Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Mobile Marketing Made Easy Crash Course.

It is very important that you confirm your subscription so that we

can start sending your messages right away.

Please take a minute and click the link below to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

Thank you,

"add your name here"

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1

Subject line: First Lesson - Mobile Marketing Made Easy

Hello "autoresponder code here",

Welcome to the first lesson in the Mobile Marketing Made Easy Crash Course. Over the next few days, you will receive several lessons that will include simple techniques that will help you boost the effectiveness of your mobile marketing campaigns.

Definition: Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.

In this first lesson, we are going to talk a little bit about some of the things that you need to know to run a successful mobile marketing campaignso you can take advantage of this popular communication method to reach more customers and ultimately make more sales.

Before you dive right in and start using mobile marketing for your business, it’simportant to make sure that it will work for you. Generally, it will work for most any business as long as you have something to offer your customers via text that will entice them to take action, such as come into your store, click on a link, watch a video or make a purchase.

While many mobile users have access fast the download speeds and unlimited data plans,there are many who still have very slow connections. This means that it takes a long time for them to access images and video. Downloadinglarge amounts of data can be costly for some as well and even though the medium is becoming more image and video friendly text based ads are currently stillmore effective on mobile platforms than other types of ads.

Here are a few tips to keep in mind as you build your mobile campaign:

- Customer retention

Text messaging is a great way to retain customers. Customers that already purchase from you are usually more willing to receive direct messaging from you than new ones. Use this to your advantage by offering special deals to current customers. They will feel special from receiving the extra attention.

- Easy, opt out

Always make sure your mobile marketing has a clear link for unsubscribing. There are legal implications to not having aclear opt-out on every single piece of mobile marketing message just like with email, so develop your opt-out system at the same time that you are developing your subscription system. Each system handles this differently, but opt-outs can be done by clicking a hyperlink or by texting a word like 'unsubscribe' to a mobile short code.

- Holiday sales

Align your mobile marketing campaign with the holidays and big events. Use the holidays to make your marketing campaign sparkle. Use the sporting event to your advantage. Make a special code for everyone to text for a chance to win. Using these events will help to make your business a success. Just be careful not to send on holidays unless you have a really good reason or you may end up losing subscribers who don’t appreciate being contacted on special occasions.

- Set a budget

Try to set a budget and stick to it if you want to market effectively. Shooting past your budget can quickly cause your campaign to fall apart, if only because you may start to change how you handle things due to a fear of money. Work meticulously to stay within your budget for mobile marketing success.

We have a lot to go over in the next few days if you want tolearn how to boost the effectiveness of your mobile campaigns, so make sure you look for your next lesson soon. We will be going to go over a few tips for creating your mobile marketing plan.

Thank you again for joining,

"add your name here"

"your email address"

"your URL here"

P.S. If you have questions or need assistance please feel free to contact me. I will be happy to help!

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2

Subject line: Second Lesson - Mobile Marketing Made Easy

Hello "autoresponder code here",

It’s time for your second lesson in the Mobile Marketing Made Easy Crash Course. I hope you found lesson one informative and picked up a few tipis that you can incorporate into your next mobile campaign. In this lesson, we are going to go over a few tips for creating your mobile marketing plan.

With all of the different types of marketing that exist; it can be challenging to figure out what works best with which media type. However, in the case of mobile marketing, it is easy to narrow down not only what media you want to focus on but also what audience.

It’s important to balance your mobile marketing within an integrated media strategy. Mobile marketing alone will not take your brand to the next level. You need to develop a multi-channel strategy that works in harmony with each other tobuild a strong brand presence online.

Here are a few tips to keep in mind while creating mobile messages:

- Be Considerate

Treat your customers like people. Instead of just bombarding them with sales information constantly, consider messaging them occasionally with relevant information to their everyday lives. If you find an interesting blog on saving money, for example, send them a link. This lets them know you are not contacting them just to sell them something.

- Short and Sweet

As we discussed in your first lesson, keep your messages short and sweet. Although many cell phone and smartphone users are signed up with plans that offer unlimited data transfers, not everyone has this luxury. If your ad consumes a great deal of their monthly allotment of data, chances are good that your efforts will go unappreciated and even resented.

- Offer instant rewards

You can give your customers what they want, with no delays. Having a delay can make things lose their value or demand. People will participate in your marketing campaign hoping to get the promised reward. The quicker they get the reward, the happier they will be.

- Check compatibility

Always take time to check and make sure your messages are cross-platform capable. The variety of mobile devices available is staggering, and there are multiple platforms to consider, for instance will your message display well on iPhones, Androids, Blackberry, Windows mobile and tablet devices.Many tools can help you test your ad copy to see how it looks. Search for “mobile cross platform testing” and you will find one to suit your needs.

- Identify yourself

When you are using mobile advertising always make sure you identify yourself or your brand immediately. People don’t like receiving messages from the great unknown and if they don’t recognize you they will ignore and even block you. By letting them know who you are,right away it will make you seem more trustworthy, and make your offers much more appealing.

There are many different ways that you can get your message out there, but few are as direct as mobile marketing. As I hope you learned by the examples in this lesson, it can be extremely valuable once you know what you are doing.

That's it for today's lesson. In your next lesson, we will be talking abouta few ways to put mobile marketing to work for your business.

Until then,

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P.S. Again, I appreciate your joining me for this short course. Remember, if you have questions please feel free to contact me. I will be glad to help.

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3

Subject line: Third Lesson - Mobile Marketing Made Easy

Hello "autoresponder code here",

It’s "add your name here", with your third lesson in the Mobile Marketing Made Easy Crash Course. In today lesson, we are going to go over a few ways to put mobile marketing to work for your business.

As we know, one of the key factors to successful, mobile marketing is to keep your messages short andto the point. It is equally important to keep your content clean. Sending out raw, unfiltered material, even if you think it's worthy of attention, it can be detrimental to your campaign and your reputation. Things don't have to be outlandish to get attention. They just have to be worth of someone's time.

It is also important to remember not treat mobile marketing simply as a way to advertise. It will work much better when you use it as a means of communication and relationship building. Ultimately, it should be a part of a systematic marketing plan that includes a multiple strategies, that all work together in order to reach your objectives.

To increase the reach of your campaigns you should employ mobile search engine optimization. A majority of the mobile searches that are made are done using Google, so having a strong SEO strategy is just as important for mobile marketing as it is for other online ventures. In addition, many devices tailor search results by location, so be sure to include location-specific web pages.

Include QR codes. They work great when used in conjunction with mobile campaigns. Put them in your ads and on your products and your customer can scan them with their smart phone. Once they scan, the code you can set up to link that will direct them exactly where you want them to go. For instance, to access a coupon, watch a video or visit your salespage.

All of your mobile marketing messages should include a strong call to action. A call to action is smiley an authoritative statement designed to spur your customers into doing something. Remember that this does not have to be a demand for an immediate purchase. It can simply be asking them to follow a link will or call for information.

To make your customers feel appreciated, send out automatic thank you texts after a purchase. The message will show your customers that you care about their business and make them feel valued. It will also help you to stick out in their memory, the next time they're looking for what you have to offer.

Test your campaign before you start sending out your messages. Send the messages you plan to use to family, friends, coworkers or employees to make sure it displays well and all your links work this way you can make any neededchanges before it goes out to every contact on your list.

That's it for today's lesson. In your next lesson, we will be talking about some great ways to improve the effectiveness mobile campaigns.

Until then,

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Subject line: Fourth Lesson - Mobile Marketing Made Easy

Hello "autoresponder code here",

How are you? We are winding down to the end of this short course. However,we still need to go over a few things. Today we are going to talk about a few more tips that can help you improve the effectiveness mobile campaigns.

- No Yelling

As I’m sure you are aware typing in all capital lettersin your emails is considered yelling by most people. The same is true for text messages too. So, even though it may seem like you’re making an impactremember that to it consumersit can be a big turn off, not to mention it’s harder to read and most of the time it isn’t well received.

- Tell the world

Mention your mobile campaign everywhere you possibly can. Talk about it on social media, your blog, your website, and anywhere else you can think of. You want your customers to realize that they can access your company from their mobile devices. Let them know that mobile user enjoy extra benefits and make the process of joining your campaigns as easy as possible for them.

- Time zones

Don’trandomly send messages anytime you feel like it because you never know where your subscribers may be. People won’t appreciate getting a message from you in the middle of the night. Whenever possible divide your customer base by time zones so that you do not send a message at an odd hour.

- Tracking

Always track your campaigns and make sure you use mobile-specific software to ensure that your data is accurate. Many different platformsare designed specifically to monitor mobile campaigns. All you have to do is search online and you should have no trouble finding one that meets your needs. It is important to understand what is working and what isn’t so that you can tweak and improve for maximum results.

- Viral

Make your text messages engaging and viral. Of all mobile marketing techniques SMS messaging is one of the easiest for a user to pass onto a friend. Consider how you can make your text messages buzzworthy, and be sure to add an easy short code subscription method for those readers who may have just received your text message from one of their friends.

- Check out your competition

Have a family member or friend sign up to a mobile subscription of a competitor. Doing this will give you an inside look at what they are doing right and what they are doing wrong. Now I’m not say go rip off your competitors ads and use them as your own because that would be wrong however a little recon can go a long way towards improving your own campaigns so that they more effective.

Don't forget to keep an eye out for my next email. There willbe some great stuff in your last lesson.

Until then,

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5

Subject line: Fifth Lesson - Mobile Marketing Made Easy

Hello "autoresponder code here",

Well, we have come to the final lesson in the Mobile Marketing Made Easy Crash Course. I hope you have enjoyed your lessons and learned a lot about how to boost the effectiveness of your mobile campaigns. In this last lesson, I have a few more tips that I want to share with you so that all of your campaigns can be a big success.

- Ask permission

When building your database of mobile subscribers, always make sure that you get permission from your consumers to receive your communication. It may be very tempting to add all of the mobile numbers youcollectfrom your customer’s right into your campaign, but don’t do it because most of the time they won’t respond well and you could even end up losing their business.

Even though this type of marketing is becoming commonplace there are still many people who don’t appreciate it and feel that it is more intrusive than other forms of advertising. By sending message to people who don’t specifically opt into your mobile campaign you may end up driving more customers away than you keep.

- Curtesy counts

As we have discussed before sales and special offers built around the holidays can be a great way to boost sales however, you should avoid sending messages on holidays and weekends unless it is extremely beneficial to your subscribers. Even though you have access to people's cell phone numbers,it’s important to be careful about when you use it if you want them to respond favorably. Sending business messages on holidays is still considered inappropriate by most people, so why risk it.

- Mobile ready

Build mobile landing pages that are specialized for multiple devices. For the best results, keep the design simple, clean and easy to navigate. This will provide a better experience for visitors and it will help increase engagement. It’s also a good idea to set up multiple versions of your landing pages and split-test them to see which one performs better.

There are many mobile readywebsite templates available, which makes this part of the process much easier. You can check with your web designeror if you use a content management platform like WordPress you can use a mobile ready theme or look for plugins that will help, you set landing pages that your visitors can view from any device.

- Get personal

Whenever possible always personalize your message and use your recipient's real name. People like to feel important and recognized, and adding their real name to any messages you send out will give them those feelings. Making your customer feel like you are personalizing the message specifically to them is a great way to make them feel appreciated.

- Conversion matters

If you really want to convert sales with mobile marketing, you want to do everything you can to ensure that receiving messages and visiting your site is a pleasurable experience for people. If you take the time to listen to your customers you will be able toserve thembetter and give them a reason to stick around.

As we close this final lesson, I would like to thank you again for joiningme for this short course. I sincerely hope that you have learned a lot about how to boost the effectiveness of your mobile campaigns and just because your lessons have ended, I want you to know that you can still feel free to contact me if you have any questions!

Until then,

"add your name here"

"your email address"

"your URL here"