

## **Mobile Marketing Dos and Don'ts**

Mobile Marketing is a great way for your business to skyrocket to success and make good profits. However, this is only true if you do it in the right fashion. Here are some Mobile Dos and Don'ts that Mobile Marketers need to follow:

### **Mobile Marketing Dos**

#### **1. DO understand your customers' needs**

It's vital to really know what is important to your customers, especially with mobile marketing. As fast as you can send out your mobile marketing ads, an unhappy client can delete them, so learn all you can about what your customers want and need.

#### **2. DO pay attention to timing**

It's important to pay attention to the times you are sending out mobile messages in mobile marketing. It's best to try to pair it up with things like sending restaurant coupons out at lunchtime. Try to match up what you are doing with the way people use their time, it's true that time is money!

#### **3. DO optimize your sites for mobile marketing**

Whatever website, blog or account you have, if you are promoting things to people with smart phones, then you must make sure there are mobile optimized versions that your smart phone customer can view properly. The screen on mobile devices is smaller, for instance. Everything on your regular website doesn't have to be on the mobile version. Just put in exactly what is needed to supply your customers with a way to see and buy your products or services because if it isn't user friendly they won't use it at all.

#### **DO follow your clients wherever they are**

Be sure to make your company easy to locate during a mobile search, because if they can't find you, then you aren't going to be able to get any orders or make any profits.

## **DO combine mobile with other marketing venues**

Even though mobile marketing is great for you to make profits and new customers, you need to combine your campaign with other marketing venues like social media sites, email, broadcast and print for best results.

## **DO use mobile innovations**

Customers enjoy using things like apps, Quick Response or QR codes and coupons they get on their phones. This shows your brand is current with today's technology and it helps you to reach your customers in many ways. Allow your customer to do things like use check-ins, get coupons, etc. and they will become loyal to your company.

## **DO personalize your messages**

Mobile phones are a more personal means of communication. Therefore it works well to call a customer by name in your marketing strategy. To do this you need to target your campaign to people that opt-in on your previous emails or messages.

## **DO keep things simple.**

Customers just want the fact, they don't want a long drawn out pitch on their phones, so only put in the important facts. They don't want to have to scroll through pages of text on their phone.

## **Mobile Marketing Don'ts**

### **Don't try to every new idea if it causes you to neglect your customers**

It's fine to use the latest technologies, but at the same time you have to do it in a way that doesn't neglect your targeted audience. If you care more about technology than your customers, you will lose profits, not gain them. Work out a plan to find out which of the best new innovations will work well for both your business and your clients.

### **Don't give customers too many choices.**

Don't confuse your customers by offering way too many choices. Once again, mobile marketing is a bit different and you need to give them exactly what they need, not what you think they should have. Your call to action must be simple and direct. Lead the customer to where you want them to go.

**DON'T do any bait and switch.** Smart phone users have a short attention span, so they don't want the hassle of a captivating offer that doesn't follow through. Get to the point and don't make it hard for customers to do things like compare prices or find products. If your customer has to hunt around on your mobile site to find what they want, they will ditch it and go to one of your competitors.

The screenshot shows a Firefox browser window with multiple tabs. The active tab is 'CopyScape - Premium Search'. The address bar shows 'www.copyscape.com/prosearch.php'. The page header includes the 'COPYSCAPE PREMIUM' logo and a navigation menu with links: 'Products | Plagiarism | Help | About | CopyScape Premium | Log Out'. The main content area is titled 'Premium Search' and displays a message: 'You have 123 credits remaining. [Purchase more...](#)'. Below this, it states 'These credits will expire on Jan 15, 2015.' A text input field contains the following text: 'Mobile Marketing Dos and Don'ts', 'Mobile Marketing is a great way for your business to skyrocket to success and make good profits. However, this is only true if you do it in the right fashion. Here are some Mobile Dos and'. To the right of the input field is a 'Premium Search' button. Below the input field, there is a note: 'For best results, enter a web page or whole article with no more than 2,000 words. Check your entire site with [batch search](#). Developers can also use the [Premium API](#).' A purple banner at the bottom of the main content area states: 'No results found for the text you pasted (712 words). ?'. The footer of the page includes the text: 'CopyScape © 2014 Indigo Stream Technologies, providers of Giga Alert and Siftliner. All rights reserved.' The Windows taskbar at the bottom shows various application icons and the system clock indicating 10:24 AM on 2/11/2014.