Mobile Mania
Cash in on the Mobile Revolution!

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It’s no secret that mobile devices are growing in popularity. In this training, I’m going to show you how to use this to your advantage. This training consists of three sextons. Section 1 covers mobile application options. Section 2 explains different mobile marketing options and Section 3 goes over mobile advertising techniques.

Let’s begin with Section 1.
Section 1 - Mobile Apps Money Maker

Right now, there are over 1.2 billion mobile web users worldwide, and it’s projected that more people will use their phones than PCs to browse the web by 2013.

This has created a lot of opportunities for people who want to make money and market their businesses online. There are opportunities related to:

- Mobile apps
- QR codes
- Text marketing
- Mobile payments
- GPS marketing
- Mobile websites
- Mobile advertising
- Mobile CPA networks
- Location based marketing
- Mobile gaming
- Voice search, SIRI SEO and artificial intelligence

Some of the opportunities are available for online businesses, some are available for brick and mortars businesses, and some are available for both.

Let’s take a look at mobile apps.

Right now, there are over 30 million apps downloaded worldwide on a daily basis, and the market is continuing to grow. Because of that, there are multimillionaires
created overnight. You don’t have to be a programmer to create an app. Instead, you just need to use some tools and you can create your own app.

- **Conduit**
  - You can use Conduit to create free mobile apps.

- **AppMaker**
  - This is a free app maker with analytics and conversion tracking.

- **GenWi**
  - GenWi is a cloud publishing service that helps you create apps. This is for big brands, so if you’re a startup, you don’t want to use this service.

- **MobiCart**
  - You can use this resource to turn an ecommerce site into mobile site so you can focus on other areas. This is more for business owners than it is for affiliate marketers.

- **SwebApps**
  - Use this paid service to update app content in real time.

- **RunRev**
  - Use this to learn coding so you can build an app. Programming is a highly sought after skill, so if you have some extra time, I recommend that you check this service out. Then, you can do programming for others and create some high quality apps that you can sell in the Apple store.

Conduit and AppMaker are your best options when you’re first starting out.

Of course, you don’t have to use any of these services. Instead, you can hire a programmer to create your app for you.
Hiring a Programmer

You can find programmers at Mobile Development Experts. This site allows you to assign tasks directly and monitor progress. Also, you’ll only pay for the work that’s actually done.

VWorker is another option. This site is one of the cheapest places to hire a coder. That being said, cheaper isn’t always better. If you have a simple project, VWorker might be a good option. However, if your project is more complex, I recommend you use Mobile Development Experts.

Creating Your App

Before you create your app, you’ll need to analyze Apple’s app store. As you do this, you want to see:

- How many competitors your app will have
- If your app is innovative
- How you can differentiate your app from your competitors’ apps
After you do your market research, you can create your app. At that point, you’ll need to sell it.

You’re going to have to sell Apple as much as the end user. With that in mind, aim for the “cool” factor of the iPhone to get their attention. Apple really goes for innovation and elegance, and you’ll need your app to fit into that.

Flurry is a great resource for advertising your app. You can get more downloads and monitor your app’s analytics with this service.

If you want to sell your app in Apple’s app store, check out the following resources:


Now, let’s take a look at QR codes.

QR codes are 2D barcodes that you can scan with your smartphone camera once you download a QR code reader. These codes can route customers to a mobile optimized website or video, which can present the customer with more information, such as
product details, pricing information, etc. You can also send them to a map, or even a coupon.

**Ways to Use QR Codes**

You can put a QR code on individual products so people can look up more information about the product.

You can also put a QR code in front of your store so people can find out more information about the products you sell. You can also include your store’s hours, along with any other important information.

You can put QR codes in traditional advertising like billboards, vehicle fleets, magazines, etc.

These are just a few of the ways you can use QR codes. Don’t be afraid to step outside of the box.

You can generate a free QR code at [http://zxing.appspot.com/generator](http://zxing.appspot.com/generator).

Now, let’s move on to Section 2.
Section 2 – Mobile Marketing Machine

In this section, I’m going to cover some mobile marketing options. While you don’t have to use all of the techniques in this section, it’s a good idea to implement some of them into your marketing campaign.

Let’s begin by looking at text message marketing.

Text Message Marketing

There are more texts messages sent every day than there are people on the planet. Because they are so popular, they’re a great tool for internet and brick and mortar businesses.

SMS lists can generate more money than email lists can. There are a couple of reasons for this.

First, people always have their phones on them, so they’re always available to get your marketing messages.

On top of that, most people check their text messages as soon as they come in. The average email open rate is 20%, but text message read rates are above 90%.

Types of Text Messages

There are two types of text messages you can use for marketing. They are:

- SMS
- MMS
SMS refers to simple messaging service.

MMS refers to multimedia messaging service. This includes pictures and multimedia texts.

**Mobile Coupons**

You can send mobile coupons out via text message. This will help you generate some immediate sales. You can put a time limit on the coupon. For example, if you own a restaurant, you can send out a coupon that tells people that for the next hour, everything on the menu is 35% off. If you sent that around dinner time, you could really fill up the restaurant quickly. This is a great option during a slow day.

**Text Marketing Services**

Now, let’s look at some service you can use for your text message marketing.

**Facebook Messenger**

Facebook Messenger is a free app that will let you send instant messages to all of your Facebook contacts at once. Those who don’t have the app will receive a text message. It’s important to note that you can’t use this with your Facebook page. Instead, you can only use it with a personal profile.

**YepText.com**

YepText’s slogan is “The stupid simple way for you to instantly reach your customers.” It’s really simple to use and comes with lots of different features and pricing plans.
**Trumpia.com**

Trumpia.com allows people to send texts, IMs, and emails at the same time. This is referred to as push marketing, and may be considered as spam. Thus, be careful with this service.

**EZTexting.com**

EZTexting.com is a really popular service. Just as the name implies, it’s easy to use.

**Free Options**

You can send text messages for free via email. Do a Google search to find free email text services.

**Why Use a Service?**

A service will allow you to automate the process instead of sending the texts yourself. The service will automatically send messages, and people can opt-in by using a short code. Then, you can automate and send out text blasts at a predetermined time.

Now, let’s look at mobile payments.

**Mobile Payments**

Most people are more willing to spend money when they use a credit or debit card than when they have to use cash. In some cases, people actually spend twice as much when they don’t have to hand over cash.

On top of that, people spend even more when they can just wave their mobile phones to pay instead of scanning their credit cards. Because of that, businesses need to look at processing payments with mobile devices.
Smart phones have technology like Near Field Communications (NFC) built into them. The technology allows people to just wave their phone over a scanner to pay.

Google Payment is a great mobile payment resource. If you own a business, you can put contactless terminals in your stores so people can pay with their smart phones.

Apple Square is a credit card reader that attaches to your iPhone. The square costs $9.95 and the fees are cheaper than credit card rates, so it’s something to think about if you’re running your own business.

Square is the simplest way for individuals and businesses to accept credit cards. Just plug the reader into your iPod touch (4th generation), iPhone 4, or iPad and use it in conjunction with the free Square app you can download from the App Store.

- Simple pricing—2.75% per transaction
- No complicated contracts or monthly fees
- Quick and easy sign-up
- Currently available in U.S.

MyCardStar.com is a mobile loyalty program service. People can use this as a replacement for keychain attachments. You can use this service to create a loyalty program for customers. Then, you can use the program to track purchasing behavior data.

Now let’s look at GPS marketing.
GPS Marketing

If you have a physical location for your store and you want it to show up in GPS devices when people are looking for businesses nearby, then make sure you enter your business location information into the biggest data gathering websites on the internet.

Enter your info on:

- http://informe.com/dbupdate.inousa.com
- http://mapreporter.navteq.com/

These sites will index your information. Then, people will be able to find your business when looking for businesses in your niche.

Now let’s take a look at mobile websites.

Mobile Websites

It’s important that you have a standard and mobile version of your website. Different screen sizes affect how your customers navigate your site, and mobile web shoppers have a low attention span. Thus if you don’t have a mobile site, you can lose some customers.
Creating a Mobile Site

In order to create a good mobile site, you need:

- The right mobile keywords
- To adjust your site for the mobile viewer
- To optimize your site for mobile search engines

Fortunately, this is relatively easy to do, thanks to some online resources.

First, you can use WPtouch. This is a free WordPress plugin that you can use to automatically mobilize your website.

Mippin is a free service that you can use to mobilize your website if you don’t use WordPress.
Mobile Keywords

If you need help finding mobile keywords, check out [http://mobilemarketingprofits.com/279/mobile-keyword-research-tool/](http://mobilemarketingprofits.com/279/mobile-keyword-research-tool/). This article explains how to use AdWords for mobile keyword research. You can include these keywords in your website, and you can also use them to target mobile devices in your pay per-click-campaigns.

If you need some additional information, check out the article on mobile SEO at [http://mobithinking.com/best-practices/mobile-seo-best-practices](http://mobithinking.com/best-practices/mobile-seo-best-practices). It explains how regular SEO and mobile SEO are different.

Now, let's look at mobile advertising.
In this section, I’m going to go over some mobile advertising techniques. Use these techniques to increase your profits.

Mobile Ads

Mobile ads are different than traditional ads. First, you have less screen space to work with, so you need to get your point across in a small space.

Next, you can use GPS targeting to target users’ by their locations.

Also, you have more options with mobile advertising. For example, you can create “click 2 call” ads in which a user will automatically call your business if he clicks on your ad.

According to Google, click 2 call ads have been proven to increase click through rates. You can learn more about click 2 call ads at http://www.mobilexweb.com/blog/click-to-call-links-mobile-browsers.
Mobile Advertising Networks

While there are several mobile advertising networks, my favorites are:

- iAd Network (http://advertising.apple.com/)
- Admob (http://www.google.com/ads/admob/)
- Mobile Commons (http://www.mobilecommons.com/)

iAd Network is Apple’s advertising network, while Admob is Google’s network. Mobile Commons is a little different than those two options. It combines mobile ads, analytics, text message marketing, the mobile web, telephone calls and customer data acquisition into one service. This is more comprehensive than most advertising platforms. It even provides a CRM database so you can track your customer’s data like big companies do. This is incredibly beneficial, since data equals money. When you gather information, you can find out what your customers are interested in, and then you can tailor your messages based on those interests.

Mobile CPA Networks

A mobile CPA network is a company that acts as a middle man between big companies and affiliate marketers. Basically, they find current hot offers that convert well and put them in the hands of marketers who can advertise those products for them. Thus, if someone is surfing the mobile web, clicks on a CPA ad and buys the product, the manufacturer, network and marketer all get paid.
Popular CPA Networks

- OfferMobi (http://offermobi.com/)
  - This is one of the biggest mobile CPA networks available. It has lots of free tools, and is definitely worth checking out.
- SponsorMob (http://www.sponsormob.com/)
  - If you want to get your piece of the global marketplace, check this network out. You can target different countries and languages, and get some international sales.
- InMobi (http://www.inmobi.com/)
  - This is another popular global CPA network.

Make sure you have a website in place and then apply for these networks. If you don’t get accepted, contact the company and speak to them. That will increase your chances of them giving your application a second look.

Location Based Marketing

Location based marketing will allow you to set up a geo fence around your business. People will see your ads if they enter that fence.

You can use placecast.net to send shop alerts to customers that come within your geo fence. The website’s technology can tie into customer databases so you can tailor your message to each customer who walks by. It’s important to understand that this service is for bigger businesses with big budgets and lots of customers.

FourSquare, Facebook Places and other networks can also help you with location based marketing.
Bluetooth Proximity Marketing

With Bluetooth marketing, you can blast a signal from your local business that will reach any phone within the area. The area usually extends around 200 feet. It’s important to note that spam might be an issue with this type of push marketing because people don’t have to sign up for your list for you to message them.

You can find more information about this type of marketing at http://www.bluemagnet.com/media.html.

Object Recognition and Augmented Reality

Layar.com has one of the most used augmented reality apps in the world. You can use their “Layar Vision” technology to overlap digital information and the real world.

Stiktu.com has an app that will give you the ability to add your own creative ideas to any picture from the real world. When someone with the Stiktu app scans the same image, he will see your version.
Now, let’s look at mobile gaming.

Over 80% of mobile downloads are games. You can take advantage of this trend. If you’re interested, check out Mobage.

Mobage (http://mobage.com/#what-is-mobage) is a mobile social gaming service. It has over 25 million users. You can use this network to get an idea of how the system works. Then, you can hire someone to develop a game for the site for you. Of course, if you understand programming you can create the game on your own.

Now, let’s look at what the future will probably look like.

Siri is an artificial intelligence program that uses natural language processing to help people find what they’re looking for, while Google uses written text to do the same thing.
As more people use apps like Siri, ranking for voice search will become important. With that in mind, it’s important to understand how Siri comes up with results.

Siri pulls data from various places like Google, Yelp, Google Maps, Wolfram Alpha and other services. In fact, Siri accounts for 25% of Wolfram Alpha’s total searches.

Since Siri pulls information from several places and only gives one search result for each voice query, optimization can be difficult. However, it’s not impossible.

Optimizing for Siri

Sign up your local business for Google Places, Localize.com, Yelp and the other local listing services. Make all of your listings consistent but not identical.

Also, get lots of great reviews, since Siri compiles reviews from many different services.

Keep in mind that voice search uses natural language instead of text. Natural language is more long tail by nature. Thus, be sure to use long tail keywords in your website.

Also, include local keywords and make sure your website is mobile friendly.

Become a Part of the Mobile Revolution

Now you’re ready to become a part of the mobile revolution. Use this training as a guide as you start benefiting from mobile usage rates.