bREMOBILE

eBook

BUSINESS SERIES

MOBILE MARKETING 101



Copyright © 2015 - BREMOBILE INCORPORATED

BREMOBILE INC.
eBook Business Series

INTRODUCTION

Welcome to **BREMOBILE's eBook Business Series**. Here you can learn how to better manage, grow and scale your business or organization. Whether you are a business owner, manager, director, decision maker or entrepreneur, you might benefit from the engaging, stimulating and relevant content. The content provided is for *"entertainment purposes only"*.

The company shall not be held liable for any increase or decrease in business operations, sales, revenues or forecasts. The company shall also not be held liable for any joyous celebrations, high-fives, misconceptions or periods of anxiety. We merely want to provide another channel to increase your business knowledge, awareness and expertise.

We welcome you to access our eBooks anytime or any day. Please feel free to download the other eBooks in our series. More eBooks are being developed. They should be available in various languages soon. Sharing our eBooks is highly recommended. A new option for advertising is here. **Be** smart, **Be** informed, **Be** proactive, **Be** engaged.

Frank B. Phillips
Founder & CEO



BREMOBILE INC.
eBook Business Series

MOBILE ADVERTISING 101

TABLE OF CONTENTS

CHAPTER	PAGE
• MOBILE MARKETING TIPS	3
• MOBILE SEARCH USAGE	4
• DIGITAL MARKETING BENEFITS	5
• MOBILE MARKETING MISTAKES	6
• EFFECTIVE MOBILE ADVERTISING	7
• MAKE THE MOST OF MOBILE ADVERTISING	8
• DIGITAL COUPONS	9
• DIGITAL MARKETING PLAN	10
• LOCALIZED APPS	11
• DO'S AND DON'TS OF MOBILE ADVERTISING	12
• MOBILE MARKETING IS A MUST	13

NOTE: **eBook Business Series**
Developed, Created and Managed by: Lauren Saccone
lauren.saccone@bremobile.com



Mobile Marketing Tips

If you want to reach the largest possible demographic for your business, you need to keep up with technology. As the face of connecting with customers evolves, so do the methods and techniques companies must become comfortable with – fast. And one of the most versatile and effective forms of advertising for small businesses has quickly become mobile marketing. After all, virtually everyone seems to have a smartphone these days; why not take advantage and turn that fact into profit? Some people hesitate, a bit intimidated by this new form of communicating with customers. Well with a few simple tips you'll be able to use mobile marketing to reach your key demographics, raise awareness for your company, and open a whole new world of advertising.

- **Think Like A Customer**

Before you start enthusiastically spamming your potential users with a variety of ads and information, take a moment to think: do you like it when companies slam you with useless data? Make sure that your messages are focused, on target, and will actually appeal to potential consumers.

- **Make Your Website Mobile-Friendly**

You can have the greatest product in the world, but nobody is going to be interested if they can't see what you're selling. Look at your website from a variety of mobile devices and check if it works. Does the interface lag and get clunky on smartphones? Does the design warp and become difficult to navigate? There are tons of options out there that will allow small businesses to make their websites work on mobile devices and reach those who prefer to use the internet from their phone.

- **Find Your Mobile Match**

When checking out apps to promote your business or brand, it's important to make sure they meet your specific needs. Do they share your vision? Are they cost-effective? Will they help you reach out to local users, like BreMobile, making sure you connect with those most likely to care about your product and brand? Do they have helpful customer service technicians who will answer your questions as you set everything up? Spend time researching mobile apps devoted to small businesses, then pick the one that best fits into your marketing plan.

- **Keep It Simple**

Mobile marketing is very exciting, and allows you to instantly connect with millions of potential customers. All the same, you'll need to resist the urge to jazz up your website or mobile page with a lot of fancy gimmicks. People want pages that are clean, responsive, and easy to navigate. There are places where elaborate websites are admired; mobile marketing is not one of them.

- **Remember Social Media Marketing**

Don't let your enthusiasm for mobile marketing lead you to neglect the other online venues for your product. Social media can help bolster your mobile marketing campaign, providing solid word of mouth and a human voice that will give people an incentive to check out your page. Plus you can use social media to share exciting new promotions and sales, then encourage people to check out your mobile app. It's the perfect way to combine these digital resources into one foolproof marketing plan.

How To Use Mobile Searches

Mobile searches are a great resource. You can be on the go and still hooked in to what's going on around you, able to find whatever you need with the push of the button. And as this technology evolves and develops, so does the way consumers interact with mobile ads. More and more, people are relying on mobile ads to keep them up to date on what's happening locally. Here are a few facts for small businesses to keep in mind about mobile advertising, and how these searches can be used to their advantage.

Local Is Big: More and more frequently, people are using their mobile apps to search for local businesses and brands. They want the information instantly at their fingertips – and they're not inclined to be patient about it. If a website isn't mobile-ready (or lacks an effective mobile app), potential clients will have no hesitation about clicking off to a better option.

Google Is Out: Now don't get us wrong: Google is still the premiere search engine out there. But mobile app users are less inclined to use the website on their portable devices. Instead of using their browser, consumers would rather rely on apps like Yelp or BreMobile when it comes to local searches. Think we're bluffing? In just one year Google's hold on the mobile app arena shrank by a whopping 15%. The company has been working on a local search to improve these numbers, but it has some serious ground to regain on mobile searches.

Major Money: It doesn't look like mobile searches are going to be a flash in the pan – virtually every estimate shows the number of users only increasing. And with those users, so come the ad dollars; those small businesses with the right app presence will be primed to get the lion's share of some serious earnings. According to one report, by 2018 mobile ad searches will earn $28.41 billion annually. That's a lot of money to be made by small businesses ready to take advantage of the mobile revolution.

Keep It Flexible: Mobile marketing is inarguably big business, but many companies and brands are unsure of how to take advantage. Apps are by far the best way to go: register your business with BreMobile and Yelp, and then make sure your website is mobile friendly. Try out different types of adds and see if QR codes are a viable option. Look at your social networking presence, and determine your strengths and weaknesses. You need to be ready to take advantage of what works for you, and to toss aside what doesn't.

Know Your Goals: Many companies sign up for a social network or app without having a specific goal in mind – they often register without having a plan of attack. Before you think up a Twitter handle, stop and decide what your business really wants to gain from this move. Do you want to increase word of mouth? Find a more effective way to promote ads? Or do you want to increase local awareness for your small business? Once you know what you want, it will be far easier to find the best way to pursue mobile advertising and bring your business into the digital era.

4 Small Business Benefits Of Digital Marketing

Digital marketing can seem like a big leap for a small business. After all, do you really need to invest all that time and money into online advertising? Wouldn't it be better to focus on tried and true advertising campaigns (or not bother with a marketing budget at all)? While there was a time when a company could slack off on marketing, those days are long gone; in this brave new world, digital advertising is the only way for a small business to survive and thrive. Here's how delving into digital marketing can bring any brand or company to a whole new level.

- **It Expands Your Customer Base:** To put it bluntly, small businesses that skip out on digital marketing are missing an enormous potential pool of customers. You can reach people across the globe with a few well-placed and visually appealing ads. Even if your focus is more local, you can still benefit from the digital; more and more people are relying on apps like Yelp and BreMobile to find nearby businesses and brands. It's the perfect way to raise awareness for a small business and increase sales.
- **It Saves You Money:** Anyone who's ever debated taking out an ad in a magazine or a commercial on television knows that advertising is not cheap. Companies drop millions of dollars for a well-placed ad (like during the Super Bowl). But more and more research indicates that these pricey moves are fruitless; people just aren't affected by traditional ads the same way anymore. Instead of blowing your entire budget on one commercial, you can invest in a program like BreMobile where a weeks' worth of mobile advertising costs a mere $10 in the US ($5 international). With a budget like that, every business can afford to try their hand at digital marketing.
- **It Connects You To Your Customers:** The best (and sometimes worst) thing about the internet is that it gives everyone a voice – and customers in particular aren't afraid to use this power. If someone has a problem with your product or a question for your company, they'll most likely take to social media to get an answer. This can be a powerful tool for small businesses; it allows you to directly interface with your customers and provide excellent service without any pesky middlemen. It gives you real-time responses to your brand, and lets you see what's engaging to consumers and what's turning them off.

It Makes You Mobile: The revolution will be mobilized. More and more people are going online and shopping via their mobile devices, leaving their older technology behind. Digital marketing allows you to reach this demographic on its own turf, via apps and mobile sites. Being at the forefront of this incredibly powerful market can't be overstated: already over 34% of all organic traffic comes from mobile devices. And as more and more people make the move to mobile, it will be the small businesses who adapt quickly to this technology that succeed. A solid and reliable digital marketing program will incorporate mobile ads, and keep you focused on this vast potential market.

6 Common Mobile Marketing Mistakes (And How To Avoid Them)

It should come as no surprise that it's easy to make mobile marketing mistakes. After all, it's a relatively new technology that companies are still finding their footing with. But the learning curve is steep, especially with digital advertising. Small businesses can't afford to waste time and money on marketing strategies that just don't work. Luckily, you can learn from the mistakes of others and avoid some of the most common mobile marketing pitfalls.

- **Complicated Opt-In Form:** Digital users are a busy bunch. They want to get the information they're seeking and move on without a lot of hassle. Your sign-up page should be clean, easily understandable, and no more than one step. If potential customers have to jump through hoops just to see your mobile page or take advantage of that deal, they're going to lose interest quickly.
- **Buggy App:** Nothing frustrates mobile users faster than an app that doesn't work correctly. Whether it's crashing for no reason, takes ages to load, or has a complicated interface, make sure your app isn't turning customers off. Better yet, go for an app that's designed to appeal to mobile users. By relying on a professional service like BreMobile you get all the benefits of digital advertising with none of the headaches. That way you can work on creating an excellent product and providing the content to your customers.
- **Misuse Of QR Codes:** If you're not sure of what place QR codes have in your mobile marketing plan, it might be a good idea to give them a miss entirely. Mobile customers will quickly become irritated if that code sends them to a landing page that doesn't line up with their particular interests. A QR code should lead directly to what it promised customers in the first place, be it a discounted deal or some interesting information.
- **Not Spreading The Word:** Even if you have premium mobile advertising and an incredible digital presence, you need to tell people about it. Keep customers informed through every available channel: use social media to drum up a conversation, and offer deals and discounts to entice customers to check out your mobile app. And don't forget to tell users what your app actually does, and the cool features you're offering.
- **Cookie-Cutter Content:** Mobile advertising isn't the same as online; there are different pros and cons to consider. This counts for your content as well as your design. Make sure your content fits the medium and will appeal to mobile users aesthetically and practically. You can't just copy and paste your standard site into a mobile format, unless you want customers to close your page in a hurry.
- **Redirect Pages:** Speaking of your original online site, don't use your app as nothing more than an elaborate redirect page. Customers want new content and effective services when they test out a mobile app. Finding that it just sends them back to their browser will end up being an exercise in frustration. If they wanted to use the online version of your site, they wouldn't have bothered with the mobile device in the first place.

Effective Mobile Advertising For Small Businesses

Small businesses have a lot riding on a successful mobile marketing strategy. As a whole, companies understand that people spend a lot of time on their mobile devices – but they're still working out exactly how to capitalize on that fact. More often than not companies get nervous about the idea of investing whole-heartedly in mobile marketing and fall back on those tried-and-true standbys like television and print. Unfortunately playing it safe can backfire rather spectacularly; not only do you miss out on an entire demographic of potential customers, you end up wasting money on advertising techniques that simply don't work anymore. However, there are simple and effecting mobile marketing techniques that every small business can adopt to their advantage.

- **Remember Connection Speeds:** Technology is amazing, but it does slow down significantly on the mobile level. Users therefore have a lot less patience for websites and apps that take their sweet time loading. Streamline your website to be mobile friendly – or turn to an app like BreMobile that's designed specifically to accommodate those with mobile devices.
- **Maintain A Presence:** A flash in the pan is soon forgotten so make sure that you're consistent in your digital presence. Keep your social media sites active with photos, comments, and relevant information about your brand or small business. Reliably updating and maintaining a mobile site will give customers the confidence they need to try out your business.
- **Don't Forget Text:** Nobody particularly enjoys a strange text from an unknown number, particularly when it intends to sell them something. But that rule luckily doesn't apply when it comes to signing up for 'text clubs.' Reaching out to customers in this way allows you to personalize your message for maximum effectiveness; additionally, you can include links to deals, discounts, and other incentives to drive up customer interest.
- **Keep It Personal:** You can have the greatest mobile advertising plan in the world, but it means nothing if you don't have the tools to back it up. Don't neglect personal care and attention; keep an open channel between you and your customers to hear their feedback, good and bad. And when you do get feedback, listen. In the day of social media and digital marketing, customers will be very vocal about good and bad experiences they have with small businesses. Even in this technological world, word of mouth is still one of the most powerful forces out there.
- **Stick To Local:** Small businesses that skip out on mobile advertising are seriously missing out. According to a report from Network Solutions, 30% of all searches are local searches. Of those, 82% reach out to a vender within a day of searching, and 62% end up making a purchase less than 24 hours after typing in their query. People aren't idly searching the internet – they have a specific goal and end game. Small businesses that make themselves available on a multitude of devices (including mobile) have the greatest chance of attracting potential buyers.

Be Relevant: Make sure your mobile app or landing page has information and features that will really appeal to your target demographic. Mobile is not the place for fancy gimmicks or bells and whistles – users want a clean, streamlined program that will provide the information they need quickly and efficiently. Save all those cool effects for your web page, and keep your mobile page simple and easy to access. Apps like Yelp and BreMobile give users the important facts about your businesses – getting customers to your door that much quicker.

Make The Most Out Of Mobile Advertising

Mobile advertising isn't one-size-fits all. Although location-based services can do wonders to help you pinpoint your ideal demographic and raise awareness for your brand or company, you need to make sure that you're appealing to the right audience. A small business has to be conscious not only of how they're using mobile advertising, but what sort of message it's sending out into the world. Here are some tips to help you make the most out of mobile advertising.

- **Don't Just Focus On New Customers:** Every small business (every business regardless of size, in fact) loves new customers. And why shouldn't they? The more users acquired, the better things go for you and your brand. But don't overlook your loyal longtime customers in your pursuit of new users. Offer incentives for those signing up for your app, but make sure to provide rewards for those people who have stuck by your side for the long haul. Digital coupons are a great way to give back to consistent users. Appreciating customers and showing you hold them in high regard will make sure people keep coming back to your business.
- **Use Your Analytics:** No matter what your business is selling or your brand is focused on, you need to be aware of your customers and the ebb and flow of attention your app is generating. Small businesses don't have to drop a ton of cash to reap the benefits: most analytics will let your generate a picture of your users that include where they are and what they're looking for.
- **Check In, Check Out:** People love location-based services. If they can find a coffee shop nearby, or a retailer in their neighborhood, they want to swing by – and are sure to tell their friends. The vast majority of mobile services include people looking for things in a specific place. Make it easy for users to share your location (and glowing reviews) by creating a user-friendly and accessible app. Ensure that your address appears on all your social media sites (and that it's up to date)!
- **Location Isn't Everything:** Some apps are focused entirely on *where* potential customers are. And while we just got done telling you how great location services can be, this isn't the best plan of attack. Spending all your time and energy on location and nothing else means you overlook a lot of vitally important information about your customers. Age, gender, lifestyle, and preferences all play a significant factor in sales and attracting new customers, -- even more than if a business is nearby. You need to find a happy balance between targeting foot traffic as well as pinpointing people whose interests line up with what your small business can provide. Invest in a system that provides you with solid demographics so you can learn about your customer and find the best way to appeal to their specific needs. You can also sign up for an app like BreMobile, which provides you with 24/7 demographics to help you make the most out of mobile advertising.
- **The bottom line:** mobile marketing and location services are tools to be used as part of an effective and streamlined digital advertising plan. Don't let any one service overshadow your focus: attracting and keeping the best customers for your small business.

What's The Deal With Digital Coupons?

If you want a mobile marketing plan with high impact for low cost, it's time to seriously consider digital coupons. Unlike a full-scale mobile advertising plan, digital coupons are a fairly slow investment of time and energy, but the rewards for a savvy small business can be significant. People have always loved coupons (and the savings that come with them), and the digital age means they're allowed to bid goodbye to those pesky little pieces of paper and keep all the relevant data safely on their mobile device. Here are a few tips to make sure your digital coupon strategy is an overwhelming success.

- **Make Them Attractive:** Even if you're relying on QR codes to help customers ensure savings, you need to make the packaging appealing. Digital coupons don't give you an excuse to settle for shoddy design. In fact, considering how visually oriented mobile users are, there's even more attention to the aesthetic side of coupons. Make sure that your digital coupons are attractive, appealing, and easy to understand.
- **Target Your Key Demographic:** Before you design and release your digital coupons onto the world, sit back and think about who they are targeting. Make a plan for who you want to reach, and why. Are these coupons designed to draw in new customers? Or do you want to generate more visits from previous users? Maybe you want to thank new people signing up for your app or site with a discount If you've been having trouble moving a particular brand or item, a digital coupon could be the solution to increasing appeal (and sales) in one fell swoop. Once you know who you're interested in attracting, you'll have a focused plan to generate the most positive feedback for your coupons.
- **Use Location Services:** Technology really is incredible. Think about it – a person can be walking down the street when the suddenly receive an alert on their mobile device. Turns out that the small business on that block is having a sale, and just offered this prospective buyer a digital coupon. Not only will this raise awareness for your product and your brand, it can lead to a serious increase in foot traffic. Just remember to use location services with care; too many alerts can backfire, and irritate potential customers. It's best to leave this in the hands of professionals like BreMobile; sign up for a mobile advertising service that will effectively use location services in the best way to appeal to consumers. Not only will it keep you from overwhelming your customers with offers (leading them to turn off alerts altogether), BreMobile makes sure that the people getting your deals are the ones mostly likely to take advantage of them.
- **Make Them Time Sensitive:** Create a sense of urgency when you're developing your digital coupons. Studies have shown that people are extremely receptive to digital coupons, but with countless offers vying for their attention some can fall by the wayside. Keep customers focus on your small business by creating a cut-off time. It can tip someone on the fence about making a purchase in your favor.

5 Ways For A Small Business To Plan A Digital Marketing Strategy

Make no mistake about it: marketing is not for the faint of heart. It's a challenging and often overwhelming area that can leave even the most accomplished business stumbling. Some opt to simply overlook this facet of business, focusing all their efforts on other areas in which they're more comfortable. Well in this day and age, there's just no way to avoid marketing – particularly digital marketing. People spend more and more time on their laptops, tablets, and mobile devices than ever before. Love it or loathe it, this is the technological age, and if a business aims to succeed it had better figure out its digital marketing strategy - -fast. Here are some smart ways to develop the ideal strategy for your small business.

- **Figure Out Your Demographic:** Before you start loading the internet with ads, take some time to figure out your game plan. Decide who you want to appeal to with this marketing strategy. Specify the demographic you're targeting, then formulate the best ways to reach them. Be open to new ideas; explore options about different social networking sites, or investigate whether a mobile app would be the most effective way to reach your intended audience.
- **Be Realistic About Your Budget:** It would be wonderful if your small business had millions to spend on mobile advertising, but unfortunately that's probably not the case. Most small businesses need to be smart and savvy about their digital marketing budget, deciding how much they want to invest. Try to set aside part of your finances to focus on digital advertising. If you're worried about spending too much green for no return, you can opt for an app like BreMobile. For only $10 a week in the US and $5 a week internationally, this app will provide you with round the clock support and services to help you make the most of your mobile advertising money.
- **Find Your Niche:** Now's the time to be clear on what you're selling. How would you describe your business or brand in just one sentence (we'll let you use a short paragraph if you're stumped)? The average American attention span is rapidly declining, and this goes double for mobile apps. People on the run don't want to spend a lot of time figuring out what you're trying to say. So hone your message down, make it clear who you are and what you're doing, and get ready to target new customers.
- **Give Them Incentive:** You can have a stunning mobile app and a flawless digital marketing plan, but that's not going to be enough to make people clamor for your product. Small businesses need to motivate consumers to give them a shot – that's where incentives come in. It doesn't have to be a promotion or discount, but you do need to figure out what's going to make your particular audience press the 'Buy' button for your products. It could be a particular feature or service that none of your competitors offer; make sure your audience is aware of why your small business is deserving of their hard-earned funds.

Use Reports: Mobile apps like BreMobile offer you exhaustively detailed reports on the audience you're reaching with your digital ads, allowing you to see which demographics are doing the best. Use this and other resources to paint a complete picture of your online presence. And don't forget to keep any eye on social media accounts – they're free to set up, but the positive feedback (and additional sales) they generate can prove priceless.

Why Localized Apps Are A Small-Business Essential

Technology has, in many ways, shrunk the world. It's now possible to have a live conversation with someone sitting on the other side of the globe, and appear to be face to face (or at least screen to screen). With the world seemingly at your fingertips, it's easy for small businesses to overlook the advantages to keeping their focus local. Other businesses just don't know what digital tools will allow them to attract the local customers they want. But a localized marketing plan can prove essential for a small brand or business – here's why.

Mobile Users Love Local: A ridiculously high number of mobile users turn on their phones specifically to find something in their area. Odds are that a search will be about something immediate, preferably within walking or driving distance of the user. That opens up a lot of opportunities for local businesses to jump in and garner new customers. The trick is to rely on more than just a generic search engine, where your odd of being the number one result for your zip code are unreliable at best, unlikely at worst.

Mobile Users Love Apps: Apps really have revolutionized the mobile industry, and small businesses ignore this fact at their own risk. At the very least, every small business or brand should have a mobile-friendly website that works on most devices. But the truly savvy businesses know that apps are the way to go when it comes to local searches. They provide a reliability, consistency, and streamlined approach to finding nearby businesses. Apps that focus on providing the best services for local businesses, like BreMobile, allow smaller companies to enter the mobile advertising world in a smart and effective manner.

Local Incentives Go A Long Way: It's one thing to have a digital coupon sitting in your inbox for some business you'll never see in person; it's quite another to get a great offer or deal for the store you're walking right by. Local incentives can spur an incredible amount of foot traffic to your small business, inspiring new customers to give your company a try. Having the offer literally in their hand at the prime moment is something that local apps can provide to every small business.

Checking In Totally Checks Out: People love updating their status on a variety of social media. Where they are what they're doing, what they're eating… customers adore sharing the daily details of their lives with their friends. So make sure the app you're using connects to all the popular social media sites. An app like BreMobile will allow users to share where you're shopping or what small business you're trying out with everyone on your Twitter and Facebook feeds. This is a great advantage for users as well – by bringing the things they like and dislike about a company to the public sphere, it puts pressure on a business to keep its customer service in top condition.

Businesses and customers alike win big when localized mobile apps are used in a smart and effective way. If setting up a mobile site for your business is outside the sphere of your experience or your budget, and making it focus on local business leaves you completely flummoxed, take a look at the options already out there. Apps like BreMobile give you everything you need to create a winning local search app for your brand, with none of the hassles or headaches that come from trying to do it on your own.

Do's and Don'ts of Mobile Advertising

Mobile advertising is a phenomenal new way to interact with and attract customers. It's versatile, evolving, and changing the way businesses and users communicate. Of course, like any new technology, there's bound to be a learning curve. It's all too easy to make some fundamental errors -- especially for small businesses just getting started. Here are some basic do's and don'ts to make the most of your mobile advertising efforts.

DO Know Your Customers: Before you strike out on a mobile marketing campaign, make sure you know who you're trying to attract. Figure out your target demographic and the best way to reach them via mobile advertising. Once you have a plan of action, moving forward will be that much easier.

DON'T Jump On The Bandwagon: There are a lot of trends in mobile advertising, and it can be tempting to follow the crowd when it comes to marketing. This can prove disastrous, particularly if you pick the wrong wagon; by doing what everyone else is doing, you'll fade into the crowd and lose the unique identity that attracts customers in the first place. Most of these trends don't last, so focus instead on a long-term plan for your business.

DO Use Analytics: Analytics are essential if you're going to figure out your place in the digital world. They let you see who's paying attention to your advertising and who isn't (and can help you figure out why). Unsure of where to get started with demographic data and analytics? BreMobile provides 24/7 analytics and demographics on your mobile ads, providing you with a comprehensive understanding of your mobile audience. And right now the Early Bird Special lets those who sign up get 10 weeks of free mobile advertising -- a great way for small businesses to get started with mobile marketing.

DON'T Copy And Paste: It might be tempting to use the same ad on all your social media and mobile marketing campaigns. Trust us -- you wan't to resist this urge. Customers who subscribe to numerous channels will quickly grow tired of seeing the same ad and are less likely to respond. And many of the ads that work online simply don't translate well to mobile marketing. The mobile world is an entirely different venue, and those who try to cut corners will end up cutting their earnings.

DO Make One Complete Plan: Mobile marketing shouldn't be a separate campaign for your small business. Instead, it should be part of a larger plan. Remember to combine all the facets of your advertising efforts into one streamlined, cohesive work. Do you have a strong local market? Give them digital coupons to share with their friends. Are your mobile ads fun and creative? Make sure customers can share them on social media.

DON'T Get Left Behind: Some businesses and companies are hesitant to get into mobile marketing, believing it will be a short-lived trend. With an estimated $20 billion revenue in 2015, mobile marketing is here to stay -- don't be left in the digital dust.

Do Remember Content: At the end of the day, what you're selling and how you're selling it is what really matters. Remember to draft quality content that is aimed at what your customers want and need. By sticking to the basics of good business and good advertising, you can make mobile marketing work for you and your company.

Why Mobile Marketing Is A Must-Have For Small Businesses

If you're a small business, you're always looking for the next big thing. What's going to help you engage customers, what's going to raise awareness, how are you going to keep your business strong and growing? The answer is already here: mobile marketing. A lot of small businesses are overlooking this vital new venue -- and that can be a recipe for disaster. Here are just a few reasons why mobile marketing is a must-have for small businesses.

Direct Connection: Your goal is to connect with your customers in the simplest and most direct way possible; mobile marketing is the way to do this. Small businesses can speak directly to their customers, carefully cultivating and crafting the desired messaged. Nothing will be lost in translation along the way.

Everybody Has A Phone: Love it or loathe it, technology has become a part of daily life -- and smartphones in particular aren't going anywhere in a hurry. Pretty much everyone has a phone these days, meaning that a small business with an organized mobile marketing campaign is primed to connect easily with their target demographic.

It's Inexpensive: Small businesses always have to keep an eye on their budgets, and they just don't want to waste money on a marketing scheme that won't work. That's why mobile marketing is so useful to small businesses; many sites allow them to optimize their web pages for mobile viewing. Social media translates perfectly to mobile, with users constantly updating their statuses and checking into locations.

For those without the time or inclination to work on their mobile marketing plan (but still eager to reap the benefits), there are services like BreMobile, Inc. BreMobile provides comprehensive mobile marketing for just $10 per week in the United States, and only $5 per week internationally. And right now if you sign up for the Early Bird Special, you can get 10 weeks of mobile advertising **absolutely free**. There's no better way to try your luck at mobile advertising.

It's Immediate: Have a sale, and time is running out? Mobile marketing allows you to send a mass message to your subscribers (who can then pass it on to their friends and family) alerting them of deals. Putting a countdown on your deals increases interest and makes people more likely to swing by and take advantage of your offers. There's no delay between the message being sent out and users receiving it.

It Lets You Connect: Small businesses want an actual relationship with their customers. Mobile marketing gives both parties an easy and effective way to communicate. You'll be able to see what they like and dislike about your services and adjust accordingly. Companies can answer questions quickly, deal with any issues that arise, and provide a level of customer care that shows their devotion to customers. And customers notice; when a good review or a vicious critique can go viral in seconds, success and failure can be just a click away. Take the time to connect with customers and understand their concerns and desires. Not only will you have happier users; you'll have a stronger company, too.