



**SPIN YOUR
MOBILE WEB**

 Elaina Farnsworth

TABLE OF CONTENTS

p1	Prefix
p2	Introduction
p3	SPIN SERIES 1: <i>UNDERSTAND THE MOBILE SPACE</i>
p6	SPIN SERIES 2: <i>DISCOVER YOUR MOBILE NICHE</i>
p7	SPIN SERIES 3: <i>PLAN & BRAND</i>
p9	SPIN SERIES 4: <i>SPIN YOUR MOBILE TEAM</i>
p11	SPIN SERIES 5: <i>SET YOUR WEB</i>
p12	SPIN SERIES 6: <i>BUILD YOUR SITES & APPS</i>
p14	SPIN SERIES 7: <i>SPIN “IN” YOUR MOBILE MARKETING STRATEGY</i>
p16	SPIN SERIES 8: <i>INTEGRATE YOUR SOCIAL MEDIA & BLOGS</i>
p19	SPIN SERIES 9: <i>MEASURE YOUR SUCCESS & SPIN YOUR MOBILE LIFE</i>
p20	CONCLUSION
p22	A QUICK RECAP
p23	FINAL WORD

It is no secret that the world has gone mobile! Now let me help

YOU SPIN YOUR MOBILE WEB!

Do you want to take advantage of this new and exciting mobile market? Are you a little intimidated by the Mobile Market?

Embrace my **SPIN SERIES** and change your life!

Use these concepts to help you create a new opportunity and establish a new connection with your customers!

Elaina Farnsworth will teach you the hidden secrets to success through mobile.

Elaina shares her story and will introduce you to the process that helped her become internationally recognized and achieve a success she had never known until she was mobile.

The nine step process to **THE SPIN SERIES** will help you not only understand the mobile market, but also how to **SPIN** the mobile web that is right for your business.



SPIN SERIES 1

UNDERSTAND THE MOBILE SPACE



SPIN SERIES 2

DISCOVER YOUR MOBILE NICHE



SPIN SERIES 3

PLAN & BRAND



SPIN SERIES 4

SPIN YOUR MOBILE TEAM



SPIN SERIES 5

SET YOUR WEB



SPIN SERIES 6

BUILD YOUR SITES & APPS



SPIN SERIES 7

SPIN "IN" YOUR MOBILE MARKETING STRATEGY



SPIN SERIES 8

INTEGRATE YOUR SOCIAL MEDIA & BLOGS



SPIN SERIES 9

MEASURE YOUR SUCCESS & SPIN YOUR MOBILE LIFE

INTRODUCTION

Hi. I'm Elaina Farnsworth. In this e-book I'm going to share with you a little about how to become a strong player in the mobile market. In the next few pages I will take you through the basics of mobile and mobile marketing and lead you to spin your own mobile web.

I'd love some feedback at any time, so please jump onto my website at elainafarnsworth.com and shoot me an email.

Thank you!

Elaina





SPIN SERIES 1 UNDERSTAND THE MOBILE SPACE

Do you want to know how to be successful in Mobile? To **SPIN A STRONG WEB** you need to understand the basics of Mobile.

- *What is this mobile market?*
- *Who uses it?*
- *What are the options?*

These are only a few of the questions that you can and should be asking. If you are reading this, the chances are that you have at least heard of a mobile phone or mobile device. Did you know that trends indicate the mobile market has experienced a **HUGE** amount of growth in developing worlds and other emerging markets? *Isn't it amazing that some people in developing countries without roads now have access to mobile phones?* The growth in the mobile market has resulted from an increase in the demand and importance of the mobile phone in modern society.

The good news is this Spin Series will give you the knowledge you need to get started and become a contender. Let's keep this simple. In order to conquer the mobile market you need a few basic things:

1. A mobile enabled website.
2. A marketing plan to include mobile marketing techniques.
3. And maybe - JUST maybe - a mobile app.

See it's as easy as 1, 2, 3, and you can become a mobile business!

Check out these mobile facts if you have any doubts that your business needs to be mobile.

1. There are **6.8 billion** people on the planet, and **5.1 billion** of them own a cell phone. Just think... only **4.2 billion** own a toothbrush! (*Source: Mobile Marketing Association Asia*)

2. It takes **26 hours** for the average person to report a lost wallet. It takes

68 minutes for them to report a lost phone. (Source: Unisys)

3. The growth of the iPhone was 10 times faster than the growth of America Online. (Source: Nielsen)

4. In some countries, there are more mobile subscriptions than there are people. (Source: Mobile Marketing Association) How can this be? It's because some people own more than one mobile phone.

5. It takes 90 minutes for the average person to respond to an email. It takes 90 seconds for the average person to respond to a text message. (Source: CTIA.org)

6. 70% of all mobile searches result in action within 1 hour. (Source: Mobile Marketer)

7. Mobile coupons get 10 times the redemption rate of traditional coupons. (Source: Borrell Associates)

8. There are more mobile phones on the planet than there are TVs. (Source: Jupiter)

9. 91% of all U.S. citizens have their mobile device within reach 24/7. mobile phone in the modern society. (Source: Morgan Stanley)

What does this mean for you? It means: more leads, more sales, more clients, more customer loyalty and more profits.

How big is the market REALLY?

Did you know that mobile is projected to be bigger than radio, tv, and the personal computer-combined?

Statistics show at the end of the year 2009, there were over 50 mobile operators worldwide that had over 10 million subscribers. Another 150 mobile operators had over one million subscribers each. The Mobile

Marketing Association projects that there are 5.3 billion mobile subscriptions this year! The adoption of mobile phones by emerging markets like Latin America, Asia and Africa shows that 77% of the world population is subscribed to a mobile phone. Over 1.6 billion Mobile phone units were sold in the year 2010. By the end of 2011 there is expected to even be an even larger increase of about 31.8%. *(International Data Corporation)*

The market is growing and growing and it is only getting bigger! Just look at this table to see the estimations for last year!

CRITICAL DATA ON THE MOBILE MARKET AT THE END OF 2010 *(FIGURES ARE ESTIMATES)*

Region	Global	Developed Nations	Developing Nations	Africa	Arab States	Asia & Pacific	CIS	Europe	America
Mobile cellular subscriptions (millions)	5,282	1,436	3,846	333	282	2,649	364	741	880
Per 100 people	76.2%	116.1%	67.6%	41.4%	79.4%	67.8%	131.5%	120.0%	94.1%
Mobile broadband subscriptions (millions)	940	631	309	29	34	278	72	286	226
Per 100 people	8.0%	24.6%	4.4%	0.2%	2.3%	5.7%	8.7%	23.9%	15.5%

Now that you have an understanding of the mobile market, it's time for you to start thinking mobile and to personalize it for your business.

YOUR CHALLENGE

Think of 10 people you know that do not have access to a mobile phone or mobile device of any kind and make a list of them.

Now think of 20 people that you know that use their mobile phone daily and make a list of them.

Which list was easier for you to think of? Was it easier to think of more people that are mobile than less people that are not?

Now you can make a decision today: Do you want to create your mobile presence to reach more people or do you want to invest your time and money in the non-mobile space?



SPIN SERIES 2 **DISCOVER YOUR MOBILE NICHE**

Who you are should be reflected in your **MOBILE STRATEGY**. In this series I help your business define the mobile strategy for success.

- *Who are your customers?*
- *What is your business?*
- *Who uses Mobile?*

Who Uses Mobile?

EVERYONE! Well, virtually everyone, because even the percentage of people who don't own mobile devices, may still be accessing these devices. The first steps in Discovering Your Mobile Strategy is to understand who is using mobile. Use basic marketing principles to understand who comprises **YOUR** market. The last step is to decide and devise a plan of how to reach your market through your mobile strategy. Once you understand these principles the mobile web is yours to spin!

Let me give you an idea of who is using the web. The mobile market is used by **travelers, explorers and adventurers** who use mobile phone **GPS** to get directions. The mobile market is heavily used by **social media users**, and these users are **YOUR** customers! The mobile market is also used by **gamers** made possible by gaming platforms in mobile phones. It is heavily used in the **music industry** where music is not only played and stored in mobile phones, but is also streamed to mobile phones through the internet. The mobile market is used by **banks and their customers**. **Businesspersons** use the mobile market to reach, conduct and organize transactions with fellow businesspersons or customers. **Family members and friends** use it to communicate with each other. The mobile market is used by **healthcare providers** who use mobile

phones to remind patients of appointments, medicine updates and respond to emergencies. The mobile market is used by media companies for advertising, radio and television, and media companies use various mobile telephone technologies to promote themselves. Do any of these people sound like your customers? If so, then keep reading!

YOUR CHALLENGE

Write down who you are as a business.

What is your business? Who are your customers? What are you selling? What is your company's mission? What are they expecting from your business?

Think of what you would look for if you were a customer running errands and searching on a mobile device. Are they looking for your location, your products?

Can you organize this to *start spinning your mobile web* for your market?



- *What is your marketing strategy?*
- *Are you reaching your audience with your brand?*
- *How do you reach your mobile customers with your brand?*
- *Do you have an integrated approach to your traditional and mobile marketing?*

A company brand and **YOUR MOBILE WEB** message need to be consistent. You must develop your **MOBILE INTERCONNECTION**. This means in order to Spin Your Mobile Web you **MUST** integrate your mobile marketing with your overall marketing strategy.

What is Mobile Branding and Mobile Marketing?

I'll tell you a little secret, to launch a successful mobile brand and marketing strategy you must simply apply effective techniques used in your traditional marketing methods and integrate those into your mobile campaigns to market and promote brands. Don't make this too complicated. Your mobile site should be easy to navigate and easy to read on mobile devices. Your mobile marketing strategy should start with enabling tools that will be helpful to your overall marketing plan. You must choose tools that will allow your business to send promotional messages to consumers through cell phones and hand-held devices. Use your mobile marketing as you would any other form of marketing! It is meant to enhance brand awareness and promote sales! If you have an existing brand(s) in your business, then expand it. Don't try to recreate any new brand for your mobile efforts. Instead, create a mobile interconnection by including your existing brand and messaging in all of your media.

Mobile marketing is **ESSENTIAL** as it helps initiate communication between your brand and your customers. For instance, it allows your consumers to visit your website using their mobile devices from wherever they are to get necessary messages and information. What it is **NOT** is a black hole of mysterious marketing spirits that only a few good companies can unleash. Don't be frightened of the unknown. Know that you are in control of your mobile marketing. With a few tools that are given in this series you can start *Spinning Your Mobile Web*. The development of a strong brand first involves researching and understanding the targeted population. The strategy should capture and be relevant to their needs and imagination. Companies should first grab the attention of their customers before selling them products. Games help us understand this idea. For example, when an individual becomes familiar with and addicted to a game, they will be much more willing to pay for a premium version or upgrades.

Companies can provide free 'lite' versions of applications and charge a small fee for full versions of the same. The company then needs to understand the medium being used, in this case, the mobile device. Information provided should be simple and easy to understand and presented in an uncomplicated way. Companies should ensure they have an effective feedback mechanism to identify complaints regarding ads. Action should be taken immediately (*Aktas, 2010*). To build a strong mobile brand, there should be a gradual alteration,

improvement and growth in the medium used to sell a product. The growth can be in features of the medium used such as mobile apps and information provided. Where charges apply, the prices should be appropriate. The goals of the company should influence the medium used.

Think of the benefits from a great mobile marketing strategy. You can promote your product, get more customers, and use it to drive attendance to events and locations when your customers are in the area. The mobile market provides a unique advertising medium effectively helping reach the targeted market. It plays a **KEY** role in an integrated marketing strategy.

YOUR CHALLENGE

Think of your company brand. Now look at a mobile phone and how much space is available to convey your message to your users. What is the most important thing that your business does?

This is a great time to ask your employees and customers for their input. The more you understand about your brand, the better results you will have incorporating mobile into it.

Write down the top 5 things that your customers will want to see when surfing the web on a device that fits in their hands. Can you visualize your site on the device?



SPIN SERIES 4 *SPIN YOUR MOBILE TEAM*

Just as choosing the team of employees or contractors to support your business functions is critically important to your company's success, choosing the team to support your **MOBILE** plan is equally important. You must learn how to match internal and external talents to execute your mobile plan. Again, choosing a team is crucial to your project. You must prioritize your project and then choose a team based on the most important tasks of your project.

The very first thing that you need to do is to have a plan for your mobile goals and what you want to accomplish with the business.

- *What is your end goal?*
- *Do you want more traffic?*
- *Do you want more sales?*
- *Do you want your users to know more about you?*

THIS is where many of you will want to throw your computer at me but you need to know **WHAT** you **WANT**. It is not just as simple as saying “*I want to be mobile*” or “*I want an app*”. You **MUST** do your homework and look at other companies that have success in your industry. Look at their plans and then communicate that to your prospective mobile development team. Competitive analysis is a healthy exercise and will help you define your goals.

Once you know what you want to accomplish, seek out the people to help you do just that. You will need to find people who will provide guidance, and you will need to trust them. You may need a designer, a mobile marketing agent, a programmer or all of these people for your team. Who you need to recruit depends on your internal resources and your budget. Have a budget in mind and don't be afraid to share it, but remember you must be reasonable in your expectations. If you have a minimal budget, you can't expect a millionaire result. However, there are a lot of firms that will give you high quality for a reasonable rate. Don't be afraid to negotiate. Take note of the details they ask you about your business. They should want to get as much pertinent information about your business and your goals as possible.

Just because you spin your mobile team does not mean you have to hire them today. You still need to do a little homework to begin “spinning” your mobile strategy. However, it is a good idea to have your team identified at this stage so you can ask questions about development. When planning your mobile web you may need to ask a developer the feasibility of your requests. Your team may be able to answer these for you. Many firms charge for consulting. Even if you need to invest some time and money in a consulting session with your team, it is worth it. Understand your project. Make sure to have a clear list of questions so that you will not waste your time, and you will have a clear vision

of where you want to go.

YOUR CHALLENGE

Write down what you want to achieve with your mobile project. What are your goals?

Use a popular search engine like Google, Yahoo, or Bing to find what others in your market are doing with mobile to achieve their goals. Then compare your strategy and keep an open mind.

Have a brainstorming session and write down your complete “*wish list*”.

Prioritize your list. Don’t forget to include a budget in your list. All of this information will be important in finding a team.

Once you are sure of what you want to build, contact two or three agencies and communicate your goals to them.

Ask yourself “Do you have a connection with the person or firm that you are interviewing?” If not, **MOVE ON!** My philosophy, “Like who you work with”.



SPIN SERIES 5 **SET YOUR MOBILE WEB**

Now you’ve set your goals and chosen your team, so let’s spin! We have now built the foundation for your successful project. Take your strategy and make it **YOUR MOBILE WEB!**

- *What is your plan?*
- *What is your team responsible for?*
- *Who is accountable?*
- *How will you measure success?*
- *How well is your mobile site working?*

You have done a lot of great work so start building your mobile web. Now it's important to take a breath. Clear your mind. Plan, assign and execute. A well-thought-out blueprint will guide all the other decisions you'll make from this step forward. You have chosen a good team so trust that they will be able to work with you through your project.

YOUR CHALLENGE

Even if you are just planning and are not starting your project yet, do this exercise.

Write down your mobile plan and what you want to want to achieve.

What resources do you have internally?

What outside resources do you need ?

Do you need to hire a team? Can you find answers on line?

Do you need a mobile website?

Do you want to entertain the idea of building a mobile application?

What is your timeline?

Write down in logical order the steps that you want to accomplish.



SPIN SERIES 6 ***BUILD YOUR MOBILE SITES & APPS***

Now let's get specific.

Can your company website be viewed from a mobile device?

Does your site convey the information that you want it to convey to your audience? Are your graphics, videos and multimedia components accessible? Can people dial your number or find your address with a click from a mobile phone?

You **MUST** create a “Mobile Friendly” website. Make sure that you check to see that your website is mobile and can be viewed from the multiple types of mobile devices. If it is not, make sure that this is your first step. A site that is not

optimized is often hard to read and is not organized in a manner that users can view “on the go.” Just remember a few points:

1. If your site is not optimized for mobile, your users can't find you easily. A mobile optimized site allows customers to dial your business phone number and find you with one click on their mobile device.

Anytime you can make it easier for potential customers to call or visit your location that is a good thing! Make sure that your customers can find your address and phone number while they are running errands.

2. A site that is optimized will allow users to view videos from your site. If you have certain code in your site that is not optimized, your video will display in a hard-to-view format or not at all.

Do you have a video for your customers? Can they view it on their mobile device? Mobile software allows you to upload your YouTube video to display for your clients in a mobile friendly way.

You will also **WANT** to build relationship with your clients through mobile.

3. To comply with privacy laws you must ask your customers if they want to receive your promotions. Build a way for users to opt-in and say yes to your promotions.

You CAN promote your business as a mobile contender.

You **WILL** be able to see your mobile success and measure your growth.

You will want to see how you are doing in the mobile space through analytical features and reports.

You must know how well your mobile site is working. Make sure you can measure the success of your efforts by installing basic or advance reporting tools on your mobile website.

YOUR CHALLENGE

This one is simple. Grab your nearest iPhone and type in your **URL**. Write down what you like and don't like about your site. Do you like what you see? Is the text too small? Do you have to scroll to get information from your site? Can you click on the phone number and address to get to your business?

If you already have a mobile site then **CONGRATULATIONS!!!** If you don't, then that must be the next thing to do to prioritize your site.



SPIN SERIES 7 *SPIN "IN" YOUR MOBILE MARKETING STRATEGY*

The principles in this series are critical to understanding the core components of spinning your mobile marketing web. Define the marketing strategy that is critical for **YOUR** successful **MOBILE WEB PRESENCE**. You must plan an integrated digital marketing plan, mobile **SEO** and other strategies that will allow you to succeed not only with your **MOBILE WEB** but also with your social media campaigns.

What mobile marketing strategies do you want to use?

What will your customers respond to?

How can the mobile marketing fit into your existing digital and traditional marketing plans?

Is your marketing strategy integrated?

Is your site optimized for mobile **SEO**?

You now have your **MOBILE PRESENCE**. Let's choose a mobile marketing campaign that can promote your business real time and reach your customers instantly. Unlike traditional forms of marketing, mobile marketing forms such as text messages are viewed and responded to in minutes. For instance, statistics show that mobile coupons are redeemed at the rate of 15% to 40% compared to print coupons that are redeemed at a rate lower than 2%. This

type of marketing is an opt-in service. It is, therefore, less intrusive since customers subscribe to it.

Let me give you some examples of the kinds of campaigns that you can use that are cost effective and can be implemented. You can use **SMS (text messaging)** to send your clients offers on their mobile devices. You can give special keywords and numbers to potential customers who are then required to text the special keywords to a given number. This enables them to subscribe to the service allowing them to receive regular SMS from the company about its products, services and promotions. Another medium that companies can use are mobile applications (*mobile apps*). This is made possible by the presence of smart phones and tablets. Companies can improve sales through ad-supported promotions.

Companies can also use the **pay per download approach**. This can be used by companies selling products such as PDF books, online games, and music. In this approach, customers receive information on products through the Internet. **Customers pay and receive the products online**. This approach is effective for software development companies. **Another option is the pay per lead method**. A lead refers to a signup that provides individual information such as contact address, email address and physical location. The information provided is used to reach the person that makes the signup.

Remember, also make sure that you consider Mobile Search Engine Optimization (SEO) when creating your mobile site. It is critical to establish your mobile visibility. Mobile searches **ARE** different. Mobile users look for your site in different ways! Choose a tool or software that allows you to insert metatags specific to your mobile code so that users that are surfing from their mobile phone will detect the **SEO** specific to your mobile site.

You can choose to use some of the popular mobile marketing tools including SMS text message campaigns and multimedia messaging (*MMS*). Other methods include Unstructured Supplementary Service Data (*USSD*), Bluetooth broadcasting and mobile video. Mobile connectivity permits individuals to access the internet using their mobile devices. Mobile marketing can therefore be carried out through the development of

mobile web, social media mobile applications and adver-games. Companies can use mobile apps where they create, sponsor or purchase applications that are strong in the market.

You may think you cannot afford to do the campaigns, but the truth is, there are many cost-effective and simple ways to execute your plan. Many automated tools are inexpensively available to do this with just a few hours a week put into its success. You can spend a few hours to research the best methods for your business. The solutions that you choose will depend on the number of users you want to reach, your budget and your overall strategy. Take a few hours to research tools or agencies that can help you execute your plan. Use all of the marketing tools available, to you will be glad you did!

YOUR CHALLENGE

Write down the mobile marketing tactics that will fit into your mobile marketing strategy.

Write down the details of that campaign.

How many people do you want to reach?

What method makes the most sense for your campaign? What will your message be? Be specific.

If you want to execute an SMS campaign, don't just plan the number of people that will get the message, also plan the date, the email, the opt-in strategy and the desired result. Again, be specific!



SPIN SERIES 8 *INTEGRATE YOUR SOCIAL MEDIA & BLOGS*

Your **MOBILE PRESENCE** is not only your **APPLICATION** or your **WEBSITE**, it is the ability to “SPIN IT” into your complete Internet presence. It is critically

important to integrate your mobile presence with your business strategy and include your integrated marketing plan in your social media and blog.

- *Do you have a Facebook or Twitter account?*
- *Are you using an integrated strategy for your mobile marketing plan?*
- *Are you blogging to tell your customers about you?*

The new social media age allows your fans to communicate about your business. Integrate your social media campaigns into your mobile marketing strategy. You must tell your audience about your new presence by blogging, facebooking, and twittering. You don't need to have a staff of a million people to do this. You can do all of this yourself!

If you don't have a Facebook fan page or a Twitter page for your business, this is a great time to get one. They are both free, and there are many articles about how to take your business to the social media scene. Once you have your social network set, use it as a vehicle to increase your mobile following.

In my opinion, the integration of **SMS** and mobile advertising with Facebook and other social media models is the best tool for a business to use. You can send text message advertisements to potential customers who have requested it. Then blog, Tweet, and Facebook about the campaign in order to get more information.

Social media is a great way to begin to build your database of users. Ask your fans what they want to see and if they will join you in your mobile venture!

Your **MOBILE PRESENCE** is not only your **APPLICATION** or your **WEBSITE**, it is the ability to "SPIN IT" into your complete Internet presence. It is critically important to integrate your mobile presence with your business strategy and include your integrated marketing plan in your social media and blog.

- *Do you have a Facebook or Twitter account?*
- *Are you using an integrated strategy for your mobile marketing plan?*
- *Are you blogging to tell your customers about you?*

The new social media age allows your fans to communicate about your business. Integrate your social media campaigns into your mobile marketing strategy. You must tell your audience about your new presence by blogging, facebooking, and twittering. You don't need to have a staff of a million people to do this. You can do all of this yourself!

If you don't have a Facebook fan page or a Twitter page for your business, this is a great time to get one. They are both free, and there are many articles about how to take your business to the social media scene. Once you have your social network set, use it as a vehicle to increase your mobile following.

In my opinion, the integration of SMS and mobile advertising with Facebook and other social media models is the best tool for a business to use. You can send text message advertisements to potential customers who have requested it. Then blog, Tweet, and Facebook about the campaign in order to get more information.

Social media is a great way to begin to build your database of users. Ask your fans what they want to see and if they will join you in your mobile venture!

YOUR CHALLENGE

Write down the social media tools you use.

How many followers do you have? Can you reach out to some of your friends and family to test your new mobile marketing strategy? Did you convey the right message?

Then grab a calendar and make an appointment with yourself weekly to post on Facebook, Tweet or blog about your business and your mobile success.



SPIN SERIES 9 **MEASURE YOUR SUCCESS & SPIN YOUR MOBILE LIFE**

This is the last part of the series that allows you to put into practice all of the mobile knowledge that you have learned. You will never see the mobile market the same way again!

- *Have you noticed that you are beginning to think about mobile in a different way?*
- *Are you seeing your traffic increase from your marketing?*
- *Are the goals that you set being met?*

Search for mobile reporting tools. Make sure that before you execute your plan you have in place a plan to measure its success. There are many free tools online to help. Set a baseline and measure the growth of your success for each campaign that you run.

Now that you are mobile, you will find that when you surf the web for a new tool, you will notice the mobility of it. You will locate other mobile apps that will enhance your **LIFE**. Your new **SPIN** on life will be **MOBILE**. Start new relationships with your clients and other businesses through your **MOBILE WEB!**

YOUR CHALLENGE

Write down what you would like to measure.

Do you want to know how your sales increased? Do you want to see if your page views increased?

Do you want to see your rankings in the search engine?

If so, write down some areas of your life that can be improved by having instant access to information. Search for a mobile app or mobile site that will help you and download it. There are thousands of free apps and mobile sites out there. Do you want to organize your schedule? Do you want to lose weight? The best way to learn mobile is to use it!

PEEK AT YOUR FUTURE IN MOBILE

Now that you are mobile, the “*WORLD IS YOUR OYSTER*”. Statistics show that there is a need for effective mobile marketing. In the year 2008, 75 billion monthly SMS were sent in the United States alone. It is estimated by Experian, a marketing services firm provider, that in the US alone, there are 1.8 billion SMS users. **THAT IS BILLION NOT MILLION!** This number is twice that of active email users. The significance of SMS is that it is responded to promptly. SMS are read within 15 minutes of receipt and action is taken within the hour. The fact that there are 5.3 billion mobile subscribers globally, with some countries having a 100% mobile device to population ratio, illustrates the great opportunity in mobile marketing.

Mobile marketing is **LESS EXPENSIVE** than conventional means of marketing for both the marketer and consumer. It is also easy to use and understand. It helps effectively access the young generation that is hard to reach through traditional methods. It helps access persons below the age of 50 years who are the main users of mobile phones. Nielsen Mobile states that in the year 2008 and 2009, 51% of United States mobile subscribers replied and reacted to some type of mobile marketing. Mobile marketing helps create customer loyalty, boost sales and increase awareness (*Aktas, 2010*). Text messaging is expected to grow rapidly with the upswing of smart phones and tablets.

There is greater opportunity in the mobile sector than ever before. You can communicate and sell products to clients and consumers through their mobile phone. This is done through multimedia messaging services, mobile applications, mobile internet and Social Media. Mobile marketing is cheap, easy to use and very effective. Global demand for smart phones is on the increase, and this calls for persons to engage in their supply and maintenance.

I can almost guarantee you that you that in the next few years, you will begin to hear more in the media about “*M-Commerce*” and “*Mobile Banking*”. Other great opportunities in the mobile market are in these fields. Mobile banking involves the use of mobile commerce by financial institutions to enable customers to perform transactions and access account information. This provides an avenue for the development of mobile market

products that help in the management of money, convenient payment mechanisms, and other services. Other opportunities are in mobile storefront, mobile brokerage and auctions. The portability of mobile phones allows subscribers to make prompt and timely responses to the market. If you are a customer, business owner, or investor, it is a “*Win Win*” for everyone that is mobile. So what are you waiting for?

A QUICK RECAP



SPIN SERIES 1

UNDERSTAND THE MOBILE SPACE



SPIN SERIES 2

DISCOVER YOUR MOBILE NICHE



SPIN SERIES 3

PLAN & BRAND



SPIN SERIES 4

SPIN YOUR MOBILE TEAM



SPIN SERIES 5

SET YOUR WEB



SPIN SERIES 6

BUILD YOUR SITES & APPS



SPIN SERIES 7

SPIN "IN" YOUR MOBILE MARKETING STRATEGY



SPIN SERIES 8

INTEGRATE YOUR SOCIAL MEDIA & BLOGS



SPIN SERIES 9

MEASURE YOUR SUCCESS & SPIN YOUR MOBILE LIFE

FINAL WORD

This e-book is a snapshot of my soon to be released curriculum, The **SPIN SERIES**.

The e-book introduces the nine principles of spinning your mobile web.

I travel to teach users these nine principles in great depth in my classes by using case studies and research from successful organizations and industries that have been successful on the mobile web.

I'd love to get some feedback from you. I'm so excited that you've read this e-book and I thank you very much.

It's been an honor and privilege for me to show you my love for mobile and my thoughts on Spinning Your Mobile Strategy.

I hope you're blessed from it, I hope you've learned from it, and I hope you can benefit from my experiences!

I'd like to thank the following contributors for the statistics used here.

Analysis of Current Mobile Marketing Applications, Selected Best Practices and Future Development. Marienstrae; GRIN Verlag, 2010

International Data Corporation

The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns. New York, NY; Information Today, Inc. Print

The Social Media Bible: Tactics, Tools, and Strategies for Business Success
New York, NY; John Wiley and Sons.

Written by



Elaina Farnsworth

Designed by

reneé alarid
design & motion