

Four Opportunities in Mobile to Add to Your Bottom Line

If your business is built around helping other businesses market their products or services you have a huge opportunity on the table. Your clients are probably wondering about mobile marketing and they are not likely figuring it out on their own. You can add mobile marketing to your list of services and be the solution they are seeking.

If they are not already looking for mobile marketing tools, they are certainly wondering how to get more customers in the door and how to get repeat business from their current customers. Mobile can help with that as well.

Here are some ways you can add mobile marketing to your list of services.

1. Launch Text Messaging / SMS Campaigns

Anyone who is not living under a rock has realized that text messaging is huge and that there is great potential in reaching out to customers using this powerful tool. Yet few businesses are taking advantage of this marketing channel. You can show your clients how to engage with their customers using text messaging. This will help them drive more customers in the door and also generate repeat sales for them – and it will be done with the customers' permission.

2. Create a Mobile Web Presence

Your clients need to have a mobile friendly website. When their customers visit their website using their mobile browser they need that experience to be a good one. The site needs to render well on the mobile phone and it needs to very quickly get the visitor the information they are seeking. Show them how to make that happen.

3. Get Mobile Search Engine Ranking

Much the same as your clients count on you to ensure their website is visible in online searches; they are also going to need your help to make sure that their business is easily found when their customers seek them out using their mobile phones. Lead them to sound mobile SEO strategies that will make their business visible via mobile.

4. Make the Phone Ring

If your clients judge your success at all by how many times the phone rings, you will love how powerful mobile marketing can be. You can launch pay per call campaigns for them and leverage call to click links throughout a strong mobile campaign. Their phone will ring and they'll have you to thank for it.

The time is right to help your clients with mobile marketing. Their competition is probably behind (and so is yours for that matter). You can make a difference for them by jumping in now. Help your clients be ahead of the curve on the biggest, most powerful marketing media on the planet.

ABOUT THE AUTHOR:

Kim Dushinski, author of *The Mobile Marketing Handbook* and founder of Mobile Marketing Profits, helps businesses and marketing professionals learn how to profit with mobile marketing. Find out about her Mobile Marketing Masters Group for a small select group of motivated marketing consultants and new mobile business owners at www.mobilemarketingprofits.com/masters.