

Cash In On Mobile Marketing And Reach Out To New Customers

Mobile marketing is the hottest way your business can reach out to new customers



Cash In On Mobile Marketing



It is time for your business to jump in and unleash a hidden traffic source of over a billion eager buyers that very few of your competitors know about...yet!

Mobile marketing has become the hottest new way for businesses to spread their message to customers.

It is not really a surprise as smartphone and tablet sales have been increasing year on year. As a result the trend of surfing the internet using mobile devices rather than PC's is growing each year. It has been estimated that by the end of 2013, mobile devices will surpass PC's as the most common device to access the Internet. Searches on mobile devices have grown 5 times in the past two years with over 50% of all LOCAL searches being done on a mobile device.

This opens up a great opportunity for local businesses like yours who want to directly reach potential new customers.

Consumers that own and use Smartphone's make searches for local businesses nearly twice as much as general mobile phone users (61% vs. 32%).

This is great news for all local businesses that can rank high on searches, as their new customers are ready to buy there and then.

Once a customer gets to your site they expect to see a mobile friendly website that is easy to navigate giving them a positive experience that

will encourage them to buy from you.

Here is what they are likely do once they get to your site:

- Get directions and opening times (74%)
- Contact the store (64%)
- Find product information (61%)
- Make a purchase or order a service (50%)

That figure of 50% making a purchase is phenomenal. You have a 50% chance to make a sale for every visitor who views your website on a mobile device.

Perhaps now you can see why it is vital for your business to have a mobile friendly website to entice these new visitors to buy from you or use your services.

How to Plan Your Mobile Marketing Campaign

Just like any other advertising campaign, your mobile marketing must be carefully planned so that you can achieve the best possible results. Here are some steps you should follow if you want to run your own successful mobile advertising campaign:

- 1. The first thing you need to do is decide what you want to achieve.** The main objective of mobile marketing is to find leads and convert them into paying customers. However you might also want to redirect your visitors to your bricks and mortar store or office.
- 2. You need to understand your audience.** It is important to remember that you have to actively engage users for your mobile market-

ing to be effective. To do this you need to do your homework and understand the audience you are aiming for so that you can effectively tailor your marketing and information to reach them.

- 3. Don't be afraid to be innovative and try something new.** Mobile marketing is still relatively new making it the perfect medium for exploration and creativity. Even if the campaign fails, there will be lots of lessons that you can learn from it that will help make your next campaigns much more successful.

Cost Effective and Powerful

Because they don't fully understand mobile marketing, a number of small businesses we speak to feel mobile marketing is too expensive or too complicated. So they back away from it, decide not to investigate further.

If that is how you feel, this article will definitely reassure you and help allay any fears or hesitations about mobile marketing. It will show you how any small business can set up an easy, yet effective, mobile marketing campaign on a budget.

Here is a selection of the most cost effective marketing strategies which are easy to set up and very powerful, resulting in more sales for your business:

SMS Marketing

SMS marketing is simply marketing using a mobile phone. SMS stands for 'Short Message Server', otherwise known as text messaging. The beauty of SMS marketing is the fact every mobile device has SMS capability. Virtually everybody can send and receive a text message now. That means that no matter what business you are in SMS is a viable marketing option.



SMS marketing is one of the most affordable mobile ad campaigns because the cost of sending a text are so much cheaper these days.

To get the most out of an SMS campaign, don't send too many messages out too often as this will only serve to annoy your potential customers.

You need to think very carefully about the message or offer that you are going to send. Try and put yourself in their shoes. Ask yourself: *Is the message I am sending out really something that I would want to receive?*

If it is, then be sure to always include a 'call to action' in the text. For example you might ask them to present the text when they come to your store to make a purchase and they will get a discount, or ask them to visit your site to enter a competition with a particular codeword that is included in the text. There is no limit to the options of promotions and offers you can use. You just need to remember to include your business name and contact details in each SMS so they know who the text is from.

QR Codes

Although you might not be familiar with the name, you will definitely have seen QR codes before. If you hadn't noticed them, now that they have been pointed out to you, you will see them everywhere.

QR, stand for Quick Response and they are just simple two dimensional codes very similar to retail barcodes that have been used for years. You usually see these codes on printed adverts in magazines, newspapers, flyers and even on TV. People just scan them with their Smartphone's to view the content.

They are a fantastic opportunity for any local businesses looking to do something different with their marketing, particularly if they are on

a budget.

They cut down the costs on paying for huge adverts in the local newspapers and magazines. For example, if you are in Real Estate, you could put your QR codes on For Sale signs, flyers and in the local newspaper ads. Then, when people view them with their Smartphones, they will be taken directly to a video, or full page website where they will be given a full tour of the property. Before QR codes came along you would have paid for a half page or even a full page ad to get in all of the information that you wanted, which costs a fortune. Not any more. All that information can now be accessed just by scanning one tiny QR box. Now you understand QR codes, you will no doubt come up with many more ideas relevant to your business.

Mobile Phone Applications

Mobile phone applications provide businesses with a great way to strengthen the bond between you and your customer. Virtually every major business has their own app, but even smaller businesses are realising that for less than the price of a one-off full page ad in their local newspaper which would be seen for just one day, they can have a useful marketing tool that could generate a ton of brand new business.

Mobile Phone App Ads

There are literally thousands of free apps available in Smartphone app stores. These apps are free because instead of paying for the app, the user knows the app will display ads as they are using it. They expect to see the ads and are not offended by it. As a result, this type of mobile marketing can be particularly effective when the ad is related to the subject of the app. So, spend a few minutes looking round apps related to your service industry and choose which app you want to advertise on.

QR stands for Quick Response and QR codes are simple two dimensional codes similar to retail barcodes



Location Based Mobile Advertising (often referred to as Proximity Marketing)

This kind of marketing is generally used with Bluetooth-enabled devices. These custom ads, created by local businesses, are displayed on mobile devices whenever the phone user is in a particular location.

This kind of advertising is very popular and welcomed by the phone user. After all, who doesn't love to receive a bargain? They will receive a simple text message, coupon, picture message or even a short video showing what offer is currently available, and as these offers are normally time sensitive it encourages them to take action quickly.

Your Business Can Cash in on Mobile Marketing Today

Although some of these ideas might seem too complicated or out of your budget, don't let this put you off looking into them as you are going to be pleasantly surprised.

The fact is, if your business is to survive, you need to get involved in mobile marketing as soon as possible. Your customers are actively using their Smartphone's every day to find businesses and buy from them. They will expect your company to get involved too. If you don't, then your competition is going to get there instead, making irresistible offers and ranking higher than you. So when the customers make a local search on their phones your completion is going to steal the business away from you right before your eyes. This is not scaremongering. It is a fact.

Why not give us a call today and we can meet up for an informal coffee or have a conversation over the phone. We will be able explain what we can do for your business and give you a huge return on investment. Don't leave it too late so your company lags behind and you lose even more sales.



Kongnect Design
connecting your business ideas

How We Can Help

As so many of your customers now access the internet via their mobile phones having a mobile friendly website is essential for any business.

We are a local web design company who specialise in “One Stop Shop” web service including Web Design, Graphics, Multimedia, SEO and Internet Marketing.

We are incredibly friendly and have a wealth of experience in online marketing so we can help you to gain more loyal fans, convert them into customers, get your website noticed in the search engines, gaining new traffic and brand exposure.

If you don't have the time or confidence to get started online then please give us a call or email us. You will be so glad that you did. We are not pushy but you will love our enthusiasm and will be very excited to learn what we can do for your business.

About Us

We are based in Cardiff, South Wales (Website Designers Cardiff) and we have diversified our web services to a huge number of clients across the UK. Our clients place repeat orders, born from confidence, friendly customer service and reliability. With many years of experience within the IT industry, you can be rest assured that you will receive cost effective web services and eye-catching design to help your business stand out from the marketplace.

Our underlying philosophy is simple, and that is to work closely with our clients on a one to one basis, making sure that they get the most appropriate web solutions and original designs in order to stimulate awareness, client retention and build sales.

Contact Details

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