

MOBILE MARKETING BASICS FOR LOCAL BUSINESS

**A STARTER GUIDE FOR OWNERS,
MANAGERS & MARKETERS**



Learn how mobile marketing can be used to acquire and retain customers, promote your business to a bigger audience, and increase your bottom line!

Mobile Marketing Basics for Local Business

A Starter Guide for Owners, Managers and Marketers

By Ric Clark, founder and owner of Elevate Solutions Group

The information packed into this little book will give you a base knowledge of what “mobile marketing” actually is, and how to use it to grow your business by increasing your customer base and turning them into your fans and promoters!

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The sole purpose of this material is to inform, educate, entertain and assist the reader. Every effort has been made to accurately represent all information presented.

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Introduction

Right from the start let me say that having owned, managed, sold to, and strategized with many small businesses, I *know* that you as a manager or owner don't have the time to read some long, dry book full of facts and statistics showing you how smart I am and trying to convince you that mobile marketing is important to your company. I get that, and promise to keep it as brief and simple as possible while giving you valuable information. Having said that, welcome and thanks for taking the time to find out more about new marketing technologies and techniques. I hope you find it worth the effort!

This book is meant specifically for owners and/or managers of small, local businesses. It is a “primer” if you will, to give you the basics of what “mobile marketing” actually means and how it can affect your company. The reason I say primer is because mobile marketing is rapidly growing and changing, encompassing many

different areas of your business. A book covering *all* of mobile marketing would be more like a book*shelf!*

I am writing this in a person-to-person style, as if you and I are having a casual conversation that is valuable for both of us. My style is direct, informal, and sometimes a bit irreverent. I hope you can relate.

My wish is that you will find it valuable and entertaining and you will be able to quickly and easily find all the parts relevant to **your** business, and use them to help it grow and prosper.



About Me

My name is Ric Clark, and I am an independent consultant in the marketing field for local businesses. For most of my working life I have been involved with companies that are locally owned and operated. I am very familiar with the challenges and opportunities that are presented to businesses every day.

The one thing I am sure that small business owners/managers lack is time, so I will try to make my points in this book as brief as possible. I believe in keeping things simple and to the point. I will **not** throw a

bunch of marketing jargon at you or bore you with mounds of statistics and data about why mobile marketing works. You wouldn't be reading this if I needed to convince you of its worth.

I firmly believe that small businesses are the backbone of our country. I also believe that it is harder to run one every day. With more regulations to follow, a lack of qualified employees, and constantly changing competition and technology, I think running a "small" business is much more challenging than running a "large" one! I know you have to wear many hats. When you have an accounting issue you can't just have your accounting "department" take care of it. You ARE the accounting department! I get it.

For the last few years I have had a desire to "be my own boss" probably much like you, but I really wanted to offer a product or service that has a real value to small businesses. I had a desire to work with companies on a

long-term basis, helping them grow and showing real results.

I found that in mobile marketing.

That's enough about me. Let's do this!

Chapter 1: 21st Century Marketing



Check out these two photos above. They were both taken

in St. Peter's Square at the Vatican; the top one when Pope Benedict was announced in 2005 and the bottom one in 2013 at the announcement of Pope Francis. What a brilliant illustration of how rapidly mobile technology has changed the way we do things in our everyday lives now.

The almost universal adoption of mobile devices has completely changed how businesses promote and market their goods and services, especially for local business. Gone are the days when you ran a few print ads and reviewed your (very expensive) Yellow Page ad once a year. It's a whole new ball game now, and if you haven't kept up, you're probably losing business to your competition!

“If you're not using mobile marketing to attract new customers to your business, don't worry — your competitors are already using it and are getting those customers instead.”

- Jamie Turner, 60SecondMarketer.com

(Source: Ecoconsultancy.com)

These changes are not a “fad”, they’re here to stay and will evolve more and more. The internet changed everything and now it has gone mobile.

Paradigm Shift

OK here’s the only part of this book where I’ll throw some stats at you, but they’re worth knowing. Almost everyone has a cell phone now right? Well, over half of them are “smart” phones and the number is growing. Over 60% of emails are opened on a mobile device now (Source: [Movable Ink](#) Q1 2014). Notice I said opened – we’ll pay attention to this later. Most people have their phone within their reach all their waking hours. 75% of us have even admitted to taking them into the bathroom (Source: [CBSNews.com](#)).

From a marketing standpoint the shift is even more striking. In January 2014, more people accessed the internet on a mobile device than on a desktop or laptop computer (Source: [CNNMoney](#)). 79% of smartphone owners and 81% of tablet owners use their devices to

search for info on local businesses (Source: [Neustar Localeze](#)).

Right about now you're saying, "OK marketing dude that's great. Customers find me on the internet all the time."

Yes, but check this out (last bunch of stats I promise);

74% of consumers will only wait for a mobile site to load for 5 seconds before moving on to the next one (Source:

[Compuware](#)). 57% of mobile users will not recommend a business if they have a bad mobile website (Source:

[ecoconsultancy.com](#)). 61% of local searches on a mobile phone result in a phone call to a business (Source:

[Google](#)).

OK Let's "Boil It Down"

Consumers are increasingly using mobile devices to shop and buy. Almost all mobile users search for local

businesses on their mobile device. If a business isn't

mobile-friendly online (i.e. their website loads slowly or

their emails don't work on a mobile screen or they can't

find or call the business easily in 1-click), then customers

will move on to a competitor. Marketers call this a bad User Experience (whoops sorry, I promised not to use buzzwords didn't I?).

What doesn't show up directly in these stats is that mobile devices are very personal to people. Businesses now have a way to instantly communicate one-to-one with their customers. While this is a tremendous opportunity, you must be careful. Remember, mobile devices are personal. It is critical that you send people information that is *valuable to them*. With mobile it's not all sell sell sell. Imagine this; your home is very personal right? Would you want someone knocking on your door at 4pm every day saying "Come eat at our restaurant now!"? Of course not. But, what if a friendly kid came by and left a notice informing you of things like a new menu or new happy hour pricing, every couple of weeks? That is valuable to you and not intrusive. That is how mobile marketing **must** be done or it will result in an epic FAIL.

One of the best things I've ever heard is that "Customers hate to be sold, but they love to buy." (Sorry I can't source that, it's been around forever).

The KEY to future marketing success is building lists of happy, loyal customers (email addresses or phone numbers) who look forward to receiving info from your company, share that info with their friends, and keep coming back, and that you can continue to market to in the future.

Chapter 2: So What is Mobile Marketing?



While it is not quite as simple as just hitting the key like in the picture above, mobile marketing can be as simple or as complex as you want to make it.

The Mobile Marketing Association defines mobile marketing as:

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