

Video 1

Introduction:

Welcome to the latest and most effective **Going Mobile Video Training** designed to take you by the hand and walk you through the process of easily and effectively positioning your offline or online business on Mobile in no time. We are excited to have you here, and we know this will be very helpful for you and your business.

This complete and high-quality video training will surely help you learn everything there is to know to **get your business on mobile in the shortest time ever**.

You will be able to **considerably grow your army of potential clients** or customers 100% targeted to your business. Something amazing about “Going Mobile” is that you are able to find and connect with a lot more people who share the same interests as your business - and a lot faster than Email, TV, Radio or any other regular communication channel, including social media.

You will be able to **instantly interact with your new and existing** clients or customers 100% guaranteed, because Mobile Devices are something people check on a daily basis and several times a day as well. That's the power of Mobile.

- You don't have to worry about wasting your time.
- You don't have to worry about ineffective strategies.
- You don't have to worry about wasting your money on other training.

The only thing you have to worry about is watching every single minute of this video training and applying it.

Millions of dollars have been invested in the Mobile Market since it started, in order to give outstanding benefits to you and your business. This excellent training guide will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to get your business on Mobile the easiest way possible, using the most effective tools and in the shortest time ever.

Mobile devices are a huge and fantastic platform with which you can scale your business to a whole new level of success and reach all of your business plans.

What is Mobile Marketing?

Mobile Marketing is simply marketing your Products or Services on Mobile Devices.

Statistics show that as of 2014 there are about 7 billion cell phones being used all over the world. Every one of these phones is a potential client or customer and that's why mobile marketing is such an important venture for Businesses.

Mobile Marketing is being used by many businesses to market and sell their products and services instead of, or in addition to, the traditional marketing methods of print, broadcast, and word-of-mouth. Even though those media are not dead, they aren't doing as well as mobile marketing since

everyone is now online and connected 24 hours, 7 days a week, 365 days a year and in the palm of their hands.

Mobile Marketing is an extension of Internet marketing, especially with just about everyone carrying around their smart phones and checking them several times a day.

Mobile phone usage is exceeding the use of other Internet capable devices like laptops and desktops. People are glued to their phones and seemingly always doing things like using social media sites, checking emails, sending texts. Therefore, businesses need to get on track with using mobile marketing effectively and efficiently.

This means that if you want to reach your audience and get more prospective customers and sales, you need to contact them in a way that they are already using more - and that way is through mobile marketing.

This type of marketing is less costly than traditional methods, and you are hitting right where everyone is bound to get your message since nearly everyone owns a cell phone these days.

Just think, at the touch of a button you can send out information on your products and services and thousands of people will see it just by using their cell phones. Mobile marketing combines a system of message sending and the use of the Internet on phones, picture sending and even email and text on the phones. Businesses have to reach their customers where they “live” and these days most people live “online.”

Mobile Marketing has skyrocketed, especially with the addition of the QR codes being embedded onto everything from billboards and posters to product packaging and magazines. This funny looking square merely requires a smart phone user to point his phone at the QR code and the content is immediately beamed to his phone and he can read or use the app and could become your next paying customer!