Mobile Marketing
for Small Business

brought to you by the Alexandria Small Business Development Center
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You can and must do Mobile Marketing as a Small Business in Alexandria, Virginia. We have reached that point in history where mobile devices are in the hands of most of your customers —past, present and future—24/7. You cannot afford to be left in the dust by your competition.

How do you create a Mobile Marketing Strategy?

Think mobile first in every aspect of your current marketing and communications plan. Wait...you don't have one? Well, now is the time to write down a policy of rules and guidelines for you and your staff to know how and when to communicate about your business:

- for crises (developing "holding statements")
- for exciting moments (5W's & How)
- for most conceivable marketing (branding/corporate identity, sales, referral networking, advertising, and media exposure/publicity) about your business.

As much as possible, try to infuse your marketing plans with impact by taking advantage of the *SoLoMo Nexus*   Social + Local + Mobile.

Streamline your core brand message from all your marketing collateral into a mobile format that fits your mobile marketing tactics (SMS = 160 characters or less, Twitter = 80 characters or less (yes, 80 characters not the 140-character limit!), etc.).

Make sure your plan covers a procedure at all levels of communication to have *consistent and responsive messaging* with your audiences.

Use data to make better business decisions. If you collect all the data you reasonably can, and put it into a format that makes sense to you, you will understand more about your business than you ever thought possible. From there, you can make good and better decisions from that data in your mobile strategy.

What Mobile Tactics should take primacy in your marketing plan?

BEGINNER MOBILE MARKETERS
- Mobile-formatted email
  - http://goo.gl/u0itU
    (most reputable email marketing software should do this already)
- SMS campaigns
  - http://eztexting.com
- mobile advertising
  - http://google.com/adwords
- mobile metrics/analytics
  - http://google.com/analytics

INTERMEDIATE MOBILE MARKETERS
- Twitter
  - http://twitter.com
  - Twitter Chat Schedule: http://goo.gl/BC67M
    (there used to be more than 600 chats in the schedule but some ne'er-do-well deleted it; however, the Twitter community is rebuilding the list so check back often for new Twitter chats being added daily)
- mobile website/Web applications
  - http://mobiforge.com
  - http://wufl.sourceforge.net

- - http://google.com/gwt/n
  - http://validator.w3.org/mobile
  - http://iphone4simulator.com
  - http://iphone5simulator.com
- smartphone/mobile applications ("apps")
  - http://developer.android.com
  - http://developer.apple.com/devcenter/ios
  - http://developer.blackberry.com
  - http://msdn.microsoft.com/en-us/library/ff402535(v=vs.92).aspx
  - http://bsquare.com
  - http://utest.com
  - http://mixpanel.com
  - http://google.com/analytics/features/mobile.html
- QR Code / Microsft TAG marketing campaigns
  - http://bitly.com (URL Shortener, QR code generator and analytics)
  - http://goo.gl (URL Shortener, QR code generator and analytics)
  - http://tag.microsoft.com/home.aspx
- mCommerce (model Amazon)
  - http://shopify.com

ADVANCED MOBILE MARKETERS
- image recognition and surface technologies
  - http://kooaba.com
  - http://goo.gl/QvlOd
- mobile social gamification (including advertising within other social/mobile games)
  - http://appgamer.net
  - http://slidetoplay.com
  - http://theportablegamer.com
  - http://touchgen.com
- near-field communication (RFID)
  - http://goo.gl/2zpeQ
- augmented reality (e.g., optimizing for Google's Project Glass and others)
  - http://en.wikipedia.org/wiki/Project_Glass
  - http://goo.gl/UFjxu
  - http://wttfuture.com

Some random notes you might find useful:

It's estimated 4.2 billion people on Earth will own a mobile phone in 2013. There are currently 7.063 billion people on the planet today. That's makes 60% of the global population! Mobile user penetration is nearly 81% in the United States and growing rapidly every day. If you consider the DC Metro area, the number reaches a staggering X%.

eMarketer estimates we will have almost 50% smartphone penetration in the US by 2013, and it will reach a phenomenal 74% by 2016. If it's any indication that 95% of you raised your hands with a smartphone in your hand, it's a indicator of even more to come to the DC region with its high-tech corridors and high-income and high-net-worth populations.

What defines a smartphone?
- Hi-res, 2" color display
- touchscreen interface
- advanced, purpose-built operating system (e.g., Google's Android, Apple's iOS, etc.)
- ability to send/receive email
- full-featured Web browser (though limited Flash rendering...Android still does as of 4.0)
- Access to and the ability to install and run applications (apps)
- camera that can capture still images and high-def video
- GPS capabilities
- ability to access both Wi-Fi and high-speed mobile broadband networks

Where does the tablet fit? It current melds some of the qualities of the desktop/laptop and the mobile phone. It's verdict is still out but watch the evolving market, along with "personal media consumption" devices such as Amazon's Kindle Fire, Barnes & Noble's Nook and others.

By 2014, Google's Android will be on almost 50% of all smartphones, trailed by about 36% being Apple's iOS. There are still other players: RIM's BlackBerry, Windows Mobile, and others, but the market fragmentation is becoming more and more of a two-party system. As the world's population increases and certain regions of the globe go "mobile first," the clear winner will be Google's Android.

MOUs (minutes of use) – standard metric for talk time on a mobile phone

In 2010, 6.1 trillion texts globally. US mobile users sent 2.3 trillion messages in 2011. [This is even as the length-restriction on text messages has shrinked (e.g., Verizon has gone to 900 characters, iPhone-to-iPhone users using iMessage is theoretically unlimited, and so on). Teens are the biggest texters. [If you want to get to parents, text their teens to get their parents to act!]

MAUs (monthly active users)

mhealth – mobile healthcare sector

"There is value in professionally produced content; the trick is finding the right balance of free and fee."

Desktop Research-to-Purchase Path:
Research → Visit store → Purchase

Mobile In-Store Research-to-Purchase Path:
Research → Visit store → Purchase *OR* Visit store → Research → Purchase

(This means that some people will practice showrooming (research a product in a store, then buying it elsewhere, whether online, by phone or another brick-and-mortar business), and it is up to retailers to find creative ways to incentivize shoppers to shop in-store and to make comparison shopping more difficult.)