



Table of Contents

Introduction..... 3

Why Mobile Marketing is So Powerful 4

Maximize Profits with Text Messaging..... 5

The Truth about SMTP Messaging 7

Maximizing Traffic with Mobile Marketing 8

 Text Message “Subjects” 8

 Use a Clear Call-to-Action 8

 Encourage Viral Buzz..... 9

Profiting Further with Mobile Marketing 10

Conclusion 11

Introduction

If you haven't jumped about the mobile marketing revolution, it's about time you do! Mobile marketing is positioned to absolutely slaughter every other current marketing method! It's going to blow away internet advertising, email, direct mail, and just about anything else you can think of. Why?

- 91% of Americans have a cell phone.
- 5 billion people subscribe to cell phone service, but only 2 billion have internet access.
- People tend to check their text messages and voice mail several times per day, often within minutes of receiving a message.
- However, people usually only check their email once or twice per day, usually not carrying a computer around with them.

This makes mobile marketing extremely powerful. You have the opportunity to get in on the ground floor of an opportunity few people are exploring. The time is NOW!

Why Mobile Marketing is So Powerful

Mobile marketing has the power to reach more people with less competition. You won't have to compete with hundreds of spam emails, and you can reach people in just minutes!

Because people carry their phones with them everywhere they go, your messages can be in their hands in just moments. You won't have to wait for people to get around to checking their email. You won't have to worry about being stuck between hundreds of spams in a flooded inbox. You'll have direct access straight to the people you want to reach.

Additionally, people are captive audiences when reading text messages. Since text messages are so short, you have to keep them straight to the point. This means more people will take the time to pay attention and read your message. Some people may not want to read a longer email.

There won't be another method with this much potential to come along for decades, and it's still in its infancy. I suggest jumping on this incredibly powerful method right now, because you are once again thinking, "Why didn't I jump on this when I had the chance?"

Maximize Profits with Text Messaging

Text messaging through SMS is the most common method for reaching people with mobile marketing. It is extremely powerful, but you also have to be very careful about how you use it.

Most people have to pay for their text messages. They may get a few for free, but generally they can only receive a certain number of them. For this reason, people don't typically like to see direct marketing.

Instead, it's important to be more subtle with your marketing. There are two major ways to accomplish this:

1. You can send them a friendly text or an informative text and simply drop a link to your website.
2. You can provide them a valuable service or product for free, using that as a platform for your marketing.

A friendly message comes in the form of a quick blurb, news story, update, etc. You give someone a small piece of information, and just use your web address as a signature.

“Hey! Lady Gaga is giving a FREE concert to benefit the Pediatric Aids Foundation at the Blue Lounge tonight. See you there!
<http://www.MyRecordStore.com>”

Providing a valuable service or product is even more effective. People love getting stuff for free, and you can use your freebie as promotional material by including marketing within the giveaway.

For example, you could create some sort of valuable service people would want in the niche. Using the record store example, you might create a page where people could hear samples of the current Top 40 songs, as well as music clips from local artists.

Then you could send a message like this:

“Check out our new free music clips page at
<http://www.MyRecordStore.com>. Hear samples of Top 40 hits, as well as music from local bands!”

This will get people to look for your messages and pay attention, because you’ll always be providing something of value to them.

The Truth about SMTP Messaging

SMTP messaging is typically free, while SMS messaging is not. You may be wondering which you should use, or if you should use both. I suggest using both. SMTP messaging is a little more powerful than text messaging, because it's not subject to the same limits, but you have to be very careful when using SMTP.

For one thing, because SMTP is sent via email, you're subject to the same laws email marketers are. Be sure you know the CAN-SPAM act inside and out and you comply with it, because one mistake could cost you as much as \$11,000 in fines!

For another thing, SMTP is very unreliable. Since it's free, cell phone carriers don't have to deliver those messages at all. For this reason, SMTP messages are often delayed, or even never received at all.

If you're going to use SMTP, I suggest making the most of all the features. Embed other media, use longer messages, and don't forget to send a quick SMS message to supplement in case the recipient never receives the SMTP version.

Maximizing Traffic with Mobile Marketing

Mobile marketing can be very powerful if it is used properly, but most people have no idea how to use it for the most profit. The vast majority of people aren't using mobile marketing at all, and those that do are typically not using it correctly.

As I mentioned earlier, it's a bad idea to send direct marketing messages. People aren't going to want to pay for a text message that is nothing but a sales message. That's why it's important to provide value in your messages.

Text Message "Subjects"

One of the most important things you can do to increase the amount of traffic you get from your text messages is to use really compelling lines to open your message. This is the first thing people will see before they even open the message, so it's important that the first line be really good.

Think of it as your headline, or like the subject of an email. It needs to grab attention and get people to read the rest of your message.

Use a Clear Call-to-Action

It's vital to include a clear call-to-action in every message. You can't expect people to read your mind. Let them know **exactly** what you want them to do.

If you want them to visit a web page, tell them to. If you want them to come by your store, give them directions and tell them to come on down. If you want them to reply to your text message, tell them so!

Too many marketers forget to include a call-to-action in their marketing material, and they just sit around wondering why their campaign didn't work! Don't forget this incredibly vital component.

Encourage Viral Buzz

Viral marketing is something that is incredibly easy to perpetuate in mobile marketing. If you have an offer that is really one-of-a-kind or special in some way, don't forget to ask people to tell others about it.

It's very simple for someone to text a message to a friend when they find something interesting, so be sure to encourage this. It will help you get the most out of your text campaigns.

Profiting Further with Mobile Marketing

You can market almost anything with mobile marketing. It's ideal to promote local businesses, but you can also promote your own online products, membership websites, and much more.

Here are some ideas:

- Create your own information product
- Set up a membership site and charge a monthly fee
- Promote CPA offers and generate leads for other companies
- Offer mobile marketing services to local business for a fee
- Review affiliate products on a blog and point people there
- Provide services such as graphics design or blog building

These are just a few ways to profit with mobile marketing. Almost anything can be promoted using this method!

Conclusion

Mobile marketing is soon going to blow other marketing methods out of the water, and it's time to get in on the ground floor of this incredibly hot opportunity.

Right now, VERY few marketers are using this method, so it's the perfect time to get started. With very little competition, the market is wide open for you to come in and make a fortune!

I encourage you to get started right away, while the competition is still very low. You can build your business very quickly, and you'll have a marketing avenue most other marketers aren't even thinking of using. This will put you miles ahead of your competitors!

Want more information about mobile marketing? Check out [Mobile Profits](#), the complete guide to using mobile marketing!