution for larger companies, but how can you implement this concept into your specific market.

As I mentioned above, the general public has become immune to most institutionalized advertising. This gives you an important advantage over much larger competitors who haven't realized that your customers are often seeking solutions to specific problems. So, let's increase our focus on specific solutions that you can offer your niche market. The following examples will look at both the service sector and a retail sector business that depend on a local market to sustain their business.

### **Case Study #3: Local Accounting Firm**

Now you may be wondering why on earth, would a local accounting firm would want to send out SMS advertisements to cell phones. Well, borrowing from the Mayor of London, we can readily observe that an accounting firm has much to offer their clientele in the way of information. But the question is why would an accounting firm consider using mobile marketing?

Most local accounting firms (as do most local service businesses) depend on word of mouth referrals for new business. Likewise, one the biggest issues facing a sole

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proprietor is the constant barrage of daily interruptions where a current client (or prospective client) seeks assistance.

For instance, using the accounting firm as an example, this individual can increase their productivity by sending reminders to their current customers regarding information requests. (Example: Don't forget that taxes are due on Friday! Did you make your tax deposit yet?) Another example would pertain to appointment reminders such as date and time, topic to be discussed, information required, etc.

It doesn't stop there though. It is a proven fact that the more times people associate a name and face with a particular service, the more likely they are to buy that service from that individual. So, mobile marketing can actually reduce the amount of time that an accountant (or attorney, or contractor, or cleaners, etc.) spends on soliciting new customers. The concept is called viral marketing and is directly applicable to the mobile environment.

Let's say that you are the accountant in the aforementioned example and your practice concentrates on tax preparation. It is a given that at certain times of the year, you are busier than other times of the year. And, unfortunately, when you are busy usually coincides with the time that everyone seeks your service. So, you have a choice to make, do you spend time actually doing your job or performing your service or do you spend your time adding new clientele? A happy medium has to be reached which usually means that your growth is stifled because you can only do so much at one time. Likewise, when you do have free time to solicit new business, most people don't require your service at that moment. So you end up in a feast or famine situation.

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With mobile marketing, the referral system is actually automated. Here’s how. You send out a personal message directly to your current clientele reminding them of a particular appointment or task they need to perform. Your message closes with a reminder to refer their friends and family to you. Enticements such as discounts or coupons could be offered in exchange for the referral, but these are usually not needed. Granted, you could accomplish the same thing by sending a letter or email or even making a call. But what are the chances that when they receive that letter or email, that they will immediately refer you to someone? I would say those chances are slim. Why? Most people typically read their emails or letters at times when they are alone and completely focused on the task of reading.

With mobile marketing, you may catch your client when they are at work or play and are more apt to be with a colleague or friend. That being the case, as soon as they read your text, they are more inclined to share it or forward it immediately. But wait, there is another unseen benefit. By getting your clientele to immediately transfer your contact information to another’s cell phone, the person receiving that information is more likely to call you when their need arises.

### **Case Study #4: Local Grocery Store or Pharmacy**

Retail marketing is ideal for mobile marketing. Consider this fact; retail shopping typically involves impulse buying. Granted, most people will go

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shopping to buy a specific item they need or want. While shopping, they come across specials or other items that they will purchase on impulse.

This creates the perfect scenario for mobile marketing. Grocery stores could send out coupons or “blue-light” specials on specific items that their customer may not have considered. Pharmacies can send out messages that a customer’s prescription is ready for pick-up. Even better, they could also send out reminders that your prescription is due to run out in three days, with an option that allows the customer to text a “reorder” back to the pharmacy. The possibilities are endless!

Consider shopping malls or other trade centers too! Retail businesses can benefit from mobile marketing almost as soon as they sign up through the use of Bluetooth technology.

By now, you should be able to see the obvious benefits to mobile marketing. The concept is spreading like wildfire all over the world and networks recognize this and are offering more and more features. In the following sections, we will show you how to set up your mobile marketing campaign and start making money!

Speaking of making money, here are several ways those local companies can implement mobile marketing to enhance their current marketing plan:

- Insurance agencies and carriers can use mobile marketing to keep their customers apprised of claims status.

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- Banks can use mobile marketing to let their customers know whenever a transaction occurs on their account.
- Shopping centers are using mobile marketing with Bluetooth technology to set up marketing pods with strategically placed Bluetooth transmitters, designed to send you a text when you walk by a shop or store.

## **How to incorporate mobile marketing into your marketing plan**

*Here is a suggestion on how to make it work*

The concept of mobile marketing becomes real easy to understand by following along as I explain the process. As I mentioned above, in order to be successful, your marketing campaign must be permission-based. Consumers require it and the law mandates it. But how do you let your prospective customers know about your campaign.

The first step is in your advertising. Whether you advertise on TV, the radio, the Internet or in print media, it is important to tell people about what you are doing. For instance, if you were hosting a contest for a drawing, you would tell people about it right. You would place ads in the newspaper or run a radio or TV spot! The problem with doing that though is that you receive no feedback until the day of the contest. You have no way of knowing who, if anyone at all, will show up.

With mobile marketing, you simply change your marketing focus slightly. Instead of mentioning all of the details of the contest, you give your market the opportunity to

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revelate themselves to you by having them text a response on their cell phone. For example, your advertisement might say, "Want to win a trip to Hawaii and get a cool ring tone? Text ABC Contest to XYZ Cleaners Now".

When your market texts your number, several things happen. The first thing that happens is they receive notification that you received their entry into your contest. Then they are directed to your website where they can download their free ring tone. This obviously gives you the opportunity to get them to market to them. Meanwhile, behind the scenes, their telephone number is added to your database so that you can continue to market to them long after the contest is over.

This is a crucial part of the system. When you sign up for our program, you gain access to the most advanced software interface available today. You will have complete control over the entire marketing process.

What this means is that you will be responsible for acting as a clearinghouse. Whenever a prospective customer requests information about your service or product, you will be responsible for sending that prospect to the right place whether the goal is to obtain a free ring tone or coupon, enter a contest or approve a purchase.

So you must have that information readily accessible! Our software provides you with clearly defined, easy to use, tools that will allow you to quickly build your campaign, monitor the results including running multiple tests, and make changes to your marketing campaign in real time.

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So remember, it is your responsibility to create and manage your mobile marketing campaign and you accomplish this by providing effective advertising methods that create interest and tell prospects how they can use their telephone to obtain what you have to offer.

## **Step by step procedures on how to incorporate mobile marketing into your marketing plan**

The first step in mobile marketing is to persuade people to sign up for your service. This is not as difficult as you may think as long as you remember one key principal. Mobile marketing is permission-based. You must ask for permission to send your customers any information over their cell phone. This is very important since the last thing you want happening is to send someone a text message at 3 a. m. about your company when they didn't ask to receive it at 3 a.m.

So how do you persuade people to sign up? You have to start by telling people that it is available AND you have to clearly demonstrate the benefit to them for using that option. Some benefits are more clearly identifiable and others are not. To help get your creative juices flowing, try some of these ideas to start.

- Promote your message on your product
- Promote your message in newspaper ads
- Promote your message on your website
- Mention your message in TV/Radio ads

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The key to promotions is giving something back to your customers! These items can be:

- Videos
- Coupons
- Ring tones
- Contest prizes
- Subscriptions

The key is to find an easy-to-deliver, gift that creates goodwill between you and your customer. Some have given away cars and expensive vacations just to promote their company!

I've mentioned getting your message out anyway you can, but what do you say? Well, if you are in the retail business, you could mention your location and hours. You could also mention special sales and offer coupons.

If you are in a service-oriented business, again, hours of operation and location is important. In addition you could let your customers know that their car is ready for pick-up or their laundry is ready or their tax return. The possibilities are endless.

Once your customers, start texting you, and they will, your job is to collect their names and their phone numbers, so that you can continue to market to them. As your list grows, so will your ideas.

To recap getting started, follow this plan:

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- 1. Develop and establish your marketing plan.**
  - a. Make sure to include immediate auto responders whenever a customer signs up or requests information.**
- 2. Install and learn to use your user interface. Mobile Marketing Masters advanced admin panel will guide you through the installation process and will even help you establish your marketing campaign using an intuitive approach.**
- 3. Start communicating with your customers and keep communicating!**
- 4. Track your results and build your customer base.**

## **Sample marketing ideas for mobile marketing campaigns**

This section is dedicated to really getting you to think about the many different ways to implement mobile marketing into your current plan, so let's get started.

### **Restaurant:**

#### **Dinner reservations**

*Customer calls in or stops by on their way to shopping or a movie to make a reservation. You get their cell phone number and a name and 30 minutes prior to the reservation (or a few days depending on when*

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*the reservation was made), you send a friendly SMS reminder that it's almost time to eat!*

### **Menus**

*Frequent diners like keeping abreast of menu changes. SMS is a great way to let your regular customers know about menu changes which include offerings and pricing.*

### **Specials**

*If you have a lunch or dinner special and want to get the word out to existing customers, SMS is a wonderful way for letting them know that special delicacy is ready just for them. If you have a frequent diner, let them know about a special package you have prepared just for them and give them the convenience of confirming their plans with a simple text message response. Try a SMS like this and I'm willing to bet your response will be overwhelming.*

### **Hours of operation**

*Occasionally (once a month) let your customers know that you are open with a notice about your hours of operation, happy hour or holiday schedules.*

### **Reminders**

Letting your customers know that you miss them because they haven't stopped by in awhile is another good way to establish good will.

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## **Insurance Agency:**

### **Premium reminders**

*Send your client a reminder that their monthly/quarterly/semi-annual or annual premiums are due.*

### **Renewals**

*Get rid of your competition by letting your clients know that you are working on their policy renewals and let them interact with you by sending them an SMS message to accept a proposal.*

### **Claims status**

*SMS is a great way to let a client know that their claim was approved or denied or that more information is needed.*

### **Automated bill pay**

*Communicate to your client that a premium payment is due and give them the option of paying immediately by texting a message back.*

### **Appointment reminders**

*Tell your clients when they need to come see you to handle their insurance needs by giving them the option to set an appointment with a simple text message.*

## **Cleaners:**

### **Specials**

*Customers like a deal. Tell your customers when you are running 2 for 1 deals.*



### **Orders ready for pickup**

*Remind a client to do something like "its Thursday, bring me your suit and I'll have it ready tomorrow!" is a great way to build rapport.*

*Telling them that their clothes are ready will keep them coming back!*

### **Coupons**

*Give a first time customer a coupon or encourage repeat customers to bring in their clothing.*

### **Hours of operation**

*Let them when you are open and they will show up.*

## **Doctors Office or Accounting Firm:**

### **Appointments**

*Setting an appointment is the lifeblood of any professional practice.*

*Give your patients an option and let them know you care.*

### **Reminders**

*Keep your schedule on schedule by sending patients weekly, daily and a 30 reminder that you are expecting them. Give them a text option to reschedule if they have to.*

### **Automated bill pay**

*I knew of one office that would give their patients a 2% discount if they paid their balance immediately. SMS text messages are a great way to increase your cash flow. If you have a practice where you let your patients carry a balance, once a month, just prior to sending out statements, give your patients an option to authorize a payment via text. Reflect that payment on their statement too!*

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## **Pharmacies:**

### **Appointments**

*Walk-ins are the most common customers that pharmacies see. Setting an appointment is a rarity for a pharmacy. But who says that the appointment has to be “in-person”? Several pharmacies we work with use a “SMS appointment” to keep track of customers. A simple “checking in on you”, will keep them coming back!*

### **Reminders**

*Since you are the pharmacist and since you know how many pills you administered and how much your customer is supposed to take, it stands to reason that you know when they will run out. Send a friendly reminder and they won't buy from anyone else.*

### **Prescription order/pickup**

*Let your customer know every step of the process with a simple SMS message. Tell them when their doctor confirmed the order and let them know when they can pick it up or when you plan to deliver.*

## **Retail Stores:**

### **Specials**

*Send out offers to your best customers by SMS. Let them know that you thought of them first and give them a method that they can use to order immediately.*

### **Coupons**

*Build customer loyalty by sending them a barcode coupon that they can use right at the register.*

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### **Contests**

*In the same genre as coupons, let your customers know that you are running a special contest and interact with them by letting them text responses back immediately.*

### **Social networking**

*Start a club, like the frequent buyer club or gold club or something along those lines and then communicate with these special customers on a daily basis. This a great way for personal retail outlets such as hair stylists and personal trainers to stay in touch with their customers.*

## **Auto Service Centers**

### **Specials**

*Lube jobs, tire rotations, oil changes, and tune-ups; these are all necessary maintenance issues that can be offered to customers as a special.*

### **Appointments**

*Any maintenance tasks require reminders to get done. Let your clients know when and then give the ability to schedule an appointment. This is a great way to keep your mechanics busy.*

### **Car Ready Messages**

*When a client leaves their car with you, remove the burden from them having to call you every few hours (days) to see if it's ready. Instead,*

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*send them SMS messages letting them know what is going on and when they can expect their car back.*

### **Price quotations**

*Many times a customer wants to know how much before they authorize repairs. Most times, you can't tell them until your mechanic has evaluated their situation. Send your client an SMS telling them how much, and how long and GIVE them an option to approve the repairs. This is customer service!*

## **Flower Shops**

### **Reminders**

*Holiday reminders are a great way to let your customers know that its time to place an order, especially on the flower holidays such as Valentine's Day and anniversaries.*

### **Order confirmation**

*Let them know their order is ready and give them an option to pay via SMS text and then all they have to do is drive in and pick up their flowers.*

### **Specials**

*Offer special customers specials such as discounts or extended hours or delivery.*

### **Coupons**

*Barcode coupons are a great way to offer frequent buyers discounts on their next order.*

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There are many ways that mobile marketing can be introduced into your advertising campaign. The whole idea is to give your customer, your client or your prospect a way to interact with you on those matters that matter most to them. Remember, mobile marketing is 100% permission-based. Your customers have to tell you it is okay to contact them on their cell phone.

We have shown ways many businesses do this. What are your ideas? How can you incorporate mobile marketing into your mix right now? I guarantee that if your business relies on individual customers to survive, then you have the most powerful advertising medium available today at your fingertips. Give your target up-to-date, relevant information about the product or service you offer and give that information to them in a relevant, personal manner AND give them a way that they can interact with you and you will sell more of what you sell everyday! Here are some more ideas to get your creative juices to flowing:

*Payroll processing company lets their clients know when payroll is ready to be released.*

*Banks notify customers whenever any account activity takes place*  
***(HOT ITEM)***

*Law firms remind clients of hearings and appointments*



*Network marketers tell their affiliates whenever a new product has been released*

*Weight loss clinics send daily affirmations to enhance support*

*Financial advisors provide up-to-the-minute tips and advice with buy/sell features*

*Plumber dispatches jobs to staff complete with maps and contact information*

### **Getting results from mobile marketing**

Well, by now you know more about the process of mobile marketing than any of your competitors and this is what we refer to in marketing as a competitive advantage. One of the biggest advantages over your competition will be that you are most likely the first and only one to try it.

That's right! I said that the likelihood that your competitors are mobile marketing is unlikely because the concept is entirely new outside of Europe. That means since you are the only one doing it, you will most likely sign up more customers.

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Imagine what your sales would be like if you were the only flower shop in town using mobile marketing. How would you implement a campaign? How would you benefit your customers and create more sales?

It all starts with getting the word out. For instance, a customer comes in at the last minute on Valentine's Day to buy a bouquet. While there, you mention that you can prevent his tardiness in the future by signing him up free of charge for your mobile marketing campaign. You give him an extra rose or a free gift card or a discount off of his next purchase if he signs up today. All he has to do is give you his cell phone number by texting to Flowers are some other vanity number.

Because you are a savvy marketer, you have already set up predetermined marketing messages in your mobile software. Then about a week prior to any holiday, (This includes birthdays and anniversaries), you send him a reminder of the upcoming holiday and offer him some incredible deals. All he has to do is text back with an order and his flowers will be waiting on him on the appointed day.

The day prior, send him a reminder to pick up his flowers. On the day of, send him another reminder or offer to have them delivered. All he has to do is text back. You could go so far as to have him prepay by texting back his authorization.

A little knowledge about marketing is a very powerful thing. I would daresay that by offering service such as that, you would become the only flower shop solution in short time.

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The same premise could be applied to just about any business. But time is of the essence. As is true in any form of advertising, as soon as someone discovers that something works, everyone will start using it. So the time to act is now. Take advantage of mobile marketing and use it as another tool in your marketing plan.

But with innovation comes a whole new set of hurdles that must be overcome. One such hurdle is that no one wants to be first. So how do you overcome such an objection. A great solution is to offer your prospects a trial run. Here is how it would work.

Contact your prospect with a direct mail letter. Tell them about the benefits of mobile marketing and how mobile marketing can benefit their business by increasing direct contact with their customers and prospects.

Tell them exactly how you will help them with a detailed plan. Then remove all risk to your clients by allowing them to try your service for free for two weeks. When they sign up for the free trial, and they will, enter their name and number into your service. Throughout the trial period, send them SMS texts extolling the benefits of your service. Encourage and give them the opportunity to enroll their customer lists and help them use the system.

As the trial period nears completion, send them reminders that increase in frequency as the expiration time approaches. With each reminder, give them the ability to commit by sending only a text response.

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## **Attention: SPECIAL BONUS**

*Red Hot Case Study in Progress! You must read this special section since it can have an immediate impact on your mobile marketing campaign*

This late-breaking information on mobile marketing was just too good to pass up. [Mobile Marketing Masters](#) has just finished testing a mobile marketing campaign directed towards affiliate marketers. We were so overwhelmed with the results, that we were compelled to share it with you, so that you could begin offering this same level of service to your clients.

Everyone involved in any type of marketing is very aware of the power of affiliate marketing. The potential for creating instant wealth is almost foolproof if you are able to give your affiliates an innovative product or service.

Imagine the following scenario and you will immediately see the power of what I suggest. If you are an affiliate marketer and have a significant following, what kind of impact would the ability to get late-breaking information (or even routine information) to your affiliates in a timely and efficient manner.

Instead of relying on the old method of contacting your affiliates by e-mail or worse, individual telephone calls, you can have immediate contact with your affiliates with mobile marketing.

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For example, instead of having to send out an email to your affiliates and wondering if everyone got the message or having to wait several hours for a response, mobile marketing allows you to send a group-wide message to your affiliates with the guarantee that you know they received the message because there are spam filters. Likewise, your response rate would increase because since your message is sent directly to your affiliates' cell phone, they can respond immediately without having to search for an Internet connection or make a phone call. Pretty powerful stuff right?

Can you imagine the amount of new business that you could create for a product you are marketing if you had access to just one affiliate network...or two...or three! Our tests clearly showed that mobile marketing gives affiliate marketers a clear and distinct advantage over affiliate marketers who aren't using this technology.

Our tests also revealed another market segment that mobile marketing would benefit immediately. When many people think of affiliates, they think of an individual who sells products to some sort of network. The larger the network, the greater the amount of sales generated.

Using that same premise, imagine your impact on any entity that depends on getting information to their “affiliates”. Those affiliates could be the patients of a medical practice. Those affiliates could belong to an association. Those affiliates could be employees of large employer such as a hospital or a union.

**The possibilities are endless!**

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[Mobile Marketing Masters](#) is leading the way for Internet Marketers, Network marketers, product developers and service providers. Mobile Marketing can easily be added to any product or program. We took the most popular products on Clickbank and developed methods for which to apply and enhance them thru Mobile Marketing and SMS text messaging. We also looked at several other popular programs and venues that mobile Marketing and SMS text messaging could be applied to. What we found even blew us AWAY!

Clickbank products:

[Weight loss and Health](#) - Send daily SMS text messages at exactly the time you want them sent. Send daily affirmations and encouragement at 11:45 Right Before Lunch! Or send them in the evening around 8:00Pm when people are likely to snack!

[Learn a Foreign language](#) – Send Daily word or phrase of the day with translation

[Dating](#) – Send daily Pick up lines or motivation tips

[Forex and Stocks](#) - Send daily tips and picks. Have them delivered at 8:30 before the opening bell!

[Self Empowerment, The law of Attraction](#) - Send pre-set daily messages of inspiration from Rhonda Byrne.

[Get your Ex back](#) - Daily step by step guide to winning back your love sent directly to your cell phone!

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**Sports Betting** - Have the latest lines sent to your phone.

**Astrology** – Daily horoscope on your phone

**Make Money Online** – Almost too many to name here, but what about sending new Hot Niche ideas to your subscribers. Sending out special savings coupons only to list members. Product launch announcements. Webinar alerts and announcements. Contact your entire Affiliate group at once on their phones to alert them of contests or product updates.

**Online Poker events** - Alert your entire database of upcoming tournaments.

**Xbox and Wii tournament announcements!**

Use your imagination and I'm sure you'll come up with a million more!

This is just a taste of the power of Mobile Marketing and SMS Text Messaging. Whether you decide to be part of the revolution or not...It is coming.

Best regards to all!

Robert Wolseley

Owner

[Mobile Marketing Masters](http://www.mobilemarketingmasters.com)

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