

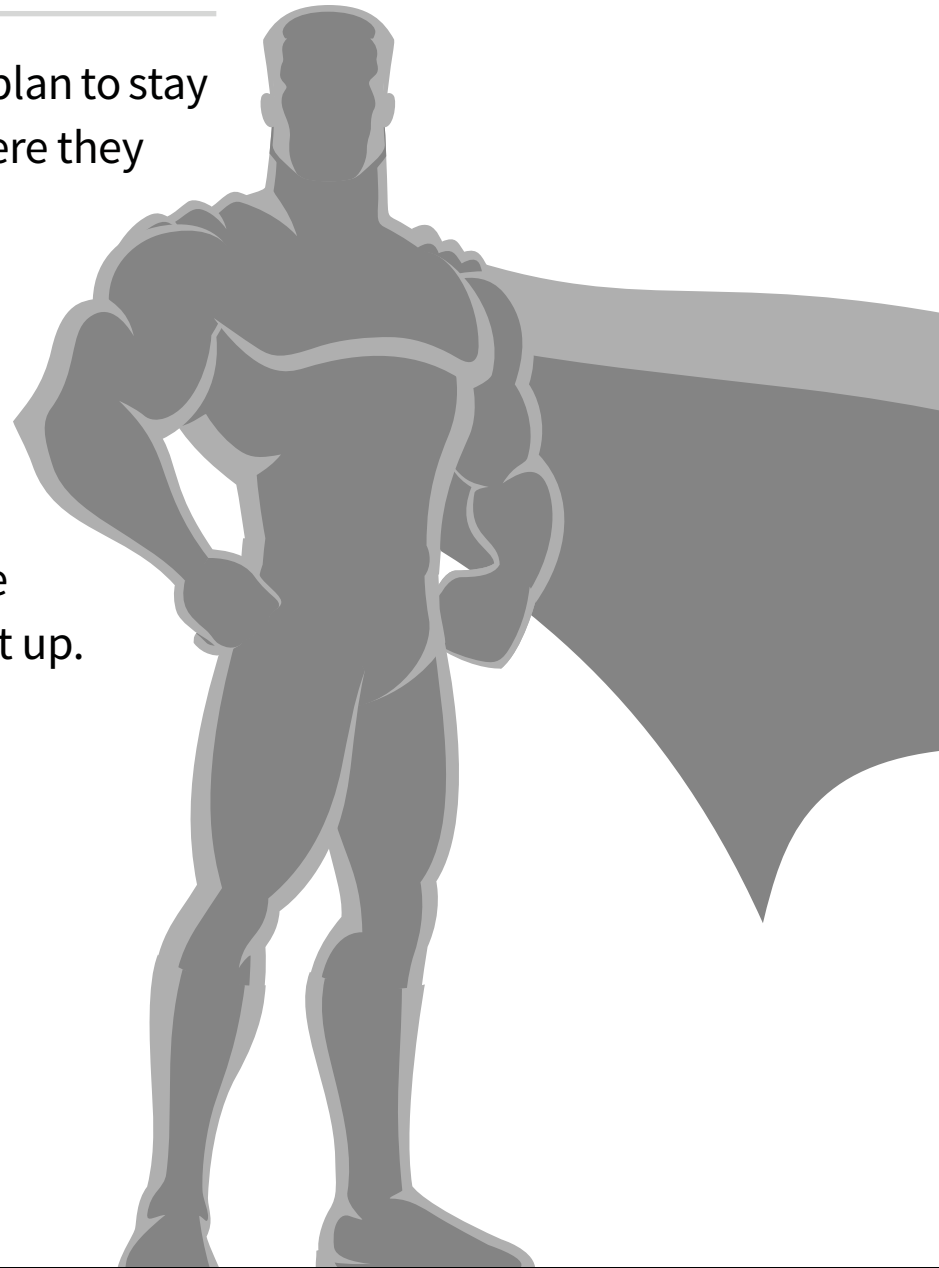
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Mobile Marketing Musts for Movers and Shakers

You Have the POWER

Your customers and employees are on the go, and if you plan to stay on their radar, then you must not only keep tabs on where they are going, but stay one step ahead of them.

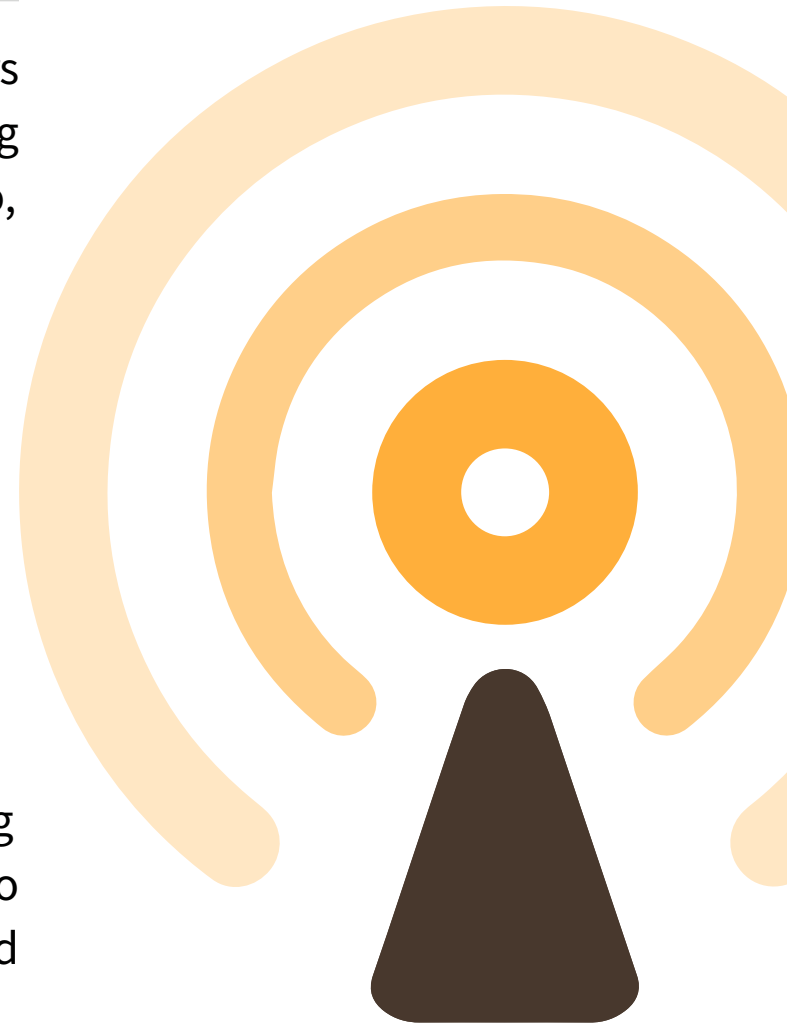
Yes, omnipotence and omnipresence are supernatural powers, but if you're going to remain competitive, consider them part of your job description. Now before you cut a hole in that big, beautiful corner office window and jump out, take a deep breath and read on because we've got your Great and Powerful Oz cheat sheet all set up.



Go Into the Light

While it sounds impossible to anticipate what individual members of your target market are thinking, much less where they are going and when they will arrive, it's not. All you need is a beacon. No, not the lighthouse kind, but the small, inexpensive Bluetooth gadgets that are easily mounted on walls and countertops. These modern miracles empower you to deliver personalized messages, offers, and information to smartphones and tablets as soon as your target enters the zone.

While the B2C applications for beacons are as obvious as they are endless, beacons are also revolutionizing the B2B world. Companies are now using beacons to personalize the experience of event attendees and in-house visitors. Beacons are also being used to increase employee collaboration, through invitations to hub-centered activities, such as brainstorming, discussions and team-building activities, like scavenger hunts.



Use a Beacon to Grab the Limelight at Your Next Event

- Send welcome messages to clients and prospects as they enter the event
- Guide people to your exhibit booth
- Invite attendees to demonstrations, giveaways, seminars and other activities
- Track and measure which booths are attracting crowds, how long they are staying, etc.
- Deliver relevant content instantly to the smartphones of booth visitors

Put Yourself Out There.

Just when you thought GPS meant you'd never need a map again, along comes Geo or Proximity Marketing. Geo marketing marries your company database to one or more digital maps giving you an in-depth view of the lay of the land. Of course, it can be used with a beacon service to send targeted offers to customers on location, but it can also do so much more. Once you have placed your customers "on the map" you can leverage that information to:

- See where customers are gathering and how long they are staying
- Identify location-based patterns in frequency and purchasing and use it to boost sales
- Discover how customer segments are distributed in a region and market
- Uncover new areas of opportunity and be first to market there
- Make predictions based on past behavior



“Precise geo-location targeting holds tremendous possibilities in a B2B environment as more businesses look for data-driven, contextual proximity targeting that can be personalized to the needs of the end user.”

Andrew Sinclair-Pearson
Head of Digital for Torpedo Group

SOURCE:

<http://torpedogroup.com/blog/ibeacons-do-they-have-a-place-in-a-b2b-marketplace/>



Get In the Zone.

There are several B2B apps that harness the power of geo-marketing to generate more qualified leads, such as Hoover's *Near Here*. Most of these location-based prospecting tools are compatible with CRM databases and are great for locating, researching and contacting leads that are in your immediate area. These handy mobile tools can:

- Provide location-based business information on millions of companies in real-time
- Prioritize search results based on revenue, number of employees, industries, and more
- Connect you to the company via phone, web or driving directions
- Display essential data on key contacts at a company, such as titles, email and phone
- Provide information about local competitors

USE GEO
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Be Exclusive

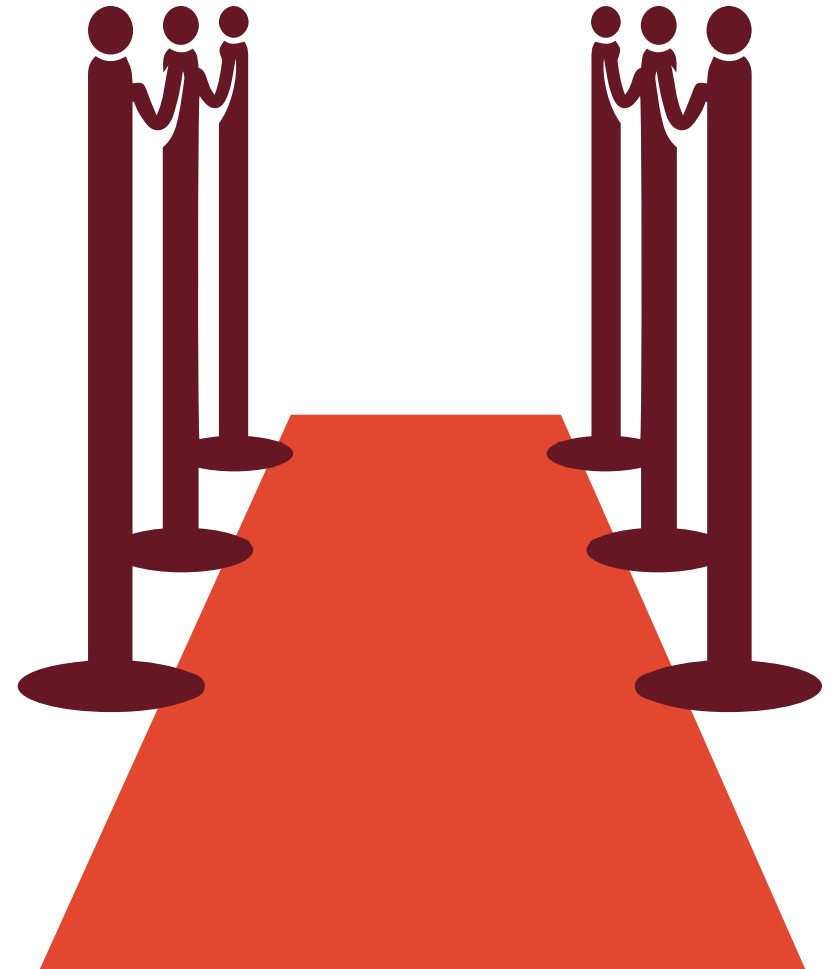
Casting a wide net is not always the best way to catch fish, especially when your budget is tight. The same philosophy holds true for mobile marketing — it's called narrowcasting. Smart marketers are using mobile data to target VIPs, not the market in general.

Like niche marketing, narrowcasting requires you to hone in on your mobile target by crafting messages and campaigns that are designed to appeal to a very specific group. How you define the group is up to you, be it demographics, location, previous attendance at events, known interests, shared experiences, etc. Just bear in mind that the more specific you can be, the more qualified your target becomes, which ultimately leads to a more successful campaign.

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There's a Reason They're Called VIPs

- Personalized ads deliver an ROI of 5 to 8 times their cost
- Personalized ads boost sales by an average of 10% or more



📍 SOURCE:

<http://content.stockpr.com/isdsf/media/1f39c0f75df9b8043a7cfb8b56c6c720.pdf>



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Get Camera-Ready.

It used to be that a picture was worth 1,000 words, but in a time when the average person has an attention span shorter than a goldfish; it's now worth 160 characters. Translation: if you aren't using MMS (multi-media messages) to send pictures, video and audio content to your target market, you are missing a golden opportunity, especially since 98%¹ of all SMS and MMS are opened by the intended target.

Aside from looking great on any mobile device, MMS campaigns enable you to keep your content micro and your impact macro. And while there are obvious benefits, such as the ability to quickly show your audience what a product looks like or how it performs, there are other less salesy uses that can enable you to build trusting relationships with customers. For example, private car service UBER boosts customer confidence by sending pictures of the driver who will be picking them up. Mom always said never to take rides from a stranger.



 **SOURCE:**

1 <http://socialmediaimpulse.com/social-media-tips/what-is-narrowcasting/>

“At Twilio, we are witnessing a new type of engagement between the end customer and our clients. Our clients are developing and building creative communication applications to support their mobile marketing campaigns specifically using MMS/SMS because of the flexibility, immediacy and engagement that these messages supply.”

Rob Brewster
VP of Channel Sales, Twilio

SOURCE:

<http://socialmediaimpulse.com/social-media-tips/what-is-narrowcasting/>



- 174 million Americans text daily
- Every 24 hours 6.4 billion text messages are sent
- People look at their phones an average of 150 times a day

Make Your Points.



There's nothing quite as rewarding as customer loyalty, so make sure you add a mobile rewards program to your arsenal of marketing weapons. Mobile rewards programs can be synched with traditional web-based customer rewards programs, or they can be a mobile-only exclusive whereby you reward your best mobile customers with something useful and/or desirable.

Some companies reward mobile customers with coupons or points they can use towards goods or services for forwarding MMS to friends. Other companies reward event attendees who connect via their mobile device with special additional content, interviews and performances, etc. Use your imagination and be creative; after all, the key to a great mobile rewards program is to keep it short, simple and fun.



SparkPlugs

We hope our eBook, “5 Mobile Marketing Musts for Movers and Shakers” has helped you plan your attack of the modern mobile market. At Sparkplugs, we empower people to get more from their marketing software, databases and systems through a host of easy-to-use apps.

To learn more or download other ebooks, visit SparkplugsForMarketing.com.

SPARKPLUGS SPOTLIGHT — MOBILE MARKETING APPS

Make Your Message Seen & Heard



Eloqua-compatible **Twilio** brings the power of pictures to your mobile marketing campaigns enabling you to grab your target market’s attention on any mobile device through dynamic SMS and MMS.

Learn more at: <http://sparkplugsformarketing.com/apps/sms-picture-messaging/>