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Michael Becker
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*Coauthors of Web Marketing All-in-One
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Mobile Marketing FOR **DUMMIES®**

by Michael Becker and John Arnold



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Wiley Publishing, Inc.

Mobile Marketing For Dummies®

Published by

Wiley Publishing, Inc.

111 River Street

Hoboken, NJ 07030-5774

www.wiley.com

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Published by Wiley Publishing, Inc., Indianapolis, Indiana

Published simultaneously in Canada

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Library of Congress Control Number: 2010935570

ISBN: 978-0-470-61668-0

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1



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About the Authors

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John is also a highly regarded marketing technology trainer who knows how to deliver solid takeaways that people can implement in their business or organization right away. His no-hype and highly practical approach cuts through the clutter as he explains the most useful marketing strategies, technologies, and tactics with clarity, artful simplicity, and meaningful application.

To inquire about John being a marketing speaker, trainer, or consultant for your small business, franchise, association, or organization, visit www.johnarnold.com.

Dedication

Michael Becker: I dedicate this book to my family. They keep me focused on what is important. I also dedicate it to all those looking to establish and nurture a flourishing, intimate, and integrative relationship through and with the new and exciting medium of mobile.

John Arnold: I dedicate this book to the individual entrepreneurs who love the spirit of free enterprise and who live to share their personal passions with their customers and their communities, and to the One who causes all things to work together for good.

Authors' Acknowledgments

Michael Becker: I would first like to thank my family. Their encouragement and support as I pursue my dreams is invaluable to me.

I would also like to thank John Arnold. Without John's encouragement, focus, expertise, direct contributions, time management and editing skills, this book would have never seen the light of day. John is simply amazing.

Thanks to the outstanding team at Wiley Publishing, including Steve Hayes, Leah Cameron, and Linda Morris, and to Jennifer Hatherley for filling the role of technical editor for the manuscript.

Finally, I send thanks to everyone at iLoop Mobile, the Mobile Marketing Association, the Direct Marketing Association, the Internet Advertising Bureau, my partners and competitors, and all my colleagues within the mobile marketing industry. Your encouragement, support, and fellowship contributes to the advancement of this wonderful industry — mobile marketing.

John Arnold would first like to thank my wife and kids for encouraging me while working on multiple projects at a time. You guys are the best family anyone could hope for.

Next, I would like to thank Michael Becker for his passion for mobile marketing and for sharing his knowledge not only in this book, but in the hundreds of speaking engagements, consultations, meetings, articles, whitepapers, text books, and conversations he contributes to annually.

Thanks to Matt Wagner for running an ideal literary agency. None of my books would have been possible without his experience and guidance.

Special thanks to the super team of professionals at Wiley Publishing. I'd like to thank Steve Hayes for his patience in dealing with contracts. I would also like to thank Leah Cameron and Linda Morris for editing the manuscript, asking tough questions, and for patiently understanding our definition of the word *deadline*. Thanks also to our technical editor, Jennifer Hatherley.

Contributing Authors

When we started this project, we decided early on that no book about mobile marketing should be written by a single author because too many things are rapidly changing and emerging for one person to know everything.

To complete this book, we relied on the contributions of numerous leaders in the marketing industry. Each of them has shared their unique prospective and personal mobile marketing expertise.

The following contributors were instrumental in the development and authority of the material in this book. Our thanks and admiration goes out to each of them because they added a great deal of experience and value to the pages by writing and submitting many ideas, examples, and details that we may have otherwise overlooked. They are listed in alphabetical order.

Douglas Busk, executive vice president, mobile strategy and business development, Whoop: Doug holds more than a decade of mobile marketing and product development expertise. From leading text messaging at Verizon Wireless to advising the 2008 Barack Obama presidential campaign on its landmark mobile marketing efforts, if it can be done in wireless, Doug has done it. A dedicated proponent of not only the industry's powerful marketing capabilities, but its charitable possibilities as well, Doug helped lead the industry in the creation of non-profit giving via text messaging to benefit those impacted by Hurricane Katrina. In his "free" time, Doug has been an active participant in multiple industry groups, including the Mobile Marketing Association, dotMOBI, CTIA, and others. He is currently based in Atlanta, where he leads business development and mobile strategy for Whoop (www.whoop.com), which supplies a design platform for the creation of smartphone applications.

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Christian Loredó, mobile guru: Christian eats, sleeps, and breathes mobile! He has had experience with both large companies and small, wireless carriers and startups. Christian enjoys watching the mobile world develop and advance, helping companies mobilize their mission statements, and trying

to stay a couple steps ahead of consumer experiences for enhancing their interactions with mobile devices, applications, and brands. Christian also is passionate about extreme sports and is an expert snowboarder, mountain biker, and is amped about his latest sport, kite-surfing! His dream is to go heli-skiing, and show all his friends (especially those who couldn't make it!) how incredible it is . . . as they're all dialed in via mobile! Text CML to 44265 for his personal contact info.

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Erin (Mack) McKelvey leads all areas of Millennial Media's corporate and product marketing, external communications, and industry relations. She also serves as the company spokesperson. Mack has more than thirteen years of business-to-business and consumer marketing and communications experience in the entertainment and mobile industries. She is an active member of the Mobile Advertising and the Women in Wireless Committees within the Mobile Marketing Association (MMA), and is an active member of the Mobile Advertising and the Networks and Exchanges Committees within the Interactive Advertising Bureau (IAB). Mack is a frequent industry speaker, and she was recently named one of the 2010 Mobile Women to Watch, by *Mobile Marketer*. She has also served as an awards judge and as an advisory board member to numerous industry conferences and events.

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Kerry Nagle joined Millennial Media as one of its founding members. With an extensive background in advertising, including online, remarketing, and performance analysis, she leads the advertiser and publisher-side analytics and process teams. Kerry is responsible for delivering a large number of key company priorities including campaign execution, ROI maximization, and inventory monetization. She has been integral in executing first-to-market products, determining the viability of new products and their relevance to the mobile marketplace and advertisers. Currently, Kerry is an active member of the IAB and MMA. Driving best practices, Kerry is committed to sustaining innovation through Millennial Media and the mobile advertising industry.

Jeffrey J Russell, mobile product manager: Jeff loves to create and deliver mobile products for the U.S. and emerging markets. Many of these products are mature consumer and mobile platform products for large U.S. and international companies such as Microsoft, Apple, VeriSign, Sprint, Verizon Wireless, Vodaphone, and AT&T. Some of the more interesting products have been off-beat. Jeff created mobile product that used Japanese-style anime to teach Japanese/urban English. The concept and artwork was put on display at the Visionarium in Santa Maria da Feira, Portugal. In Cebu, Philippines, he created a three-screen social network product tying a commercial Web site, mobile voting, and television programming together. Jeff's life goal list is still huge and it includes ice diving under the Antarctica ice shelf, traversing the length of the Congo, and climbing some flat-topped mountains in Venezuela. Jeff continues to pull life and mobile inspiration from his son, Greyson.

Publisher's Acknowledgments

We're proud of this book; please send us your comments at <http://dummies.custhelp.com>. For other comments, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

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Introduction

Marketers are always looking to make their communications more personal, more targeted, and more relevant. Mobile is arguably the most personal, targeted, and relevant marketing channel available.

Mobile devices provide individuals with almost instant access to friends and family, location-based information, productivity tools, entertainment, and all the benefits of accessing the Internet from almost anywhere. If you're responsible for marketing a business or organization, making sure your marketing campaigns find their way on to mobile devices is one of the most important jobs you have.

This book shows you how to create and run engaging mobile marketing campaigns using today's mobile technology. We explain the opportunities and strategies you need to reach mobile consumers and get them to engage. We show you how to deliver mobile messages including SMS, MMS, and mobile e-mail.

Because your prospects and customers have to opt in for you to deliver mobile messages to them, this book explains how to build a quality mobile opt-in list full of subscribers who reward your mobile marketing efforts. We also show you how to create great mobile Internet sites, mobile applications, advertising campaigns, and social media interactions.

This book also shows you how to take advantage of voice by creating voice campaigns and how to enable your customers to make purchases on their phones through mobile commerce and point-of-sale campaigns.

Mobile marketers are subject to many legal requirements and industry guidelines, and many mobile marketing campaigns require carrier approval. This book shows you how to adhere to professional standards, follow the rules, and get through the processes involved in setting up your campaigns.

Mobile marketing has the ability to provide you with all kinds of great data on your customers and prospects, including their location data, so we include tips and ideas for using mobile tracking reports and analytics to improve your strategy and increase your sales.

Mobile technology is emerging and developing all the time, and new ways of marketing are adapting all the time too. The best time to start marketing through the mobile channel is today. Get ready, get set, go for it!

About This Book

Mobile Marketing For Dummies is written to answer your questions about mobile marketing and to give you tips and ideas for executing the various steps involved in a successful mobile marketing campaign.

This book isn't written to impress technically savvy pocket-protector types. It's for marketers and business owners who have to make the most of every minute of every day. We include lots of bulleted text with concise descriptions and ideas for implementing each topic immediately.

The content in each chapter stands alone, so you don't have to read all the chapters in order. You can use this book like an entire series of books on the subject of mobile marketing. You can scan through the Table of Contents and read about a single topic to refresh your memory or to get a few ideas before beginning a task, or you can read an entire chapter or a series of chapters to gain understanding and gather ideas for executing one or more parts of an entire mobile marketing campaign.

Sidebars are included in this book as interesting additional tidbits or to give anecdotal examples of the tips and ideas in the book. You don't have to read them to benefit from this book.

Conventions Used in This Book

To make this book easier to scan and internalize, we use the following conventions:

- ✓ Words in *italics* are used to point out industry terminology or words that have special definitions in the book.
- ✓ Words in **bold** represent the keyword or the main idea in bulleted lists.
- ✓ Web addresses and snippets of programming code appear in a different font, as in `www.MobileMarketingForDummies.com`.
- ✓ Placeholder text in code is in italic, as in `<a href="http://www.yourwebsite.com/page.html#anchorname">`, where *yourwebsite* should be replaced with the actual name of your Web site.

Foolish Assumptions

It's hard to imagine that anyone has managed to stay completely away from mobile phones. However, to get the most out of this book, we assume that you already

- ✓ Are familiar with the basic functions of a mobile phone
- ✓ Are responsible for (or are soon to be responsible for) marketing in a business or an organization
- ✓ Know how to use a computer and a mouse
- ✓ Have a Web site or a physical location (or you soon will)
- ✓ Have a product or service that people need or have an idea for a product or service that people need

How This Book Is Organized

Mobile Marketing For Dummies is divided into five parts according to the different types of mobile marketing campaigns you can create and deploy.

Part I: Getting Up to Speed on Mobile Marketing

Part I explains where mobile marketing fits into a marketing mix and describes the benefits and limitations of mobile devices as marketing tools. We give you insight into the consumer landscape including tips for understanding laws and industry regulations as well as advice for developing a mobile marketing strategy and choosing partners to help you execute on your plans.

Part II: Executing Direct Mobile Marketing Campaigns

Part II helps you to build a solid foundation for sending text messages, multimedia messages, and mobile e-mails. We show you how to obtain a common short code, gain opt-in subscribers to your messaging campaigns, and promote your business with messages. We explain how to set up a variety of campaigns and tips for designing e-mails for mobile screens.

Part III: Mobile Media, Publishing, and Advertising

Part III explains how to go about building mobile Internet sites, mobile applications, and advertising campaigns. Part III also shows you the power of mobile when applied to social media and voice campaigns. We tell you how to use layout and design elements to make your mobile sites effective on mobile devices and we show you how to develop and distribute mobile applications. We explain how to make money through mobile advertising and the importance of making your social media content accessible on mobile devices. Part III also shows you how to enable marketing campaigns using a mobile phone's most used and yet often overlooked feature — voice. After all, it's still a phone, no matter how many other bells and whistles it has!

Part IV: Mobile Commerce and Analytics

Part IV is where your mobile marketing strategy finds an enduring future. We explain how to enable monetary transactions through mobile devices such as mobile Internet purchases, point-of-sale scanners, and mobile wallets. We also show you how to use mobile marketing analytics to track your campaigns and determine whether your strategy is working.

Part V: The Part of Tens

In Part V, we include two chapters that list ten important bite-sized summaries of mobile marketing information. The first list contains ten ways to reach consumers on mobile devices today. The second list covers ten mobile marketing resources you should become familiar with so your mobile marketing can advance and grow, along with new advancements in technology and industry best practices. In addition, we include a Glossary to collect the definitions of mobile marketing terms into one convenient resource.

Icons Used in This Book

When you are scanning through the contents of this book looking for tips, reminders, and ideas, you can look for the following icons in the margin to help you find important information fast:



This icon signifies a tip, idea, shortcut, or strategy that can save you time or trouble.



This icon signifies information that you should remember and file away in your brain for later reference.



This icon signifies important details that might cause your strategy to stumble or come to a halt if left unaddressed.



This icon signifies information that is technical in nature. It's for geeks only, and you can skip it if you don't fit that description.

Where to Go from Here

If you aren't familiar with mobile marketing or if you don't know a lot about mobile devices, you might want to start with Part I and read each chapter in order. If you are an experienced and tech-savvy marketer with a good idea of which direction you want to take your mobile marketing, you can scan through each part's Table of Contents and read the chapters or topics in any order.

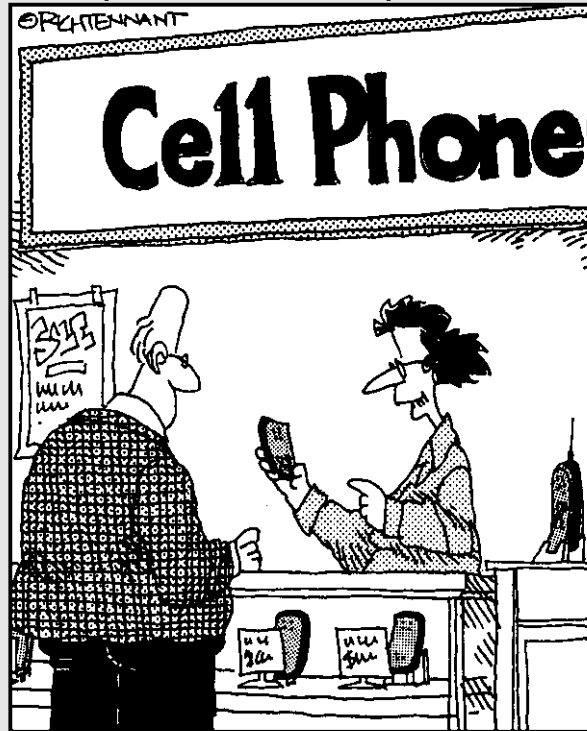
Either way, it's time to get started with building your business and deepening your customer interactions with mobile marketing!

Part I

Getting Up to Speed on Mobile Marketing

The 5th Wave

By Rich Tennant



"This model comes with a particularly useful function – a simulated static button for breaking out of long winded conversations."

In this part . . .

Almost everything you can do with traditional marketing can be adapted to work on mobile devices. However, marketing through mobile channels isn't always simple. Mobile device standards and best practices are still emerging and consumer behavior and laws are rapidly shifting. Adapting your marketing for mobile is an ongoing task.

Chapter 1 gives you an overview of mobile marketing so that you see the big picture and can identify the possibilities of mobile marketing. This chapter also allows you to easily skip to the other parts of this book that deal with topics in more detail.

Chapter 2 helps you come up with your mobile marketing strategy and shows you how to estimate your mobile marketing reach so you can approach mobile marketing with goal achievement in mind.

Chapter 3 covers the laws, industry regulations, and best practices you need to know in order to keep your mobile marketing campaigns compliant and consumer-friendly.

Chapter 1

Unveiling the Possibilities of Mobile Marketing

In This Chapter

- ▶ Discovering mobile marketing and its key elements
 - ▶ Exploring the myriad of mobile devices and networks
 - ▶ Finding out about the three forms of mobile marketing
 - ▶ Reviewing the many capabilities of mobile devices
-

We've become a mobile society, worldwide. People around the world are on the go, and nearly everyone has a mobile phone or a mobile device of some kind to help them connect with people, information, and businesses from anywhere. Sure, people are still making and receiving phone calls with their mobile phones, but increasingly, they're also texting, searching the Web, downloading applications, consuming content, responding to ads, spending money, and generating value for themselves and marketers, not just with phones but a wide range of devices as explained below.

The mobile device is increasingly becoming a cornerstone of our mobilized society. In fact, for many people around the globe, a mobile device has become their primary communication and commerce tool. Whenever our world changes, so must the practice of marketing. This book is all about showing you how to embrace this change. We show you how to embrace the emerging practice of mobile marketing and engage your customers through and with the mobile devices they use.

In this chapter, we get you started. We provide you with a detailed definition of mobile marketing and review its key elements. And because the mobile device is the cornerstone of any mobile marketing practice, we review in detail the three categories of mobile devices, the networks that enable them, and the eight mobile media paths that are the backbone of mobile marketing. When you're done reading this chapter, you'll have the foundation you need to understand everything else you find in this book.

Marketers are gravitating to mobile

In June 2010, the Mobile Marketing Association (www.mmaglobal.com), along with *Chief Marketer*, *Advertising Database Express*, and Kinesis Survey Technologies released a study titled, “Second Annual View from Madison Avenue.” According to this study, total U.S. media in 2010 expenditures (the money that marketers allocate to engage their customers through media channels like television, radio, newspapers, outdoor signage and other media channels including mobile) will total about \$128 billion. The MMA report estimates that mobile media will account for 1.8%, or \$2.3 billion, of

this total spending. By 2011, the MMA report estimates that total mobile media spending in the U.S. will grow to \$5.5 billion, or 4.0% of the \$135 billion that will be spent on media in the U.S. This is a 124% increase! Remember, these are just the U.S. media numbers. Mobile marketing is growing all over the world in every market sector. Moreover, as you find through the rest of this book, mobile marketing is not just about media spending but also about engaging your audience in all sorts of ways to deliver value. The impact of mobile marketing is simply staggering.

Defining Mobile Marketing

Mobile marketing, according to the Mobile Marketing Association (www.mmaglobal.com), is “a set of practices that enable organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.” That definition contains just 26 words, but it packs in a lot of meaningful terminology.

In the following sections, and through this entire book, we discuss what these 26 words really mean and how they can be used to engage your customer in a manner that generates meaningful results that are mutually beneficial for both you, your business, your customers, and potential customers — essentially, everyone!

Examining the five elements of mobile marketing

Take a look at that definition again and then check out the following bullet points, which pull out and refine the five key elements of the definition of mobile marketing:

- ✓ **Organizations:** Organizations are commercial entities — brands, agencies, marketers, non-profits, enterprises (including individuals), and so on — with products, services, and offerings they wish to deliver to the market. In other words, organizations are you and your companies. Mobile marketing works for any type of business.