

Mobile Marketing

Marketing Strategies using mobile technology



Mobile marketing

In the race for the attention and pockets of your target market... the mobile phone has a great role to play.



Sub sections

- Whatsapp Marketing
- Bulk SMS Marketing
- Phone Calls



How big is mobile marketing?



How big?

- Over 150 million **active** phone numbers in Nigeria
- Around 25 million smartphones
- Many Nigerians observed to spend up to 18 hours a day on their smartphones
- Text message remains **the #1 app** on mobile phones



Marketing doesn't start from mobile...

Marketing starts by understanding your target audience and what they need.

You must know which level they are in the buying process and be able to relate and move forward.



You need to know that we have
cold, warm and hot prospects



Whatsapp Marketing



How many Nigerians are on Whatsapp?

We have around 25 million smartphones...



Whatsapp is a great place to warm up your prospects

Let me show you how.



What are you selling?

- You need to focus and define what you stand for
- Select a range of topics you will be posting about on Whatsapp
- *Everybody has something to say:* If you can cook very well, you tend to forget that not everyone knows the recipes you know, and that you can make an awesome income by selling recipes. Find a product or service to sell. Simple.



Build a List

- To make money from people, you need to have people in the first place. The first thing to do is to create a broadcast list.
- Create a broadcast list on Whatsapp and select ALL YOUR CONTACTS for a start, later on you will create other lists, but for now; add everybody. No exceptions.
- In addition to the general list you have just created, you might also create an extra 1 or 2 lists. If you have some customers already, create a list and place all of them there (Don't create a group yet, just a simple list), then you can think of other lists you should have.



Send Broadcast with sense

- Now that you have made your list, it is time to send a broadcast.
- Stop sending and forwarding *mumu messages*, broadcast with sense. I currently decided to reduce my broadcast to 2 – 3 times weekly. I also decided by December 2015 to reduce the length of my broadcasts, I tried hard to make it 140 characters, but it didn't work.
- Whatsapp is like fast food. Write it sharply and send. NO LONG THING BRO!
- If you do this, people will like reading your broadcasts and they will no longer ignore you.



Use your (free) Billboard Wisely

- Your Display Picture (DP – the little image of who you are chatting with) is your billboard, gone are the days of putting up your pictures or your friends or your food or your cat or your... you get the idea. You need to get a graphic designer to create a wonderful logo or graphic image you can use for your DP.
- Make something that will display your business services and put up as your DP. If Whatsapp will be your marketing platform, you might as well decorate it.



Send your BCs and Deliver

- Send messages. Yes, send out a broadcast about what you do.
- What can you say?
 1. Talk about your business services
 2. Share tips and advices about what you do
 3. Give special bonus and offers strictly for your Whatsapp people

The essence of the message you send out often is to remind people you exist and are open for business. You want your messages to actually be useful to the people who are going to read it.

People may not respond on the first day, **but keep at it**, remember you are warming them up...

Brand New: Use Whatsapp Status

- You can now add status messages on Whatsapp
- You can select either a picture or video, edit it further and post
- This solves a BIG discovery problem in Whatsapp
- Your job is to ensure you post something every 4 – 6 hours, stay in the mind of your audience.



Bulk SMS Marketing



How many Nigerians are textable??

We have around 150 million active phone numbers



Break the ice with BULK SMS

- Bulk SMS is the best way to break the ice cold prospect (unlike Whatsapp)
- Bulk SMS succeeds where Whatsapp fails – bigger reach
- Every delivered SMS is almost a guaranteed read
- The 160 character limit forces you to be creative



People can be funny...

They have a business, but they do not tell anybody about it! Or they tell us once and expect us to remember.



Bulk SMS the right way

- Let bulk SMS start your journey with cold prospect. Warm them up and follow up on Whatsapp.
- Do not bombard them with messages. Space it out.
- To succeed in using bulk SMS, try offering discounts through coupons exclusively to only people on your SMS list.
- When you send your SMS, always make it clear what you expect the person reading it to do (CALL-TO-ACTION) and also make it urgent.
- Be careful where you get phone numbers from, ensure they are an ideal match for your services.



Getting Started with Bulk SMS

- Register on a bulk SMS portal, do some research and get a good provider, We own ZabarSMS.com and we offer top notch services there.
- Set up your account with bulk SMS units
- Load up your business contacts on the website
- Start sending



Making Money from Bulk SMS Services

- Do you have an idea of how many bulk SMS messages are sent everyday?
- Do you know that people actually make money by becoming bulk SMS providers?
- Do you know you can start your own bulk SMS business for around =N= 70, 000? You can own a 6 figure bulk SMS business without anybody knowing... (Holla me on 07032035625 for more info)



Can I really master mobile marketing?

- Yes, definitely!
- You might need to re-watch the videos over and over... let it sink!
- You might want to join a community of people like you... Check out **INTERNET BUSINESS ESSENTIALS COMMUNITY** at morebise.com/ibe



Now let us talk about **phone calls**

Did we save the best for the last?



Some cool things about Ademola Morebise

- He is passionate about helping people make (more) money by using online platforms
- He is passionate about empowering young people with skills
- Nobody agreed to call him *His Royal Awesomeness*, some agreed to call him *M*, others stubbornly call him *Mr. M* instead...



How much will my business change?

The impact of mobile marketing on business



Higher Engagement with your audience

Mobile is more engaging than anything else out there. Your clients will be able to quickly access information and even respond.



Directly leads to more sales

People who use bulk SMS sell more than those who don't. (Birthday reminders... somebody?)



Become the talk of the town

Because people cannot keep their mouth shut



Phone Calls: Cold or Hot Calling

- The era of cold calling is over
- Do some research first
- This is best used as a 2nd or 3rd step in the marketing process.(I prefer warm reception to cold reception)
- It is not easily scalable like social media, but it is quite effective in sealing the deal
- Very effective
- Quite Expensive



Create special promos and discounts that will **make people CALL YOU NOW!**

It is called CALL-TO-ACTION



Don't forget to **make your phone number obvious** on your handbill, posters and website

Sometimes, very serious people will just call you sharply.



Correctly time your phone calls (and all your mobile marketing)

Mobile Marketing tends to happen LIVE unlike other forms of marketing



These are the basics of mobile marketing....

How much effort will you be able to put into doing this things?



You can access courses, coaching
and community around digital
marketing for **FREE** at
morebise.com/ibe

Get ahead faster...





The train continues at
morebise.com/ibe