



**THE
MOBILE
KING
MOBILE
MARKETING
TRUTH
REVEALED!**



The Mobile King
Mobile Marketing Truth Revealed!

Terms and Conditions

LEGAL NOTICE

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting and finance fields.

You are encouraged to print this book for easy reading.

Contents

Foreword

Chapter 1: **Introduction**

Chapter 2: **Mobile Marketing Is Now**

Chapter 3: **What Is The Market Potential For Mobile Marketing**

Chapter 4: **Ben Deleon Of Adking - A Pioneer Of Mobile Marketing**

Chapter 5: **How To Start Marketing Yourself With Mobile Marketing**

Chapter 6: **Finding Your Mobile Marketing Niche**

Chapter 7: **Creating Your Own Mobile-related Product**

Chapter 8: **Building Your List In The Mobile Niche**

Chapter 9: **Becoming A Long Term Market Presence**

Chapter 10: ***Conclusion***

Foreword

Most businesses are greatly aware of the importance of mobile marketing to their profession. Since this concept is focused primarily on providing businesses with endless means to communicate and build relationships with consumers and prospective clients, it is a must to regard it with the utmost importance.

It would be pointless to enroll in classes that will provide you with the necessary skills that you need to be able to maximize the potential of incorporating mobile marketing into your business. Truth is it would also be just a waste of both time and money. But this does not also mean that you should not find ways to adapt to this developing trend.

This is where your first ever Mobile Marketing Ebook “The Mobile King: Mobile Marketing Truth Revealed!” comes in.

This book can your biggest go-to resource for getting all the information that you need when it comes to mobile marketing. You will be provided with all the necessary skills that can transform you into becoming the best mobile marketer out there.

Chapter 1

Introduction

Highly Relevant Chapters of Information

The pages of this Ebook will also consist of a lot of inputs in the world of marketing as we see it and how this can be related to the use of technology at the present time.

Some success stories by actual people who tried and excelled in the mobile marketing industry are within the pages of the book to inspire you. But more importantly, you will also find that this easy-to-read Ebook will not just provide you with information as is because it will constantly encourage you to think out of the box and challenge you every now and then.

You will also be given countless tips on how to maximize the potential of mobile marketing but first you have to know the best ways on how to figure out your niche.

This Ebook will also remind you that the industry of mobile marketing is a lucrative industry. When done correctly, it can guarantee the building of the strongest and most amiable relationships and the earning of the biggest profit you can ever dream of.

Primary Tips in Mobile Marketing

An open communication approach to mobile marketing is one of the best techniques you should employ if you want to really grow big in this industry.

Some of the things and tips that you will learn from this Ebook include:

- How to Maximize Google Places
- How to Use Text Marketing
- How to Keep Your Business Growing
- How to Rise Above the Competition

Hopefully, after reading this eBook, not only will you feel inspired to pursue a fruitful mobile marketing profession, but that you will also have countless success stories that you can share with others.

The technique with mobile marketing is really simple and that is to communicate and build constant relationships with everyone you meet. If you are the kind of person who is friendly and has a lot of friends from all parts of the world, you wouldn't really have any difficulty maximizing the potential of this industry.

Mobile marketing is fairly easy; even the terms to memorize are not that hard. All you need to do is check the pages of this eBook from cover to cover and you will definitely learn a lot!

Chapter 2: Mobile Marketing Is Now

Indeed, much talk is being zeroed in on for the concept of mobile marketing along with all the business opportunities it provides.

Since almost everyone in all parts of the world already have their own mobile device (some may even have more than one), it would be a great idea to really invest in and focus on the prospects available in relation to it.

If in the past, marketing was only centered on what you see in print, radio, television, and the Internet, now, a more efficient and timely variant has been made available.

Think of it this way. The mobile device is one of the gadgets you bring with you anywhere you go. A laptop may also be available but it would take a few seconds of effort to turn it on. The mobile device on the other hand is accessible and is right within your reach.

Because of this, it would really be wise to take advantage of the money-making prospects it is currently providing.

What is Mobile Marketing?

Marketing is basically the creation of various tools to present, promote and to eventually sell a product or service. Thus, with regard to mobile marketing, these tools are presented and promoted through the use of the mobile device.

Of course, these tools are not only limited to advertisements and promotions. Nowadays, creating an actual application for your company is said to be one of the biggest marketing ventures you can engage in through a mobile device.

Why is Mobile Marketing Important?

You might argue by saying that the success of any business is not entirely dependent on marketing alone and that is true. But this does not mean that marketing efforts should be taken for granted.

Mobile marketing therefore is important because given that the niche and purpose of your business is well-defined, it can provide add on tools that will draw in more customers to try or purchase your product or service. As a result, more profits can also be received.

Let's say for instance that your business is centered on airlines. Since traveling is a hobby among billions of people around the world, creating a marketing application that makes it possible for your

clients to book and buy their tickets through the use of their mobile gadget is a great idea.

Not only is this option convenient; it also provides clients with a customer-centered approach that they can benefit from greatly.

Mobile Marketing in the Years to Come

It can be said therefore that mobile marketing is truly inevitable because there is no way mobile devices will no longer exist in ten or twenty years' time.

However, the state of mobile devices may be a little different from what we are accustomed to using at present but this still does not mean that it will completely be eradicated.

In the meantime, it is a must to first equip oneself with all the important things and considerations in relation to mobile marketing. This eBook provides a more adept look at this trend in its succeeding pages.

Chapter 3:

What Is The Market Potential For Mobile Marketing

It cannot be denied that mobile marketing is truly one of the biggest, most emerging trends in the world of online business. This is partly due to the fact that the existence of mobile devices continue to flourish.

Of course, another factor that contributed to this growing trend is the genius behind the marketers out there who continue to search for opportunities to earn huge profits. Simply to say, mobile marketing is basically a result of taking advantage of the mobile technology while incorporating certain marketing principles along with it.

The question now is, if mobile marketing is this huge, how many people is it able to reach and what is its actual market potential?

Ten-Fold Growth

Mobile marketing was first introduced some years back but it was only in 2010 that it was actually adopted and absorbed by various business owners around the world.

During this time, it was only generating a small amount of profit. Three years from now, in 2016, it is projected that mobile marketing will peak with a ten-fold growth that reaches approximately \$31 billion.

Scope and Reach of Mobile Marketing

This growth is not necessarily surprising especially because mobile devices continue to flourish every minute of the day. Mobile phones for instance are on a record high since last year when the iPhone5 was released followed by Samsung's Galaxy NoteII.

Since 97% of mobile users also rely on the Internet for their search and purchases, it is but necessary to take advantage of the said opportunity and make a name for one's business.

For instance, instead of marketing on a broadsheet that is also now available online, wouldn't it be better to just exert all marketing efforts in an avenue that really matters? Mobile devices are indeed the best option.

Because of this, it can be said, although actual numbers may be hard to pinpoint, that mobile marketing reaches billions of people even in mere seconds. As opposed to television marketing for instance that takes a few hours and that can also be missed, mobile marketing happens in a snap of a finger and is absorbed by all.

The Benefits of Mobile Marketing

It goes without saying then that the benefits of mobile marketing are also bountiful. Other than providing customers with the opportunity to get to know a product or service, the power of word of mouth marketing is also very much evident with this kind of trend.

Mobile marketing also goes a long way because it is not restricted to only one medium. Nowadays, a Smartphone no longer just works as an actual phone for texting or calling family and friends; it is also used to surf the internet, download and even do some bank transactions.

This is why all business owners out there – no matter how big or small should start looking into this potential. When done along with all the other possible marketing techniques out there, a bigger income is surely guaranteed.

Chapter 4:

Ben Deleon Of Adking - A Pioneer Of Mobile Marketing

Ben Deleon is one of the many mobile marketers out there who started slow in the industry but eventually picked up pace and reached his success. As the founder of Brandel, Inc. Ben believed in the importance of merging cutting edge telecommunication and marketing opportunities together.

It was in 1991 when Ben Deleon came up with the said idea and he started by first producing content and 900-number services. He eventually progressed to creating various marketing programs for businesses that catered to providing phone-based information and entertainment content to their clients.

But Ben told himself that he was not contented with this opportunity for the simple reason that he knew he could do better.

Ben Deleon's Success

In 1996, Ben decided to take great advantage of the advent of the World Wide Web. It was during this time that he decided to create his own domain which he called adking.com.

This online business was primarily centered on providing businessmen a way to present their marketing materials online.

So what's the big deal about this opportunity?

It must be remembered that in 1996, although the World Wide Web was already in existence, it was primarily centered on providing users with scientific readings and research materials. Thus, it was Ben who introduced the concept of mobile marketing through the same medium. Obviously, he was aware of the direction the Internet would take in the years to come.

Yearly Success and Expansions

In 2004, the Brandel brand acquired Mobiltron, a line of software products that made use of the web-to-mobilephone delivery system. This venture provided a truly affordable mobile marketing solution that made it possible for small businesses to send out commercial text messages to their clients in bulk.

In 2008, Brandel launched the Short Code, a mobile advertising system that enabled easy SMS subscriptions. A year after that, the company upgraded its SMS systems and launched the Mobile AdPix, a system that allowed the sending of images together with text messages.

In 2010, Brandel launched the infamous App4Ads and the Bizapp Creator that are both centered on providing businesses, professionals and organizations their very own web iPhone application and website powered by the mobile device.

Finally in 2011, Brandel celebrated its 20th year in the mobile marketing industry. At present, the company and its brand continues to ensure its integrity, commitment, service and dedication in delivering top quality products and services built to satisfy the needs of their clients.

A True Inspiration

It can be said that Ben Deleon is indeed a mobile marketing genius who did not only inspire people to follow in his footsteps but has also changed the lives of a lot of businesses and their proprietors.

What's truly inspiring with regards to his achievements is the fact that his contributions to the world of mobile marketing used to be small and impacted the lives of very few people. 20 years thereafter, he has touched the lives of millions.

Chapter 5:

How To Start Marketing Yourself With Mobile Marketing

There are a handful of key tips and techniques you should familiarize yourself with if you wish to learn how to take advantage of mobile marketing for your business.

Truth is, there is no need to immediately become an expert at the field. All you have to do is learn some valuable facts and concepts about it, digest your thoughts and then learn even more later on.

Luckily, it shouldn't be that difficult. Why? There are only a few tips to know and you should be on your way to reach your business's full potential immediately after.

What is Mobile Marketing?

The first tip that you need to consider is to learn what mobile marketing is beyond its definition. You need to be able to know and understand the ins and outs of mobile marketing so that you will also be able to ensure that you are fully prepared before getting into the industry.

Do Your Fair Share of Research

As a future mobile marketer, it is also a must that you conduct your own fair share of research in relation to mobile marketing. Do not only read the information and definitions you can find on the Internet. Also read through the case studies and success stories of the different marketers out there who are already enjoying the fruits of their hard-earned labor.

Engage in Mobile Marketing Campaigns

In order to familiarize yourself better with mobile marketing, it is also a must that you subscribe to an actual mobile campaign. This may come in the form of downloaded applications and other marketing techniques or it can also be centered on reading through group text messages powered by a particular company.

Find Your Niche

Now that you have an idea on how to go about mobile marketing, it is now time that you figure out what kind of niche or service you will be centered on. This is necessary because this is what will help you decide on the kind of technique you will also be employing for your online business.

List Down Prospective Clients

Next thing you must do is to come up with a list of prospective business clients. There's no need to come up with an actual list because chances are this will be narrowed down or expanded depending on a number of considerations. At the end of the day, this list should only serve as your guide.

Seek Technological Support

Once done, it is now time that you search for a company or team that can act as your technological backbone. That is, if you don't know how to do this kind of job on your own.

Train Yourself

Last but not the least, it is important to understand that mobile marketing requires continuous training. This means that you need to continually learn various concepts because in this kind of industry, there is no reason for you to not be on top at all times.

Chapter 6:

Finding Your Mobile Marketing Niche

The future of mobile marketing is on the rise and it is quite obvious to see most online businesses transition from being exclusively available online through a desktop or laptop to being accessible through the use of a mobile device.

Companies and brands who have taken this leap are now taking advantage of the countless opportunities this marketing technique provides. If in the past, people only browse for products and services on the Internet through the use of a computer that has limited access, now, they can check and purchase just about anything through the use of their mobile phones.

If you are business owner, it is a must then to take advantage of this opportunity because this is the only way for your business to flourish and result in the biggest income you can ever imagine.

But how does one internet entrepreneur find and decide on the marketing niche he will resort to?

Mobile Marketing Niche

The first thing you need to figure out is the kind of products and services you will be selling. This will depend on the target audience you would like to focus on. Fact is, there are a lot of things you can offer on the Internet but because of extreme competition, it is quite hard to come up with an idea that has not yet been executed by anyone in the past.

There's no need to be completely new. What's more important is you come up with a marketing niche and add a little twist to it to make it as unique as possible.

Optimum Viewing Experience

When incorporating mobile marketing to your business, it is a must that you always keep your customers and prospective clients in mind.

Basically, you need to level up or surpass your customer's experience when checking out your website through the use of a desktop. Since all mobile devices are much smaller than a desktop, there is a must to have a website created that will provide them with the same kind of experience.

You also need to ensure that what is being offered online through the use of a desktop is also available through the use of mobile devices. It

would also be a great idea to incorporate a useful app to your mobile marketing niche and technique.

Searching and Layout Should Boost SEO

In order to take full advantage of mobile marketing, there is also a must to take into consideration the layout and search experience brought about by your mobile website. As mentioned earlier, all of these things add up to the popularity and visibility of your website online. If you want customers who will stick by your brand and purchase from your store, this really is something that you need to consider.

If you come to think of it, finding your mobile marketing niche is not necessarily the most challenging aspect to your business. Maintaining a wonderful website that caters to the needs of your clients holistically is what may challenge you.

Chapter 7: Creating Your Own Mobile-related Product

Developing a mobile application or product is one of the best things you can do for any business, big or small. This is because people nowadays result to downloading and using applications that either interests them or benefit them by providing knowledge and information or just a totally different surfing experience.

Since mobile applications are downloaded through the use of a mobile device, it immediately becomes a part of your daily life. Now, not one Smartphone works without at least one downloaded application. This is a full proof that creating your own mobile-related product, for the sake of your business is truly necessary.

How to Create a Mobile Application

Different phone brands make use of various operating systems. For instance, Samsung is known for using the Android while the iPhone5 as well as all the other Apple gadgets make use of the iTunes. Blackberry employs what is called the Blackberry App World and the Nokia brand is using Windows 8.

The kind of application you will be creating should depend on the kind of phone you wish to target. Thus, ask yourself one very important question: “do I want to create an exclusive application?”

App Maker

One of the fastest and easiest ways to create a mobile-related product is through the use of the AppMaker. However, it is a must to note that this platform is only ideal for use if you want to create apps for the exclusive use of iPhone. What’s great with this app is the fact that it already comes with everything you need – push notifications, custom CSS, Javascript capability and a GeoRSS system.

GENWI

GENWI is another platform that you can use if you wish to create mobile applications for your iPhone gadgets, Android phones as well as HTML5 apps. Using this tool is quite easy and you will be able to take advantage of top quality graphics including photographs and texts that are truly impressive. Other than this, you will be able to incorporate videos and audio to your application and ensure that it is of the highest caliber.

Mippin

Mippin is a wonderful platform of choice among first-time mobile app creators. This one makes it possible for you to create Android, iOS and Windows apps. Once you're done creating your application, you can distribute it to the iTunes store, Windows, Android and Amazon websites. This can give your app the leverage that it needs to gain a huge following.

It is important to understand that all of these available mobile-related products can be used at a minimal cost. This shouldn't worry you though because the price you would have to pay for this kind of application is nothing compared to the benefits you can get after your application is released for everyone to enjoy.

What's great with creating mobile applications is the fact that you can go unique on your ideas as long as your app of choice is focused on your niche. This way you can release your creative juices and satisfy the needs of your clients at the same time.

Chapter 8: Building Your List In The Mobile Niche

Do yourself a favor and immediately come up with a list of businesses, subscribers and other prospective clients that can benefit from your mobile marketing efforts as much as possible.

Lists in this regard are comprised of a rundown of names and information in relation to other businesses and products that can help boost the success of your business in the future.

For instance, if your niche is focused on providing healthy alternatives for women, obviously your target audiences are those women who are concerned with their health or those that may be suffering from certain types of weight-related conditions.

Your list then should be centered on people who can gain some form of benefit from your service. This may also include medical practitioners and so much more.

How to Build Mobile Marketing Niche

The first thing that you need to do when building your lists is to find and gather relevant information that can benefit your niche and your niche alone. Think of all the possible subscribers you can add to your list. After you've figured this out, make sure to provide these people with relevant information they would need and that would encourage them to support your business.

Create Opt-In Forms

Now is the time for you to also come up with opt-in forms that you will include in your website. The opt-ins can be made accessible to people through entry and exit pop-ups. You might say though that no one really checks out what pop-ups are all about but if you know for sure you're offering a quality product or service, it should still be worth a try.

Create Your Own Landing Pages

In order to maximize the potential of website traffic to your business, make sure to create your own unique landing pages. You can add a small teaser by providing relevant information for the people on your list. At the bottom of the page, make sure to always include something

like “read more” or “go to next page” as it encourages visitors to stay logged on to your site for a longer period of time.

Utilize Social Networking Websites

Do not limit your use of various social networking websites just for personal gain. Did you know that these websites can do you so much not only in terms of promoting your business but also in terms of translating this promotion to an actual income?

Write, Blog and Send Emails

Another great way of taking advantage of the list you create is by being active on other blogs, forums and websites. Interact with other people so that they may also interact with you. Build lasting relationships that can benefit you greatly and chances are it would really be worth it.

Now that you know how to create your list and now that you are provided with some tips on how to utilize the said list, just a few more steps into the world of mobile marketing and you should be ready to go.

Chapter 9:

Becoming A Long Term Market Presence

There are three crucial aspects to the success of your mobile marketing efforts. First, you need to make sure that your website has an increase in traffic, reduced downtime and increased productivity because in the end these are the factors that can help boost sales and generate huge profits.

But the question is, how can this be done by someone who is learning about mobile networking just now?

Truth is, growing your business with mobile marketing is not that easy but it isn't something impossible either. All you need are a few tips and accurate techniques and you will definitely be able to get by.

Long-term Market Presence

As in all other types of businesses out there, longevity and profitability are two of the biggest concerns you would have to deal with. In fact, you may have been thinking about these two even before you started your business.

Luckily enough both can be addressed through the use of mobile marketing. A long-term market presence can be achieved by first

sending your loyal subscribers, otherwise known as the people on your list, promotional materials and campaigns. This may not automatically result in actual income but this can open the minds of the public that your mobile marketing efforts currently exist.

Engage Your Audience

In order to ensure that your market presence will continue to flourish even after several years, you need to make your clients feel that they are welcome and that you are happy. Make sure to always engage your clients through the use of polls. Make it as fun and appealing as possible too!

SMS Feedback

You might also want to incorporate SMS Feedback to your marketing efforts. While you're at it, take great advantage of the various social networking sites out there that are extremely popular today.

Contests and Promotion

Providing your clients with contests and promotions can also ensure that you will have a long-standing place in the mobile marketing industry. This is because all of your customers should be looking for

something different to do every now and then. If you are able to help them find reasons to stick to what you can offer them with, you will both end up in a win-win situation.

Loyalty Club and Other Memberships

Last but not the least, it is also a very great idea to come up with a Loyalty Card or other forms of membership that are only exclusive to your website. This can help make your customers feel that they are welcomed and highly appreciated as well. If you have already saved up a huge amount of money, you might also want to consider giving your customers reasonable discounts every now and then.

Incorporating all of these tips can certainly help you build a long market presence in the field of mobile marketing. If you are really serious with this kind of opportunity, it would definitely be a good idea to exert an effort and go out of your way to fully satisfy your clients.

Chapter 10:

Conclusion

By now, you are already fully equipped with every single thing you need to learn about mobile marketing. You may have also come to the realization that the concept behind this growing trend is not very difficult to understand. In fact, it is something extremely relatable and something you can do as long as you have the passion and the drive to excel in the industry.

Since mobile marketing is a booming trend, it is best to take advantage of it as soon as possible. And since the Internet as well as various mobile devices is extremely popular today, any wise businessman would really try his luck on this one.

Finding the Balance

Despite all of the positive things that can be said about mobile marketing, it is also a must to realize that finding a balance between the various mobile marketing techniques that you can employ as well as the tolerance of your target audiences needs to be deciphered at a certain point. This is to make sure that your efforts are truly maximized and will never go to waste.

Speaking of which, no mobile marketer out there should get into the field unarmed. This goes without saying then that marketing is a life-

long process and countless efforts need to be given to your customers in order to ensure the success of your business.

Patience and perseverance are two of the characteristics you need to be fully equipped with, for without them, it will be quite common to feel disheartened. Remember, mobile marketing is extremely high in demand so competition is inevitable.

A Mobile Marketer's Journey

This eBook has fully equipped you with all that you need with regards to Mobile Marketing. Chances are all the questions that you have are already answered. You might feel much smarter now and more aware of the different things that you can do to fully utilize this opportunity. While everything is still fresh in your head, make sure to act on it as soon as possible. True, mobile marketing may still flourish for the next ten years but you can create life-long impacts in the future if you start right now.

Remember, technology is regarded with utmost importance and capitalizing on this thought automatically gives you the leverage not only to provide customers with unique marketing ventures but to also guarantee huge profits on your part. Instead of focusing on the technicalities of technology, why not focus on how it has changed the lives of people. This way, you know what mobile marketing techniques to immediately take on.

Strike whilst the iron is hot; expand your reach and feel absolutely limitless; market yourself through the use of mobile devices; find out the niche that is right for you; create your own product or mobile-centered application; come up with an expansive list of customers and prospects, inspire and change the lives of the people and have a long withstanding market presence in the industry.

You deserve it in more ways than one!

Hopefully this book has given you a head start on getting started with Mobile Marketing and to have great success with this program.

Best wishes on your ventures.

OTHER RESOURCES:

Rights To Riches - The Mobile Edition

<http://scgoldmine.com/go/?ww31>

Mobile Video Explosion

<http://scgoldmine.com/go/?xdoy>

Mobile Master

<http://scgoldmine.com/go/?efhg>