

Mobile Marketing User Guide For Local Businesses



**Learn the FACTS and BENEFITS of Leveraging
Mobile Websites, SMS Text Message Marketing,
and QR Codes in Your Business!**

Consumer Mobile Device Usage FACTS:

- Consumers are using their mobile devices to access the Internet more than ever before – and it's expected to grow at astonishing rates over the next 12 months and beyond.
- There are approximately 4 BILLION mobile subscribers across the world.
- Most mobile device users keep their phones within arm's reach over 90 percent of waking hours.
- Nielsen predicts that smart phones will account for nearly half of worldwide mobile sales by 2013. This is a clear indication of how much more the Internet will be accessed via mobile devices.
- Americans today are spending an average of three hours per day on the Internet from their mobile devices.
- Over the past few years, the shipment of mobile handsets has grown 16% annually - reaching 400 million sold in the last quarter of 2010. Mobile device companies sold a total of 1.39 billion units in 2010.
- Approximately 30% of U.S. mobile phone users have a smartphone according to Nielsen. This number is expected to grow to approximately 43% by 2015 according to eMarketer.
- In 2009, approximately half a BILLION people went online using their mobile device. This number is expected to double within the next 5 years.
- By 2014, mobile Internet usage is expected to exceed desktop Internet usage.
- According to Nielsen, 70% of mobile users plan to upgrade to 4G service within the next year so they can have faster Internet speed while using their mobile devices.
- According to founder and CEO of Amazon.com, Jeff Bezos, customers around the world have ordered more than \$1 BILLION U.S. dollars from Amazon.com using a mobile device.
- Gartner also predicts that by 2014, more people will access the internet from their mobile devices than from their PC desktops.
- According to Facebook official statistics from January 2011, more than 200 million users (out of over 600 million Facebook users) access Facebook using their mobile devices; also, mobile Facebook users are twice as active as non-mobile users.

- More than 200 million YouTube views occur on mobile devices every day.
- 86% of mobile Internet usage happens while the users are watching TV.
- Mobile marketing methods have proven to be effective in acquiring new customers, providing service to existing customers, and driving repeat business through relationship-building.
- When combined with other marketing methods, mobile marketing has proven to increase conversion rates.
- Studies show that as time goes on, people will prefer to deal with technology over human interaction.

Mobile Website FACTS & BENEFITS:

- Studies show that current mobile web-user experiences are overall horrible when it comes to viewing and navigating websites. Websites that have not been optimized for mobile viewing are too cluttered and negatively impact the visitor's ability to locate information.
- Traditional websites are designed to be viewed on a computer screen instead of a mobile device. This means that most regular websites are not compatible with mobile devices.
- More and more people are using their mobile devices to access the Internet while on the go. In fact, one-third of the world's population uses their mobile devices to perform Internet searches.
- One-half of all Internet searches for LOCAL products and services are performed from mobile devices.
- Gartner reports that approximately 96 million mobile searches performed in 2009 were by those looking for a "location -based" (LOCAL) service. This number is expected to grow to more than 526 million searches by 2012.
- Mobile-friendly websites receive higher mobile search engine rankings.
- Mobile-friendly websites have higher speed, making the visitor experience more pleasurable.
- Helps you attract both "new" and "repeat" customers by giving your business "instant mobile marketability" when your visitors land your clean mobile site with all of the important information clearly and easily accessible.
- Can be viewed anytime and anywhere mobile cell phone coverage is available. Due to the massive amount of Internet-enabled mobile devices across the world, this means your website can easily be exposed to millions of people.
- Makes it easier for "On the go" visitors to easily find your business and contact you with one-click calling, one-click email, and instant directions. This eliminates the need for your customers to take "extra steps" in order to contact or visit your business.
- When users are successful in finding what they need while visiting a mobile website, they're more likely to come back. When mobile users land on a website that is all distorted, they quickly exit and make a mental note never to return.

- Have the advantage of coming up higher in search engine results for local searches performed on mobile devices. This means that when people search for your type of product or service using their mobile device, you can show up higher in the results just because you have a mobile website.
- Gives you the advantage over your competitors; most of which are not even leveraging the powerful benefits of mobile marketing.
- It is easy to track your mobile success with free reporting and analytic tools available with most mobile platforms. Simply track your visitors and make improvements where necessary.
- Integrating social media platforms such as Facebook, Twitter, and YouTube with your mobile website is simple and will help boost your profits even more.

Mobile Website “Getting Started” Checklist

Ready to get your own mobile-friendly website?

- Decide what enhancements you want to provide with your mobile website.
 - Easy access to your phone number and one-click calling.
 - Easy access to your email address and one-click emailing.
 - Easy access to your product information.
 - Easy access to directions to your establishment.
 - Easily accessible through higher search engine rankings

- Determine how you want mobile users to benefit from your mobile website.
 - Retrieve Information Only
 - Make Purchases
 - Redeem Coupons
 - Opt-in to Your List

- Decide on the content for your mobile site. Keep the amount of graphics and content small as mobile devices navigate the less content there is.

- Decide on a mobile platform or method to create a mobile-friendly website for your business.
 - ✓ You could purchase programs to help you create your own mobile website or you could hire a professional to do it for you.

- Design your mobile site to be very clean and simple. Only provide relevant content and information that is easy to access.
 - ✓ Keep it simple – your visitors will appreciate it! Mobile users don’t care about the look and style of your website.
 - ✓ Create a mobile site that enhances your visitors’ experience instead of distracting them.
 - ✓ People who access websites from their mobile devices are usually looking one specific piece of information and then leave.
 - ✓ Make sure that all of your pertinent information is easily visible on your mobile website. This includes your phone number, address, directions, menu, etc.

- Track your progress. Be sure to view the analytics of your mobile website to see how many views you are getting. No matter how many visitors you’re getting, at least you’ll know that they are finding what they need now that you have a mobile website.

If you would like someone to create your mobile website, give me a call at (613)315-7777 or email [create my website](#).

SMS Text Marketing FACTS & BENEFITS:

- According to researchers, 73% of consumers would like to receive special offers on their mobile devices – but they are not getting them.
- Offers made via SMS text marketing has consistently gotten response rates up to 20% - that's 10 times more than traditional advertising methods such as email, direct mail, and newspaper ads which usually get around a 2%-3% response rate.
- Most consumers always have their mobile phone by their side, which means that they will receive your message no matter where they are.
- Studies show that approximately 90% of consumers read their mobile text messages within minutes.
- Research shows that 29% of mobile users are open to scanning a mobile tag to get coupons.
- SMS text marketing has shown to be successful in most business models and has been utilized most for retail, promotions, communication, and appointment setting.
- Studies show that mobile coupons will become more relevant over the next several years.
- Analysts are predicting that SMS text marketing will eventually be the preferred method of servicing customers and clients with things such as appointment reminders, surveys, self-help services, and more.
- Using QR codes is the perfect way to make it quick and convenient for your audience to opt-in to your SMS list.
- SMS text marketing is a “permission-based” form of marketing where the customer initiates things by texting in a keyword to join your list. In exchange for their subscription, you can offer them an incentive, such as a coupon, free goods, free information, etc. Once the person has subscribed to your text messages, they are now a part of your list and will receive all of your future marketing text messages.
- SMS text marketing puts your subscribers at ease because they can opt-out of your list at any time. However, since the opted-in to join your list, most of them WANT to receive your messages.

- SMS text messages can go viral, which means they can spread like wildfire. This is because your subscribers will often forward your offers to friends and family, which will give you more exposure and more sales.
- SMS text marketing allows you to reduce your advertising costs while increasing sales and customer loyalty at the same time. This method is inexpensive compared to other marketing methods and usually gets a much higher response rate.
- With SMS text marketing, you can reach a group of people who are interested in knowing about your products and services within minutes.
- SMS text marketing helps you to establish two-way communication between you and your customers.
- SMS text marketing is great for local retailers of all types wishing to promote products or services, provide purchase incentives, and increase customer loyalty and retention.
- It's easy to track results of a SMS text marketing campaign as recipients of your text offers have to come into your establishment and show you the offer or coupon right on their cell phones in order to redeem it.
- Since most mobile phone users have their phones within reach at all times, SMS text marketing is the ideal way to alert people of time-sensitive information, such as an appointment reminder.
- If your business revolves around retail, communication, or appointments, SMS text marketing will be the perfect addition to your marketing tool-kit.

SMS Text Marketing “Getting Started” Checklist

Ready to get your own SMS Text Marketing campaign started?

- Decide whether or not you have a customer-base that would benefit from receiving offers and information via their mobile devices.
- Decide what type of incentive you want to give in exchange for subscribing to your list.
 - Coupon or discount on your product or service
 - Free information that your target audience will find helpful
 - Voting / Polling
 - Text2Win
- Determine what type of messages your SMS text marketing campaign will consist of. It could be things such as:
 - Free information regarding your product or service
 - More coupons and discounts
 - Promotional offers
 - Event announcements
 - Appointment reminders
- Prepare all your employees for your new SMS Text Marketing campaign. Explain the importance of their participation in getting customers to opt-in.
- Create materials that you will use to promote your SMS text marketing campaign and put it in front of your target market.
 - Flyers
 - Table tents
 - Post cards
 - Newspaper Ads
 - Radio / TV Ads
 - *Be sure to create QR codes for each campaign and add them to ALL of your printed marketing materials.
 - Other:

- Find a SMS text marketing platform to use. Look for one that has the important features you will need for your business.
 - Setup your SMS text marketing campaign.
 - Get a short code to use in your campaigns.
 - Get a keyword (or keywords) to use in your campaigns.
 - Make sure your SMS text messages state that the message is an advertisement and gives the recipient an easy way to opt-out of your list.

- Be sure to give your recipients a call to action – whether you want them to respond to your message, visit your store, call your store, etc.
 - Don't send too many text messages or your customers will opt-out.
 - Make sure your SMS text messages are brief, concise and only provide content that is relative to your business.
-
- Implement your SMS text message marketing campaign into all of your other marketing channels so that they complement each other in helping you increase sales.

If you would like someone to setup and manage your SMS text marketing campaigns, give me a call at (613)315-7777 or email [create my text message campaign](#).

QR Code FACTS & BENEFITS:

- QR (Quick Response) codes are 2 dimensional bar codes that are used to transfer information through mobile phone barcode readers.



- Many major companies are using QR codes to brand and advertise such as Walmart, OnStar, Best Buy, Starbucks, Ralph Lauren, Pepsi, and many others.
- QR codes are very affordable to create, they store a LOT of data, and they do not require expensive barcode scanning devices to work.
- A QR code scanner is very easy to download, but most mobile smartphones now already come with a QR code scanner installed.
- QR codes are becoming popular amongst consumers. From January 2010 through December 2010, the number of people who scanned QR codes worldwide shot up by 13 times.
- QR codes are helping businesses generate more leads, more sales, and more long-time customers.
- QR codes simplify the consumer experience by making it possible to “scan” instead of “type” to access your information on their mobile device.
- With the snap of a camera phone - or one equipped with a QR code scanner - consumers can scan your QR code and INSTANTLY connect to various forms of digital media or retrieve desired information. A QR code can take them to an opt-in form, a website (preferably a mobile-friendly website), directions to an establishment, a coupon, a video, a menu, picture, a Facebook Fanpage, Twitter page – the possibilities are endless!
- QR codes can help you build a customer list fast. Create a QR code that links to an opt-in page where consumers will leave their name and email address in exchange for some type of incentive.

- QR codes can be easily placed on all of your marketing materials including business cards, T-shirts, flyers, receipts, print advertising, signs, billboards, your website, store windows/displays, and many others.
- QR codes can be linked to your Social Media profiles such as Facebook, Twitter, and YouTube to create a powerful list-building combination.
- You can create QR codes to help you get a TON of customer reviews on all of your online directory listings; such as your Google Places Business Listing, Yelp, Insider Reviews, Super Pages, etc. A lot of good online customer reviews are powerful in converting your prospects into new customers.
- Once a consumer has your QR code stored on their phone, it serves as a reminder to them about your business.
- Traditional advertising methods require printing and publishing, which can cost thousands. But there are no printing costs involved with QR codes. And it's easy to make changes to your destination when things change – you don't have to worry about changing your add and then re-printing and re-publishing.

QR Code “Getting Started” Checklist

Ready to get your own QR code campaign started?

- Decide on your target market. Who do you want to scan your QR codes?
 - Existing Customers
 - General Consumers
 - Both

- Determine how you want to reach your target market and where you want to place your QR codes.
 - In-store
 - Website
 - Business cards
 - Flyers
 - Receipts
 - Print Advertisements & Mailings
 - Signs
 - Billboards
 - Store Windows/Displays
 - Others: _____

- Decide a destination for each of your QR codes. This is where you want consumers to be re-directed to once they scan your QR code.
 - Online Directory Listings to Leave a Review
 - A Mobile or Email Opt-in Form to Build Your List
 - Your Website (preferably a mobile-friendly website)
 - A Coupon or Promotional Offer
 - Your Menu
 - Your Facebook Fanpage
 - Your Twitter page
 - Your Video
 - Your Business’s Contact Information and Directions
 - Others: _____

- Create your QR codes. There are some free generators out there, but most of them come with limitations. Here are some facts about paid QR code generators to help you decide:
 - ✓ Offer more flexibility to change your QR codes
 - ✓ Allow you to be more creative with your QR codes

- ✓ Let you track the performance of your QR code campaigns
- ✓ Have URL shortening built in

- Implement your QR codes into your marketing materials as outlined in step 2.
- Track the analytics to see how your QR code campaigns are performing. This will give you an idea about how consumers are interacting with them. Measuring your success allows you to improve poorly-performing campaigns instead of continuously running them with no results.

If you would like someone to create your QR codes for you and help you manage your campaigns, give me a call at (613)315-7777 or email [create my QR Codes](#).