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MARKETING ON THE GO

USING
MOBILE
PHONES
TO PROMOTE
AND MARKET
YOUR
PRODUCT
OR SERVICE



www.adking.com

MARKETING **ONTHEGO**

USING
MOBILE PHONES
TO PROMOTE AND MARKET
YOUR PRODUCT OR SERVICE

BEN DELEON
BRANDEL, INC.

DISTRIBUTED FREE AS PART OF
ADKING.COM START-UP GUIDE

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MARKETING ON THE GO

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IDEAS & OPPORTUNITIES FEATURED IN THIS BOOK

ORIGINAL CONTENT: CIRCA 2004

SCREEN COUPONS
ADVERTISING RINGTONES
SHORT MESSAGE SERVICE
MULTIMEDIA MESSAGING
PERMISSION TELEMARKETING
OK-TO-CALL LIST
MULTIPOINT MARKETING
M-COMMERCE
DOMAIN MANIA
FLASH MOVIES
BUSINESSES ON WHEELS
CONTENT MARKETING
PREMIUM RATE SMS
COMMON SHORT CODE
MOBILE INTERNET
WEB OPTIMIZATION
REWARD MADNESS
VIRAL TALK
NEWMERICANS / ETHNICANS
UPGRADE JUNKIES
PERSONALIZED MARKETING

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To my friend James Miguez, whose aversion to reading inspired me to layout the book in this style, with choppy topics, easy-to-read big fonts, and lots of pictures.

To my brainstorming buddies - including Mutch Carino and Sharon McPheron - for their contribution of minds and hearts, I am always grateful.

You have heard my predictions
and seen them fulfilled...
Now I will tell you new things
I haven't mentioned before,
secrets you haven't heard.

- Isaiah 48:6

Mobile For Profit

Although the contents of this book were written based on available information and the author's perspective on Mobile Marketing & Advertising in 2004, most of what are discussed in this book remain relevant and significant in the industry.

The author has written a new book on the subject, titled "Mobile For Profit". The new book focuses heavily of SMS and Mobile Apps. The book is available for FREE. Download your copy at www.adking.com

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TO ACHIEVE
NEW LIFE
YOU NEED
NEW THINKING

TO PROFIT
FROM THE FUTURE
YOU NEED
NEW TOOLS
AND
NEW PERSPECTIVES

INTRODUCTION

The idea that marketers and business owners would really consider sending advertising messages to people's mobile phones is pretty tough to swallow. But the truth is—it's here!

If what is happening in the rest of the world is any indication, you will soon be using your mobile handset to access directories, receive news alerts, get directions, buy tickets, get stock tips, find a date, and subscribe to other mobile services.

You will get ringtones, games, Flash movies, Screen Coupons, and other fun stuff for your mobile device. Some for pay, some for free, and many with advertising attached to them.

Yes, America, whether you're ready or not, mobile marketing - in all its possible mutations - is here to stay. But, the question is: Will it work?

The answer is a resounding “Yes!”. The mobile phone is a delicious low hanging tree marketers will find difficult to resist. And as long as marketers respect the proper and effective use of this new medium, mobile marketing can and will succeed. Consumers will learn to welcome it and all the benefits it can bring.

OPPORTUNITIES AND CHALLENGES

Marketing On The Go is about the use of mobile phones as an advertising, promotion, and marketing tool, and how it can be effective in a hypertasking, highly mobile America. It is about the culture of anytime-anyplace communications, and how this culture will embrace advertising messages being sent to the most personal of all communication devices.

How you profit from this book will depend on how you choose to ride the ideas, trends, and opportunities that you’ll find here—whatever your goals may be—whether you’re looking for ways to use mobile phones to promote your product or service, ways to market your content to mobile customers, or ways to integrate m-commerce into your current business structure.

A COMMON THEME

You don't have to perform a quantum matrix geo-ethnic mass transfiguration analysis to conclude that the world is constantly changing. Technologies change; products change; people change. And when these changes take place, they create trends and opportunities.

The common theme that binds the ideas, trends and opportunities featured in this book is founded on an American marketplace defined by: (1) wireless connectivity, which enables mobility; (2) the ubiquity of mobile devices; and (3) our shift from a multitasking to a hypertasking culture.

These changes help define a mobile future that will stimulate the need for new products, new services, and new ways of marketing to pressed-for-time, highly-elusive, hyper consumers.

CAVEPEOPLE OF TOMORROW

This is not a textbook on marketing, trendcasting, or mobile telephony. If you want to learn about the



technical aspects of mobile communications, or if you're looking for diagrams detailing how mobile technology works, this book is not for you. This book explores the opportunities and challenges of mobile marketing, from the point of view of a business owner and marketer who is always on the lookout for better marketing tools.

This book uses big fonts and has funny images of cavepeople because I want it to be amusing, yet informative and easy to read. Its slender size makes it perfect for busy people who have little time to read and no tolerance for prose.

My use of cavepeople for graphics is an attempt to give the book a cartoonized look and a friendly feel. I chose cavepeople because they are most relevant to the topic. Like us, cavepeople were constantly on the lookout for what's hot and what's new. That's how they discovered fire and invented the wheel.

Through this book, I hope you discover mobile marketing and how it can be of benefit to you.

Enjoy.

Ben Deleon



MICRO ADS

ADVERTISING FOR THE SMALL SCREEN

With mobility redefining how we perceive voice and data communications, marketers are exploring an assortment of new technologies that can now be used to send advertising messages—text, web, or multimedia—to mobile phones and other personal communication devices.

As mobile handsets achieve optimum market penetration, micro-browser advertising will become the hotspot of tomorrow's marketing contests.

You can capture the big prize by preparing your business for micro-size advertising. Profit from this trend by staying ahead of the curve and learning how to design and send these new ads.

To master the complexities of small screen advertising is to understand the bigger issues of mobile marketing. With cellular phones, society has stumbled upon a new advertising vehicle and it is important that we define the proper and effective uses of this new marketing tool.

THE MOBILE PHONE IS THE HOLY GRAIL OF PERSONAL COMMUNICATIONS

The mobile phone is the ultimate 1-to-1 customer contact device. It is critical that marketers address the sensitive issues surrounding the use of mobile devices as a means for delivering commercial messages. Businesses must learn how to efficiently use mobile communications to best serve the interest of the consumer.

PRECISION IN ADVERTISING YES, IT IS AN ADVERTISING TOOL.

If there are any forebodings about the use of mobile devices for marketing purposes, they are probably all about advertising. And why not? The

mobile phone has all the ingredients to make it a seductive advertising tool, and it supports the classic properties of traditional advertising: an audience, an offer, a message that communicates that offer, and a vehicle to deliver the message. But this is where the similarities between traditional advertising and mobile phone advertising ends.

**MOBILE PHONE ADVERTISING
IS LOCALIZED, PERSONALIZED,
AND INTERACTIVE**

Compared to traditional media advertising, which is coincidental, mass-based, and usually passive, the ability to make the right offer at the right time to the right person is the key feature that makes mobile advertising very irresistible.

LOCALIZED. Mobile advertising should be localized. This means that the target audience of a mobile marketing campaign must reside within a common landscape, whether defined in terms of a geographic area or in terms of a shared interest. For example: a local bar in Philadelphia should have no interest in mobile customers from Alabama. Likewise, you don't want to sell golf balls to tennis players.

PERSONALIZED. One unique advantage of mobile marketing is how it can deliver exceptionally tight personal targeting. In a mobile campaign, you should know the name, phone number, and key data of each person receiving your advertising message. In fact, in order for mobile advertising to work at all, you should have the permission of the mobile customer. Sending unsolicited messages is a waste of ad dollars and could backfire against your brand.

INTERACTIVE. The fundamental advantage of mobile phones over other, more traditional advertising media is that it is also a two-way communications device that can generate immediate response regardless of the customer's location.

INTEGRATION

Since non-voice mobile phone advertising is sent to micro browsers that can accommodate only a limited amount of information, mobile marketing should only be used to complement conventional advertising, not replace it. Advertising via mobile phones is most effective when used as part of a mixed arsenal and in conjunction with other media, not as a solo act.

AD VALUE

For mobile marketing campaigns to succeed, the advertisement itself must be or must come with something of equitable value to the consumer.

- You can attach your ads to sponsored content (such as daily stock quotes, sports scores, lotto numbers, etc.) which customers receive for free.
- Make your ad message worth a specific dollar value to the consumer. For example, a local bar can send free-drink coupons (not discount, free!) to generate a spike in traffic. The coupon is sent in the form of a graphical SMS. To redeem the free drink, the customer simply shows the screen coupon on the mobile phone when visiting the bar.
- Offer contests, access to databases, free photos, ringtones, applications, games, short videos, and other phone-related goods and services.



Lucent Technologies predicts that by late 2005, HALF of all wireless traffic will be DATA, not VOICE.



LOOK MA, NO WIRES

Keep in mind that the type of advertising message you can send depends primarily on the type of mobile device the recipient uses. Depending on the format of your message, these are the three fundamental ways you can create and send your advertising messages to mobile phones.

- **SMS** (Short Message Service) enables you to send text messages of up to 160 characters in length, as well as non-text content—including ringtones, logos, screen coupons, etc. At the moment, SMS is the most widely used message delivery format, as most mobile phones are equipped to receive SMS. It is relatively inexpensive (as low as 3 Cents per message) and offers high-penetration and high-retention.
- **WAP** (Wireless Access Protocol) is the leading standard for designing web content for WAP-enabled mobile devices with small viewers, of-

ten called micro browsers. WAP makes Wireless Web possible. You can create documents (called cards, instead of webpages) for WAP-enabled phones using WML (Wireless Markup Language), which is the same as XML and generally based on Internet HTML standards.

- **MMS** (Multimedia Messaging Service) is the globally accepted wireless service that enables the transmission of multimedia messages, including photos, audio files, short videos, and Flash movies. 3G and MMS-enabled phones are capable to receiving these files.

FAST FORWARD

LESSONS LEARNED: Mobile marketing is not perfect; it will have opportunities as well as challenges. To profitably use mobile advertising, a marketer must understand the sensitive issues surrounding the use of mobile devices as a means for delivering commercial messages. Unlike the more common coincidental, mass media approach, advertising via mobile phones should be localized, personalized, and interactive.

BRAINSTORM: Think of an attractive mobile campaign to your existing marketing efforts. Visit our website for additional information and resources. See page 145 for details.



OOPS!

"This 'telephone' has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us."

-- Western Union
internal memo, 1876.



SHORT MESSAGE SERVICE

A BURST OF OPPORTUNITIES

Short Message Service (SMS) is the mechanism behind text messaging for mobile phones. This globally accepted wireless service enables the transmission of alphanumeric and small non-text messages to and from mobile devices as well as fixed-base and wireless sources and destinations.

An SMS message is transmitted using short bursts of data that require very low bandwidth. SMS messages are supported by GSM, TDMA and CDMA based mobile phone networks currently in use in the US market.

BASIC FEATURES

In today's competitive marketplace, the benefits of SMS to potential advertisers center around price, convenience, and flexibility.

- **SMS is cheaper than voice.**

An SMS message can hold up to 160 characters of ASCII text, which is transmitted using short bursts of data that require very low bandwidth. This is the core reason why text-based SMS messaging is significantly cheaper than voice.

- **Has return receipt feature.**

An SMS can be sent with a request for return receipt that notifies the sender when the short message was delivered to the intended recipient.

- **Guaranteed delivery.**

SMS uses the "store and forward" method of transmitting messages. This functionality guarantees delivery even if the destination device is turned off when the message is sent.

- **Versatility.**

SMS messages can be sent to a single recipient or broadcasted to multiple recipients. SMS can be used for one-to-one marketing or as a viral tool, like in a wireless word-of-mouth campaign.

TEXT-BASED SMS

160 CHARACTERS

TEXT-MESSAGING VIA MOBILE PHONES

Since alphanumeric messaging capability is now standard in all mobile handsets, text-based messages are the most popular type of SMS communications. A single SMS text message can be up to 160 characters in length. These 160 characters can be any combination of words, numbers or symbols that can be based on a textphonic language which allows fewer keystrokes.

SMS offers a variety of marketing applications, from digital word-of-mouth, to viral promotions, mobile auction, etc. Its low-cost, high-penetration and high-retention offers a wealth of marketing opportunities to businesses, fundraising groups, political organizations, etc.

SMS FOR BUSINESS

- **TV-Stimulated Voting.** American Idol and Star Search are two examples of interactive TV programs that use SMS to engage viewers and solicit votes to select winners of their shows.

- **Real Estate Alerts.** Customers can subscribe to a service that sends alerts when new properties get listed in their desired market/category.
- **Request-A-Song.** Mobile customers choose from a list of the day's selected songs and the most-requested song is played after a specified number of requests is received.
- **Mobile Auction.** Information on new products offered for auction is sent as SMS to mobile customers who are able to bid using their phone.
- **Interactive TV.** For a small fee, viewers can send their SMS messages (greetings, comments, etc.) to a TV program and have their messages scroll on the screen and be viewed by the public.
- **Ticket Sales.** Customers can buy airline tickets via their mobile handsets. The ticket is issued in the form of an SMS message which the customer presents with their phone when they check in. Also works for theatre tickets, sports events, etc.
- **Instant Sales Campaign.** Upscale retailers send customers instant sales messages valid only for a limited time. Customers who respond within the allotted time (usually 2 to 3 hours) get a 50% discount on the products featured in the message.



A NEW LANGUAGE

Because common words take up a lot of space, a new textphonic language has emerged in an attempt to say as much as possible with the least number of characters. But be very careful. If you intend to use these words, keep in mind that although quite helpful, too much abbreviation can diminish the impact of an advertising message.

SMS

2Day

2Moro

ASAP

CU/CYA/CUL

CCC

FAQ

FYI

ORD

NORN

RNOW

R8

SNH

TY

U

W8/BTW8

MEANING

Today

Tomorrow

As Soon As Possible

See You/See You Later

Call, Click, or Come (to our store)

Frequently Asked Questions

For Your Information

Order

No Reply Necessary

Reply (Needed) Now

Rate

Shipping & Handling

Thank You

You

Wait/But Wait... (there's more)

NON-TEXT SMS

SMS is not just for text messaging. Any information that can fit into 160 bits can be delivered by SMS. Non-text SMS messaging enables the transmission of comparatively richer messages that can contain a combination of simple melodies (ringtones) and simple graphics (black and white admoticons) to compliant devices.

SCREEN COUPONS

A Screen Coupon is a simple, small, bitmap-based advertising message that is just a little bigger than a postage stamp, about half the size of a regular business card. A screen coupon is an ad message with a built-in promotional value. It may offer a store discount, free gift, free admission to an event, etc. To redeem, a customer must simply show the coupon on their mobile phone.

WIRELESS BITMAP

Screen coupons can be created using wireless bitmap. The WBMP format uses a compact binary encoding which makes the file conveniently

small in size, making it suitable for burst transmission and efficient display. WBMP also provides future support for color, simple animations, data streaming, etc. There are two ways you can create a WBMP-based screen coupon.

METHOD #1

CONVERT EXISTING FILES

When designing a screen coupon, you can use any drawing or graphics program, such as Photoshop or Illustrator, and save your file in any popular format (such as GIF, BMP, or JPG) before converting the file into WBMP (wireless bitmap) format. There are a number of tools you can use to convert standard graphics into WBMP, including 2WBmp and ImageMagick.

METHOD #2

DRAW IT FROM SCRATCH

If you wish to create images exclusively for wireless applications, you can simply draw your images, from scratch, using dedicated WAP drawing and page creation software.

- **WAPDraw.** This entry-level program is ideal for drawing WBitmap images from scratch. You

can create monochromatic images in 72 dpi and a maximum size of 96 by 80 pixels.

- **Wireless Media Creator.** A more robust tool, WMCcreator, is a WAP drawing tool that can draw graphic primitives, tables, business charts, and create animation effects and generate appropriate WML code. You can learn more about this program at www.wmcreator.com.

BULK SMS

After you've created your advertising message, it's time to send it to your mobile database. The quickest way to do this is with Bulk SMS. You can reliably send multiple SMS messages to thousands of people, provided your SMS campaign is permission based and the recipients agree to receive your message.

Sending SMS in bulk requires you to use a Short Message Service Center (SMSC) to handle the transfer of text messages. When you send a text message from your computer,



the message is actually sent to the SMSC. The SMSC stores the message and then delivers it to your destination list. There are several ways you can send bulk SMS from your PC.

- **Web to SMS.** Using an interface provided by your SMSC, you can send text messages in bulk from any Internet connected computer to your bulk lists, or configure your database to send messages with any trigger event.
- **Email to SMS.** This methodology allows you to immediately broadcast your text message using your own email client or any front-end or legacy system with a direct connection your SMSC gateways.

THINK INTERACTIVE

Until now, there was no audiovisual advertising tool with a built-in response mechanism that enabled consumers to immediately interact with the marketer. Of course, mobile communications is changing all that.

A steady stream of new development tools will make it easier to add interactivity to mobile marketing, making mobile phone advertising more

effective and highly interesting. Furthermore, mobile advertising can reach customers anywhere, anytime, enabling marketers to send contextually relevant messages based on where the customer is located at a given time.

Customers can use interactive SMS to place an order, make a reservation, confirm an appointment, accept free samples, etc. Businesses can enhance customer service via mobile chatting, and customers can use SMS to check on the status of an order, change shipping information, etc.

FAST FORWARD

LESSONS LEARNED: There is a new form of advertising out there. It is small in size - but it's low-cost, high-penetration, and high-retention. In the wireless revolution, silent short messages that can be sent instantly to mobile devices will help create new opportunities that can enhance the way you do business.

BRAINSTORM: Start doodling your design ideas and create your own screen coupon. Then, send me a copy of your ad so I can feature it at my website, with a free link to your website. See page 145 for additional information and where to get my list of SMSCs.





ADVERTISING RINGTONES

THE NEW SOUND OF ADVERTISING

With amazing ease, you can now have your advertising jingle, your verbal slogan, or your corporate iconic audio converted into custom advertising ringtones that can be freely distributed to millions of mobile phone users.

Using readily available software, you can convert your WAV and MP3 files into advertising ringtones and offer them for download, since most mobile phones can download ringtones as a simple SMS. Profit from this trend by learning how to create your own advertising ringtones, and how to get people to use them on their phones.



TAKE NOTE:

- Since its introduction in the late nineties, ringtones have created new revenue streams for music artists, content providers, and mobile operators. In Europe and Asia, recording artists are using ringtones to promote their music. They release snippets of their songs as adtones to promote their new releases.
- European and Japanese mobile customers spent over \$1 billion on ringtones in 2003. Mobile phone users pay an average of \$1 to \$3 each to buy (download) specialty ringtones.
- Although Europeans are used to paying for advertising ringtones, in America, one way to get people to use your advertising ringtone is to distribute them free of charge.

FREE ADVERTISING RINGTONES

Whatever your product or service, you can give your brand a melodic exposure by distributing your advertising jingle as a “free adtone”, which mobile customers can use as a ringtone for their phones. The most common ways customers get ringtones for their cellular phones:

- **Stock tones.** Most cellular phone models come equipped with a built-in library of ringtones pre-loaded and ready for use.
- **User-programmed.** Some phones have a menu option that allows the customer to press a series of keys that translates into a melody or sound that will work as a ringtone.
- **Download tones.** Another way to get ringtones is to download them from specialty websites and telephony service providers that offer standard, polyphonic, and commercial ringtones. You can use these service providers as an efficient and inexpensive way to distribute your custom adtones to the public.



HOW TO GET CUSTOMERS TO USE YOUR ADTONE AS THEIR RINGTONE

Remember how you used to log on to Napster to download your favorite MP3 music? The same mindset is happening with ringtones, particularly polyphonic ringtones that are available in MIDI format and featuring popular artists.

Ringtone prices vary from as little as 25 cents to as much as \$3 in some European countries. According to ARC Group, ringtone sales should remain brisk through the end of the decade when downloads are expected to top \$5.2 billion.

Since consumers are accustomed to paying for ringtones, offering free tones is a widely accepted mobile advertising strategy.

You can offer your adtones - for free - with the purchase of your product, or as an incentive to collect customer data. The popularity of ringtones makes them an excellent marketing premium.

COCA COLA

According to mobileYouth, soft drink giant Coca Cola promotes its vending machines in Japan via instant messages. The message offers customers a free ringtone download of a Coke jingle with the purchase of a can of Coke from designated vending machines.

NYLON BEAT

The Finnish girl band, Nylon Beat, broke new ground by releasing a teaser of their song “Not Guilty” as a mobile ringtone before the album was released on CD.

The promotion was so successful that whenever the group performs the song in concert, fans hold up their phones and ring along with them.



HOW TO CREATE YOUR OWN ADTONES

Adtones can be successfully used as a marketing tool by advertising agencies, record companies, music bands, performers, radio and TV stations, etc. Simply convert any tune, jingle, or music into a ringtone and offer it on the Web for free public download.

STEP #1: Pick a portion of your favorite music or advertising jingle and save your audio file as an MP3 or WAV file.

STEP #2: Convert your audio files into ringtones using an online conversion service or freestanding software, like Xingtone or Ringtone Creator.

STEP #3: Offer your adtones for (free) download. You can use a service provider or your own website to distribute your adtones to the public. Visit our website for list of providers.

Following are just two of many new software programs that you can use when creating your own

advertising ringtones, or for converting your existing commercial tunes in monophonic or polyphonic ringtones.

XINGTONE. California-based Xingtone.com has developed a software which converts MP3 files to ringtones and enables users to make their phone ring with any piece of real music, voice, or any recorded sound. Xingtone allows you to make musical ringtones from any MP3, WAV, or MIDI. Visit their website at www.xingtone.com.

RINGTONE CREATOR. Ringtone Creator can take any melody in any format from any source and convert it into a ringtone for more than 200 mobile phone models with minimum distortion or quality loss. Download a free demo at www.ringtonecreator.info/.

FAST FORWARD

LESSONS LEARNED: There's a new sound in advertising and they are called adtones, advertising ringtones that can play your advertising jingle or iconic audio on millions of mobile phones.

BRAINSTORM: Convert your company's jingle into a ringtone and have people in the office try it on their handsets. See how they react.



“Advertising is the art of
convincing people to
spend money they don't have
to buy things they don't need.”

--- Will Rogers

4

MULTIMEDIA MESSAGING

MOBILE MESSAGING MEETS RICH MEDIA

Multimedia Messaging Service (MMS) is the globally accepted wireless service that enables the transmission of multimedia messages to and from MMS-enabled mobile phones as well as other fixed-base and wireless sources and destinations.

Compared to SMS messages which are limited to 160 bits, MMS files are richer, larger, and require more bandwidth. As a marketing tool, MMS builds upon the simple text-based features of SMS and adds full-color graphics, pictures, video, audio and other multimedia elements.

But MMS technology is not just a fattened SMS with larger message capacity. With MMS, you can send your multimedia messages from an email client to any MMS-enabled phone, and vice versa. Furthermore, an MMS message can be sent as a stand-alone multimedia presentation and not an attachment to a text email.

MARKETING APPLICATIONS. As a marketing tool, MMS promises many opportunities while it battles with difficult challenges, including interoperability and standardization of technology to make MMS widely available. Likewise, because of higher bandwidth requirements, the cost of service delivery is another serious inhibitor to the progress of MMS.

AVAILABILITY. Since less than 5% of all mobile phones in the U.S. are MMS-enabled, multimedia messaging service is not as widely available in the U.S. compared to its widespread use in Europe and Asia. But changes are on the horizon. If you take a closer look at how consumers are quickly embracing MMS-enabled mobile devices, you will find a wealth of new business and marketing applications that can propel your use of mobile phones as a vehicle for advertising.

THE JAVA FACTOR

Whereas early models of mobile phones were unsophisticated and inflexible, with their functions permanently programmed and fixed for the life of the handset, today's mobile phones are more versatile, capable of downloading and executing small programs, the most popular of which are Java-based applications which enable customers to use their mobile phones to play games, watch short videos and surf mobile Internet websites.



MMS CONTENT

Until such time when video phones that can receive live TV broadcasts eventually become commonplace in mobile communications, the best we have for delivering sponsored multimedia content will remain the domain of MMS.

• SHORT VIDEO

The most versatile type of MMS content for mobile marketing is the short video. In fact, an industry report from Alexander Resources con-

cludes that the next paramount reason mobile phone subscribers will upgrade to 3G wireless services is to download, stream, and swap short videos. New MMS-enabled handsets will be capable of playing, recording, and transmitting short videos—both user-created and professionally produced content for entertainment and marketing.

• **MOBILE GAMES**

Major businesses are developing custom branded video games for mobile phones. Marketers will use mobile games to develop strong relationships with existing clients, as well as to attract new prospects. Single and multiplayer games can be used as a value-added purchase incentive, or distributed for free to enhance brand awareness.

• **FLASH MOVIES**

Flash is a program used to produce and serve rich-media content—like greeting cards, product catalogs, animated screen coupons, etc. With the new Flash Lite, you can produce Flash content for mobile phones. A product called Flash Lite is now embedded in all i-mode series mobile phones which can play Flash movies. You can download Content Development Kits (CDKs) for developing Flash Lite content for mobile phones at www.macromedia.com.

• OTHER MMS CONTENTS

Aside from games, short videos, and assorted Flash files, MMS can be used for location-based services, premium information content, music distribution, and news gathering (cameraphones). While MMS is in its early stages, it has the potential to take off even faster than Short Message Service (SMS) because many of the primary interoperability concerns have been fixed by SMS and are already in place or will be soon.



The latest MMS-enabled phones have a (320X240 pixels) 2.2-inch Quarter VGA screens and can include all these features: Still/video camera, Web browsing with rich media, global positioning, MP3 player, and access to broadcast television.

IN SEARCH OF A KILLER APP

What will make MMS click? Short videos? Games? Maybe. But while waiting for a “killer application” for MMS, businesses are slowly discovering many profitable uses for MMS-enabled devices - particularly the cameraphone, where the camera and the telephone become one device.

CAMERAPHONES

The cameraphone is the leading form of MMS device because in addition to sending and receiving voice, audio, and video files, it can capture, save, send, and receive images from any location. This feature exponentially multiplies its potential applications for business. Several indicators give an inspiring picture of the future of cameraphones, and how consumers and businesses are warming up to the idea of adding a camera to your phone. (P.S. At this writing, NTTDoCommo just launched its line of videophones in Japan.)

SALES: In the US the number of cameraphones will continue to climb until the videophone replaces the cameraphone. Meanwhile, sales are expected to increase worldwide, reaching 300 million by 2008.



PICTURE QUALITY: Because of the poor resolution (0.3 megapixel) on early models of camera phones, businesses view the device as a novelty item. However, newer models now include a number of full megapixel cameras, with the 2-megapixel models not far behind. (2004)

IMPACT: The penetration of cameraphones in Japan, where electronic gadgets are a way of life, makes the country the default test laboratory for this trend, not only in terms of the benefits cameraphones can offer, but also the headaches and the challenges this device will bring.

The main restraints to MMS are price and the limited number of MMS enabled devices. As a result, mobile users and marketers see MMS only as a complement to SMS, not a replacement.

COMMON APPLICATIONS OF MMS/CAMERAPHONES

Of the 80 million cameraphones that have been sold worldwide, only 6 million (less than 10%) have been sold in the US. Since less than 1% of all phones in the U.S. is a cameraphone, we've barely scratched the surface of this trend.

As a business tool, the cameraphone still has to find its niche in the U.S. market. However, as prices come down and services improve, cameraphones

will become a fixture in our lives, and we will continue to discover new ways to use these devices to benefit our lives and our businesses.

Here are some profitable ways small businesses are already using cameraphones in new and exciting ways to make (and save) time and money.

- **Real Estate.** Some real estate agents are now using cameraphones to send pictures of new listings to prospective buyers, giving these agents a mobile edge in a very competitive market. Armed with a camera phone, an agent can take snap shots of a new listing and broadcast the images to clients with MMS-enabled devices.

- **Locator Service.** Using Global Position System (GPS) satellites and ground cellular infrastructure, location-based mobile phone services can soon deliver traffic information, driving directions, and location finders for retail stores, hotels, restaurants, etc. - based on where the cellular customer is standing.

- **Shopping.** In Japan, busy executives hire professional shopping assistants (PSA) to do their shopping for all sorts of products—from business gifts, artworks, fashion accessories, etc.

What PSAs usually do is visit a number of stores, take pictures of the best available selections, and instantly send them to the executive who reviews the photos, decides on a selection, and sends the PSA instructions on which item to buy.

- **Consulting.** Free lance consultants can multi-task and consult several clients from different locations by using a cameraphone to send their clients progress updates with picture email.
- **Billing.** The work crew at a job site can take pictures of their completed work and email the pictures to the head office for billing.

FAST FORWARD

LESSONS LEARNED: In a wireless world, telephony is no longer limited to voice and text messages. Rich images, videos and interactive games will become part of what we will send and receive via the telephone.

SHOPPING FOR IDEAS: Download Content Development Kits (CDKs) for developing Flash Lite content for mobile phones at www.macromedia.com. Visit websites of companies developing new sponsor-driven mobile games. Visit our website for more MMS ideas and resources. Go to page 145 for details.



MOBILE FACTS

In Japan, it is common courtesy to send someone a silent text message before placing a voice call to avoid rudely interrupting the other person, just in case they are in a meeting or having dinner.

5

PERMISSION TELEMARKETING

NEW RULES FOR NEW TOOLS

The boom in mobile communications puts the spotlight on regulating the use of telephonic devices as a marketing tool. The cumulative effect of legislation, customer profiling, and the willingness of marketers to pay for the right to market to consumers will make permission-based telemarketing a “comfortable arrangement” between marketers and consumers. Today, more consumers are steadily joining opt-in lists and permission programs from which they can receive preferred advertisements, sample products, discount offers, and special deals offered by local and national merchants.

PROBLEM: Telephony (phone, email, fax, etc.) is an addressable one-to-one communication tool. To use telephony for coincidental selling can make the telemarketing effort interruptive, irritating and consequently ineffective.

SOLUTION: By seeking customers' permission and participation, a relationship is established so that when a telemarketing effort is initiated, the merchant is no longer a stranger calling.

REGISTER & JOIN - TODAY!

OK-TO-CALL LIST

- FREE AIRMILES
- FREE GIFT CERTIFICATES
- FREE SAMPLE PRODUCTS
- FREE MAGAZINES
- FREE CATALOGS
- AND MUCH MORE...

TAKE
OUR CALLS
GET A GIFT

OK-TO-CALL

OPT-IN FOR A FREE GIFT

Permission-based telemarketing will continue to flourish until it becomes ubiquitous. Businesses will continue to build all sorts of Ok-To-Call lists where consumers can sign up to permit certain types of advertising messages to be sent to their mobile devices. In exchange, customers receive promotional compensation, like a free gift when they sign up, plus more rewards for every advertising message they get. These rewards can include airmiles, discount coupons, premiums, and sample products from the business undertaking the permission campaign.

BENEFITS TO CONSUMERS

• Preferred Products & Services Only.

Consumers who join a permission-based telemarketing list will receive only the offers they want to receive. They will be able to specify which products and services they are interested in receiving. During registration, consumers can specify which types of ads, sample products, and special offers they would like to receive.

- **Consumers receive rewards for joining.**

Consumers collect instant rewards at registration and additional rewards with each marketing offer they receive - whether via the telephone, email, or mobile message. Rewards are based on points which consumers accumulate and redeem for free gifts. In addition, consumers can also receive free merchandise, sample products, and coupons from participating merchants.

- **Consumers get special offers & discounts.**

By joining a permission telemarketing list, consumers get advance information on special savings and discount deals offered by local and national merchants participating in the program. They can opt-in to receive weekly and monthly email or SMS messages that contain information on new products or models being launched. Subscribers can also get invited to exclusive sales events that offer attractive savings.

A permission program can also offer sweepstakes to attract more participants. Mobile customers increase their chances of winning based on the number of advertising messages they receive over a specified period of time. Every SMS message can include a raffle number that is entered in a weekly drawing.

BENEFITS TO MARKETERS

- **Highly qualified leads.**

Consumers joining the program are pre-qualified based on transactional data they voluntarily provide at the time of registration.

Marketers can target customers who are primarily interested in their products.



- **Offsets any “Do-Not-Call” registration.**

Participation in an Ok-To-Call Program could automatically cancel out the restrictive effects of a customer's existing registration in any government sponsored Do-Not-Call List.

- **Multiple Opportunities.**

Permission Telemarketing is designed to be used to solicit permission for all types of telemarketing. Aside from home or business telephone numbers, an Ok-To-Call permission database can include email addresses, fax numbers, and mobile phone numbers, as well as street addresses for direct mail marketing purposes.

Public sentiment about privacy and interruptive marketing will put the spotlight on the value of permission telemarketing.

PERMISSION SMS

Mobile marketing has to be permission based in order to succeed. Since customers cannot arbitrarily stop incoming SMS messages, it is very important to make sure that the person wants the message or finds the message to be equitably beneficial. Permission SMS messages are sent only with the customer's prior consent.

By building a database of permission customers and their mobile phone numbers, you can make sure that every SMS message you send is a Permission SMS, and not a SPAM.

OFFER REWARDS

The most effective way to implement a permission campaign is to compensate mobile customers for their participation in the program.

One common strategy is to award points that mobile customers can collect and redeem for prizes. These prizes can include both mobile and non-mobile related merchandise and services. Creating a points-based reward program initiates a relationship building process in which customers can bond with a brand over time.

USING AIRMILES AS REWARDS

Instead of offering points which can be redeemed for gifts, permission marketers can simply offer participants free airmiles as a reward for agreeing to accept ads on their mobile device. Customers can earn airmiles when they sign up for the program, plus additional airmiles for the advertising messages they receive.

Airmiles are ideal mobile marketing premiums because they have high perceived value, are easy to manage, and have relevance. In a mobile world, travel is a viable incentive, and airmiles are the most recognizable customer reward program.

In spite of the challenges facing air travel, airmiles have maintained their appeal and promotional

value. For around 2½ cents per unit (mile), you can award your customers a handsome incentive that can encourage them to join your permission program and accept your advertising SMS.

AIRMILES: A QUICK TOUR

When American Airlines first introduced the Frequent Flyer program in 1981, travelers were awarded airmile points based on the distance which they traveled. Travelers could collect these points which they redeemed for free airline tickets or free seat upgrades.

Today, the practice of awarding "airmiles" has expanded outside the travel business. Customers can collect airmiles for giving blood, watching television, eating cereal, buying yogurt, or for joining a mobile marketing Permission SMS program.

CHOOSING A PARTNER AIRLINE

Most major airlines offer airmiles that you can purchase for your reward program. Pick the one airline which will prove most attractive to your customer base, and purchase your airmiles directly from the airline of your choice.

- American AAdvantage (www.aa.com)
- Delta SkyRewards (www.delta.com)
- AmericaWest (www.americawest.com)

COLLECTING MILES

Remember the time when housewives collected points from detergent boxes and exchanged them for free gifts, such as cooking pans and linens? Since then, rewarding customers for their loyalty to a brand has always been effective for keeping current customers as well as attracting new ones.

Instead of offering points which can be redeemed for gifts, offering airmile points is quicker to implement and easier to manage. Mobile customers can earn airmiles based on the length of time they stay in the permission program, or based on the number of messages they receive.

- **Time-based Reward**

A customer can get 250 miles for each month they stay with the program, plus a bonus of another 1,500 miles after every six months. Here, customers must agree to receive a minimum number of messages each month.

- **Per-Message Reward**

Instead of a time-based award, customers can earn airmiles based on the number of marketing messages they receive. Based on the cost of around 2½ Cents per mile, awarding one airmile per message would seem equitable.

BACKDOOR CAMPAIGN

One concern about giving too much emphasis on one's "permission" objectives is that it can backfire and scare customers away from signing up with the permission program. A possible solution to this potential problem is to dress the campaign as a "Loyalty" program. Bury the "permission" aspects in the mechanics of the program, and put the spotlight on "loyalty" instead.

Whether you're asking for permission
or asking for their loyalty,
the reward you offer is the same
carrot that brings them in.

In price-sensitive arenas where there is plenty of competition, businesses use customer-bonding initiatives that can get customers hooked on using their product or service. It is quite alarming when customer satisfaction is no longer enough to ensure customer retention.

Consequently, businesses must count on the customers' willingness to engage in any exercise that will reward them something extra, in addition to the product or service they purchased.

Customers have been trained to sign up for membership, subscribe, opt-in, enlist, deal in and play for all sorts of rewards they can get for being loyal to a brand. Such acts can automatically establish a communications link between a brand and its customers, which can serve as the foundation of a permission-based relationship.

USING SMS FOR REWARD MAINTENANCE

A loyalty program can offer its participants regular statements that provide an accounting of total points collected and the prizes the participant is qualified to receive. Statements can be sent via SMS, on a schedule or on-demand, with advertising messages attached to them.

- **Featured Rewards.** Advertising messages for select gift items, free merchandise, or free services that are offered as rewards can be conveniently sent via email or SMS.
- **Free Starter Points.** Participants can also receive free starter or bonus points they can use towards a new prize product or service. Bonus points are automatically awarded when the ad message announcing the new prize item is sent.

MOBILE REWARDS

FREE RINGTONES AND OTHER MOBILE PHONE GOODIES

Shopping for attractive gifts for mobile customers? Think mobile phones! One good way to get permission is to offer rewards that are directly related to mobile phones. With mobile telephony front and center, phone-related premiums (such as ringtones, games, information services, etc.) are among the hottest rewards you can use to push your brand ahead of the competition. How about free minutes in exchange for allowing ads?

FAST FORWARD

LESSON LEARNED: Successful mobile marketing has to be permission-based. Get customers to join your permission program by offering rewards, like airmiles, SMS content, and other phone goodies. Also keep in mind that it is cheaper to maintain current customers than to win new ones. Build stronger relationships and increase the lifetime value of your customers through motivating rewards-based programs.

BRAINSTORM: If you want to use telephony or the Internet for your marketing, think of a permission campaign that will make customers want to join and receive your telemarketing Calls / Emails / SMS.



6

NEWMERICANS

TARGETING CONSUMERS IN A MOBILE WORLD

When looking for new business in a volatile marketplace, you need new tools and new perspectives. In a mobile world, you have to exploit the changes that can bring the most growth to your business. One place to take a look is the changing profile of the American consumer; these trends will point you to new opportunities.

Pay attention to the speed and depth at which demographics are shifting in America, and identify who and where your key customers are. Profile your target well, and keep in mind that this is the age of diversity marketing, where ethnic is cool, data mining is a must, and profiling is not only politically correct, it is also very profitable.

AMERICA AT-A-GLANCE

POPULATION:

The US Census Bureau estimates that by 2005 the total population of the US will be 287.7 million, with a median age of 36.7 years old.



AGE: In spite of our big interest in America's aging boomers, businesses in search of new markets are looking into the growing teen niche (ages 12 to 19), whose annual spending borders around the \$200 billion mark.

ETHNICITY: The Hispanic, African-American and Asian-American markets are growing faster than the White population both in numbers and purchasing power.

TYPECAST: Pressed-for-time, hypertasking, American consumers who carry ultraportable wireless communication devices.



BUILDING YOUR MOBILE DATABASE

As mobility redefines how we perceive voice and data communications, now is probably a good time to upgrade your database and include mobile phone numbers of customers.

- Make sure your permission and opt-in campaigns specifically offer Permission Messaging and collect mobile phone numbers.
- Need new names? Search the web for providers of third-party mobile phone lists that fit your market profile.

By 2007, the total worldwide wireless population will exceed two billion subscribers. (In-Stat/MDR)

Some 65% of American adults own mobile phones, says Yankelovich Research.

78% of all U.S mobile phones, or 112 million devices, are text-message enabled.
(Mobile Marketing Association)

UNUSUAL SUSPECTS

HOW TO FIND NEW CUSTOMERS THROUGH EFFICIENT PROFILING

Profiling may not be politically correct, but in marketing, it is an absolute must. It is essential to find out who is buying your product so you can look for more of the same type of people.

1. Keep good records of customer data.

Maintain a database and keep it current. Compile transactional and non-transactional data of your own customers.

2. Connect the dots.

Integrate the data from all your marketing channels to achieve optimum value. Compare and evaluate your data, and create a descriptive profile of your potential customer.

3. Find more of the same.

Advertise in media that reach people who fit your desired customer profile. Look for mailing lists that match your customer profile. Create sales promotion campaigns that target people who fit the same profile as your customers.

HOW TO USE DATA TO FIND CUSTOMERS

Learn how to read and interpret “prospect profiles” that can lead to potential new customers. Use BOTH transactional and non-transactional data to identify your prospective customers.

• **Non-transactional Data**

Non-transactional data are involuntary profile elements that define customers outside the scope of consumerism. These data are used to describe consumers in terms of sex, age, race, and lifestyle.

Also known as "demographics", these data are basic, objective, involuntary descriptions of consumers - such as their age, sex, income, education, size of household, ownership of home, etc. These data do not include classification by subjective attitudes, habits, or opinions.

• **Transactional Data**

Transactional data, on the other hand, are voluntary profile elements that define consumers based on a previous voluntary action. Transactional data are used to describe consumers in terms of their expressed preferences, items purchased, channel of purchase, relational purchases, etc.

ETHNICANS

WHY ETHNIC MARKETING IS CRITICAL

We can no longer ignore the fact that America is not just a black & white issue anymore. The days of one-size-fits-all-marketing are over. This is why smart businesses are adding new shades of color to their marketing mix; and they are not speaking English-only either.

Likewise, marketers cannot ignore the fact that mobile marketing is highly-local and highly-personal. Compared to coincidental mass media advertising, mobile marketing works only if you have personalized data on the consumer.

HOW TO REACH THE ETHNIC MARKETS

The ethnic market is the fastest growing segment in new America. If you want to create new markets, or if you're looking for a business opportunity, you should observe diversity in your efforts. Identify the markets where you can best grow your business, and then go there.

- **Become visible in their neighborhoods.**

Partner with ethnic site-based businesses to establish your retail presence (product display, brochure distribution, postering, etc.) in areas where your target customers live, work, and play.

Use Dunn & Bradstreet's extensive Zapdata website (www.zapdata.com) to get counts and names of site-based ethnic businesses in the US, free of charge.

- **Talk the talk.**

Speak in your market's tongue. Translate your brochures, ads, and other marketing materials into the language of your target audience.

Consider building your website in both English and the language of your biggest ethnic market. Making your website bilingual can offer several advantages and creates an impression that can easily give your business a global image.

Have your business card printed on both sides - one side in English and the other side in the language of your target ethnic market.



- **Take part in their lives.**

Have customers experience your brand by having a presence in activities that are relevant to your customers' ethnicity. Join or sponsor ethnic festivals, or organize one yourself. Sponsor shows, do product sampling, demos, seminars, run a free raffle, etc. Whatever the event, get a presence there.

UPGRADE JUNKIES

EXPLOITING NEW CONSUMER ATTITUDES

Having to work harder for their spending dollars, American consumers will continue to buy products and services that can make them feel the impact of their purchase. They want to feel good about what they buy, and they are willing to pay more to get more. From one-of-a-kind products to "exclusive" items or services, the demand for customization and high-end upgrades are putting a premium price on otherwise mass-distributed, everyday products and services. And this is exactly where you can profit from this trend.

In the age of the dollar-stores, consumers are willing to pay more to get more.

Helplessly lost in a blur of sameness, consumers are moving upmarket, trying to escape the aisles of the cheap and the insignificant.

Wherever they can, consumers will splurge. They are willing to spend a little extra in order to get a little extra.



- **Extra Convenience.** From first class seating to cutting-the-lines, consumers will pay extra to save time, save energy, get more comfort, and avoid being in a crowd.
- **Extra Services.** From premium packages to bonus bundles, consumers will pay extra to get additional perks, something exclusive, or special treatment.
- **Extra Status.** Consumers will pay extra for a top-shelf brand that will give them recognition among their peers, and make them feel like they've climbed a step above the rest.

Ode To Junkie



I want it supersized
or go biggie,
and I always want extra.

I want to feel different,
look different,
be different.
And I will gladly pay
for that difference.

I don't want to be like the Joneses;
I want to be better.

I am an Upgrade Junkie!

GOING HIGH-END A BUSINESS OPPORTUNITY

*Position your product or service
where it can give you the
best advantage over your competition.*

You can profit from this trend by looking for up-market opportunities in your business. For example, you can reposition a product or service by offering it at different price points and catering to a wider base of customers.

Identify what your product really stands for and the benefits you can push forward to make your product or service most desirable.

WHAT IS YOUR USP?

Before you write your next ad and before you undertake your next marketing campaign, revisit your marketing strategies and define your Unique Selling Position.

ASK THE RIGHT QUESTIONS

The very first step in identifying your USP is to

ask what makes your product different from that of your competition:

- What will make your product or service stand out from the rest?
- What unique features make your product or service better than the competition?
- How can you profitably position your product or service to take advantage of this trend?

WHAT CAN YOU DO?

Brainstorm on creating a marketable brand position using any of these fundamental strategies:

- **Create a high-end brand or package.**

Develop a version of your product that you can market at a premium price to a high-end market. Become your own competition and market to people who only shop higher-tier pricing.

- **Create a low-end brand or package.**

Develop a generic or a lower-priced version of your product while aiming for a wider price spectrum. If you're selling a service, come up with a "no-frills" version of your current service package. Over the years, generic brands have gained acceptance as practical, inexpensive alternatives to the more expensive brand name items.



PUT IT IN A BOX AND CHARGE MORE.

Use packaging as a “positioning” strategy. Always keep in mind that you can offer the same product packaged several ways, sold at various price points, and offered to different markets.

• Personalize your marketing.

Develop versions of your product that you can successfully offer to various segments of the market, with a particular focus on trends that are shaping the marketplace.

- An aging America. More than 80 million Americans are over the age of 50.
- A fat America. Focus your marketing on overweight and weight-conscious Americans.
- Ethnic America. Consider this: in just a few decades, ethnicans will comprise more than half of the U.S. population.

• Private label your product.

Offer your product for private labeling. Private labeling is when you offer your product to be sold under the store's name - hence, the term "store brand". BUT - you're not limited only to stores.

- You can private label for merchandisers, resellers, fund raising groups, or retailers who want to market your product packaged under their own brand.
- 20% of all items sold in U.S. supermarkets, drug chains and mass merchandisers are private-label products.

- As a segment of the retailing business, private labeling represents nearly \$50 billion. Go to www.plma.com for more information.

- **Offer customization.**

Customization is one form of an “upgrade” that can demand premium pricing and enhance the profitability of your product or service. The growing customer demand for individualization is forcing businesses to produce goods and services that meet individual customer's needs. Using a variety of on-demand technologies and processes, explore how you can deliver customized versions of your products and services within a competitive price range.

FAST FORWARD

LESSONS LEARNED: Identify the markets where you can best grow your business, and then go there. Market your product or service at different price points, under different brand names, using different types of packaging.

BRAINSTORM: Think of two or three things you can do to create an upmarket version of your product or service. Will “free delivery” enhance your product? Can you offer customization? Can your product target the ethnic market? How would you compete with your own product?



OOPS!

"The transmission of documents via telephone wires is possible in principle, but the apparatus required is so expensive that it will never become a practical proposition."

-- Dennis Gabor,
Nobel Laureate and author of
Inventing the Future, 1962



MULTIPOINT MARKETING

USING MULTIPLE MARKETING CHANNELS

Upgrade your marketing efforts to a multipoint platform by adding m-commerce to your overall mix. Give your customers more options to shop your business by offering them more than one way to order your product or service.

Where applicable, use m-commerce to enhance your competitive advantage and expand the ways you interact with your customers. Changes in the ways customers choose to shop and the increasing methodologies for reaching consumers suggest that it is time to explore other marketing channels outside those currently in use.

Add M-Commerce To Your Marketing Mix



Multipoint Marketing is the strategy by which you market your product or service using five contact methodologies that will enable customers to purchase your product. In Multipoint Marketing, you market your product or service using all or any combination of the following:

- **Onsite Marketing**
Market your product by establishing a presence where the customers physically exist.
- **Response Marketing**
Market directly to customers by using traditional and nontraditional media advertising and direct-response tools.

- **Event Marketing**

Market to customers via special events, sales promotions, expos, church & community projects.

- **Online Marketing**

Market to customers via the Internet, using Web and email to expand your marketing boundaries and prospecting opportunities.

- **M-Commerce Marketing**

Expand your customer contact strategies through mobile marketing and explore new opportunities that emerging mobile payment systems can bring your business.

With a multipoint marketing strategy, you can offer your customers more than one way to shop, order, and pay for your product or service by expanding the channels you use to interact with your customers.



*NOTE: To easily remember the 5 points of Multipoint Marketing, think of the word O-R-E-O (as in the cookie) and the letter M (as in mobile). That's **O**nsite, **R**esponse, **E**vent, **O**nline, and **M**-Commerce.*

MULTIPOINT #1

ONSITE MARKETING

*“Build your church
near where the sinners live.”*

Onsite Marketing is fundamentally the selling of a product or service from a strategic location. The marketing takes place in a venue where customers physically exist. Whatever your product or service, and whether or not you are in the retail business, you can benefit from a "retail presence".

Through partnering, satellite displays, kiosks, reselling and other creative ideas, you can market at the retail level without the expense or the commitment of a full-time retail operation.

MULTIPOINT #2

RESPONSE MARKETING

*“In an information-driven market, you
cannot create action without reaction.”*

In Response Marketing, you market your product directly to the consumer using established response generating devices. The primary function of Response Marketing is to establish con-

tact with the customer for the purpose of soliciting a specific action. In a response-based campaign, you can ask the customer to...

- Place an order.
- Request a price quote or a free estimate.
- Request a free sample.
- Call for an appointment.
- Visit your retail store.
- Visit your website.

Whatever your business... you must consider adding Response Marketing to your overall customer contact strategy. Choose from an assortment of response devices - print, broadcast, catalogs, direct mail, telemarketing, etc. - to deliver your message and market direct to customers.

MULTIPOINT #3

EVENT MARKETING

*“Use the crowd effect to
shine the spotlight on your product,
your business, or yourself.”*

Whatever your business, you should also consider marketing your product or service by orga-

nizing, sponsoring, or taking part in marketing events that attract both your existing customers and potential new customers. A marketing event can be business-to-consumer or business-to-business. It can be cause-driven or purely commercial. It can be as big as a superbowl or as small as a house party.

Sample Events: theme events, grand openings, anniversaries, contests, sweepstakes, special promotions, tie-ins, awards, ethnic celebrations, sports-related events, expos, exhibits, etc.

MULTIPOINT #4

ONLINE MARKETING

“You don’t have to know how the technology works. All you need to know is that it is available and where to get it.”

The ubiquity of electronic mail and the World Wide Web has transformed the Internet from an information superhighway to a new marketing frontier. Expand your marketing boundaries and increase your prospecting opportunities by embracing online marketing as part of your overall mix.

Whether you market a product or a service, you need to use both the Web and email to market to your existing customers, acquire new customers, and increase the value of your business.

MULTIPOINT #5
M-COMMERCE

“Configure your marketing mix to accommodate innovative tools & strategies made available by emerging technologies in mobile communications.”

M-commerce is e-commerce performed with the use of a mobile device. Soon, mobile customers will be able to use their handsets not only as a tool for ordering products and services, but also as a payment device. There are two fundamental ways an m-commerce transaction can take place:

• **Micro Payment.**

In this type of m-commerce transaction, customers are able to make micro purchases and have the charge added to their monthly mobile phone bill or deducted from their prepaid deposit.

Examples: A customer can join a mobile dating service and have the cost of membership included

to their monthly mobile phone statement. This type of m-commerce transaction is called the “micro payment” because the limit on the amount merchants can charge through this program is relatively small.

• **Pseudo Credit Card.**

It is called pseudo credit card because in this type of m-commerce transaction, customers use their mobile phone as an extension of their credit card to make payment authorization. The customer’s credit card is securely programmed into their mobile phone, requiring the customer to simply enter a code when authorizing a charge.

For example, customers can buy snacks from mcom-enabled vending machines, pay for gas and a car wash, or buy movie tickets by simply entering a special code on their mobile phone to authorize the charge, and the amount is automatically added to the customer’s credit card.

Unlike micro payment, this type of m-commerce transaction has no preset limit on the amount of the charge; it all relies on the customer’s available credit.

MAIL, COME, CLICK, OR CALL

THINK OUTSIDE YOUR MARKETING BOX.

If your current marketing efforts are based solely on a single customer contact platform, think of all the ways you can enhance your business by expanding the way you market.

Instead of doing more of the same type of marketing over and over again, explore new marketing opportunities and how you can profit from them. Market your product or service to more people and expand your customer contact strategies by offering your product or service across multiple channels of marketing .

FAST FORWARD

LESSONS LEARNED: Mail, Come, Click or Call - you must offer your customers multiple channels of ordering, so they can shop your product or service at their convenience.

THERE'S MORE: The chapter on Content Marketing offers additional information that builds on micro payment as a billing method for content providers.



OOPS!

"There will never be
a bigger plane built."

-- A Boeing engineer,
after the first flight (1933) of the
Boeing 247, a twin engine plane
that held ten people.

8

MOBILIZING THE WEB

THE INTERNET GOES MOBILE

The convergence of the Internet and mobile telephony, two of the fastest-growing communications technologies of our lifetime, will open the marketplace to all kinds of new products, services and business opportunities, as consumers continue to migrate from fixed-based Internet to web-capable mobile phones.

With the push that Nokia and other handset makers are giving next-generation mobile phones, it may not be long before the number of Internet-connected mobile phones exceeds the number of Internet-connected personal computers.

MOBILE INTERNET IS NOT JUST AN EXTENSION OF REGULAR INTERNET

The biggest mistake a marketer can make is to treat mobile Internet the same way as regular Internet, only wireless. You cannot simply copy ideas from your wired website and expect them to work the same way in the mobile world.

Aside from size, format, and method of delivery, the impact of anywhere, anytime communications could give mobile Internet an unexpected predominance in the marketplace, bringing us surprising new applications.

PUTTING YOUR WEBSITE ON MOBILE PHONES

If you are familiar with creating a conventional website, you know that the three things you need are: an **HTML file** (which contains your content information and design instructions), a **Web server** (the Internet-connected computer where this file resides), and a **browser** (which enables the client to view your file the way you intended.)

For mobile Internet you practically need the same things: a **WML file** which contains your information (called a **CARD** instead of **PAGE** in HTML jargon), a **server** configured to handle WML files (instead of HTML), and a **micro browser** (the screen on a mobile phone).

Unlike HTML where each file is one page, a single WML card can contain several pages in a single-page format. Think of a WML file as one long sheet of paper folded into several pages. When the micro browser loads a WML card, it will usually display the first page.

HOW CUSTOMERS VIEW YOUR MESSAGE

When a WAP-enabled phone is asked to display a WML file, it calls for a URL. To get a URL, a WAP phone calls a WAP gateway, and issues an HTTP request for that URL. The gateway pulls the response, and displays it on the micro browser.

The URL in a mobile website has the same format and value as URLs in the wired Web. From a marketing perspective, your URL can be your domain name, which can also be your brand name.

BATTLE FOR DOMAIN NAMES

In a nation of brand-worshippers living in mobile times, one fast way to compete for brand identity is to own your business name, store name, or brand name as a domain name on the Internet.

BRANDED DOMAIN

In the world of online marketing and mobile Internet, businesses that use their brand name as a domain name have the advantage of recognition. With mobile Internet, your URL can be saved under your branded domain. A quick search and one click of your brand name can automatically connect a mobile customer to your website.



If, however, the concept of branding your domain is big news to you, chances are your name is already taken as a domain name - by someone else.

Do you know who owns your name on the Internet? And, if you do not own your name on the Internet, what can you do?

BASIC TIPS FOR CHOOSING A DOMAIN NAME FOR YOUR BUSINESS



Avoid Archaic Names.

Don't use a domain name that needs to be deciphered. Consequently, a long name with several words is OK, provided the words make sense and the name is easy to remember.

You're The Man.

Make sure you are listed as the Administrative and the Billing Contact for your domain name.

Register Related Domain Names.

To lock in your domain name and prevent copycats, you should register many variations of your domain name, as this will prevent other entities from using your name unfairly. Likewise, you should register your domain names with all the major extensions.

IDEAS FOR PICKING AN ALTERNATE DOMAIN NAME



With millions of domain names being registered every month, chances are your name is already taken as a dot-com. Your brand name, business name, or your personal name is probably already being used

by another individual or business entity as their domain name. What you need to do is select a suitable alternate domain name. Here's how:

• **Spin Your Name.**

If your business name is “XYZ & Company”, you can spin your name and register the following possible domain names: xyzcompany, xyzc, xyzco, xyzandcompany, xyznco, etc.

• **Add A Prefix.**

Add an action word before your name. Use an imperative, like visit, buy, vote, etc. and add it to your name. Examples:

- www.**shop**yourname.com
- www.**go**yourname.com
- www.**think**yourname.com

- **Add an extra word after your name.**

Another way to circumvent a similar domain name registration is to add an extra word after your name. Examples:

- www.yournameonline.com
- www.yournamewebsite.com
- www.yourname-themovie.com

- **Try other extensions.**

Always try to register your domain as a *.com* first. However, if *.com* is already taken, try *.net* or even *.org* - if it is appropriate. Or, if you're really desperate, you can also try some of the fancy extensions, like *.tv*, *.biz*, *.us*, *.info*, *.name*.

NOTE: With Web addresses, people think of ".com" first. If the name I want is already taken as a .com, I'd much rather register another name than settle for a *.net* or a fancy extension.

- **Try buying your name.**

If the name you want is actively being used as a business website, chances are, buying that name is not an option; or if it is, it can be quite expensive. However, if the name is dormant - owned but not activated - a decent starting price for a squatting domain name is around \$300.

Good luck.

WIRELESS WEB

PUTTING YOUR WEBSITE ON MOBILE PHONES

One key feature to consider when designing your website is whether to make it accessible to mobile phone users. If you decide on this course, experiment with ways to translate your material for the micro browser, without diminishing the impact of your content.

BUILD A PROFIT-GENERATING WEBSITE

The best marketing tools are free - not because they won't cost you any money, but because they pay for themselves.

- **Sell your primary product or service.** Turn your website into a true m-commerce tool by selling your product or service via mobile Internet.
- **Sell related products.** Market products and services that can extend your revenues beyond your primary business. For example, if you sell ties, sell tie pins. You can also sell gift certificates or offer layaway plans. How about offering mobile services relevant to your customers?



Do You Really OWN Your Name?

If you operate under a brand name, or if you are a professional in private practice, you better own your name as a domain name.

- If you want to learn more about domains, domain registrations, domain name servers, etc.- go to www.internic.com.
- If you want to know who owns the name you want, go to www.netsol.com/whois.
- Ready to register your name? Contact a website hosting service, or visit the folks at www.bulkregister.com or www.godaddy.com
- Need more help? You can find more information at www.marketingonthego.com/p145

MAKING YOUR WAP SITE EASY TO FIND

If mobile web browsing is expected to exceed fixed-based web browsing, how will customers search the web in the future? As the number of WAP-enabled sites continue to grow exponentially, the battle for search engine optimization is expected to spill over to the wireless arena. And major search engines are preparing for the wave.

For example, with Google Wireless WebSearch, consumers can search not just the over 4 billion pages of the entire World Wide Web. They can also search the “Mobile Web”, with some 5 million pages already created specifically for wireless web browsing. Google’s WAP engine searches the regular World Wide Web and translates the HTML pages into WML.

With Yahoo!, Alta Vista, and other search engines building their own WAP services, the importance of search engines will remain the same in wireless web browsing. If this holds true, the search optimization strategies that worked well in the wired world should prove equally effective in WAP territory.

88% OF ALL TRAFFIC

Anticipate the possibility that customers are going to seek information about your business via the Internet. According to the Tenth WWW User Survey conducted by the Georgia Institute of Technology, eighty-eight percent of Internet users find new websites through search engine listings. With mobile Web, expect this percentage to be higher.



Search engine marketing is the fastest growing segment of the advertising industry. According to Jupiter Media Metrix, online ad spending in the United States will exceed \$12 billion by 2005.

HOW TO GET FOUND

As a marketer, you should anticipate the possibility that potential new customers are going to seek information about you on the Internet. And what they find out about you (or the lack thereof) could influence their perception of your brand.

The Internet has given consumers easy access to information about products and services they need. They have learned to use search engines as a referral service, and it is your responsibility to make sure they can find your information wherever they are looking.

• **Search Engines.**

There may be thousands of search engines out there, but you only need the top five to get optimum results and really promote your website without wastefully overspending or over-promoting. If you want to do your own submissions, you can start with the following search engines:

- <http://www.google.com/wml>
- <http://wap.yahoo.com>
- <http://wap.raging.com> (Altavista)
- <http://m-find.com/>
- <http://www.2thumbswap.com>

- **Directories and indices.**

Web directories are particularly more useful than a search engine when the consumer doing the search is not sure how to narrow their search from a broad category.

- **Shopping portals.**

Just like traditional brick-and-mortar shopping malls where individual retailers are indirectly sharing customers by gathering in the same physical location, shopping portals do the same thing online by serving as a gateway for customers.

- **Price-comparison engines.**

Get listed with specialty search engines that offer price-comparison shopping services. These engines collect and compare pricing data from multiple websites and provide Internet users with at-a-glance price comparisons.

GOOGLE ADSENSE

Increase your website's revenues by adding Google AdSense to your site. Make money by simply displaying relevant, text-based Google AdWords™ ads on your website's content pages. Find out how by visiting this website: <https://www.google.com/adsense/quicktour>



SEARCH ENGINE OPTIMIZATION

Optimization is the strategy of designing a website so it can be read and properly indexed by search engines. The chances of your business being found on the Web increases greatly if you can get a first page listing on a search.

Although most search engines automatically spider and index a site before adding it to their database, each search engine uses different guidelines to score how well your content matches a particular keyword query. This absence of uniformity makes it rather challenging for a website to score the same way across all the search engines.

Although there is no magic formula for scoring high in Web searches, you can employ a number of specific tasks and processes that can improve your site's ranking. These strategies can help promote your fixed-based website, help improve your brand's visibility, and positively affect your wireless Web traffic as well.

IT'S ALL ABOUT GETTING FOUND BY CUSTOMERS

SEO is all about making it easy for the customer to find you. Although some search engines have paid submissions and "pay-per-click" programs, sometimes a free, basic listing is enough to significantly increase your site's traffic.

The objective of optimization is to increase Web visitor traffic by ranking high in search results. Keep in mind that the effective utilization of search engines to increase traffic is not a one-shot deal, but an ongoing process that involves specific strategies. Consider the following:

- **Fine tune your choice of keywords.**

Make a list of the most strategic keywords to describe the content of your site and use them in designing your webpages. The META keywords you use in your website will directly influence your search position. One popular strategy for selecting your keywords is to identify which META keywords are being used by your competition. View your competition's source file, copy their META keywords, add your own keywords to their list, and use the expanded list to optimize your own search ranking.

- **Use keywords in your title.**

The TITLE is the principal tag weighed by search engines. The appearance of key words within a page's title is one of the biggest factors determining a website's search score. Assign your pages titles that can rank high in a query for key words that are relevant to your site.

- **Create gateway pages.**

A well-done gateway page can help land your site at the top of search results. A gateway page functions like "fake bait" because it contains specific keywords and phrases repeated over and over again, allowing the page to score high relevance to the word or phrase being searched, profitably attracting visitors to your website. But watch out. Search engines know this, so don't overdo it.

- **Consider paid searches.**

You can drive quality search engine traffic to your website by buying relevant keywords and phrases from a search engine and having your listing prominently displayed when any of your keywords are searched. By using paid searches, you only pay for click-throughs a search generates.

DO IT YOURSELF OR HIRE IT OUT ?

The accelerated competition for search engine rankings has made Search Engine Optimization a critical element in online marketing. But, don't kid yourself; optimization is not a cakewalk.

Good SEO means you have all the necessary tools and sources for up-to-date techniques and strategies that can deliver higher search rankings. Effective web optimization is based on diligent know-how; it is not based on using tricks and gimmicks to attract traffic.

The good news is that the increased demand for optimization has created a viable business climate that saw the number of SEO providers mushroom practically overnight. Use your favorite search engine to compare services and fees.

FAST FORWARD

LESSON LEARNED: Consumers are using Internet search engines to find information about products and services they need. Make your business easy to find by optimizing your search engine listings.

BRAINSTORM: Make a list of keywords to best describe the contents of your website.



MOBILE FACT

In the Philippines, Catholics confess their sins by sending their parish priests a text message confession and request for absolution. This became so widespread that church officials had to make public pleas to discourage the practice.

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CONTENT MARKETING

INFOTAINMENT AND THE MOBILE PHONE

Soon enough, Americans will be using their mobile devices to access content that can make them laugh, cry, feel romantic, maybe even make them smarter. The demand for mobile content will help make infotainment a profitable commodity that can be promoted, delivered, and billed through the mobile phone.

The race to meet consumer demand for all types of content will create a bonanza for artists, musicians, gurus, and experts, as well as consultants, producers, and other mobile content creators. Marketers will offer all sorts of sponsored content as a vehicle to promote their brands.

INFORMATION ON THE GO

News organizations and other content providers with vast libraries are betting that demand for just-in-time information will exponentially grow as mobile customers warm up to the benefits of any-time-anyplace communications.

Shopping for a new car? Get instant information about that dealership you're about to visit.

PRIMEDIA is going to offer mobile consumers trusted content from IntelliChoice.com and About.com via an assortment of offerings, which includes movies, food, style, motoring, etc.

Mobile customers can access specific content to get tips on healthy eating and low carb diets while grocery shopping, or get instant advice about a car dealership and compare prices from their mobile handsets while shopping for a new car.

In a marketplace that craves for information on the go, mobile customers will be able to use their mobile phones to get the latest news, stock quotes, movie reviews, etc. Mobile customers will be able to access telephone directories and other databases relevant to their needs.

SMS, ANYONE?

Aside from consumer advice and information, the range of mobile content will run the gamut of media, including ringtones, music, pictures, short videos, mobile games, etc. Except for short videos and mobile games, most mobile content can be delivered via simple SMS.

If you create, design, produce, or publish content you can take advantage of new opportunities by translating your content for the mobile space. You can package your information in such a way that it can be promoted, ordered and delivered via mobile devices. You can make money by charging a fee for your content, or by having it sponsored.

PAID CONTENT

(Using SMS With Reverse Billing)

Premium Rate SMS is a content delivery platform that has a “reverse billing” support for most types of mobile content, both text or non-text. PR-SMS can be used to market ringtones, screen savers, and photographs, as well as information services such as databases, news alerts, horoscopes, joke-of-the-day, stock quotes, etc.

Using Premium Rate SMS, you can charge a fixed fee for your content. The amount is automatically added to the subscriber's monthly statement.

After the phone company collects the bill, your share of the fees are directly deposited to your bank account. This type of m-commerce transaction is similar to 1-900 numbers. With Premium Rate SMS, you have a convenient built-in billing system to market your content.

SPONSORED CONTENT

(Using Standard SMS)

As a content provider, you can also make your services available via standard SMS that does not charge customers a premium rate. Except for the basic connection fee, which in most cases is cheaper than a short local call, mobile customers can receive your content free of charge.

Advertising On The Go: One practical application of a standard SMS is to have your content sponsored. A free service usually attracts a wider audience that does not mind receiving advertising messages in exchange for a free service.

SHORT CODE

A Short Code is usually a five or six-digit number which is used in lieu of a regular phone number (which has 10 digits) to identify a specific content or service which customers can request or purchase using their mobile phones.

Cross-carrier short codes are rented to businesses for their promotional campaigns or content marketing use.



A SHORT CODE IS A SHORTCUT TO YOUR BRAND.

These short numeric codes are shortcut numbers designed to make it easy for consumers to remember and use. You can also get a vanity short code that spells a word, like BRAND, HOMES, SHOPS, BUYER, etc.

Short codes are the domain names of the mobile space. As more consumers see short codes used by TV shows and placed in advertisements and product packaging, they will become more familiar with its applications and benefits, which can lead to short codes becoming ubiquitous.

HOW SHORT CODES WORK

The quickest way to apply for a short code is to get it through a short code hosting service, usually an SMS message center. You can lease a randomly selected, 5-digit, dedicated short code for around \$500 a month. A vanity short code, one that uses a special string of numbers or one that can keyspell a word, can cost upwards of \$2,000 a month. See page 145 about how you can access my special list of providers who can help you with your short code needs.

HOW CUSTOMERS CONTACT YOUR SHORT CODE

Mobile customers can use short codes to cast a vote, enter sweepstakes, answer a quiz, or order mobile content - whether the content is a ringtone, a screensaver, an information service, etc. In most cases, consumers can respond to an advertisement that uses a short code by texting the short code, i.e. sending a **blank** message to the short code number. TAKE NOTE: If you are using a “shared” short code, the customer may be required to include a **specific keyword** in their message. Key-

words are like extension numbers. When used in conjunction with a shared short code, a keyword identifies your specific content.

HOW CONTENT IS SENT TO THE CUSTOMER

Depending on the type of content you create, your short code can be configured to send an SMS autoresponse, whether that SMS is a text-based message, a ringtone, a screen coupon, etc.

CONTENT APPROVAL REQUIRED

Getting assigned a short code does not mean instant approval of your content. You will need to obtain individual carrier approval for each campaign that is associated with your short code. The difficult lessons telcos learned from 1-900 numbers have taught mobile carriers to be extra careful this time around.

Outright, all mobile carriers will refuse adult, gambling, violence-related campaigns, or campaigns that perpetrate illegal actions. Some carriers will refuse campaigns that send out binary messages, like ringtones and graphics-based content. If you wish to run a sweepstakes-based campaign, anticipate a longer wait time for approval.

Your short code host takes care of all administrative requirements and will handle the approval process for you. Approvals are typically obtained within four weeks of initial submission depending on the carrier and the type of campaign.

HOW YOU MAKE MONEY WITH YOUR CONTENT

CHARGE FOR IT OR HAVE IT SPONSORED

There are three ways you can profit from your content: You can charge customers for your content, accept paid advertising, or both.

Sponsored Content: Make money by attaching paid advertising messages to your content which you freely distribute to mobile customers.

Paid Content: One way to profit from your content is to charge for your service. Depending on your material, you can charge per message, or offer a subscription service with a recurring charge that is billed to the mobile customer.

In mobile marketing, you can use m-commerce transactions—using Premium Rate SMS with reverse billing capabilities—to market your information and collect payment for your service.

PREMIUM RATE SMS

In addition to standard connection charges, a short code can also be configured to charge the customer a predefined “premium” rate which is equivalent to the price of the content, product, or service offered through the short code.

The premium rate associated with a short code is automatically included in the customer’s monthly mobile phone statement. Depending on your SMS traffic, you can net anywhere between 45% to 60% of the premium rate, depending on which carrier the customer uses.

M-COMMERCE

Short codes can be used to charge for services that are neither content or mobile phone related. Soon, mobile customers can “call” a short code to purchase movie tickets or pay their parking fees with their mobile phones.

Although most carriers allow m-commerce transactions, approval is on a case to case basis. Your short code host should be able to provide you with custom pricing based on your m-commerce needs, as well as help you in securing carrier approval of your application.

SPORTS PICKS ON THE GO

Coming Soon via SMS:
Get your daily dose of “sports
picks” from top handicappers
on every major sports event
scheduled each day.



PAID VERSION: When you call this service, the picks will automatically be sent to your mobile handset via SMS. And a premium rate of 75 Cents will be charged and added to your monthly mobile phone bill.

FREE VERSION: You can also receive this service for free. However, when you receive the free sports picks for the day, the SMS will come with some advertising attached to it.

WHAT'S YOUR CONTENT?

If you're looking for an information service to market via Premium Rate SMS, consider materials that are interesting or important to your target mobile audience. What are you good at? What can you easily produce? What's your expertise?

BECOME A GURU AND OFFER ADVICE

In a hyper marketplace, consumers want knowledge, and want it fast. They don't want to waste too much time or too much effort to get what they want or need to know. This appetite for knowledge will create opportunities for experts, consultants, and all sorts of gurus who can stimulate consumers with new knowledge, help them make sense of their lives, and help them discover what they really want, or what they need to do to make them happy.

As a guru, you can also be the spokesperson for your brand. You can provide valuable information on how customers can best benefit from using your product or service.

GURUS ON THE GO

Gurus come in many packages, from fitness gurus, sports handicappers, financial advisers, etc. If you have an expertise that can be marketed as content, the wireless revolution has opened new doors for you. Translate your expertise into an information service that can be marketed to a growing mobile audience.

ARE YOU A GURU?

The word guru is usually associated with Hinduism and Tibetan Buddhism, where the word means *personal spiritual teacher*, one who has the capability, intellect and skill to guide others in spiritual and philosophical matters. A guru is a trusted counselor and adviser; a mentor.

In American business, a guru is an expert, a recognized leader in a field, an acknowledged advocate of a process or an idea.



There are many who along with establishing their guruism have also made money marketing their information as content. This includes home-improvement experts, marriage counselors, doctors, lawyers, and all varieties of consultants.

PROMOTING YOUR BRAND

Establish yourself as a guru in the field in which you are an expert. You can make guruism a marketing strategy and use it as a platform from which you can promote your business. As a guru, you can position yourself as an expert in your field, and use that vantage point to promote your brand and communicate your marketing message to your audience better than any advertising can.

DO YOU HAVE MARKETABLE CONTENT?

If you can package your expertise where in you can provide just-in-time information, you may have a good shot at a profitable campaign.

- **Are you in Real Estate?** Perhaps you can offer a service that provides home buyers a daily dose of pictures featuring available properties that fit the customer's preferences. You can charge for the service or have it sponsored by a mortgage firm, title company, etc.
- **Are you a minister?** You can send your mobile audience daily prayers, mini sermons, or inspirational quotes. In a hyper marketplace, people need

spiritual juice. Your service can charge a small donation, or it can be sponsored by businesses who wish to target your “congregation”.

- **Are you a beauty consultant?** You can offer daily fashion, beauty, and makeup tips based on the day’s weather forecast, in whichever ZIP code the mobile customer resides.

- **Are you a financial consultant?** You can offer a daily stock advisory service via Premium SMS. Your customers can access your daily tips by simply texting your short code. You can charge a subscription fee, or have your service sponsored. Or you can do both.

FAST FORWARD

LESSON LEARNED: Market your product, service, or idea by becoming the “expert source” for your customers.

BUSINESS OPPORTUNITY: Get your own Short Code and offer your content via Premium Rate SMS. Or, you can use standard SMS to offer your sponsored content free to mobile customers.

BRAINSTORM: What type of mobile content can you produce that can be marketed to mobile customers or offered for sponsorship? See page 145 for access to additional information.





BUSINESSES ON THE GO

DELIVERING NEW WAYS TO MAKE MONEY

Mobility is both a marketing opportunity and a business model. It is being driven by hypertasking, highly elusive American consumers who are always pressed for time and have a lot of things to do. These consumers have more money than they have time. They want their favorite products and services delivered to their doorsteps, and they are willing to pay for that benefit.

In a mobile society, mobile businesses are a natural. Consumers on the go seek products and services that conveniently fit their lifestyle. So if you can find ways to add a “mobile” feature to your product or service, you win.

PREMIUM TIME

THE SCARCITY OF TIME
CREATES ABUNDANT OPPORTUNITIES

American consumers are always crunched for time, having to work and commute longer than any time before. They lack discretionary time for leisure, and have little or no time to shop for products and services they need. This trend is putting a premium on time and is creating new opportunities for savvy businesses that look for creative ways to attract and keep customers.

BEYOND BRICKS & MORTAR

It used to be that getting a strategic retail location was a sufficient marketing strategy on its own. But today, businesses are compelled to rethink their marketing and look outside the retail mode in order to remain competitive and profitable.

NEW START-UPS: If you're starting a new business, look beyond the concept of bricks & mortar as your primary way of doing business.

EXISTING BUSINESSES: If you already have a site-based operation, think of your retail location

as just one way to offer your product or service. You can profit from a fast-moving culture by exploring practical ways you can “mobile-up” and expand your business.



Do not limit your focus solely on your core business, for this could prove costly in terms of missed opportunities.

MOBILITY ENHANCES PORTABILITY

It used to be that most services were only offered at a venue convenient to the provider of the service. Today, mobile communications enables portability, allowing businesses to bring the service to where the customer is. And we’re quickly discovering that customers will gladly pay more to have services performed at their own venue.

Businesses on wheels: Mobile spas, massage therapists, auto detailing, gourmet-meals-on-wheels, mobile discos, pet groomers, door-to-door laundry & dry cleaning service, home-delivered groceries, personal shoppers, mobile notary, etc.

MOBILE FOR BUSINESS

Recent legislation that allows customers to take their phone number when they switch providers has greatly increased the position of mobile phones as a replacement for business landlines.

Not tied to a retail location, you can target any market you desire, in any area you choose.

LOW-COST MARKETING FOR MOBILE START-UPS

You can launch a mobile business on word-of-mouth and customer referrals. A mobile start-up is relatively inexpensive to capitalize and quite easy to market, even on a shoestring budget. Here are some practical marketing tools you can use:

• **BUSINESS CARDS**

Think wallet-size billboard. Place an eye-grabbing image, a headline and a few lines of sales copy on your card. Include your mobile phone number and all other contact information.

• VEHICLE SIGNAGE

Use your business vehicle for advertising by having your sign permanently painted, or by using a magnetic sign which you can remove and/or change any time.

• BROCHURES

This all-purpose marketing material should include product description, benefits, price list, testimonials, contact information, etc. Design your brochure in a trifold layout, which can be mailed in a #10 envelope or used as a take-one sales tool.

• PREMIUMS

Look for inexpensive giveaways that you can have custom printed with your business name, your marketing message, and your primary contact information.

• GIFT CERTIFICATES

Pre-sell your product or service by marketing your own gift certificate. Selling gift certificates can boost your cash flow, and deliver your business a steady stream of new customers.

• WEBSITE

Without a physical store, your mobile business should at least have a virtual storefront - a website

where both current and potential customers can interact with your business. You can design your website for the following applications:

- **Provide Information.** Use your website as a 24-hour sales outpost that offers detailed information about your product or service.
- **Gather Data.** Use your website to collect contact information as well as transactional and non-transactional data from your customers and website visitors.
- **Take Orders.** Enable your website to book reservations, offer price quotes, and accept credit card orders with real-time processing.

FAST FORWARD

LESSONS LEARNED: Hypertasking customers demand that products and services get delivered to them at a convenient time and place. This will cause a surge in all types of small, highly mobile, home-based businesses that will specialize in delivering products & services to the customer's doorsteps.

BRAINSTORM: Can you upgrade your product or service with a "mobile" feature? What types of upgrades do your customers expect of your business?





VIRAL TALK

CONSUMER-DRIVEN SELF-REPLICATING CAMPAIGNS

When a customer passes information to another customer, that one-to-one communication, whether digital or in person, is considered "talk". Just like a virus, Viral Talk is designed to spread by being passed on from one customer to another, creating a scenario of exponential growth in terms of its reach and influence.

Viral talk can be in the form of an email, a multi-media file, or a mobile SMS message which can be easily sent and resent via the regular Internet and mobile devices, practically creating a word-of-mouth campaign in a digital dimension. It's cheap, it works, and it's easy to implement.

They are subtle, but not covert; and you've probably encountered them before. They encourage you to get them for yourself and pass them on to others.

VIRAL TRIGGERS



Viral ads spread faster when they're free, when they're useful to the recipient, and when they're easy to transmit.

Make sure your viral ad is easy to send, link, attach, or download.

CREATING A BUZZ

Someone you know sends you a humorous email or SMS message accompanied by an advertisement for a product or service. The message also encourages you to “make someone laugh” by forwarding this material to a friend or family member. You’ve just received a viral ad.

Creating a buzz about your advertising can provide a speedy way to spread around your marketing message. Whether you’re using email or SMS messaging, the essence of viral marketing remains the same: engage consumers to willingly accept your advertising and encourage them to freely forward it to others. Keep in mind that every time a customer forwards your viral message to a friend or family member, they are somehow endorsing your brand to a “like-minded” individual.

Do not confuse viral marketing with destructive computer viruses that can hijack your system. Viral marketing is a harmless information dissemination campaign that employs the willful participation of recipients to pass on the viral (advertising) message to others.

GIVE AWAY FREE STUFF

Speed up your viral campaign by giving away free items. A “bargain” may generate a lot of interest, but offering something “free” can engage more people faster and generate a groundswell of interest. A free item can easily encourage customers to relay your SMS message to people in their phone list. Free can bring you new prospects, new mobile phone numbers, and permission to send more advertising messages.

KILLER CONTENT

The creative battle in any viral campaign starts and ends with “content”. Whatever it is—a short video, a mobile game, a ringtone, a cool picture, or an information service—make sure your content is interesting and of value to the mobile customer. Remember, your campaign can only be viral if the customers like what they get, use it, and pass it on to others.

EXAMPLE OF VIRAL SMS

Mobile telephony offers a new distribution channel for viral marketing. Using SMS messaging, you can launch a self-replicating campaign that

allows your marketing message to spread from one mobile customer to another.

• SMS FOR LAUGHS

A “Really Bad Jokes” SMS campaign can engage people to share your funny jokes with other people who forward them to other people. Have your brand or website address advertised along with your SMS message which can get circulated to millions of mobile customers.

• VIRTUAL RAFFLE TICKETS

If it really takes seven contacts to convert a prospect into an actual buyer, then a daily virtual raffle may be your ticket to generate repeat exposure.

Get your target market to sign-up for free raffle tickets which they receive on their mobile phone via a daily SMS message. Each ticket has several chances of winning with multiple drawings throughout the day.

Winning numbers can be published on your website, requiring participants to visit your website everyday to check whether they’ve won.



• GREETING CARDS

Offer SMS greeting cards mobile customers can send to other mobile customers. An SMS greeting card service is an efficient premium for a permission sign-up campaign because you can generate two customers (and two mobile phone numbers) each time someone sends and receives a card. You can also design SMS greeting cards to display a link to your URL and generate potential new visitors for your website.

• SHORT VIDEO

The most versatile content format you may be able to use for viral marketing is the short video. Since the next generation of mobile devices will have the capability to download, stream, and swap short videos, you can produce entertaining short clips customers can enjoy watching on their devices and be willing to distribute to friends and family members.

• MOBILE GAMES

Custom branded video games for mobile phones—including single-player, multiplayer, and relay games—may just prove to be one of the best viral tools you can distribute as a customer bonding incentive, as well as a hook to attract new prospects.

• ASSORTED GOODIES

There's an assortment of "cool stuff" that you can freely distribute in a viral campaign. You can practically launch a word-of-mouth campaign by distributing fortune cookie passages, riddles, IQ tests, quizzes, surveys, polls, images, screen savers, ringtones, animations, etc. via mobile SMS.

• VIRAL CHAT

Using new technology from Telsis Telecom, you can start a fully-sponsored public conferencing service wherein anyone can join at any time, invite others to join, who in turn can also invite others, creating a truly viral effort.

FAST FORWARD

LESSON LEARNED: Advertising messages that can be designed to circulate on their own can reach a whole lot of people faster, and for much less.

BRAINSTORM: Can you think of a simple text-based content that you can distribute via SMS as a promotional vehicle for your brand? Read the chapter on advertising ringtones and MMS and explore where they can fit into your viral marketing efforts.



OOPS!

"Where a calculator on the ENIAC is equipped with 18,000 vacuum tubes and weighs 30 tons, computers in the future may have only 1,000 vacuum tubes and weigh only 1.5 tons."

-- Popular Mechanics, 1949



LOW-TECH HIGH-VALUE

HUMANIZING THE DIGITAL MARKETSPACE

Overwhelmed by the dizzying digital din of high technology, consumers will pay better attention to low-tech items and endearing acts of marketing that leave a positive, pleasant impression on the consumer's brain. LT-HV is a welcome alternative to glaring advertisements, blasting sounds, and the bright videos through which most marketing messages are delivered. Mobile included.

Low-tech items will stand out in a sea of digital sameness, as “personal touch” marketing becomes the effective antidote to the impersonal speed of life. Watch out. In a hyper marketplace, low-tech will demand high value.

AN ANTIDOTE TO THE SPEED OF MOBILE CIVILIZATION

Often times, the best way to get noticed is to go against the flow, to go slower when everybody else is going faster. You can spice up your marketing by implementing campaigns that feature “low-tech high-value” ideas that can make your business stand out from what is commonplace.

EXAMPLES:

• **Mints at the Counter**

It’s no big deal, but the simple gesture of having mints or candies by the cash register can leave a positive lasting impression on your customers’ minds. With an investment of a few dollars, you can have candies, cookies, or a cheese platter by the checkout counter, available to your customers when they are ready to pay for their purchases.

• **Free Food & Drinks**

Want to do more than just “mints at the counter”? Give free food & drinks. People associate free

food and drinks with parties, so any time free food and/or free drinks are involved, it's a special event. On high-pressure selling days, this is one way to increase customer traffic and score an edge over your competition. Some ideas...

- If there's a new restaurant in your immediate market area, invite them to do a sampling in your store.
- Keep in mind that the food you serve should appeal to your market and positively reflect your store's character.
- Think health & safety when serving edibles. Take into consideration your customer's health, their safety, and their preferences.
- If serving candies, make sure they are individually wrapped, or in a no-touch dispenser.
- For some businesses, complimentary coffee, cake or cookies may be a better option.

• **Handwritten Notes**

In this age of digital ink, customers appreciate the value of personal handwritten notes. Even if your note is loaded with a sales pitch, a personal handwritten note carries more weight than a cold, mass-produced sales letter.

• **Thank You Notes**

Very few businesses really understand the power of thanking the customer for a sale and how this very personal act can humanize the sale. You can be better noticed when you send a handwritten “thank you” note. It raises you above the clutter and helps you to be remembered. Even better, a thank you note can earn you a referral to a friend or colleague.

• **Letters of Congratulations**

Check your local newspapers and society magazines for news about potential customers who are celebrating an anniversary or have just won an award. Send a card congratulating them on their achievement.

• **Store Greeters**

If this idea applies to your business category, build a campaign around it. With Wal-Mart and the other retailers who bank on this “low-touch” campaign, the use of greeters provides a way to personalize the customer’s brand experience.

• **Walking Billboards**

In busy downtown areas where there is a lot of foot traffic, you may find a person walking up

and down the sidewalk carrying a pair of 4' x 2' signs hanging from their shoulders.

The proliferation of newer marketing devices has made classic advertising tools, like walking billboards, a rarity. It makes them strategically more noticeable and memorable.



• **Product placement**

Another low-tech strategy that can help establish a positive sentiment for your brand is product placement, where your product or service is casually featured on a television program or in a motion picture. Through product placement, you can reach millions of consumers worldwide by using your products or services as props in feature films and made-for-TV movies.

• **Word-of-mouth**

Hire word-of-mouth agents to promote your product or service. Deputize men and women as undercover talkers who will talk about your store, your product, or your service to friends, family members, and unsuspecting consumers. You can also hire local actors/models and arrange for them

to attend trade parties, exhibits, or visit popular stores in your target market area to talk to unsuspecting customers about your product or services.

- **Covert marketing campaigns**

This low-tech, high-smarts strategy makes use of activities cleverly concealed not to look like marketing at all. They involve stealth-like campaigns aimed at consumers who are growing increasingly skeptical of advertising and are avoiding traditional marketing messages. Part of what makes covert marketing effective and intriguing is that customers are not aware they've been hit.

SPECIAL EVENTS

Special events provide excellent venues where you can collect names and mobile phone numbers for your permission marketing program. They are also an excellent way to personalize customer brand experience.

Special events are highly-targeted, in-the-flesh, interactive vehicles you can use to reach out and deliver your marketing message. They can add a festive flare to your marketing efforts that standard advertising cannot.

- **Organize, sponsor, or join.**

Make sure you have a presence at B2B or B2C marketing events that target your desired market. By organizing, sponsoring, or otherwise taking part in a special event, you can attract both existing and potential new customers.

- **Target the right events.**

Make sure you have a presence at events that target your desired market, and exploit every opportunity for exposure the event can generate for your brand.

- **Always collect data.**

Maximize the value of an event by collecting data from people who attend the event. In addition to the exposure you get during the event itself, gathering data extends your opportunity to market even after the event is over.

- **Seek good media coverage.**

Whenever possible, always try to make your marketing event a media event as well. Build your own mailing list of all the newspapers, magazines, radio and TV stations in your market area. Make sure you publicize your event by sending press releases to all local media.

PERSONALIZED CUSTOMER SERVICE

This is one area in marketing where you can implement “low-touch high-value” campaigns with clear, measurable results. Here are key ideas on how you can profitably use low-touch high-value in your customer service.

- **Delight your customers!**

Think of little things that are remarkably different and pleasantly surprising and make them a part of your overall business image. Whether it's warm cookies, a birthday card, or free mints by the cash register - an ounce of a good deed to a customer can weigh a ton in future sales.

- **Bend over backwards.**

Establish a bend-over-backwards customer service attitude. Create a successful identity in the marketplace by delivering customer service programs that exceed what is commonly expected.

- **If you've got it, flaunt it.**

If you are introducing a low-touch high-value customer service program, make sure you promote it earnestly. Use the media to make your program

known to the public. Milk your new customer service program for every opportunity of exposure and recognition that you can derive from it.

- **Always strive for relevance.**

Be relevant in your customer's life. Every marketing campaign you undertake should aim at making your product or service an important factor in the life of your customers. Build your brand alongside the customer's needs.

- **Personalize your mobile campaign.**

Finally, when a customer places an order—whether retail or online—send an SMS to thank them for their purchase. Be sure to remind them of other products that may be of interest to them.

FAST FORWARD

LESSONS LEARNED: Marketing is not all about high tech and fireworks. In a hyped marketplace, people's need to slow down and find value in simple things will point you to several low-touch high-value marketing opportunities.

BRAINSTORM: Make a list of special events that attract people who fit your customer profile. Think of customer service campaigns that can turn into new sales opportunities. Looking for ideas? Visit our website.



CLOSING TEXT

ROLLOVER
OPPORTUNITIES

*“Remember, today is the tomorrow you
worried about yesterday ...”*
Dale Carnegie

The consuming public’s alarming tendency to avoid advertising has given birth to marketing strategies that use clever, illusionary tactics that disguise the marketing effort itself. The epidemic of gotcha marketing campaigns only helps to create more skeptical consumers who are evermore resistant to advertising efforts directed at them.

So, the question is: can mobile marketing survive in the age of hijack selling? How will it be perceived in a marketplace littered with sneaky propaganda and ads that don't look like ads?

THE HONEST MOBILE

When advertising is naked, blatant, and unpretentious, it can appear more honest—a factor which can help consumers become more receptive to the advertising message.

With permission-based SMS, mobile marketing can avoid many of the Internet's early challenges, especially when advertising was first being introduced to the World Wide Web. Remember how some people went ballistic? Hopefully, this will not be repeated with mobile marketing.

Mobile, today, can enjoy quick and positive acceptance as a marketing tool. After all, with Permission SMS, consumers will be able to specify what type of advertisements they receive.

Used correctly, mobile marketing promises several profitable opportunities for branding and direct marketing. The trick is to identify which ones can impact your business the best, and how these opportunities can make you realize the most profit.

When laying down the foundations of your mobile marketing program, you should also set the tone by which you intend to manage your tasks and responsibilities. And when you do, let the following practical ideas guide you.

- **Start early; start now.**

Keep in mind that with mobile phone advertising, the type of ad that you can send depends primarily on the model of the phone the customer has. The dizzying selection of mobile devices makes mobile phone advertising some sort of a rough frontier where the roads still need paving, just like the Web was a decade or so ago. Nonetheless, although we are all waiting for some standardization to kick in, the tools for mobile phone advertising - from text messaging to Web and multimedia - are already here. Gain an early lead by getting familiar with these tools and how to navigate this new terrain.

- **Don't just advertise for advertising sake.**

Since it costs mobile customers time and money to receive your ads, they have to be properly compensated for accepting your message. Don't just send them an ad; send them something of value—a free gift, a bonus, a tangible incentive for accepting your advertising.

Your advertisement must be of measurable value or must come with something that is important and profitable to your mobile audience.

- **Take only bite-size changes.**

If you decide to modify your marketing program to incorporate mobility, remember that small steps are easier to take and small changes are easier to swallow. Bite-size changes can be quickly measured and tweaked along the way. They can be easily corrected or adjusted. After all, the future does not happen all at once; the future always comes in waves.

- **Stay informed.**

Maintain an informal pool of people whose opinion you trust and can use in your marketing brainstorm. Make sure you include this book's official website as part of your braintrust, and check it regularly for new ideas and resources you can use in your marketing.

Please visit and register at
www.marketingonthego.com/p145
to gain access to additional materials,
free updates, and other marketing stuff.

OOPS!

"There is not the slightest indication that nuclear energy will ever be obtainable.

It would mean that the atom would have to be shattered at will."

-- Albert Einstein, 1932.

GLOSSARY

2G • The second generation of mobile phone systems supports high bit rate voice and limited data communications which is compatible with SMS applications.

2.5G • This is an extension of 2G mobile systems, with added features such as enhanced data rates and support for SMS, MMS, WAP, mobile games, etc.

3G • Refers to the third generation of mobile systems characterized by high-speed data transmissions of 144Kbps and higher, which enable 3G phones to support multimedia applications such as full-motion video, video conferencing and Internet access.

Bluetooth • This wireless technology replaces cable or infrared connections for connections between electronic devices in the 2.4 GHz range.

CDMA • Code Division Multiple Access is a digital communication technology in which data is sent over multiple frequencies simultaneously, optimizing the use of available bandwidth.

Cellular • The type of wireless communication that uses many base stations to divide a service area into multiple 'cells'. Cellular calls are transferred from base station to base station as a user travels from cell to cell.

CTIA • The Cellular Telecommunications and Internet Association is the international organization that represents all sectors of wireless communications, including service providers, manufacturers, wireless data and Internet companies.

Dead Spot • A location in a radio/cellular system where, for one reason or another, signals do not penetrate.

DoCoMo • An NTT (Nippon Telephone and Telegraph) subsidiary, is Japan's largest mobile service provider, whose i-mode service allows continuous Internet access via mobile telephone.

FOMA • Stands for Freedom of Multimedia Access - is the world's first fully commercialized third generation mobile service which supports high-volume, high-speed transmission to enable an exciting new range of services such as videophone and videomail.

GSM • The Global System for Mobile communications is the most widely used of the three digital wireless telephone technologies (TDMA, GSM and CDMA), which supports voice, data, text messaging and cross-border roaming.

i-mode • This is the full-color, always-on, packet-switched, Internet service for cellular phones offered by NTTDoCoMo. (www.nttdocomo.com)

MP3 • The standard technology and format for compressing sound into a very small file while preserving the original level of quality when played. 2.5 and 3G mobile phones enable subscribers to listen to MP3 files.

MPEG • Stands for the Motion Picture Experts Group which defined the standards for compressed video transmission. MPEG also refers to the file format itself. New 3G mobile phones support MPEG files for multimedia messaging.

PCS • Personal Communications Service is a new generation of wireless phone technology that provides the user with an all-in-one voice, paging, messaging, and data service. It is a generic term for mass-market mobile phone service that uses digital cellular technologies such as GSM, CDMA and TDMA.

SIM Cards • Subscriber Identity Module cards for GSM phones contain data about a person's identity that is used to authenticate the subscriber onto a network. Also commonly referred to as smart cards.

SMSC • A Short Message Service Centre provides a number of services, particularly the regulation of the transfer of text messages between mobile phones. SMSCs have conventional, fixed, network interfaces as well as mobile network interfaces for bulk transmission and reception of SMS messages.

TDMA • Time Division Multiple Access is a technology used in digital cellular telephone communication to divide each cellular channel into three time slots in order to increase the amount of data that can be carried.

UMTS • Universal Mobile Telecommunications

System is the 3G mobile telephone standard in Europe. It supports a throughput of up to 2 Mbps. Initial trials began in 2001, and should be widely available by 2005.

WAP • Wireless Access Protocol is a special way of formatting content so that it can appear on micro browsers, like those on mobile phones.

Wireless Number Portability • The mandate that enables mobile customers to retain the same phone number when they switch from one wireless carrier to another, or from landline to wireless. The Federal Communications Commission (FCC) mandated that all wireless carriers implement number portability by November 24, 2003.

Thank you.



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