



The 10 Minute Mobile Marketing Strategy for Small Business

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10 Minutes To A Mobile Marketing Strategy

Mobile Marketing works.

Mobile marketing is very powerful.

But to get the biggest bang for your buck, I highly recommend planning out what you want to say to your customers and prospects.

When it comes to mobile marketing, you only get 160 characters... So, you've got to keep your message tight and on point. You can't ramble... and sending back to back to back messages smacks of desperation...

My Best Advice About Mobile Marketing Strategies

The best advice I can give any small business owner about mobile marketing is this:

Take 10 minutes and develop your own Mobile Marketing Strategy.

If you Google "Marketing Strategy", you'll see thousands and thousands of blog posts and articles about how to set up a marketing strategy and what to include. Frankly, I've read a bunch of them and it's all a waste of time.

Most of them start out asking for a SWOT analysis. I click the back button on those immediately!

I'm not a fortune 500 Company with a staff of MBA students chomping at the bit to fill files with useless reports.

The truth is, you're probably like me. When you sit down you have a to-do list that's 300 items long, 5 employees waiting at your door, and 50 new email messages needing a response.

You sort your to do list not by what you want to do... but by what's burning hottest... you're working to put out fires all day long.

I know I should spend hours working on marketing plan... but in the real world I don't have the time... And I never will.

So, I developed a cheater method for developing my Mobile Marketing Strategy... and it takes 10 minutes.

Four Steps To A Mobile Marketing Strategy For Small Businesses

First, I open a spreadsheet... Then I get to typing.

I write down every question that a customer has asked me. Since my business is Mobile Marketing, I jot down the questions that I've heard over and over again.

- Is mobile marketing hard?
- What do I need to do to get started with Mobile Marketing?
- Do I need a mobile App?
- Do I need a programmer to start mobile marketing?
- Do people make money with mobile marketing?
- Can I send links to my website in a text message?

So, that took 2 minutes for me to type down those few questions. Is that every question I've ever heard? Nope. Since we're on a deadline, I stopped rather quickly. You see, the most common questions will probably crop up first... and I figure I can always add more later.

Now I shift to step 2

In step two I simply open up my calendar and looked at the next few months. I see the following holidays and events:

- March – St. Patrick's Day
- March – Easter
- April – April Fools day
- April – Tax Day
- May – Cinco De Mayo

That's enough... Any more than three months and you'll get bogged down. Now a quick note... most of these are holidays, or social events, but you can include conferences, important product launch dates, whatever is important to your prospects.

I'm looking for big events and reasons to connect with my followers.

Now for Step 3...

In step three I ask myself "What do I want?"

More specifically, what action do I want my mobile marketing followers to take?

This is easy – I want more sales. So I'm going to include a link to my order page in some of the text messages.

I also want to educate my prospects... and traffic to the website doesn't hurt. So, I'll include a link to some recent blog posts they may not have seen. (I'll make sure they're really good).

Finally, I know we're going to release a new product... a special report on mobile marketing in Late April... I want my prospects to get that report early!

Those are the three things I want. You might want something different. You might want people to turn out and vote. You might need website visits, or want to promote a youtube video. Maybe you have a conference for people to attend.

Whatever action you want people to take, just remember to give them a way to do it in your messages!

Now the final step, I mix and match the customer questions with the calendar events and actions I want them to take. Toss out a quick outline, and in just 10 minutes you'll have your marketing plan scheduled out for the next 3 months.

Here's how my turned out plays out:

Week 1 – Answer customer questions (link to order page)

Week 2 – Send Happy St. Patrick's Day text!

Week 3 – Send Link to blog post to Educate prospect.

Week 4 – Happy Easter announcement...

Week 5 – A quick question and Answer (link to order page)

Week 6 – April Fools Question... Link to order page offering a free Dinosaur with every sign up (I said it was April Fools right!)

Week 7 – Answer another question – link to Blog

Week 8 – Run Special Tax day discount! (link to order page)

Week 9 – SPECIAL ANNOUNCEMENT – Release of special report! (Include download link)

I could go on and on... but you get the idea.

With only 160 characters, these mobile messages practically write themselves.

You just created your entire Mobile Marketing system in 10 minutes...

Take another 20 and you'll have all of your mobile messages written. Use your mobile marketing system to schedule these messages to go out over the next few weeks, and you're done!

The best part... I didn't have to employ an MBA student, or do a single SWOT analysis!

Can you get more complex with your mobile marketing strategy?

Of course. If you want to spend 4 weeks trying to figure out what to say to your customers... and when to say it. If you want to stress out over the psychological impact of every word in your next message, be my guest.

But that's just not my style.

Are You Using Mobile Marketing In Your Business?

If you're not using mobile marketing in your business... and specifically text message marketing, I recommend you look at it right now.

You see, the world is getting away from emails, and social media.

The one constant is your mobile phone.

Did you know in the world, more people have cell phones than toothbrushes!

Yep, you heard that right.

If everyone has a cell phone, doesn't it make sense for you as a business owner to learn how to reach your customers on it?

There's an easy way to get started... sign up for Betwext.com and start using the powerful software so you can start messaging your customers in a heartbeat. It only takes 10 minutes to set up... and as you know from the article above, you can develop a 90 day marketing schedule in another 10 minutes!

Sign up here: Betwext.com/start

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