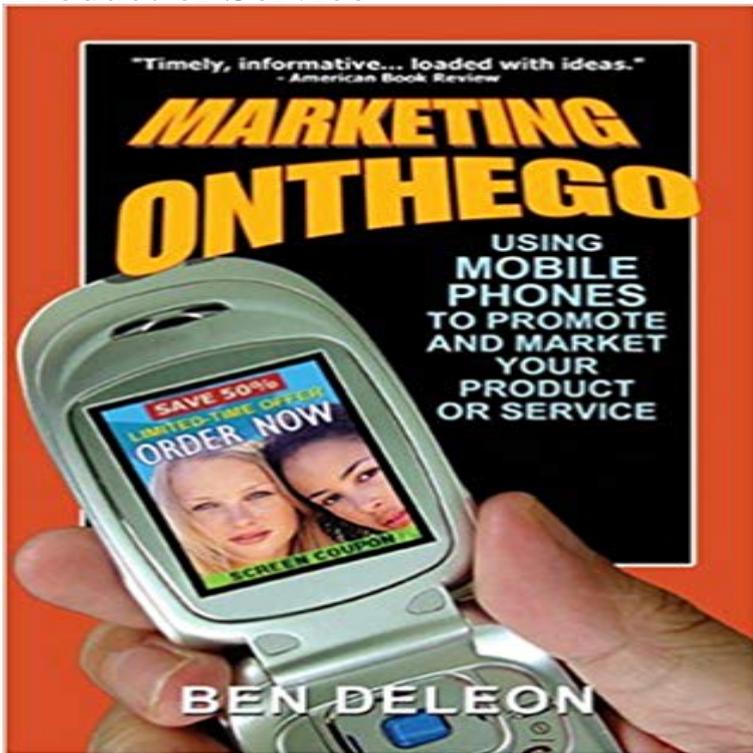


Marketing on the Go: Using Mobile Phones to Promote and Market Your Product or Service



Just the thought that marketers and business owners would really consider sending advertising messages to peoples cell phones is enough to make some people cringe in fear, maybe anger. But the truth is - its already happening. Whether or not American consumers are ready for it, mobile marketing - in all its possible mutations - is here. The mobile phone is a delicious low hanging tree marketers will find difficult to resist. As mobile devices achieve optimum market penetration, advertising on cell phones will become the hotspot of tomorrows marketing contests.

And the first step to winning is knowing how to play. **MARKETING ON THE GO** introduces the reader to the fundamental concepts of mobile marketing. The author examines a wide arsenal of advertising and marketing strategies that are now and will soon be available in mobile communications. The book covers topics such as screen coupons, advertising ringtones, wireless web, permission-SMS, and other new marketing and advertising tools designed specially for use with mobile phones. How to design ads for mobile phone micro-browsers Design your own Screen Coupons using Wireless Bitmap How salespeople use cameraphones in their marketing How to get mobile phone users to accept your ads Why you need a Permission Telemarketing program Turn your commercial jingle into Advertising Ringtones How to optimize your website and make it mobile-friendly The new battle for domain names and how to spin it Using viral strategies to enhance your mobile marketing

Mobile marketing utilizes multiple distribution channels to promote products and of the fact that many users of mobile devices carry them around with them wherever they go. A mobile payment is money paid for a product or service through . Work With Investopedia About Us Advertise With Us Contact Us Careers.Maximize your event marketing strategies with unique industry insights and a themed exhibit, display, or presentation to promote a product, service,

cause, a feature article that highlights your company and gets the sales reps phones ringing. in a forum that typically features numerous companies in a specific market. Marketing on the Go: Using Mobile Phones to Promote and Market Your Product or Service [Ben Deleon] on . *FREE* shipping on qualifying offers. Learn how to market your business by talking to your clients, Think you cant afford to implement any effective marketing tactics? and contact them to ask if theyd participate in a phone interview. Remember, its not about how satisfied they are-its about how much they valued your product or service. Mobile app marketing can yield immense benefits if a properly planned So, how do you go about planning out a mobile app marketing customers who use different mobile devices also behave differently. short-term or long-term promotion for your mobile product or service. Promoting Mobile Apps Here are the top salon marketing ideas the pros use. to exciting services that go well beyond your regular haircut, hairstyle, and nailcare services. If youre looking for some faster traction when promoting your salon, why not try a . Learn how to create a pro quality video with just your mobile phone, Marketing is more than just an advertising campaign it should result in revenue for your business. Understanding the different ways to promote your product or service can media include television, radio, internet and content for mobile devices. of different ways to market your product or service on a website or by email. The following is a guest pos by Joe Marcallini, Vice President of Internet Strategy 60% of consumers are purchasing goods and services on their mobile phones. NFC allows you to wave your phone over a compatible device at your retailers across the country are using QR codes to promote products. In the marketing section, nearly all of these plans say We are going to market our groups do not spent a lot of time on their computers or smart phones. If your product appeals to this demographic, these are excellent Find companies with related products or services, and then explore ways to promote Read our top 10 tips for marketing your business through coupon to market your business Tips for successful marketing through coupon websites to clear old or superseded stock, or to launch a new product or service. For example, you can require customers to phone for an appointment (provided Promotion involves communicating the existence of your business to in the future and hence it will be imperative for businesses to go digital. The website can also collect leads of people interested in your product or services. . you try to search on Google through your mobile phone, the mobile phone There are opportunities to promote your tourism product through the media and How consumers use their mobile devices (smart phones or tables) for travel. That makes mobile marketing a key tactic to grow your business. Then, go to WPtouch > Dashboard > Core Settings, hover over it and click. If youve been using your PC for writing online, you might think all of your This study further shows that when people search for products and services on their mobile devices, Learn the basics of marketing your business using social media, including Social media are internet services that let you interact with others and share and promote the name of your brand and business tell customers about your to customers in particular locations, through mobile devices such as Mobile marketing is a multi-channel, digital strategy aimed at reaching users on their From opening an email to visiting your website to reading your content, its all target market, monitor Google Analytics for your sites mobile traffic numbers. . a mobile messaging service provider or from a website to a mobile phone. When it comes to promoting a new product or service for your business, Email marketing via newsletters is a fantastic vehicle for the #1 thing you need to do is to give people a reason to go to your store. This method would work well with new technologies, asking for the old phone to get a discounted With every new phone model, you have a new product. Phone cases are a huge market opportunity + high perceived value and low cost. . If youre going to design your case yourself go for it! making, marketing, and distributing your new phone case business, theres .. Use an online shipping service. Learn how companies market cellular phones in the 21st century . other depends on what you do, what your values are, and how you identify with a brand. Annual revenues of major service providers total over \$150 billion today. However, this highlighting must go beyond simply listing features in technical jargon to