

An Executive Guide to Mobile Marketing

Industry best practices proven to increase today's dwindling traditional marketing results

Mobile marketing, an inexpensive, highly effective and easily deployed solution is no longer flying under the radar – find out why companies are now adopting.

Discover how this new breed of marketing differentiators can immediately enhance advertising response rates, engage customer's in-the-moment and build your opt-in community:

- Learn how to increase response rates of traditional TV, radio, outdoor, print and online marketing
- Discover how you can easily differentiate your products and services from your competitors
- Find out about new tactics proven to increase buying traffic from your existing customer database
- Learn how to quickly build an opt-in community to enhance brand loyalty
- Discover new ways to enhance customer engagement, service and CRM

GOLDMOBILE™

IT'S TIME TO LEAD™

Realize that times have changed!

With today's highly mobile lifestyles, recessionary economy and mass infiltration of media into both our personal and professional (Prosumer) lives, it's no wonder that the results of traditional marketing methods have rapidly dwindled.

As a global audience are becoming numb to the outpouring of pithy broadcasts, online intrusions, and inundation of email spam and barrage of generation-specific print advertising campaigns that try to control our lives. It has also become obvious that there is one thing that we all – Baby Boomers, Generation Y, Generation X and Generation Z'ers alike – have in common. *We don't leave home without our mobile phone!* It's become our identity. The type of phone you carry, the carrier you subscribe to and the services you use – reflect our lifestyle and who we are.

A 2006 Nielson study showed that over 144 million people in the U.S. (85%) ages 13-54 own cell phones. For 2010, it's over 240 million subscribers in the US between the ages of 13 and 65. Another study showed that 48.2% sent or received more than 10 text (SMS) messages per week, and that 67% of mobile subscribers 65 and older send text messages. Another recent study confirmed that over 1.3 billion text messaging (SMS) are sent annually; making it the most used data application on the planet, far surpassing email. I don't think there's any argument that "mobile" (SMS/text) has become a pervasive form of today's communications.

It's an Opt-in World

One of the best things about mobile communications today is that it is still virtually spam-free. The carriers have made it a point to become guardians of the cellular air waves, to protect their own interest in customer retention and to enhance loyalty. That's not to say that there aren't occasional rouges pilfering our precious service plans with unauthorized text messaging, but the carriers when alerted, move quickly to shut them down.

This is why mobile marketing can be so effective today. Most of us have seen it on shows like American Idol when asked to vote on your favorite performer, "text XXX to 12345" to place your vote. This activity usually includes an opt-in mechanism allowing them to send you results and other related messages. In one easy step, American Idol has built a huge community of followers that includes their phone numbers and the ability to communicate with them via their mobile phone. The key here is to build your opt-in community or customers and prospects that are interested with your brand or service offering.

Because brand alignment and the pre-selection of brand interaction supports today's lifestyle, it's become easy to build an opt-in or permission-based community through special incentives, offers and information. Mobile marketing has already proven to be extremely successful in increasing B2C marketing results today by many early adopter marketing organizations, both large and small. Incentives range from

discount coupons to free samples and services, to entrance into contests or sweepstakes. They all have two things in common; their target audience grants permission to receive text messages, these messages break through all the marketing noise, and they provide real-time “track-able” customer engagement. You have their undivided attention, and have succeeded in differentiating themselves from their competitors. Today’s mobile communications has proven itself to offer a true competitive advantage and is just now being considered as a necessary component to every marketing strategy. It’s also why companies (many of our clients included) are choosing not to discuss their employment and success in incorporating this tactic.

Making Mobile Work for You

The success of your mobile marketing program comes down to two elements; promotion and offer.

When integrated and executed properly within a “traditional” campaign, incentive based mobile marketing can have an extremely viral effect. We’ve seen clients experience a 10-20% increase in response rates or floor traffic; we’ve also seen a 500% increase in program responses. The better your understanding is of the demographics and lifestyle needs of your target audience (See figure 1-1); the better your value proposition, the tighter you connect your messaging and offer; the better the response your program will generate.

With mobile marketing, it’s important to think out of the box and clearly define your objectives. A major benefit with mobile is that you get multiple touch points with your audience.



Figure 1-1
Two examples of highly targeted ads that integrate demographics as part of their text-back response mechanism.



For example, a **B2B** program might integrate mobile

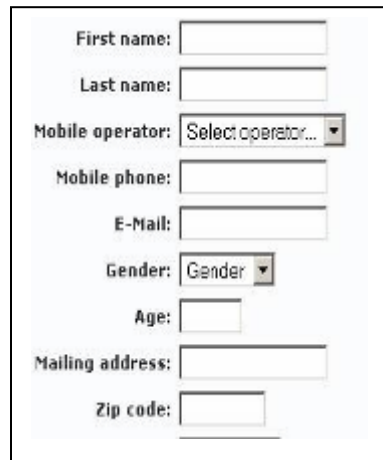
marketing into an event, webinar or tradeshow, outreach or on-site strategy. The company can promote its mobile (text-in) offer within its traditional online, email, outdoor or print programs. The text mechanism can register users to be entered into a drawing, receive a prize, a discount, promotion, or attend a company sponsored event. The responses back to the user can be customized using a “keyword” differentiator, whereby different “keywords” will deliver different return messages and are track-able in real-time.

An “enter a drawing” offer response may include instructions to stop by a booth, visit a micro-site, or “attend an event”. Offer responses may include an invitation, RSVP or contact details. The point here is that it’s easy to customize response mechanisms to align with objectives and ultimately help you attain your desired results.

A helpful feature in some mobile platform provides the ability to generate on-demand reports for real-time campaign change management. If one response doesn’t pull, it can instantly be changed out for another. It’s quite similar to A/B testing online, only with real-time change management. This capability can greatly enhance your success. We believe it is important to work with a vendor that has its own mobile platform combined with in-house developers and campaign managers.

Other important features users should look for include intelligent couponing and integrated decision-tree logic.

Well-conceived and executed mobile **B2B** campaigns capture significant quantities useful demographic information (see Figure 1-2 below). Manufacturers, for instance, can create specific programs such as sales or pricing updates for their distribution outlets, sales forces, or a consumer base. Service organizations can develop a program for its field personnel, customers, or partners.



First name:

Last name:

Mobile operator:

Mobile phone:

E-Mail:

Gender:

Age:

Mailing address:

Zip code:

Figure 1-2
Sample custom text opt-in screen used to capture consumer demographic information.

A typical mobile marketing program may include the following capabilities:

- Lead capture
- Real-time consumer engagement
- Additional touch-points to traditional advertising campaigns
- Event marketing
- Promotions, sweepstakes & contests
- Coupons & discounts
- Lifestyle, loyalty & community brand building
- Mobile CRM
- Multi-media content creation and distribution
- Mobile videos (education, training, brand extension)

- Location based marketing
- Mobile polling and voting
- Sales and distribution programs
- Segmented broadcast messaging
- Online and Web integration

Segmented Marketing Increases Outcomes

Another one of the benefits of mobile marketing is the ability to sub-segment your marketing message(s) and response(s) by multiple tiers within your target audience. Segmented messaging provides great flexibility in supporting your core marketing objectives. For example, there may be several identifiable groups within your audience or community. With mobile, an outreach program can easily target several functional areas within an organization (i.e. sales, marketing and business development). While your high-level messaging may be the same, your value proposition can be different to each target. Within the same marketing program or ad campaign, you can offer a different custom “keyword” for the different groups (see Figure 1-3 above), each with a different return text message. Same program or ad, different delivery mechanisms, segmented messages – improved outcomes.

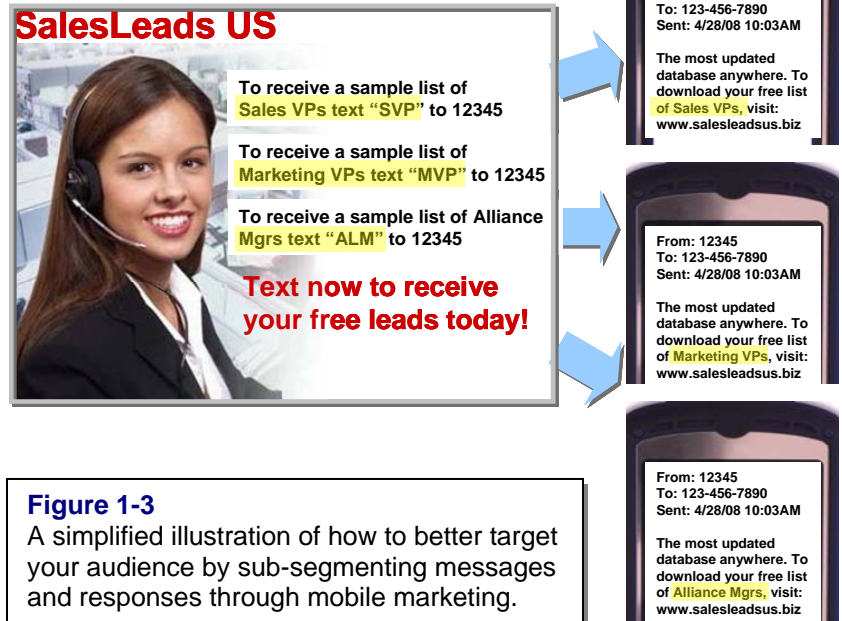


Figure 1-3
A simplified illustration of how to better target your audience by sub-segmenting messages and responses through mobile marketing.

From a consumer products or services, your community might be bisected by location, preference, product or service. Each sub-segment would offer a different keyword, which can be customized specifically for each audience. An example here might be an automotive dealership with a service promotion targeted to customers who have purchased a Ford, Chevy or Toyota. The service offer might be similar but the discount or time period might vary by make, model, or location. Segmenting can be applied to any industry, product or service and because segmenting delivers better targeted offers, it also provides better results.

Keys to Mobile Marketing Success

The most enticing aspect of mobile marketing is how quickly and easily it can be integrated into all types of traditional and digital media. To be successful, marketers must condense well targeted messages based on an established value proposition.

Objectives must be clearly defined and conversion formulas extrapolated out of existing industry norms of the media that it is to be integrated with. From a strategic perspective, having multiple versions of message responses can enhance results as long as the technology and platform vendor has the bandwidth and expertise to perform real-time change management and reporting.

The reliability of the mobile platform is also of major importance. You may only get one shot to get it right. Should a temporary technology failure occur, it will have less of an impact with a long timeframe offer, than one with an immediate or short-term program.

For US marketers, the timing to implement mobile couldn't be better. We know from experience that once you've implemented a successful mobile marketing campaign, it will become a mandatory element in your future marketing programs. It makes good business sense to start building your mobile community as soon as possible.

What Does Gold Mobile Offer Its Clients?

A leading global provider of mobile business solutions, Gold Mobile designs, develops and implements mobile marketing and CRM programs on its carrier certified mobile platform.

Gold Mobile provides one of the most sophisticated mobile platforms available today, enabling corporate clients, advertising agencies and mobile service providers, to build a long-term end-to-end mobile strategy, with the highest degree of reliability and security. Gold Mobile's suite of easily customizable enterprise-grade, web-based applications, supports all aspects of mobile business and mobile marketing needs.

Gold Mobile solutions allow traditional advertising campaigns and interactive marketing programs to integrate "real-time" mobile touch points that can be tested, tracked, managed and reported on, as needed. The platform enables our clients to integrate highly customized and segmented messaging within their programs, based on demographics, markets, preferences, location, and lifestyle – with custom designed response mechanisms designed to achieve specific outcomes.

Gold Mobile is well-known for providing exceptional support through in-house expertise in all phases of mobile marketing, including: strategy creation, project management, custom product and development and integration, multi-media content creation and distribution, real-time campaign management and more – to rapidly and reliably deliver affordable solutions for all markets.

For more, please visit www.gold-mobile.com , email: astern@gold-mobile.com or call: 732-587-2101