

AutoConversion

Introduction to Mobile Marketing for B2B and B2C

A White Paper
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Part A: The Mobile Marketing Myth

Some Internet Marketers believe, or would have you believe that mobile marketing is new and that businesses are just now looking for ways to tap into the mobile vertical. The reality is, mobile marketing has been around for more than a decade.

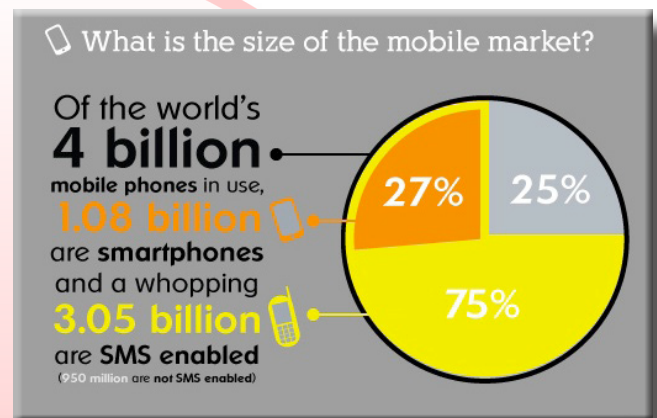
Over 10 years ago, AOL began supporting a new form of messaging for members to share information with one another. This service operated across the AOL/AIM network and was the beginnings of Short Message Service or SMS. Since then, organizations have incorporated SMS communications into everything from bill reminders to web-access instructions for a product line. Today, you can send and receive countless bytes of information via text message to simply say hello to a friend or activate functions within a complex computer system.

“So, why is mobile marketing currently generating a huge buzz?”

The answer to that question is simple, because text messaging is not the only form of mobile communication. Today, we have the mobile web, mobile applications, and bar codes that are scanned by smart phones accessing the phones internal functions. You'll explore these important elements of mobile marketing throughout this document, and see why mobile marketing has become important for small businesses and retail.

Part B: Why Mobile Marketing is Important for B2B and B2C

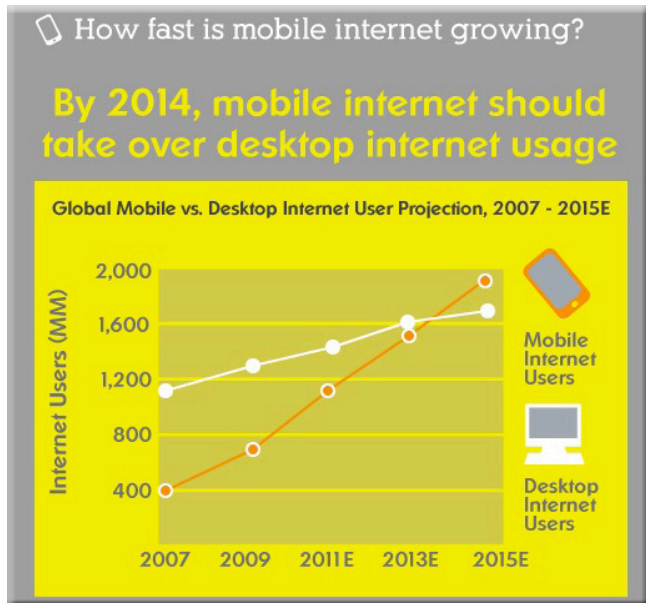
Variations of mobile marketing are calling out to you everyday in magazines, on billboards, hallways, posters, and websites. Mobile communication is HOT! The sheer number of people accessing the mobile market is the reason for it's popularity. Out of the nearly 6.8 billion people on



this planet, approximately 4 billion own or have access to a mobile device. That's close to 60% of the world's population. Looking at the data, 27% of those who have a mobile device have a smart phone or similar mobile unit that support mobile apps. These devices offer access to the mobile web, which in functionality and engagement is comparable to desktop usage. That interactive engagement is just another reason why businesses and retail stores want to tap into mobile marketing.

Two major points aiding in the excessive growth rate of mobile technology are 1) the ease of ACCESS and 2) ease of USE. The mobile technology vertical is increasing at growth rates which exceed any other forms of technology in history. Data

suggests, that by 2014 Mobile Internet usage should surpass computer desktop usage.



In breaking the data down, view the comparisons to everything we do in our lives. The graphic to the right displays how much people are using their mobile devices each day.

Summing up the reasons why your business should incorporate mobile marketing...

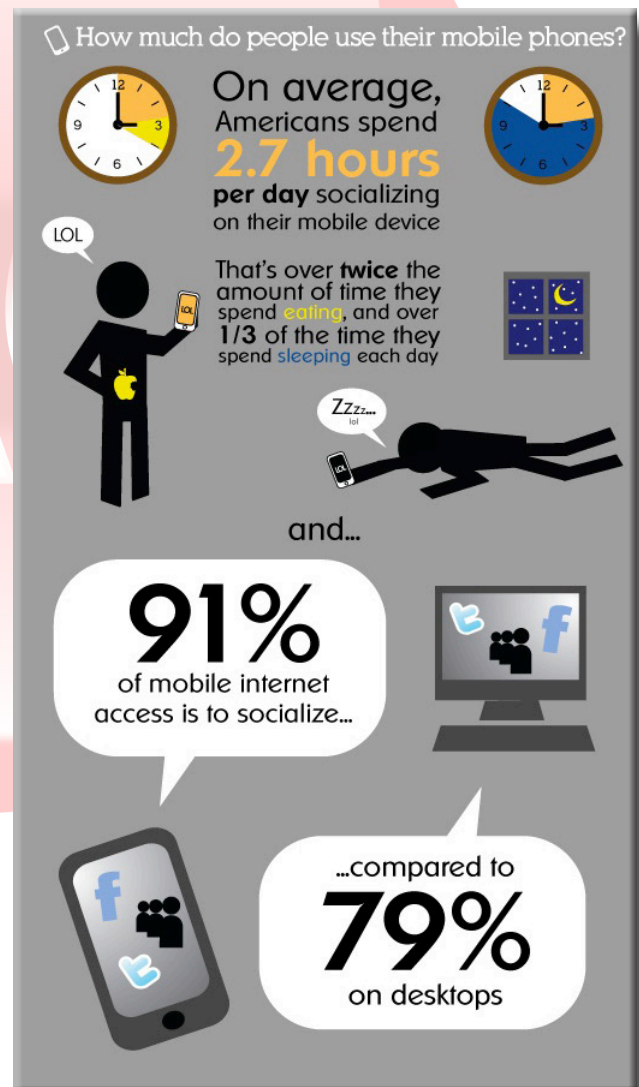
- The sheer number of people using mobile technology
- The excessive rate in growth for usage
- The amount of time people spend on the mobile web

Are You Convinced?

"business owners were being thrust into having a website"

Comparing Internet business in the late '90s to today, business owners were being thrust into having a website, but now it's difficult to imagine not having a website for your business. Tomorrow, it will be difficult to imagine not having mobile communications, mobile web-access, or having a mobile product in your marketing strategy.

Hopefully, by now you have good reason for your business to have a mobile strategy, especially if you are in retail. Simply put, the world is headed to becoming fully mobilized, and your connection to your customers from your business should not be left off the hook with a busy signal.



The important questions here are:

- Which aspects of mobile marketing do you need for your business?
- How do you go about implementing them?

Get Your *FREE* Copy of *Mobile Marketing 201 for B2B and B2C*

To help answer these questions, request the follow-up *Mobile White Paper* titled *Mobile Marketing 201 for B2B and B2C*.

The follow-up paper includes:

Part C: *What Every Small Business Needs to Know About Mobile Marketing*

- What are the elements or tools in the Mobile Toolbox? This includes things such as text messaging, or SMS, Bar Codes, QR Codes, Tags, mobile web sites, and mobile applications.
- What people do with their mobile devices, when, where, and how?

Part D: *The Challenges Businesses Face Concerning Marketing and the Mobile Web.*

- Do I need a mobile website?
- Do I need a mobile app?
- **BONUS:** How to market your website, mobile site, and mobile app effectively via email, SMS, and Social Media.

To request your *FREE* copy of *Mobile Marketing 201 for B2B and B2C* companies, visit www.autoburstmobile.com/mmwp2 where you will be prompted to enter your information and download the paper.

For a *FREE* demo of our mobile marketing system, text **AUTOBURST** to 41513 from your phone, or scan the QR code using your smart phone. You'll receive a text message with a link to our *Online Demo*.

**Some of the statistical data and the graphics were provided by Microsoft Corp.*

