



White Paper

Mobile Marketing

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Executive Summary

2010 was a “break-out” year for the mobile device. In fact, these handheld devices surpassed both laptop and desktop computers in total shipments.

Mobile devices are quickly becoming the user’s primary device for computing and many other day-to-day applications. The applications or “apps” for mobile devices are enormous.

Mobile devices are great tools for lead capture, local advertisement, electronic coupons, distributing marketing campaigns via SMS (text messaging), and many other uses. Are you prepared to take advantage of this fast trending momentum? If you don’t, your competitor just might.

To summarize, mobile marketing is a growing trend and any successful business will need to have a mobile marketing strategy. The eMarketEngine for mobile devices benefits are numerous:

1. Increase sales by instantly sending marketing materials
2. Increase operational efficiencies by shorten sales cycles
3. Decrease marketing expenses by saving money on printing
4. Build better relationships with your prospects and customers

People will spend more time on their mobile devices than their laptops or desktop computers. Does your marketing plan support them?

Definitions

What is Mobile Marketing?

Mobile marketing is the activity of providing goods and services via a mobile device such as a mobile phone, computer tablet, or any personal digital device used for computing types of activities.

Mobile phones and computers have converged into what people call “smartphones.” This is the fast growing segment in computing today, and many believe to be the future of computing.

Overview

People often tell us the first thing they do in the morning and the last thing they do before going to bed is check their mobile device. We clearly have become addicted to these devices. Activities on mobile devices include: communicating verbally and/or via chat/SMS, receiving email, social networking, taking and sharing photos and video, navigating or searching for products and services nearby, using mobile “apps,” etc.

According to research by Morgan Stanley, mobile devices surpassed both laptops and desktops combined in the number of shipments made during the year 2010.

Two emerging trends in mobile device technology include:

Geotracking:

Most current mobile devices have the ability to track their location via GPS or cellular triangulation technology. This “geo-aware” capability of these devices allows new marketing opportunities that are now coming to fruition. Imagine as you walk through a mall that the stores you walk by can push you coupons.

Payment Technology:

In 2011, you will also see mobile devices with NFC (Near Field Communication) support. This will allow your mobile device to become a replacement for your debit or credit card.

As mobile devices become more powerful consumers will utilize them more frequently than their desktop or they laptops. Make the most of this important trend in marketing by using the eMarketEngine support for mobile devices.

Let's review what sort of activities people are doing on their mobile devices:



As mobile devices become more powerful this list will increase to the point where mobile devices will become user's primary computing device. Therefore, it is imperative to support mobile devices in your marketing strategy.

Today's marketing applications for mobile devices include:

- Inbound SMS (texting)
- Outbound SMS (texting)
- Mobile friendly web page
- Mobile lead capture page
- Customized "App"
- Geo-aware marketing
- Mobile couponing

Below are just two Powerful examples of eMarketEngine applications:



Short codes for lead capture:

Adjacent is an image of an effective method of lead capture using a “short code”. A short code is nothing more than a short phone number and allows users to send a text message to that number. This technology is being used widely in a marketing capacity by Fortune 500 companies such as CNN, McDonalds, Disney, ABC, etc.

Since smart phone penetration is currently below 30%, marketers have targeted users that have phones that support SMS or texting which has a penetration rate in the 90 percentile. Therefore, using SMS or text messaging to present an offer or information to a user is an effective method to capture their contact information.

Here is a scenario. You commonly see fish bowl with business cards in it at pizza shops that say “Enter our weekly free pizza giveaway. Simply put in your business card.” Then after working and making pizzas all day the proprietor has to enter all of those cards into a database and create some offer or mail a coupon etc.

With comF5’s eMarketEngine the pizza owner would post a sign that said: **“Text ‘Pizza’ to 69302”** (a short code) along with the user’s email address. The comF5 eMarketEngine would then:

1. Add the user’s mobile number and email into a contact list
2. Send a text autoresponder for verification
3. Send an email with more information, a coupon, a video or any other pertinent information to help market the pizza shop.
4. Once the user is in your contact list, you can elect to send out marketing campaigns or autoresponders.

The benefits of this are immediate:

- Automates the lead capture process
- Cost effective- saves marketing \$\$\$
- Personalized messaging to your customers



Web-based Mobile Lead Capture

Here is a web-based lead capture designed for a mobile device. This will work on ANY smartphone that has internet access. You can see that the form has only one field titled "Email." The user while prospect simply types in the prospects email address and selects from the options below:

1. Card – a virtual business card
2. Brochure – an email brochure
3. Coupon – an email coupon
4. Opt –in – another form with more details of the prospect.

(See the emails below)

The user can select one, many or all of the options and hit the "Add Contact" button. The comF5 eMarketEngine adds the contact to the list and sends out the appropriate email.



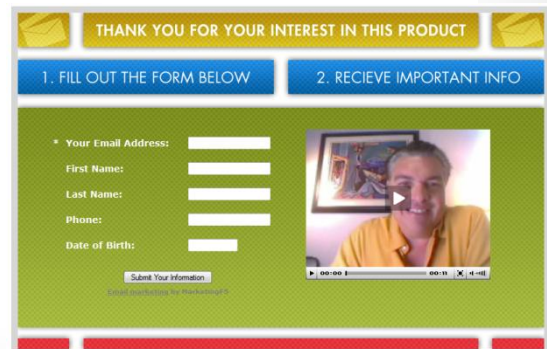
BUSINESS CARD



COUPON



BROCHURE



OPT-IN FORM