

FREE GIFT for Subscribing to Mobile Marketing Brief

# Mobile Marketing Ideas

A list of mobile marketing ideas you can use to get started in mobile today.

## MOBILE WEB

- Build a mobile-friendly website for your business. Get ahead of your competition by being the first in your industry or your neighborhood.
- Develop a mobile content site and launch a mobile advertising campaign on it.
- Advertise on other mobile sites to drive traffic to your site or landing page.

## TEST MESSAGING

- Start a mobile coupon campaign. People love to save money and with a text message the coupon is always with them, not left at home.
- Create a text message alert system for your customers. Anything for which email is too slow is perfect for text messaging.
- Have people sign up on your website to be reminded via text message for your webinars, teleseminars, events or product releases.
- Build a list of mobile subscribers who want to get a regular message from you via text message. Just like building an email list builds your business so does a text message list.
- Poll your customers via text message. Getting your customers opinion / feedback has never been easier.
- Run a contest with an instant win option. You can have everyone win or make it an exclusive contest with one lucky winner.
- Use text messaging to gather donations for a worthy cause. A text to donate campaign might work well to raise money for your non-profit.
- Schedule text messages to be sent out at regular intervals.

## EVENT TIE INS

- Build a mobile site specifically for an event. Include all the pertinent information people need when they are at an event.
- Create a special text message list to be used only during the event. Send out reminders, alerts, coupons, offers, meetups, etc all tied into the event.

## IPHONE APPS AND DEVELOPMENT

- Jump on the bandwagon and develop an application specifically for iPhone users.
- Develop an iPhone powered mobile website in addition to your basic mobile site.

## MCOMMERCE

- Build a mobile commerce store and sell physical goods on mobile. Yes, it is a viable opportunity with some of the great mcommerce tools out there.

## DOWNLOADABLES

- Give away ringtones to promote your band.
- Create really cool wallpapers that customers would want to have on their phone.

## How To Get Started

### Mobile Marketing LAUNCH KIT:

Four Simple Steps to Getting Started with Mobile

A detailed, interactive **Workbook** that outlines the four steps you need to take to get started with mobile marketing quickly and easily.

Three **Audio Workshops** give you more detailed insight into how mobile marketing will impact your business and the strategy you can use to maximize your return on investment.

What Should I Do First in Mobile Mktg?  
Mobile Marketing: What's In it for ME?  
Mobile Marketing Strategy

Three **QuickStart Guides** that give you step-by-step actions to get started in mobile. Plus each Guide gives you a list of leading North American mobile marketing companies that can help you implement your campaign.

How to Get Started with Text Messaging  
Includes the EXCLUSIVE: *Text Message Vendor Comparison Chart*

Building a Mobile Web Presence from the Ground Up  
Includes: *Mobile Site Submission List*

More Mobile Marketing: What Else To Do

[Find Out More](#)

Click button or manually go:  
<http://tinyurl.com/launchkit>