

Mobile Text Marketing For Local Businesses



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Introduction

As a fellow business owner, you already know that marketing is important for business growth and in today's climate that's especially true.

More and more, your prospects are turning to the Internet to locate businesses in their own backyard. In fact, according to a Piper Jaffray 2008 research paper, 30 percent of all search engine queries contain a city, state or zip code. (and that was back in 2008!)

With approximately 2.6 billion local searches performed each month, the Internet has now surpassed print Yellow Pages and newspapers as a primary source for local consumer service information and that trend is on the rise.



The popularity of web-enabled phones (like the iPhone) will only add to these numbers as *27 percent of all mobile searches are for local information.*

It's for this reason that I wrote "Mobile Marketing Tips For Local Business Owners." To give you a clearer understanding of what "Mobile Marketing" is and why it's something you should care about.

To your success,

Jake Lawson

What Is Mobile Marketing Anyway?

As the term, "Mobile Marketing," means different things to different people, let me tell you what it means to me and my firm.

To us, Mobile Marketing means to get your website or marketing message in front of your targeted audience via "mobile" devices like cell phones and iPad-type devices.

This can include sending "Mobile Coupons" or other marketing messages direct to your customer's cell phones or ensuring that your website is "mobile friendly."

In the sections to follow, we'll take a closer look at Mobile Marketing and how you can incorporate it into your overall marketing plan.

Why You Should Care About Mobile Marketing

As I said in the Introduction, 27% of all mobile internet searches are requests for local business information and this number is climbing.

However, even if you already knew that mobile marketing was on the rise, I bet the latest statistics will surprise you... they surprised me!

Here are some of the latest stats concerning the "mobile marketing" trend:

- Google spent \$750 million to acquire Admob, one of the largest advertising networks that specializes in delivering ads to mobile devices. (Apple also bid to acquire Admob and was outbid by Google. Shortly thereafter, they created their own mobile advertising platform, iAd)
- Apple now call themselves a Mobile company, not a Computer company anymore.
- Millions of websites have gone "Mobile Friendly" in their design. (Mobile Facebook users has reached (and surpassed) 150 million)

- The "average" person is said to look at their mobile phone 37 times a day. (I think it's more than that)
- The Mobile population is now 5x bigger than the Internet population (meaning you have a chance to get in front of a much larger audience)
- The "open rate" on text messages (aka SMS) is 5x higher than the open rate on emails. (while we are still big proponents of email marketing, it is easier to get your marketing messages seen when they are sent as text messages)
- 83% of Text Messages are opened and read within the first 15 minutes. 97% are read within the first hour!
- Redemption rates for mobile coupons are 15-20% on a bad day!
- Almost everyone has a cell phone and most people are no more than 2 feet away from their cell phones 24/7... Even when sleeping!

Are you seeing the trend?

Companies, both big and small, are investing their time and efforts into expanding the "mobile device" market and the more this occurs, the more opportunity you have to get in front of your targeted audience.

Basic Mobile Marketing Strategies

The most basic Mobile Marketing strategy is to send "Mobile Coupons" or other marketing messages direct to your customer's cell phone. The coupons/marketing messages arrive as regular "text messages" and are received just like any other text message.

In order for your customer to get a mobile coupon from you, you need to obtain what is called a "Common Short Code" (CSC for short). The CSC is typically a number consisting of five or six digits.

If you've ever seen an episode of "American Idol" or "Dancing With The Stars" you've likely heard them say something like "text 'Chad' to 12345" to place your vote for Chad.

The "12345" they are referring to is the Common Short Code. Basically, you can think of it as a phone number, only shorter.

Generally, CSC's are leased to businesses on a monthly basis (with a minimum three month term) and usually cost between \$500-\$1,000 per month depending on whether or not you require a "vanity" number that spells out a word.

While the monthly CSC leasing charges aren't exorbitant, they don't cover anything more than the leasing of the Common Short Code. This is why most firms charge \$2,500 or more (per month) to setup the system and provide a marketing plan.

Fortunately, our system works a little bit differently than most and we can get you up and running with a CSC and Keyword for a fraction of the cost.

Our system also allows you to build a list of subscribers who you can send messages or offers to whenever you like once they have opted in.

Here is an example of how our opt-in system might work for a restaurant:

An ad is placed in your storefront window (or in your local newspaper, or put on a bus bench, etc.). The viewer sees something like this...

**Want To Get A Great Meal At
Joey's Family Restaurant And
SAVE 20% On The Total Bill?**

Just text "**JoeysRestaurant**" to **368674**
and *we'll send you an instant coupon...*
straight to your phone!

(offer expires: December 31st, 2011)

Within just a few seconds of sending the message, the person will receive a text message from you with a coupon.

To redeem the coupon, they can simply show their phone to someone at the business or they can call a phone number and tell them the coupon code they received... whatever makes the most sense for your particular business.

There are a number of benefits to our system. As the request to opt-in is made by your prospect, you won't upset anyone or get accused of "spamming." This is key to maintaining a quality reputation. Your subscribers want to receive messages and special offers and will look forward to hearing from you.

Also, it is easy to track your campaign's effectiveness (by logging how many times your customers are showing you their phone or calling with the special "coupon code"). As the process is "new" and "fun," you may find that your campaigns become "viral" as people tell their friends and family about your "cool mobile coupon offers."

As already mentioned, anyone who opts-in will also be added to your list and will receive any future offers or messages that you wish to send out to them. As you begin to build a large list you will see how sending out a text message offer to your list can instantly bring customers back to your establishment like magic.

Because of our unique system, our service is priced far lower than our competitors and it includes full setup and help developing an effective marketing plan.

Making Your Website Mobile Friendly

If you have a website, you would do well to make it as "mobile friendly" as is possible. By mobile friendly, we mean to make it as accessible as possible to those viewing it on a mobile device, like an iPhone, a BlackBerry or other mobile device that can connect to the internet.

Most websites today are not mobile friendly and are likely losing business as a direct result. To test yours, simply pull your website up on your "smartphone" and see how it displays and how easy it is to navigate.

Now, don't be discouraged if your website doesn't look "perfect" when viewed on your phone... most don't. However, if your site content is so jumbled it becomes unreadable or if your navigation is really hard to use, you're likely missing out on business.

There are a number of ways to make a website more mobile friendly including the creation of a new site built specifically for mobile devices. These sites can also be designed in a way to allow a potential customer to call your business with the click of a button. Making it super easy to turn prospects into customers.

Where Do We Go From Here?

If you're ready to give mobile marketing a try and attract new business, we'd love to discuss your individual needs.

To get started, give us a call at: (888) 630-RANK or visit: <http://www.raiseyourrank.ca/contact/> to contact us online.

We'll set an appointment at a time that's convenient for you (typically 30 minutes in length) to learn more about your business and tell you how we can help.

About The Author



Jake Lawson is a 12 year veteran to the internet marketing world. In 1999 he got his start working for a successful dot com in Intermix Media that pioneered the social networking revolution by creating mySpace.

Lawson is currently dedicating his time to helping local businesses implement internet marketing strategies through his consulting firm, RaiseYourRank.

Lawson has experience building and developing online marketing and search engine optimization strategies for everyone from local small contractors to large international businesses that sell \$100,000+ monthly.



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