

Making Everything Easier!™

Mobile Marketing

FOR

DUMMIES®

Learn to:

- Understand the mobile world and mobile marketing best practices
- Plan your mobile marketing strategy
- Launch a campaign including voice, text, e-mail, and social media
- Mobile-enable your marketing and establish direct customer contact

Michael Becker
John Arnold

*Coauthors of Web Marketing All-in-One
For Dummies*



Mobile Marketing For Dummies®

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by Michael Becker and John Arnold



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About the Author

Michael Becker is the North American managing director for the Mobile Marketing Association and a leader in the mobile marketing industry, assuming the roles of industry entrepreneur, volunteer, and academic. He is also the founder and vice president of strategy at iLoop Mobile, an industry-leading mobile marketing solutions provider.

Michael served on the MMA Global Board of Directors (2008, director at large; 2009, global board vice chair) and served on the MMA North American board of directors (2004, 2005, 2007, 2008, and 2009). He founded and co-chaired both the award-winning MMA Academic Outreach Committee and the *MMA International Journal of Mobile Marketing*. He is also a member of the Direct Marketing Association's annual programming advisory and mobile councils.

In addition to his industry and volunteer roles, Michael is a contributing author to *Mobile Internet For Dummies*, *Social Media Marketing For Dummies*, *Reinventing Interactive and Direct Marketing*, is a co-author of *Web Marketing All-in-One Desk Reference For Dummies*, and this book, *Mobile Marketing For Dummies*. He has authored more than 60 articles on mobile marketing and is an accomplished public speaker on the topic.

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University. Michael was awarded the MMA Individual Achievement Award in 2007 and the Direct Marketing Educational Foundation Rising Stars Award in 2009 for contributions to the mobile and direct marketing industries.

John Arnold is a leading marketing expert, author, and speaker specializing in marketing advice for small businesses, franchises, associations, and organizations. John writes the “Marketing Tools & Technologies” column for *Entrepreneur Magazine* and he is the author of several marketing books, including *Web Marketing All-in-One Desk Reference For Dummies*, *E-Mail Marketing For Dummies*, and this book, *Mobile Marketing For Dummies*.

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.

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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.

James Citron, president and CEO of Mogreet: James is the visionary behind the mobile industry's leading platform for the delivery of mobile video. When he isn't waxing poetic about mobile video, MMS, or the iPad, James is running one of the leading mobile marketing companies in the country. James has spent the last 10 years in the mobile industry, as both an analyst advising on telecommunications mergers and acquisitions and as an operator launching mobile products and businesses in more than twenty countries. Mr. Citron is a graduate of Princeton University. His Twitter name is @jamescitron.

Ben Gaddis, director, mobile and emerging media,

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Eric Holmen, senior vice president, business development and marketing, The Marketing Arm,

Wireless Practice: Eric lost, destroyed, or wore out more mobile phones last year than most of us will ever own. While president of the mobile marketing company SmartReply, he acquired a mobile ad network and launched a mobile payment system for retail, while building one of the largest mobile marketing companies in North America. At The Marketing Arm, Eric brings a big vision of mobile as the new reality of multi-channel marketing and advertising for the Fortune 100 set. "This kind of job means you gotta know your devices, carriers, benefits, and potential, which means carrying around a lot of mobile devices." His pedigree includes Catalina Marketing and Sears, and is a grad of M.I.T. and the University of Redlands. He has three unwired kids and an Ironman wife. On weekends, you'll find him busily dropping phones over the side of his sailboat into the Pacific waters off southern California (where he peacefully gets zero bars).

Gabe Karp, executive vice president and general counsel of ePrize, LLC:

Gabe oversees the legal services, fulfillment, and human resources teams at ePrize. He has overseen more than 5,000 interactive promotional campaigns in 36 countries with no legal challenges. These campaigns include online and mobile-

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Jeannette Kocsis, senior vice president of digital marketing for Harte- Hanks, Inc.: Jeannette is a digital marketing expert, having started with search engine optimization in 1997, owned and operated an e-commerce site, and, in 1999, owned a community Web site with more than 100,000 regular monthly visitors. Today, Jeannette is senior vice president of digital marketing for Harte-Hanks, Inc. Working at the Agency Inside Harte-Hanks, she oversees strategy and media across all vertical markets and is responsible for bringing new trends like mobile and social into client strategies. Jeannette is a frequent speaker on mobile and social media, and she is published on a regular basis. Jeannette was named to the Mobile Women to Watch for 2010 list by *Mobile Marketer*. At the time of this writing, Jeannette has a variety of mobile devices, including an iPhone, an iPod, and a Blackberry (for work). Jeannette lives in the Hudson Valley of New York State, with her family and their Great Dane.

Christian Lored, 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.

Erin (Mack) McKelvey, senior vice president of marketing, Millennial Media: 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.

Kerry Nagle, vice president of campaign operations, Millennial Media: 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 ATT. 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 ß at-topped mountains in Venezuela. Jeff continues to pull life and mobile inspiration from his son, Greyson.

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We're proud of this book; please send us your comments through our online registration form located at www.dummies.com/register/.

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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