



SHORTENED  
VERSION



## Learn How Your Company Can Leverage **MOBILE MARKETING**

- *The current state of mobile marketing*
- *Choosing the right mobile opportunities*
- *Creating a mobile-friendly website*
- *Social location mobile ("so-lo-mo")*
- *Mobile ads (banners, videos and more)*
- *Developing a mobile app*
- *Mobile commerce*
- *Quick Response (QR) codes*
- *Measuring mobile marketing*
- *And much more!*



## Table of Contents

This is a shortened version of our Mobile Marketing Strategy Guide, available FREE OF CHARGE

<b>INTRODUCTION</b>	4
The Current State of Mobile Marketing	4
<b>IS MOBILE MARKETING RIGHT FOR YOU?</b>	5
Why Do Companies Use Mobile Marketing?	6
Who Should Be Leveraging Mobile Marketing?	7
<b>GETTING STARTED WITH MOBILE MARKETING</b>	8
Get Educated on Mobile Marketing	8
Develop a Mobile Strategy	10
<b>CHOOSING THE RIGHT MOBILE OPPORTUNITIES</b>	12
Mobile Websites	12
Mobile Local Search and Location-based Marketing	16
Foursquare	19
Gowalla	19
Yelp Mobile	20
Facebook Places	20
Loopt	21
Google Places and Google Mobile	22
Mobile Advertising	23
Text Message Advertising (SMS and MMS)	23
Mobile Banner Ads	25
Mobile Video Ads	26
Interstitial Ads	27
Mobile Apps	29
<b>OTHER MOBILE TACTICS TO CONSIDER</b>	33
Mobile Commerce (M-Commerce)	33
QR Codes (The 2D Barcode)	36
<b>MEASURING MOBILE MARKETING</b>	40
What to Measure (KPIs)	40
Tools and Resources	43
<b>LOOKING AT THE BIGGER PICTURE</b>	44
Benefits of Integrating Mobile Into Your Marketing Mix	45
How Does Mobile Fit Into Your Strategy?	46
<b>CONCLUSION</b>	47
Locate a WSI Consultant	48
About WSI	48

## Introduction

Over the years, marketers have seen a considerable shift in focus in the online realm as the digital world continues to evolve. In the early 90s, the hype was on having a website; everyone wanted be part of the dot-com blitz. Though having an online presence was important, the concept of pay-per-click, search engine optimization and other forms of traditional Internet marketing became critical components to the success of any website.



Not long after traditional Internet marketing reached its peak in popularity, the explosion of social media transformed the face of Internet marketing. With social networking and social media sites like Facebook, Twitter, LinkedIn and YouTube taking the world by storm, the practice of social media marketing took precedence.

To no one's surprise, the world of digital media is shifting again. Now the next big contender is mobile marketing. Often times, the term "mobile marketing" is linked to the idea of sending advertising messages to people's mobile phones. A few years ago, this might have been the case. But mobile marketing encompasses several techniques; it's more than just text message marketing. Mobile marketing involves services like mobile websites, social location marketing, SMS and MMS marketing and mobile apps – just to name a few. Think of mobile marketing as the umbrella under which these other mobile services lie, all of which have the potential to help companies bring in new customers and create brand loyalty. (We will elaborate further on these terms throughout this guide.)

In staying at the forefront of the digital space, WSI has created a complete guide for companies like yours to stay educated, learn about the various mobile marketing opportunities out there, choose the opportunities that are right for you, develop a strategy in line with your overall marketing goals and measure the success of each campaign. If your company is interested in learning about the mobile marketing space and ready to embark on leveraging some of the opportunities available, picking up this guide is a step in the right direction.

## The Current State of Mobile Marketing

Recent statistics indicate that the use of smartphones and tablets is increasing at a rapid rate all over the world. As the mobile world continues to release updated versions of their technologies like the BlackBerry, iPhone or Android phones and tablet PCs like the iPad and BlackBerry Playbook, more and more people are harnessing the power of mobile. The reality is: we live in a fast-paced world where information travels at the speed of light and people are accessing this information on their handheld devices.

### Mobile Internet Traffic Worldwide, Mar 2010-Jun 2011 % of total internet traffic

Mar 2010	1.82%
Jun 2010	2.03%
Sep 2010	2.81%
Dec 2010	3.45%
Mar 2011	3.92%
Jun 2011	5.02%

Note: includes tablets

Source: Net Marketshare as cited in press release, July 1, 2011

126502

www.eMarketer.com

According to eMarketer, the amount of Internet traffic coming from mobile devices has increased over the past year. As of June 2011, 5.02% of all Internet traffic worldwide came from a mobile device, a considerable increase over the 2.03% of mobile web traffic received just 1 year prior. Mobile web browsing isn't going to disappear. The concept of accessing information instantly and straight into the palm of your hands will continue to grow in popularity. And new technologies will continue emerging to accommodate this growing demand.

Therefore, it only makes sense that marketers are finding new opportunities to reach consumers. Worldwide mobile advertising revenues have increased from \$1.6 billion to \$3.3 billion between 2010 and 2011. Statistics indicate that by 2015, marketers will spend a whopping \$20.6 billion on mobile advertising.

**Mobile Ad Revenues Worldwide, by Region, 2010, 2011 & 2015**  
*millions*

	2010	2011	2015
Asia-Pacific and Japan	\$868.8	\$1,628.5	\$6,925.0
North America	\$304.3	\$701.7	\$5,791.4
Western Europe	\$257.1	\$569.3	\$5,131.9
Rest of the world	\$196.9	\$410.4	\$2,761.7
<b>Worldwide</b>	<b>\$1,627.1</b>	<b>\$3,309.9</b>	<b>\$20,610.0</b>

Source: Gartner, "Forecast: Mobile Advertising, Worldwide, 2008-2015" as cited in press release, June 16, 2011  
 128996 www.eMarketer.com

Why are marketers leveraging mobile marketing in their businesses? What are some of the benefits of mobile marketing? The pros and cons of mobile marketing will be discussed in the next section, but according to a recent study\*, worldwide advertisers stated the following key reasons why they use mobile marketing:

- 78% said they use mobile because more consumers have access to smartphones
- 61% said they like the ability to target certain demographics based on devices
- 42% said they like the attractive ad formats

*\* Data is from the June 2011 Google and the Mobile Marketing Association (MMA) report titled "Global Perspectives: The Smartphone User & The Mobile Marketer" conducted by Ipsos and TNS Infratest.*

If other companies out there are using mobile marketing, it might be wise for yours to take a look at this new phenomenon and determine if it's the right opportunity for you as well.

## Is Mobile Marketing Right For You?

Before we discuss whether mobile marketing is right for your company, let's first define what it is. According to the Mobile Marketing Association, it's "a set of practices that enables organizations and businesses to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network."

As mentioned, mobile marketing is more than just sending text messages to your customers. There are a number of strategies that fall under the umbrella of mobile marketing, which will be discussed in further detail later on. For now, let's talk about whether the concept of mobile marketing in general is right for your company.



## Why Do Companies Use Mobile Marketing?

There are several reasons why companies choose to embark in the mobile world to further reach their customers. Below are just a few reasons marketers have leveraged mobile marketing.

### People Consider Their Mobile Phones Personal

Many people use their mobile phones to store contact information, appointments, reminders and personal notes. People take pictures using their mobile phones and customize various settings on their phone (wallpaper, ringtone, theme, etc.). Also, generally people don't share their mobile phones. So communicating to your customers via their mobile devices is an effective way to increase the personalization of your marketing message. With that said, privacy and permission are very important for all marketing campaigns especially involving a mobile device.

### People Always Keep Their Mobile Phones Around Them And On

Think about the things you grab just before you leave the house: wallet, keys, mobile phone. Think about the things you keep close to you throughout the day: your mobile phone. Also think about the last time you turned your mobile phone off. During meetings, outings and even while they sleep, people generally put their phones on silent or vibrate. Rarely do people turn their mobile phones off unless they need to reset it, pop out the battery or change the SIM card.



What does this mean for marketers? Mobile campaigns can be read within minutes of being received. But marketers must be sensitive to the timing of their messages. Nobody wants to be woken up at 4 AM with a marketing message to their mobile device.

### People Can Make Payments Through Their Mobile Phones



Every mobile phone has a built-in payment system: the SIM card. Billing can be done through the user's mobile network. With the popularity of ringtone downloads, game downloads and data usage, people have developed the mentality that they must pay for content through their mobile phones. The expectation that mobile content is free has been lessened. But marketers must understand that even though consumers are willing to pay for content and downloads via their mobile device, clear communication that charges will apply must take effect.

### People Can Easily Share Mobile Content

Much like how email has the "forward" option, mobile phones gives users the ability to forward messages to their friends with a click of a button. There is great viral potential with mobile marketing and if the message/offer is compelling enough, users will share your message/offer with their friends. With the use of text messaging, BlackBerry Messenger and other instant messenger systems on the mobile device, people are communicating with their friends using their cell phones more than traditional communication channels. Therefore, mobile marketing campaigns have the potential to go viral because users can send a message to their mobile contacts simultaneously within minutes.

## People's Response to a Mobile Campaign Can Be Easily Tracked

Much like how Internet marketing offers exceptional tracking and measuring capabilities, so does mobile marketing. Since every activity in a mobile marketing campaign is tracked to a single phone number, engagement can be easily measured. Though some mobile networks may limit the amount of data they are willing to share with marketing companies, activity can be traced back to individual mobile users.



Consider the number of people who rely on their phones and how important they consider their phones as part of their way of life. Mobile marketing allows companies to capitalize on this fact, while increasing customer engagement, brand loyalty and profits at the same time.

## Who Should Be Leveraging Mobile Marketing?

Mobile marketing offers companies new and exciting ways to expand the reach of their messages and touch more customers. The return on investment could range between new leads, more sales, increased repeat sales or more customer interaction. But who should be leveraging mobile marketing? How can you determine if your company is ready to tap into the mobile realm? Below are some ways to help you come to that conclusion.

### Evaluate If Mobile Marketing Can Help You Achieve Your Goals

Start by evaluating your company's goals and determine if the benefits of mobile marketing (as previously discussed) could help you meet those goals. For example, if your company is struggling to retain customers and create brand loyalty, mobile marketing might help you close the gap between existing customers becoming repeat customers. Keeping your customers in the know about your latest offers and special discounts through the personal touch of a mobile device can create customer loyalty.



### Determine If Mobile Fits With Your Existing Marketing Programs

You can also think about your existing marketing programs and determine where you could enhance your customer communication strategies using mobile marketing. For example, if your company is currently leveraging other forms of Internet marketing, such as social media, and looking to tap into new engagement strategies, mobile marketing might be a step in the right direction. Location-based mobile marketing can serve as a great asset for companies that are looking to link their social media and mobile marketing campaigns together. Location-based social networks like Foursquare, Loopt and Gowalla coupled with the features of today's smartphones allow people to interact, share and recommend places based on their physical location.

Creating a mobile friendly website might be a good way to enhance the experience of your current website visitors. Launching a mobile commerce site might be a nice way to complement your existing eCommerce website. Later in this guide, we will discuss various mobile opportunities and how to integrate them into your marketing strategy. When answering the question of who should be leveraging mobile, a good question to ask yourself is where mobile fits with what you're currently doing.

## Take Notice of Who Else Is Using Mobile Marketing

If your company is still unsure whether or not mobile marketing is right for you, take a look at the following stat. According to eMarketer, several industries are leveraging mobile in various capacities. For example, 42% of media and entertainment companies integrate mobile marketing with their other media campaigns, such as print, TV and online. Meanwhile, 23% of retail companies use mobile marketing as a standalone activity. Thirty-five percent of the automotive industry is in the early stages of mobile marketing and just experimenting to see how it can fit in their marketing strategies.

Of those within the travel industry, 30% integrate mobile with their overall marketing campaigns and another 30% are using mobile on an adhoc basis. Other industries mentioned in the study are hospitality and restaurants, fast-moving consumer goods and financial services.

It's safe to say that companies of various industries are already using mobile marketing. Chances are your competitors are reaching their customers and your potential customers using mobile. If that's the case, maybe it's time for your company to evaluate if it's the right time to step into the world of mobile marketing.

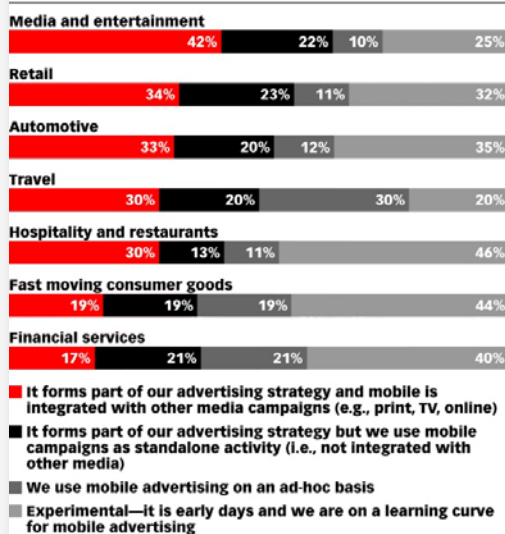
### Conclusion

Though it's evident that mobile marketing offers a wide range of benefits for companies of all sizes and industries, not all companies have the time, resources or know-how to successfully implement a mobile marketing strategy and integrate it into their overall marketing programs. If your company is one of them, then it is recommended you put your mobile marketing strategy in the hands of a certified professional.

WSI Internet Consultants are trained and certified by industry leaders to plan, strategize and implement proven digital marketing solutions for their clients. Our solutions include a wide range of services from traditional Internet marketing (such as paid search advertising and search engine optimization) to landing page design to social media and mobile marketing. All digital marketing solutions are custom-tailored to suit the needs and goals of each individual business. Contact a WSI Internet Consultant today to discuss how your company can benefit from a proven digital marketing solution or to learn more about how a mobile marketing strategy can help your business.

**Note: This is a shortened version of our Mobile Marketing Strategy Guide, available FREE OF CHARGE. For the complete copy, please contact your WSI Consultant.**

**Mobile Advertising Strategy Adoption According to US Marketing Decision-Makers, by Industry, June 2011**  
% of total



Note: numbers may not add up to 100% due to rounding  
Source: Interactive Advertising Bureau (IAB) and Ovum, "Marketer Perceptions of Mobile Advertising," July 18, 2011

130054

www.eMarketer.com



we simplify  
the Internet

## ABOUT WSI

WSI leads the global Internet industry offering best of breed digital marketing solutions to suit the needs of multiple industries. The company has the world's largest Internet Consultants' network with its head office in Toronto, Canada. WSI Consultants have helped thousands of businesses realize their online marketing potential. By using innovative Internet technologies and advanced digital marketing strategies, businesses can have a WSI Digital Marketing System tailored to their individual needs to elevate their Internet presence and profitability to new levels. With the support and cooperation of its customers, franchise network, employees, suppliers and charitable organizations, WSI aims to help make child poverty history through its global outreach program ([www.makechildpovertyhistory.org](http://www.makechildpovertyhistory.org)). For more information about WSI's offerings and business opportunities, please visit our website at [www.wsiworld.com](http://www.wsiworld.com). The information herein is the property of RAM Corporate (RAM). We are an independently owned and operated WSI franchised business. ©2011 RAM. All rights reserved.



### WSI MOBILE SITES PORTFOLIO

Take a look at some of our outstanding mobile websites:  
[www.WSIMobilePortfolio.com](http://www.WSIMobilePortfolio.com)

*From your smartphone, take a picture of this QR code and view our mobile sites portfolio. A QR code reader is required to view the content.*

## CONTACT YOUR WSI CONSULTANT

Maureen Wright  
[www.wsibestnetsites.com](http://www.wsibestnetsites.com)  
01332 850618

