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Internet Marketers Guide: Making Money with the Mobile Web…The Primer

Making Money with the Mobile Web

Despite the tremendous promise of huge profits, mobile marketing is still in its infancy. Technical and political obstructions remain however these issues are being cleared up significantly and the Intrepid Internet Marketer can and should be planning steps to investigate the opportunities Mobile Web Marketing is currently making available and the possibilities being revealed in the next several years.

The Mobile Web story is compelling and quite probably a marketing channel that can add significantly to an Internet Marketers bottom line. However, at this time (2009) profound difference do exist between the "Internet" and the "Mobile Web" Any marketing plan that merely attempts to transfer techniques from traditional "Internet Marketing" to the Mobile Web are for the most part doomed to failure.

The purpose of this report is to provide the reader with solid information on the nature of Mobile Web Marketing and isn't

intended as some "Secret Technique" Blue Print. The Basic of effective Online Marketing are and should be the same no matter the channel. However "Small Screen" web browsing is a different animal as far as users are concerned and modification of marketing systems needs to account for these differences. Browsing on a 21" Wide Screen driven by the latest quad powered processor being fed by a 12MB Pipe is a different experience than struggling to get a signal on your Smart Phone with a 2' **"Small Screen".**

The Internet as a marketing platform has matured and is a result of the vibrant, open to all architecture. Anyone could participate easily enough, no permission needed. Grab a domain name, a hosting provider and slap up a website geared to a niche in which to sell products and services, either your own or as an affiliate. Viola you're in the competitive mix.

Mobile networks that actually work and are robust enough for competition are a wholly different situation. The networks that compose the backbone of the Mobile Web are "Closed Oligarchies".
This is not an open system and the laissez-faire competitive atmosphere of "Internet Marketing" with its huge diversity of proven niche opportunities for the most part is absent.

Certainly the Mobile Web story is compelling as 4 times as many people worldwide have cell phones versus PC's and Smart Phone G4 networks are poised to grow exponentially allowing for more robust advertising and content over the next several years.

Remember, however these **Mobile Web** network operators are burdened with Government Auctioned (pricey) spectrum licensing and are for the most part heavily regulated. They are in fact a very small group of **Government Licensed Entities** with the inherent problems companies face when they operate under these conditions.

Being saddled with various government entities around the globe for the most part Mobile Network operators (Carriers) were reluctant (in many ways still are) to risk the wrath of the Government Overlords by opening their networks to Marketers and Advertisers. However, increasingly their customers are requiring full Online access to the World Wide Web and their favorite websites and social networks.

ANYTIME and ANYWHERE

The Digital Generation

The shear mass of the current generation that came in to adulthood the last 20 years with digital devices and the Internet surrounding their everyday existence has transformed the landscape for marketers and advertisers and have mitigated some of the power of Government t o keep the Mobile Network closed. The heavy hand of the marketplace has spoken and it demands digital content on demand **"Anytime and Anywhere"**.

The ubiquity of cell phone usage has made it the ideal platform for delivering on this demand. As stated earlier: World Wide there are 4 times as many portable digital devices (cell phones mostly also Smart Phones, PDA's etc.) as PC's, twice as many as TV Sets, 3 times as many Mobile Subscribers as Internet Users. All these numbers are continuing to grow and Smart Phone penetration is set for exponential growth as Moore's Law works it's magic in this arena.

Verizon's CEO Ivan Seidenberg during a [recent interview with Charlie Rose](#) (This is a Must Watch Interview) Paraphrasing Mr. Seidenberg... "As we move into the next generation technology G4 we will pursue content. The more power we put into the network the more content creators will produce amazing content."

Content is King (Once Again)

One standard worldwide (G4?) will enable smart phones to deliver a vast array of content. Voice, Video, Data, Text, Multi Media, Flash, email, Internet, Audio and on and on as new content formats join the market. It can come as no surprise that Google has joined the fray with their Android Operating system for G4 enabled devices. In the new Mobile Digital World **Content is again KING!** Where content is king Google's sure to follow and as Internet Marketers so should we, the argument of distribution trumping content has been proven false and the battle won by content in the new digital age.

Mobile Does and Is Everything

Everyone has a cell phone (Well Almost everyone)

Everyone that has a cell phone keeps them on their person 24/7/365

Everyone with a cell phone can use them to interact with Social Media Sites and other Web Properties

Everyone with a cell phone has a built in payment submitter!

With over 258 Million wireless lines in the United States alone the potential for Mobile Marketing Success has never been greater. Some reports speculate 100% of Americans will have a wireless device by 2013.

Mobile Marketing Revenues are expected to reach $24 Billion by 2013, jumping from a lowly $1.8 Billion in 2007. (ABI Research) Seriously, Internet Marketers need to gain that Mobile VRE (Virtual Real Estate) now!

These Facts make the **Mobile Marketing** story very compelling and real. **Major Brands** are successfully integrating the **Mobile Marketing Channel** into their media mix, I believe it's imperative that the Internet Marketing Community follow suit. I'll discuss a few methods that Internet Marketers can easily implement now and safely dip your toe in the water of Mobile Marketing. First it's important to understand the elementary differences (as understood in the Mobile Marketing Community) between **Mobile Marketing** and **Mobile Advertising.**

"With 2 billion mobile subscribers around the world, 20% annual subscriber growth, new networks capable of distributing video, improving handset capabilities, and rapid turnover of the handsets themselves, mobile phones may become the most pervasive devices able to access video content on a global basis," wrote David Wiser in the introduction to the Magna Global report.

Mobile Marketing a Definition

The **Mobile Marketing Association** (MMA) defines Mobile Marketing as "the use of wireless media as an integrated content deli very and direct response vehicle within a cross-media or stand alone marketing communications program"

The key ideas in MMA"s definition of Mobile Marketing:

1. Integrated Content Delivery
2. Direct Response Vehicle
3. Cross Media or Stand Alone

Integrated Content Delivery means the use of different platforms that include Mobile as a component of the campaign that delivers content to the end user. It could be using SMS as a method to drive traffic to a website where a transaction or action can occur. Transaction being a purchase, a video is downloaded, a subscription to a newsletter and many other possibilities.

Direct Response Vehicle means a transaction occurs directly as a result of a Mobile component of the campaign. It was designed to solicit a direct response which is specific and quantifiable. The delivery of the response is direct between the marketer and the viewer.

Cross Media or Stand Alone means the marketing message, story, video, report etc. is delivered and distributed using a variety of media forms (email, webpage, SMS, MMS, Television, Radio, etc.) The campaign itself journeys through these various media platforms, ***Stand Alone*** simple means Mobile is the Sole Media Form used in the campaign.

As Internet Marketers we're in a unique position to transition our marketing methodologies effectively into the Mobile Media Form as long as we understand the basic components that make Internet Marketing Campaigns effective using Mobile properly can greatly increase the reach of our campaigns.

A recent study by *Marketing Sherpa* indicated **49.2% B2C** consumer marketers with significant Sales are tracking mobile search campaigns as a potential tactic, and 13.8% will definitely conduct a full mobile campaign in 2009. As a marketer the old axiom ***"Follow the Money"*** couldn't be truer than the current opportunity that is Mobile Marketing.

Mobile Advertising

Mobile Advertising is simply a subset of Mobile Marketing and refers to the format the marketer uses to reach mobile viewers. It's a Mobile Marketing tool. SMS, MMS, Mobile Video, Banner Ads, Network Advertising Channels i.e. Some Mobile Network Operators offer cellular services at a discount cost to users in exchange for viewing network advertisements. Can include "Paid Search" ads (keyword associated)

SMS = Simple Messaging Service
Text Messages limited to 160 words and no html

MMS = Multi Media Messaging Service

Standard for sending messages that include multimedia objects (images, audio, video, rich text). MMS is an extension of the SMS standard, allowing longer message lengths and using WAP to display the content. It's most popular use is

sending photographs from camera-equipped handsets, although it is also popular as a method of delivering ring tones as well other downloadable content. The standard was developed by the Open Mobile Alliance (OMA), although during development it was part of the 3GPP and WAP groups.

Mobile Advertising is inherently measurable and quantifiable. As such it's a proven platform to reach and engage target markets. Mobile Advertising click through rates blow online banner advertising out of the water. Online banners typical deliver minuscule results less than 1%. At .02% to .05%

Mobile advertising click through rates run between 1% - 3%. A huge difference and one Internet Marketers shouldn't ignore especially when conversion rates on click through are 5 times better than comparable conversions using online formats!

Mobile Ad click-through rates vacillate from 2% to 20%. Mobile is an incredibly effective platform for delivering targeted customers that are personally interested in your products and services. These figures were quoted from Eric Eller of Millennial Media and Diana LaGattutta of Nokia Interactive. I'm always leery when I hear about click-through rates when it involves campaigns I have run myself. When Blyk Co-founder and CEO Peka Ala-Pietala quoted a 29% click-through at the MoMo Peer Awards Bloggers around the globe rightly demanded sufficient proof as well Vodafone's Ray De Silva when he quoted 25% rates at the Mobile Advertising and Marketing Forum in London.

Remember always, click-through rates vary for many reasons and the job of a Professional Marketer is to review and implement campaigns that use credible data. Be responsible for your own numbers and systemic risks are increased when campaign expectations are out of line with reality! Mobile Advertising's advantage can quickly become irrelevant when based upon false evidential data. Test, Test, Test...

Here's a list of Mobile Advertising Platforms. Please do your due diligences before you jump in and launch campaigns! I will say I've run campaigns on most of these platforms some immensely successful some not so much! However I think you'll find on whole that ROI's can be substantial and cost's tightly controlled. Good Luck!

Mobile Ad Platforms

Little Screen, Big Opportunities

AdMob

DeckTrade

Google

Jumptap

Acuity

Blyk (Blyk is more than an Ad Platform. They give free cellular service in exchange for viewing Mobile Ads in the United Kingdom)

MoJiva

BuzzCity

admoda

GetMobile

MCN (Large Search Ad Network)

itsmy.biz (Strong Presence in Social Networking)

mkhoj (Extremely Strong in Asia)

Third Screen Global Presence

zestadz Smaller Ad Network but Strong in India

Yahoo Yes that Yahoo but their Mobile Ads seem to perform well for us

medio Great range of Budget Ad Offerings!

iPlaces Hotspot based mobile marketing platform tailored specifically to reach iPhone, Blackberry and iTouch users. Delivers applications, digital coupons, music and web pages

Mobile Payment and Billing Aggregators

mBlux The Worlds Largest Mobile Transaction network

Bango Take Payments Worldwide! Take payments in 150 countries.

This of course is not a comprehensive list but represents what I feel are Mobile Ad Platforms that are robust and have sufficient reach to think about incorporating into a campaign. Stay tuned for more as they appear!

Mobile's Worldwide Reach

You might ask yourself why we include worldwide payment gateway sites. Well quit simply Mobile Marketing opens the door to tremendous World Wide Markets. Take payments no matter the user's country, network connection or mobile device. Users can pay with credit cards or they can charge it to their cellular phone service provider!

Mobile is the absolutely **"the best way"** to connect with the growing "Billions of People" and the growing Middle Class in the BRIC Countries (Brazil, Russia, India and China), for whom mobile is the 1 st and probably only screen! Let's not forget the growing middle class in South Africa, Latin America and the Middle East!

There exists a huge Market outside of the typical Internet Marketers thinking. (U.S, the UK and Europe). Mobile is the Channel that will tap this huge and rapidly growing worldwide market.

Check out Bango's live feed. It shows content being browsed in 180 countries over 350 networks. Very Cool!

Turn Your Website into a Mobile Site!   InstantMobilezer.com

WML (Wireless Markup Language) is the language used to create pages to be displayed in a WAP Browser. The WAP Pro tocol (Wireless Application Protocol) was designed to show internet content on wireless clients, i.e. Mobile Phones

Pages in WML are called **DECKS**. Decks are constructed as a set of **CARDS**.

WAP Micro Browsers, a small piece of software that makes minimal demands on hardware, memory and CPU. It can display information written in a restricted mark-up language called WML.

Social Media Goes Mobile and Global

Mobile Social Media is much more extensive and comprehensive than the ability to Tweet and integrate your Twitter Account from your cell phone. Huge Mobile Social Networks are blossoming around the Globe.

Made for Mobile Social Networks

Everything you do on the Internet can be done on your mobile phone if it's properly enabled including social media networking. Made for Mobile social networking sites like itsmy.com areflourishing and growing in user base. Similar growth was witnessed online with the explosion of MySpace and Facebook. Buzzcity's myGamma and many other sites that encourage moblogging, content is captured and shared on the fly. Mobile Social Media is pervasive and the numbers indicate its addictive nature. Banner ads we've placed on myGamma have performed well when we used it for building an SMS Marketing data base.

Mobile Analytics

Mobile Analytics are captured differently than what you do with your website. Most website analytic packages such as Google's offering or Omniture rely on JavaScript tags embedded on each page you wish to compile data on. Visitors trigger event-level data when they visit the tagged page. Mobile Browsers do not reliably support JavaScript nor do they normally store cookies which is another method used for website analytics.

Mobile Analytics enable you to gain actionable perspicacity into the effectiveness of a mobile campaign as your campaign objectives are targeted. Critical data in the Mobile Marketing arena includes.

- Visitor Location
- Visitor Date and Time
- Visitor Device
- Site engagement (entry and exit page, time on site etc.)
- Transactional Information
- Unique Visitors
- Page Views
- Referrer
- Visitor transition from Mobile to Website
- Click Through Rates
- Campaign Goal and Revenue tracking

And many other considerations...

Here's some Mobile Analytic Providers you should consider. Many have Free Trials or Free Account Levels. Listed in no particular order

AdMob which we listed earlier under Mobile Ad Networks.

Mobilitics   Nice Free Full Version for 45 days

Bango 30 Day Free Trial and a Fantastic Free Mobile Site Builder

Motally Free "Community Version" I haven't used this service but will be taking the Free Version for a Spin shortly.

Setting Up a Mobile Marketing Campaign

Mobile Marketing Campaign walk-through.

Bango Sign up and use their Free Mobile Site Builder for an easy way to test the Mobile Marketing Waters!

Bango is a mobile internet company specialized in independent mobile analytics in real time and mobile billing worldwide

Free Mobile Website from Bango

Define your Target Audience

The very first thing you need to do when you plan your Mobile Marketing Campaign is often overlooked but never should be, *define your target audience!* Many Mobile Marketing campaigns fail because this step has been taken lightly or not executed at all. The very nature of Mobile demands a marketer connects with the appropriate

viewer. Mobile users want the matching information fast and can be easily converted if the marketer delivers.

Choose the Proper Mobile application

Ask yourself if your going to target with Mobile Video, Mobile Web, Mobile Text (SMS) Each medium has a different set of demographics and these can change based upon many variables. Try to logical ly eliminate the methodologies that won't fit the campaign and test the other methods before finalizing the campaigns methodology.

Design Audience Engagement

Mobile users love to do the following.
   1. Play Games (In game advertising opportunities abound)
   2. Browse the Web (Optimize your site for Mobile Search) do keyword research
   3. Text Message
   4. View Video
   5. Engage in Social Media

Use the above information to create an opportunity for your target audience to participate. Set up a Poll or Survey. Run a Contest, Deliver Mobile Video.

Mobile video is a rapidly growing opportunity and new tools are coming online. Here's an incredible Mobile Video Website!
Kyte

I quote Perry Lawrence Mr. Video of AskMrVideo.com   "Kyte is a video delivery platform that offers some amazing flexibility."
From the Kyte website:
Kyte is an online and mobile video platform for live and on-demand content. Designed for media & entertainment companies, Kyte combines the real-time, interactive and

community building capabilities of the social web, with the analytics, control, and monetization features of professional video platforms.

"Not only can you Record and Upload using Kyte, but you can also stream, although this is not yet available for the iPhone. In addition to uploading and streaming, you can email videos directly to friends and family - something I am doing from my iPhone now!"

Mobile Campaign Tactics

>> Create a clear and precise call to action

>> Create a Click to Call option

>> Add ability to share with others using SMS

Here are some options you should consider:

Click to Call
The great thing about Mobile Marketing is users are really likely to take advantage of the Mobile Medium. When they get to your site they are already "On the Phone" by providing a click to call option on your site you increase the likelih ood that they will do exactly that. Major Brands are having great success with this tactic and you can as well.

Create Incentivized Campaigns
Take a clue from typical B2C marketing and use Mobile Coupons! Mobile users love to be engaged. Deliver coupons from a Banner Ad cli ck through or with an incentivized engagement campaign (Survey, Poll) with the end reward of a Valuable Coupon they can redeem online. Affiliate Marketing can really take off Mobley using this tactic!

Data Collection Campaign
Lead Generation pays handsomely with many opportunities. More are being made available everyday. Remember we're in the beginning of Mobile Marketing and now is the time to grab your VRE. Getting in early like this allows you to easily compete in

the High CPL arenas like Real Estate and Mortgages and other niches you'd think twice about using only online websites.

You can succeed handsomely in Mobile Marketing if you keep your Mobile Campaign message is clear, simple, straight to the point. Remember consumers using Mobile are on the move and usually starved for time. They'll abandon your Mobile Site quickly if you over complicate the message. They want to get in and get out as quickly as possible and find what they were looking for in the process. Give it to them in a compelling and engaging way. Being able to deliver what these visitors were looking for and/or steering them to a resource that does is a sure winner! Point them in the right direction and they'll tell their friends. Make sure you've designed a method that they can easily SMS.

Set a Budget and Crunch the Numbers

Research the Mobile Networks you're going to use. Establish a baseline on your per click cost (if your using a PPC Model) and stick with it. Establish the analytic Model that insures your campaigns success. Does it match your target markets profile?

Design Testing Methodology into your Campaign

Test, Test, Test... Enough said!

Last Step before Campaign Launch

[Validate your Mobile Site](#)

We've had incredible success using Mobile Marketing as outlined in this report and we are certain you can as well. Good Luck!

All the Best

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