

Mobile Marketing Report for 2011.



***Find out why Yellow Pages is
deader than the Dodo and how
to put your ads in front of your
customers.***

Mobile Marketing Report

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WHY YOU SHOULD CHANGE YOUR MARKETING METHOD.

According to the Australian Bureau of Statistics there was a 71% increase in the number of Mobile Broadband Subscribers between June 2009 and June 2010. This is approximately 21.7 million 3G phones.

At the same time the Fixed Broadband Subscriber base remained fairly steady.

A survey conducted by the ACMA, Australian Communications Management Authority, showed that in April 2010 of the Australian household consumers 18 years and over 64% had a 3G mobile handset which is a 9% increase over the same period in 2009.

These are the mobile phones which can access the internet. 40% of these people had used their phones to access the internet in the previous 6 months. This is predicted to grow exponentially.

This means that nearly half of your target customer base have and use a mobile phone on the internet. The rest use SMS as a communications medium on a regular basis.

A massive 82% of mobile phone users over the age of 16 use SMS regardless of the type of phone used.

Do you use SMS to market to your customers? You can you know and pretty inexpensively at that.

How much more effective would your marketing campaigns be if you could get your message right in from of exactly the right customers?

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This is what mobile marketing is all about. Instead of putting an ad on the Radio or TV to all of the station's coverage area you can put an ad on the screen of only those who are able and willing to respond.

In fact you can put those ads in front of them at exactly the right time for them to respond as well. The best bit of this? Over 80% of those messages will be opened and read.

This beats the fur off any printed medium you can find. Direct mail, 2% open rate, Local, state or national paper, 1% will see your ad.

Yes I know they have a much greater reader base but for a local business such as yours getting your message in front of 80 motivated people in your marketing zone will get you far better results than getting it in front of 8,000 unmotivated people of whom less than 10% will be in your marketing zone and only 1% are likely to even see your ad.

What is your marketing zone? For any local business 93.6% of your business will come from people who live or work within 10km of your business location.

When you use non-targeted marketing you are really aiming at those 6.4% who don't live in your zone. This is why most of your advertising doesn't seem to have the impact you would like.

The 10kmrule.com website can help you better market to your real customers instead of the transient customers and save you money in your marketing and advertising campaigns. This translates into more profits in your pocket which is where they really should be.

When you market to your local customers you can get much faster responses to your marketing.

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Consider the local restaurant who have had a large party cancel at short notice. Jump on the case, send an SMS to your previous customer list and offer a bonus dessert, glass of wine, ½ price meal or something similar to the first 10 people to come in and show you the SMS or a coupon they download from your website.

Do you think that if you got an SMS like that at about 5:00pm on a Friday night that you would jump in the car and try to beat 8 or 9 others to the table? I would.

Can you think of a way you could use a similar technique for your business. What about a car yard who offers a car finder service? A florist or gift shop with a birthday or anniversary reminder service?

There are a number of simple things you need to be doing to be able to tap this market at will and the 10kmrule.com website can help you get these right with information, training or we can do it for you.

Find out more by visiting <http://www.10kmrule.com> today.

To Your Success, Brent.

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