



MOBILE PROFITS: COMPLETE GUIDE

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Disclaimer

The information within this book is for informational purposes only. The creator and/or seller cannot be held responsible for your results, and it is highly recommend that you consult with an attorney on legal matters before you proceed.

Every effort has been made to ensure the accuracy of all information found within this document, however because things can change rapidly in the volatile world of technology and marketing, inaccuracies can occur through no fault of ours. Please take this into consideration as you use this document.

Introduction

Mobile marketing is a very hot topic these days. A study done in 2009 by CTIA.org showed that 91% of Americans use cell phones, a total of 285 million mobile subscribers in the United States alone. That's a huge market that is virtually untapped by most marketers!

Some marketers ignore this massive market because they feel there is no reason to use mobile marketing. Others feel it is too technical, too difficult, or too expensive. In truth, mobile marketing is extremely effective, and is a lot easier than you probably think.

The truth is, mobile marketing may one day eclipse email marketing. More people have mobile phones than internet access, and many people check their text messages and voicemail much more often than they check their email. Someday, people may be saying "the money is in the phone book" instead of "the money is in the list"!

Until then, mobile marketing is still an extremely viable marketing method. You can start using it right away, and you can get in while most marketers are ignoring this marketing method entirely!

What is Mobile Marketing?

Mobile marketing is any type of marketing that uses mobile telephones. Most people think of mobile marketing as involving SMS text messages, but it may also involve voice messages as well. It can even involve using apps, mobile websites, and even advertisements on mobile television stations.

Marketing to mobile devices requires a different strategy than marketing through email or other methods. SMS messages are typically limited to a relatively small number of characters, so you have to be a little more careful about your marketing. You have to be more judicious about what you say to get your message across in the right number of characters.

Taking advantage of mobile marketing is as simple as building a list of current and prospective customers and using a simple service to market to them. There are many online services that will help you build your list, and you don't need any special technical skills to do it.

Basically, if you can send an email, you can use mobile marketing!

Why is Mobile Marketing Important?

Many people, particularly those who already use email marketing, wonder why they should even bother with mobile marketing at all. After all, they think, isn't email marketing supposed to be the easiest and most effective type of marketing available?

While it's true that email marketing is extremely effective, mobile marketing can be more effective in many ways. For one thing, people tend to check their text messages and voicemail more often than they check their email.

Some people only check email once a day, or even once every few days. Some people don't even have an email address! But remember, 91% of Americans own a cell phone.

With mobile marketing, you can reach people almost instantly. Rather than waiting for people to check their email, and having your message potentially get lost amongst several thousand spam messages, you can go straight to their text message box. They'll probably see your message within minutes!

Target Market Research

Market research is your first task. This is true with any type of marketing, so ideally you already know a bit about your target market. You need to figure out a few things before you get started.

1. Who is your target market?
2. What does your target market want?
3. How can you deliver them what they're looking for?

In order for mobile marketing to be effective, it must offer participants something valuable. You can't simply send out a marketing message and expect people to respond to it.

People are inundated with marketing messages all day every day. They see them in magazines, newspapers, online, on television, in the mail, on billboards, and even on busses and benches. Marketing is everywhere, and people have grown tired of it.

In order to get through to people, you must do things differently. You have to reach into their psyche and deliver what they want.

Remember one thing:

- “What’s in it for me?”

While they may not be thinking this in these exact words, it’s the one thing people are actually focused on every time they read any type of marketing. In fact, this is even true when people read personal messages. Most people don’t really care what their friends and relatives are up to unless it directly affects them in some way.

Now don’t get all up in arms and start shouting, “No! That’s not true! I care about my friends and family!” Of course you do. I’m not saying you don’t care about them. You’d care if they were sick, or they got dumped, or their pet just died.

What I’m saying is that the average person doesn’t care if their friend broke a nail or their Aunt Marge’s cat just had seven kittens in a single litter. They’ll send their condolences over these minor issues, but they’re on the other end of that message rolling their eyes and sighing.

The truth is, people are very self-absorbed. There’s nothing wrong with that, per se. It’s absolutely natural, and all humans are programmed to be that way as part of their survival instinct.

This actually makes marketing a lot easier, because you can use this simple trait to cut straight to the heart of the matter and deliver a marketing message that will **get results!**

Using “What’s in it for Me”

In order to fully take advantage of the WIIFM principle, you have to figure out what your target marketing is thinking and feeling. You have to understand their needs and deliver something they really want.

And I’m not talking about the product you’re offering. Forget about the offer for now. Rather than direct marketing, you should use **indirect marketing**.

What does that mean, exactly?

Well, with direct marketing, you might send a text message that says something like this:

“Hey! Did you hear Marvin’s Shoe Emporium is having a sale? All sneakers and pumps are 50% off today only!”

Okay, some people would respond to a 50% off sale. That kind of message would be hard to ignore. But chances are you won’t be able to match such

a drastic price reduction, and getting people to pay attention to your direct marketing message may be difficult.

Using indirect marketing, you would need to come up with something original, useful, and exciting to get people to pay attention. For example, you might offer a special service for free to get people to visit your website or come into your store.

You could try something like this:

“Marvin’s Shoe Emporium now has a new free service! Just visit our website at MarvinsShoeEmporium.com to try out our new shoe locator service and find exactly the shoe you want!”

By offering a free service, you will get many more people to visit your offer than you would through a direct marketing tactic. Additionally, those people will often feel a need for reciprocity. When you give someone something for free, they typically feel a need to return the favor. This is why free samples work so well. It helps improve conversions drastically!

So examine what your target market is looking for and offer it to them. This will get you a lot more attention than simply sending people off to a sales page.

Providing Value

According to a study in 2007 by the Mobile Marketing Association, only one in four people is receptive to receiving mobile marketing messages. It should be no big surprise. No one really likes being “sold” on something.

But people definitely are receptive to things that enhance their lives. This doesn’t seem like marketing, even though it could be the ultimate goal. There are many ways to provide value as a mobile marketer. I’m going to discuss four easy ways you can deliver value to prospects in order to get them to be receptive to your messages.

1. **Knowledge** – Knowledge is power, and by providing really valuable information to people, you’ll grab their attention. This could be in the form of maps or other local information, news updates, tips, tutorials, or other important information that may not be readily available.
2. **Convenience** – If you can make someone’s life more convenient in some way, you’ll definitely grab their attention. A good example was our fictional Marvin reaching out to potential customers with a free shoe locating service, offering to help customers find exactly the right shoe at no extra charge.

3. **Money** – Sales, discounts, contests, loyalty programs, coupons, incentives, gifts, and other financial motivators are all great at grabbing attention. In a tough economy like today's, saving money is even more important than ever. So use discounts and other incentives to lure people in. Contests and giveaways are also very attractive, and have the potential to go viral!

4. **Entertainment** – Everyone likes to be entertained. The fact that video games, movies, and television are so popular is testament to that fact! You can use games, trivia, funny or interesting videos, and other forms of entertainment to engage and captivate your audience. Like contests and giveaways, these types of entertaining marketing pieces have a habit of going viral!

By providing true value in some way, you can reach people in a way you wouldn't be able to if your messages were purely marketing in nature. You'll also have their gratitude and respect, which will translate into more profits in the long run.

Getting Mobile Phone Numbers

The first thing everyone wants to know when getting started in mobile marketing is where to go to get a list of cell phone numbers to start a campaign.

That's just asking for trouble. You can't just buy a list of cell phone numbers and start blasting out messages willy-nilly! You'll have millions of people angry with you, and you aren't likely to get many results that way. You could even get into legal trouble if you aren't careful!

There are a few companies that claim to offer cell phone lists, but I can't speak to the validity of those lists. I highly recommend doing your research if you decide to rent or purchase a list. Make sure you know exactly what you're getting into, ask for references, look for reviews, and scrub the list against the national Do Not Call registry.

It's a much better idea to build your own list. Give people a reason to opt in to your list. This is called "permission based marketing", and it's highly effective. If people give you permission to contact them, they will pay more attention to you and they aren't as likely to get upset when they receive marketing from you.

Some of the top SMS marketing companies and services include:

- <http://www.boomtext.com>
- <http://www.callfire.com>
- <http://www.motomessage.com>
- <http://www.golivemobile.com>

Always do your research before going through these companies. Some may be better than others.

Remember, shortcuts are rarely profitable. While you can try bulk SMS marketing services, renting lists, or buying massive lists of numbers, I don't advise this. Grow your own list by using a service to build a list of people who truly want to hear from you.

Voice Marketing vs. Text Messaging

Both voice marketing and text marketing have their uses. Neither is necessarily better than the other overall, as both have pros and cons in certain situations.

Voice Marketing

Voice marketing involves the use of recorded messages to speak directly to people who answer their phones or leave voicemail messages for those who do not.

It is especially useful when marketing to people over the age of 55, because many older individuals do not use text messaging or don't like to do so.

If your audience isn't as tech savvy as some, voice marketing is a great choice. Instead of having people visit a website, just ask them to visit your store or call you. This will give those who aren't as adept at using technology the opportunity to do business with you.

Text Messaging

Text messaging is much more effective when targeting younger generations. Almost everyone under the age of 40 uses text messaging, and those who don't use it often are still capable of reading them when they are received.

Text messaging is very easy to use and are generally much more affordable than voice campaigns, so if you're marketing to younger, tech savvy individuals, I suggest using it exclusively.

These days, almost all cell phones have SMS text messaging capabilities, and very few people are unable to receive them. This makes text messaging universally available.

Text messages are also much easier for people to respond to, because they can see the action they need to take without having to review a voice message to write down a phone number or web address.

When sending text messages, limit them to 150 characters. Most SMS services have a limit on the number of characters allowed, and by using 150 characters, you should fall well within the safe limit of almost all of them.

One way to make it easier to get people to respond to text messages is to use short codes and keywords. A short code is a five or six digit number

people can send a text message to, and a keyword is the word texted to the system to initiate a certain action.

For example, you can tell people:

“Text ‘FindShoes’ to 55555 to find out more about our free shoe locator service!”

You will have to register your short code with the Common Short Code Administration at:

<http://www.usshortcodes.com>

It will take about six to eight weeks to receive confirmation that your short code has been registered and cell phone carriers approve your code. You will have to lease the code for 3, 6, or 12 months at a time, and you will need to pay \$500 to \$1000 per month for the service.

If you can’t afford to do this, you don’t have to. You can also use a shared short code available from a number of different companies. You’ll get a dedicated keyword that will separate your messages from others who are using the same code.

SMTP Messaging

I don't recommend using SMTP messaging. While it's generally free, there are several reasons why you want to avoid this particular method in favor of SMS messaging.

1. It is unreliable. Messages can take hours to be delivered, or they may not be delivered at all. Carriers are not obligated to deliver them, because they aren't paid for.
2. You cannot have any type of automated opt-out system, so you are at risk of generating complaints.
3. Because SMTP uses the email system, you are subject to CAN-SPAM laws. A single complaint could get you hit with a fine of up to \$11,000!
4. Finally, SMTP works only one way. This means customers would not be able to respond to you.

For these reasons, I highly recommend using SMS messaging rather than SMTP, even though the lure of "free" might be tempting.

Respecting People

When using either method (text or voice), always remember to respect the time of those you're marketing to. Some people have to pay for text messages, some must pay for incoming calls.

There are some people who are charged a flat rate the first time they use their phone in a day, so you could cost someone \$2 every time they answer one of your calls.

For these reasons, never send out messages that are irrelevant or don't contain valuable information. It's a waste of your time and theirs to do so, thus you should make sure every message you send is of value to those who read it.

It may not seem like a lot of money to you, but to some people \$2 is quite a lot of money. If someone answers your call and they get charged for it, that call better be of value to them. If not, you're likely to not only lose a potential sale, but generate ill will and even complaints that could land you in legal trouble.

It's best to be respectful just in case!

Legal Issues in Mobile Marketing

Just like email marketing has the CAN-SPAM Act and telemarketers have very strict rules to follow, mobile marketing has its own set of legal hassles you have to worry about.

Contrary to popular belief, the CAN-SPAM Act actually applies to both email marketing and text marketing. It is illegal to purchase lists of mobile phone numbers and start sending out text messages without permission. So not only is unsolicited text messaging a way to upset the public, it's also a recipe for huge fines!

You must get people to opt-in to your mobile marketing list, and you must offer them a way to opt out. You must get “express prior authorization” before you send a commercial message to a device, and you must have a clear and easy way for them to get off your list.

The “express prior authorization” can be orally or in writing, but you can't tell people “you will receive these messages unless you tell me to stop sending them”. They must specifically opt in.

One way to get people to opt in is by getting them to send a text message. Once they have sent a text message to you or your system, you are legally free to respond. But you must still be careful!

If someone sends you a text message that says:

“I want more information about your shoe locator service.”

You cannot legally start sending them messages about gardening supplies and golf clubs. You can only send them messages related to their original request. You can get around this by adding a message to your marketing letting people know you may send them additional related messages if they don't opt out.

Marketing to Children

The U.S. Children's Online Privacy Act protects the privacy of children, and it applies to anyone who runs any type of web service, including websites and text messages.

The laws regarding marketing to children are complex, but you must ensure you obtain “verifiable parental consent”, let parents or guardians know they can view their child's personal information, and make sure you have security in place to guard their contact information.

If your company sells anything that would be considered “adult material”, you should have some sort of age verification. This includes any kind of erotica, adult toys, dating, gambling, cigarettes, alcohol, violent video games, and other material that should not be provided to children.

Privacy Issues

U.S. privacy laws are convoluted and difficult to understand, but there are a few things you can do to improve your privacy policy. Be sure people can choose how their information is shared, explain who has access to their data, and tell them how you will enforce your policies.

A privacy policy is very important, so it’s a good idea to get a lawyer to write your privacy policy. This will help ensure you’re within the law, giving you protection if someone ever initiates a lawsuit claiming you violated their privacy.

Your Mobile Campaign, Start to Finish

Now that you know a bit about mobile marketing, it's time to implement a step-by-step system. You're going to learn exactly how to set up your mobile campaign right from the very beginning.

Step One: Choose a System

The first thing you need to do is figure out what kind of system you want to use to collect leads and send messages. There are many different companies you can use for that, and I won't recommend one over another because different systems work better for different people.

Many companies have a trial so you can test their system to see how well it works for you. If a company does have a free trial, give it a chance to see if you like their setup. It's the only way you can be sure you'll be happy with how everything works.

In addition to service providers, you could host your own system. There is already software available that you can install on your server for a mobile marketing system, or you can have your own proprietary software created if you have the funds available to outsource the development.

Step Two: Set Up a Lead Collection System

Once you've chosen a system to collect leads and send messages, you need to build a website that can collect those leads. You will need to get a few things to set this up.

1. A domain name
2. Web hosting
3. The website itself

You may already have a website. If you do, that's great. But it's a good idea to get a domain specifically for lead generation. It's a lot easier to get someone to visit www.YourDomain.com than it is to get people to visit www.AnotherDomain.com/mobile/subscribe.html or something like that.

On your lead collection page (also known as a squeeze page), you need to give people a compelling reason to subscribe for your messages, as well as a link to your privacy policy, a link to unsubscribe, and a form to submit their mobile number.

Your squeeze page should have the following elements:

- A nice, professional design
- A headline that captures attention and gets people to read more
- A video or bullet points explaining why they should subscribe
- Clear information about what they will receive as a subscriber
- A form to enter their mobile number
- A call to action to encourage response
- Links to your privacy policy, terms, and a way to opt out

I suggest getting a professional designer to create your lead capture page so it looks clean and professional. The better your squeeze page looks, the more people will trust you.

Speaking from experience, poorly-designed pages signal something shady or seedy. It's like walking into a shop with dirty floors and cracked furniture. You expect it to be run by a shady character using stolen goods or shoddy merchandise.

But a professional design conjures up images of walking into a clean store and being greeted by a smiling, courteous staff. You expect to get good service and buy quality products there.

Your design is the first thing people will see, so make sure it represents your brand properly. It should be clean, attractive, and eye-catching, but not so overly-complex that it detracts from your marketing message.

Your headline is vital. You may want to test various headlines in order to find one that works best. A good headline can double or even triple response rate, so make sure it's really compelling!

The video or copy you use on your page is also extremely important. It should tell people why they should subscribe, what they will receive if they do, and how you will use their information. Be sure to tell them you won't share their information with anyone else, and approximately how often they will be contacted.

Make sure you include a clear **call-to-action**. This is vital, because people won't just enter their mobile numbers without being asked to. Remember the sales motto A-B-C? It stands for "always be closing", and it means you should spend every moment trying to get the sale.

It's no different when you're collecting leads. You have to do everything in your power to push them to opt in. This includes:

- Telling them what benefits they will get for subscribing
- Ensuring them of their privacy and the safety of their information
- Letting them know they won't be spammed
- Telling them exactly what to do

Make sure you put a clear call-to-action to tell them exactly how to opt in. It could be something like this:

“Ready to start receiving text alerts every time we discount a pair of shoes you really love? Enter your mobile number in the form to the right and we'll send you a text right before the sale starts so you can be first in line! Never miss another great pair of discounted shoes because you didn't know they were on sale!”

This reiterates the reason they should sign up (to receive text alerts), why that benefits them (so the best pairs don't sell out before they even know about the sale), and what they should do (enter their mobile number).

The provider you choose to handle your mobile opt-in system and message sending should have clear instructions that will help you integrate a form into your squeeze page.

If they don't, be sure to contact their support and ask for help setting everything up if you need it. If they are unwilling to help, it's a good sign this company is not the right one for you!

Step Three: Develop the Incentive

You need to make sure you have an incentive system in place before you start promoting your squeeze page. Your incentive might be texting them a link to a free report,

The reason your incentive needs to be ready immediately is so you can begin contacting your leads right away. If you wait too long to contact a lead, it gets "cold". The lead forgets who you are, why they subscribed, and what benefit they were supposed to receive. This can lead to a large opt-out rate, or even make people angry enough to generate complaints.

You want to make sure to keep your list interested. Keep sending them new stuff that is useful, valuable, and adds some sort of life-enrichment to their day.

If your system allows it, you may want to have a welcome message set to go out immediately after they subscribe with their first incentive, like an autoresponder for email.

That way, people get an immediate benefit from being on your list, and they will start warming up to you right away. Remember to make sure your incentive is something valuable people will really be excited to receive!

Step Four: Promote the System

Once you get your squeeze page developed, it's time to promote it. There are a few different ways to promote your squeeze page. You may want to change these up based on whether you'll be marketing a local business or a predominantly online business, but you will soon find out which methods work best for you.

Existing Subscribers & Customers

Obviously, promoting to existing customers and subscribers would be your first step. If you have an email list or a snail mail list of customers or subscribers, you can get them on your mobile list, as well.

You will want to make sure your incentive for opting in to your mobile list is different from the one you used to get their information before. Otherwise, they will have to reason to join your mobile list.

You can place small stickers, flyers, magnets, or other items in shopping bags, on walls, pass them out locally, place a link on your website, and anywhere else your existing customers might see it.

Article Marketing

Article marketing is a really good way to get traffic to any web page, particularly if you will be promoting online methods. It can still work for local promotions, too, so don't be too quick to dismiss it if you are running local campaigns.

You'll need to write articles of about 300-600 words and submit them to article directories. You can also outsource these articles for about \$5-\$10 each via freelancing sites and forums.

You can outsource article writing via places like:

➤ <http://www.elance.com>

➤ <http://www.odesk.com>

- <http://www.warriorforum.com/warriors-for-hire>
- <http://forums.digitalpoint.com/forumdisplay.php?f=60>
- <http://www.textbroker.com>

These articles should be based on keywords. You can find keywords to use in your articles through keyword research. I recommend using the Google keyword tool, which is free.

- <http://adwords.google.com/select/KeywordToolExternal>

You will need to enter a seed keyword phrase in order to get a list of keywords you should use for your article titles. Let's say you have a shoe store in Chicago. You might want to enter "Chicago shoe store" as your seed keyword phrase. You might also want to add general terms like "buy shoes", so you can get additional traffic.

Once the tool has generated a list, simply click "Global Monthly Searches" to sort by the number of searches each keyword receives each month. This will give you an idea of how many people are searching for these phrases.

But it's not enough to know how much traffic a phrase will get. You also have to ensure there won't be too much competition for you to have a chance to rank well. Most of your article traffic will come from search engines, so you have to be sure you'll have a chance to rank.

To do this, type each phrase into Google "in quotes like this". You will see a number under the search bar after you perform your search that will tell you how many people are using that exact phrase on their web pages.



The image shows a Google search interface. The search bar contains the text "chicago shoe store" in quotes. To the right of the search bar is a button labeled "Search". Below the search bar, on the left, it says "About 30,900 results (0.48 seconds)". On the right, there is a link for "Advanced search".

As you can see "Chicago shoe store" is found on about 30,900 web pages that are currently indexed by Google. That's not bad. Ideally, you want to target phrases that have fewer than 10,000 results to have the best chance to rank, but you can still compete with more results in some areas, particularly local searches. This result of 30,900 would be possible to rank for, but you might have to get some links going to your article to push it up in the search engines.

You'll want to submit your articles to the top article directories, and create a quality "resource box" when you submit. This resource box is a couple of sentences you can use to promote yourself, so use it wisely.

Here's an example:

Having trouble finding the perfect pair of shoes? [Click here](#) to try our [shoe locator service](#)! We'll find exactly the shoe you're looking for, order it, and have it waiting for you to pick up at your convenience!

You will usually get only two links to your site in your resource box, so use them carefully. Many people use keyword phrases to link to their pages in order to get search engine optimization benefit from those links, but you can also link your call-to-action, as well.

Some directories to submit to include:

- <http://www.ezinearticles.com>
- <http://www.searchwarp.com>
- <http://www.buzzle.com>
- <http://www.goarticles.com>
- <http://www.articlesbase.com>
- <http://www.isnare.com>

- <http://www.articledashboard.com>

You can also use your articles to build pages on social content websites like:

- <http://www.squidoo.com>
- <http://www.hubpages.com>
- <http://www.infobarrel.com>
- <http://www.wetpaint.com>

And you can use those articles to create blogs, too. You can host a blog free at:

- <http://www.blogger.com>
- <http://www.livejournal.com>

Do NOT host your blog on WordPress.com. If you want to use WordPress, host it on your own domain. WordPress.com does NOT allow commercial activity on your blogs!

You should be aware that most article directories check articles before they are posted, so they should be free of spelling and grammatical errors and well-written. You should post to eZineArticles.com first and wait for your article to be approved, then submit it to other directories. This is because if they find the article elsewhere when you submit it, they will require proof that the article is yours, and it's a hassle. Just submit it there first, then submit it to other directories.

Video Marketing

Video creation is actually very easy, and you can also outsource it relatively cheaply from some of the places I mentioned in the article directory section.

These videos can be submitted to various video sharing websites, and they will have a good chance to rank well in the search engines, because many search engines now display video results in addition to regular results.

For this reason, your video titles should reflect keywords in the same way your article titles do. You may be able to link for more highly-competitive keywords with videos than with articles.

You'll want to put the URL to your squeeze page in the video description on sites that allow it. Link it to the page if you can, otherwise just put the URL.

Also, be sure to put your squeeze page URL in the video itself. This can either be done as a subtitle throughout the video, or it can be done on a specific page at the end.

Don't forget to add tags to your videos on sites that use them. This can help you get additional traffic when people search on the video sites themselves.

Some video sites to submit to include:

- <http://www.youtube.com>
- <http://www.vimeo.com>
- <http://www.metacafe.com>

Social Media

If you don't already have a social media presence in your industry, it's time to get with the program! Social marketing is a very important way to

establish a presence and gather groups of loyal customers and potential customers.

Social media allows you to get the word out about your products and services, and it helps your media go viral. People can easily use social media to share your links.

Make sure you have a presence on:

➤ <http://www.twitter.com>

➤ <http://www.facebook.com>

You can use other social media sites, as well, but these two are by far the most important.

Twitter allows only very short posts, so you can use this to make quick announcements. It's perfect for sending people to your squeeze page to subscribe.

You can use Facebook to create a fan page for your business or niche market, which will allow you to stay in touch with your potential customers in a way you couldn't with other types of media.

Facebook Ads

Facebook also has an ad system that lets you pay a fee to have your ad shown. You can target by a wide variety of demographics, including:

- ✓ Age range
- ✓ Birthday
- ✓ Gender
- ✓ Location
- ✓ Interests, hobbies, etc.
- ✓ Sexual orientation

These are just a few ways you can target people, so you can be very, very specific about the type of traffic you're looking for! This means you can get an incredible amount of traffic from their 500+ million users, and the traffic will be very well-targeted, making it easy to convert those people into subscribers and buyers.

There are four important elements of a successful Facebook ad:

1. **Demographics** – Be sure to target the right people.
2. **Image** – Aside from targeting the right people, the image you use is critical. It will be the thing that draws in the most attention, so choose carefully and be sure it is suitable for your niche.
3. **Headline** – The title of your ad will be very short, but it is very important. Take the time to think of a compelling title that will pull people in and get them to click.
4. **Text** – The text is the least important element, because it will be read last. However, it is still a very important item. Make sure you have a very strong call-to-action in the text, and let people know exactly what they'll get if they click your ad.

Facebook ads are remarkably affordable, and there's currently a lot less competition with Facebook ads than with other paid forms of media.

Google AdWords

Google AdWords is another paid traffic source, but I would advise saving this one for last. Their system can be tricky to use, and you can end up paying a lot of money for few results if you're not careful.

The main way to target people on Google AdWords is through keywords. You must be extremely specific about your keywords, and target very carefully. Choose less expensive, less competitive keywords, and make sure they fit very well with your offer.

Additionally, Google's Quality Score system doesn't really like squeeze pages. You have to provide some sort of additional value, or you could end up having your ad deactivated, or even having your entire AdWords account canceled. Google has been banning advertisers left and right for minor issues, and it's almost impossible to get back in.

If you're serious about using AdWords, I highly recommend hiring an experienced professional to manage your ads. They will understand the rules and Quality Score, and will be able to help you set up and manage campaigns that will be profitable and get you plenty of traffic without breaking the bank.

Conclusion

Mobile marketing is not a difficult process. In fact, it's quite simple. If you can build and run an email list, you can definitely run a mobile marketing campaign.

The elements needed in a mobile marketing campaign are simple enough to set up. It's almost exactly like managing an email list. You gather leads, then contact those leads with offers.

But mobile marketing requires a different approach to email marketing, and you need to remember this. Don't use hard sell tactics like you might in an online campaign, because people don't like receiving marketing messages on their phones. This is especially true for people who have to pay for incoming text messages or use prepaid minutes to get your messages.

Instead, offer significant value of some sort with every message you send. The key to mobile marketing is offering enough value to make any charged they incur worth it, and getting people to pay attention to your messages and then take action!

Resources

Please do your due diligence before using any of these providers.

Mobile Marketing Agencies

- <http://www.hipcricket.com>
- <http://www.ipsh.net>
- <http://www.mobilestorm.com>
- <http://www.punchkickinteractive.com>
- <http://www.3cinteractive.com>

Consultants

- <http://www.directmobilepartners.com>
- <http://www.tomiahonen.com>
- <http://www.smlxralarge.com>