

# Making Money With Mobile Marketing



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# How Would You Like To Claim Your Share Of The TRILLION Dollar Mobile Industry – Read On And I Will Show You How...

Do you sometimes feel like you just missed the boat to hitting it big on the Internet? Do you wish that you could turn back time and go back to 1994 when the Internet was still in its infancy?

Boy, you would probably make a lot more money knowing what you know now.

The world today is so fast-paced and it is hard to keep up with all the changes. Advertising mediums are always changing with old methods reinventing themselves and new methods evolving.

The mobile industry has made huge strides in the last few years and now opportunities are emerging that will allow early innovators to reap the rewards of marketing on mobile devices such as cell phones. And I for one, want to be one of these early innovators.

I like to think of the evolution of mobile marketing as Web 3.0.

I have been involved with mobile marketing for about three years now (yes, I have been buying ads on mobile traffic networks since 2007) and have watched mobile advertising grow in leaps and bounds. This is especially true with the arrival of smart phones such as the Apple iPhone and Google Android.

Pay close attention.

This report was created to open your eyes to a whole new world that is still very much in its infancy, and how you can claim your share of the trillion dollar mobile industry.

Yes, there are other marketers publishing information on mobile marketing and making it sound like it is so easy to make money. They make mobile marketing sound easier than stealing candy from a baby!

Not quite.

But it's not that difficult either and as mobile marketing matures over the next few years, you can bet it will create the next wave of millionaires.

And this is exactly why you should always be looking at this particular opportunity because it is ready to explode.

I am about to open your eyes to a world that is unsaturated and just waiting to be tapped to its full potential – by you.

You see, two thirds of the world will have a mobile phone by the time 2011 rolls around – and that isn't too far away.

Sure there are individuals who have already made MILLIONS of dollars with mobile marketing, but this advertising medium is still virgin territory for many products and services.

Stick with me for the next 20 minutes as I am about to open your eyes to an exciting mobile marketing journey.



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## Introduction To Mobile Marketing

You know, Google is a pretty smart company. They managed to grow to become a billion dollar company in less than 10 years – so they are obviously doing something right.

They haven't banned my Adwords account just yet – so they are still in my good books. ;)

I pay close attention to what Google does and when their CEO, Eric Schmidt, says that everything Google does from now on is mobile first – I listen.

But don't take my word for it, you can read it here:

<http://solsie.com/2010/02/google-ceo-eric-schmidt-mobile-first/>

In fact, in this article he adds that Indonesia and South Africa Google were now seeing more searches on mobile than via the desktop.

Hmmmm, I smell opportunity.

Why do I think mobile marketing is going to be the next huge thing and why have I been preaching this to my readers going all the way back to 2007?

Because the sheer number of people that you can reach via mobile devices literally dwarfs all other advertising mediums – including TV, radio and the Internet combined.

Yes – COMBINED!

Mobile marketing works because advertisers have better control of their marketing message. In fact, text messages have an open rate of 97%.

Try beating that with email marketing.

In the real world, consumers are bombarded with advertising from a variety of different mediums such as Internet, radio, TV, etc.

You probably don't even notice that you are hit with 700+ advertisements a day. That is because you are so accustomed to drowning out all this advertising noise.

But it is hard for you to ignore a marketing message when it comes directly to your cell phone – right?

A cell phone is almost an extension of the person themselves. Almost everybody carries their cell phone with them wherever they go.

Just take a look at these mobile marketing facts that I managed to dig up:

- Higher response rates - Mobile marketing generates a 15% - 20% response vs. a 1% response with conventional media
- Reduction in marketing costs – Texting is the most cost effective way to market on mobile phones
- Reach more customers – Texting reaches more than 3 billion mobile users

With eye-opening statistics like that, do you see how a mobile marketing world is ready to erupt?

There are many different ways to market on mobile devices and many different paths to making money with new channels emerging in the future.

Over the next few sections, let me show you a few different paths to making money with mobile devices.

## SMS/Texting

SMS stands for “Short Message Service” and is also commonly known as “texting” where mobile users send each other text messages that are a maximum of 140 characters.

In the eighth season alone on American Idol, there were 178 million text messages sent.

<http://www.mobilemarketer.com/cms/news/messaging/3335.html>

178 million text messages?!

Wow... somebody made a lot of money and that would be the major mobile carriers like AT&T that charge their users for text messaging.

And I am pretty sure that the people who run American Idol also got a nice cut. ;)

Back in 2006, I made a lot of money when “Free Ringtones” offers were all over the CPA networks.

The “Free Ringtones” craze was mind boggling because almost everyone with a mobile phone wanted to have ringtones instead of their regular cell phone ringer.

The FTC eventually got involved because although “Free Ringtones” were advertised, the user was actually signed up to a \$9.99-\$19.99 monthly ringtone subscription.

Most teeny bopper girls (the largest demographic segment to subscribe to these services), who submitted their cell phone numbers to these “Free Ringtone” offers, never really read the fine print.

Oops.

Mom and Dad were not too happy when the cell phone bills came.

Once the ringtone craze died down, next came the SMS/Text subscription services in the form of quiz offers, “find out who has a crush on you” and many other SMS entertainment gimmicks.

In fact, at one point I had my own SMS offer running on CPA networks offering daily “amusing facts” via SMS.

I was convinced by some close friends in the mobile industry to set up my own SMS offer because it was very financially lucrative.

I asked what their top guy was earning per year and they told me around \$8 million.

I replied, “Where’s the FREAKIN contract for me to sign!” ;)

I actually ran the below offer on the next page for a while, but ended up abandoning it due to lack of time.



You see, I was heavily involved in CPA marketing at the time and since that was much more financially lucrative for me at the time, I decided to focus my energy on that instead.

SMS services are currently hot for the companies who provide these services and they make millions of dollars every year.

There are literally dozens of ways that SMS/Text messaging can be used to make money or increase the sales of existing businesses.

Read on about another nifty little idea.

There are hundreds of companies currently running reverse SMS auctions. These are mobile auctions where the lowest “unique” bid wins. Items such as iPods, iPhones and LCD TVs have been auctioned off on mobile devices using this auction format.

The way it works is that the bidder has to “text” in his unique bid and he is charged a fee for each text bid he places. The company that runs the auction makes money by taking a cut of each “text” fee with the remainder going to all the big mobile carriers.

Now, if you can attract thousands of bidders for your reverse SMS auction, you can see how it can bring in a lot of money. Most of these revenues are made just before the auction closes and users are feverishly entering last minute bids to claim the merchandise.

I could go on about other neat ways to make money with SMS/Texting, but time is limited and I still have a lot to cover.

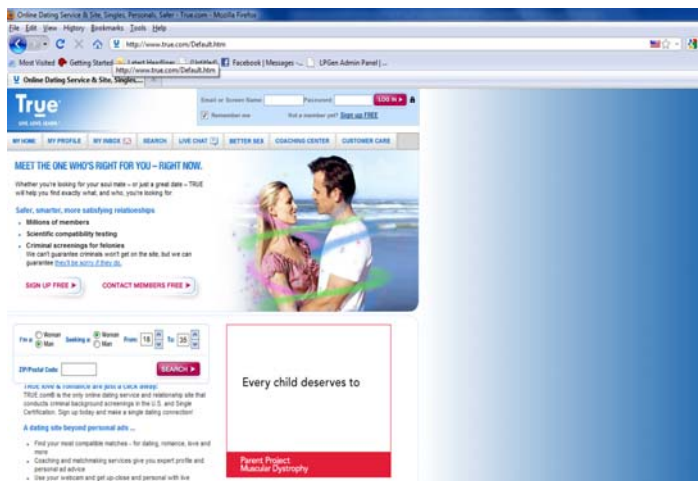
## Mobile Content

In order to create a presence on mobile devices, you need to make sure that your web pages are mobile optimized. If your web pages are not optimized for mobile display, your web site could look pretty bad in a mobile web browser.

And that doesn't make you look good in the mobile universe.

If you want to see what your web site would look like on a mobile browser, there is a free service Opera Demo at <http://www.opera.com/mobile/demo/> that allows you to enter a URL and view how it looks.

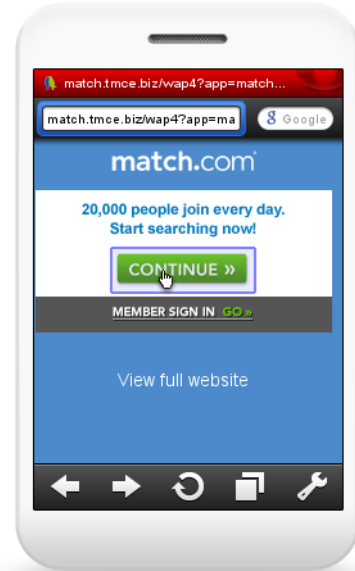
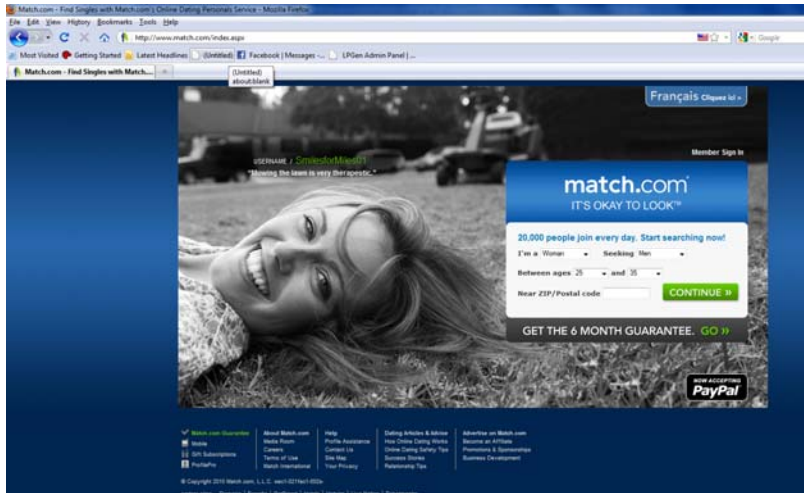
Here is how bad a web site looks that is not mobile optimized. On the left hand side is what the True.com looks like in a normal Internet browser and on the right side is what it looks like in a mobile browser.



You can hardly read the text on the mobile device unless you zoom in, but people don't have the patience for that – nor should they. I am surprised that True.com doesn't have a mobile version and it only takes few lines of code to add to their web site that detects if the user is on a mobile device.

They could easily redirect the mobile traffic to a mobile optimized version of their web site.

Look what one of their major competitor's web site looks like with a mobile optimized version.



When I tried to visit Match.com on a mobile device, it detected my mobile browser and redirected me to a mobile version of their web site.

Which one of these web sites do you think gets more mobile subscribers?

Bingo... good answer!

If you already have a web site, it is important that you create a complimentary mobile version of it. Experts are predicting that mobile browsing will dwarf non-mobile browsing in just a few years.

Like I wrote earlier, once you have a mobile version of your web site created, it only takes few lines of code to have your web site detect what type of browser is being used.

There are many places on the Internet that will allow you to create mobile web sites without very much technical knowledge.

Heck, there are even web sites where you can create your own applications online without knowing anything.

But let's leave that for the applications section.

I have listed few of the most popular mobile web site builders for you to take a peek at on the next page.

## MobiSiteGalore

<http://www.mobisitegalore.com>



## Mofuse.com

<http://www.mofuse.com>



Either one of the above mobile services can help you get your content “mobile-ready.” Once your web site is “mobile-ready”, you can start looking for different ways to monetize it.

One method of monetizing your web site’s content is by inserting mobile ads. Google AdSense has a program that will allow you to insert Google mobile ads on your mobile web sites.

Actually, most of the major ad platforms (which I will get into later in this report) also allow you to become a publisher and place advertiser ads on your mobile sites.

This can be financially rewarding if you can get a lot of mobile traffic because you will be paid on a cost-per-click basis anytime a user clicks on an advertisement.

Since most of the ad platforms allow you to sign up as an advertiser and publisher, this also opens the door to the classic game of arbitrage.

Many years ago, Internet marketers made a lot of money buying cheap clicks and sending them to pages with Google AdSense ads. The whole idea was to get cheap incoming clicks and then have users click on high paying ads.

This worked great for a lot of marketers until Google cracked down and decided to ban AdSense accounts for doing this. But here are plenty of mobile sources where you can publish mobile ads from and plenty of sources that you can buy cheap traffic from.

This is the cost-per-click revenue model but there are also advertisers ready to place video and interstitial ads on your mobile web site on a CPM (cost per impression) basis.

I spoke with a friend who is heavily into mobile marketing and he told me that some of their mobile social network sites were making as much as \$8-\$15 in ad revenue for every one thousand impressions.

This reminds me of what the Internet was like way back in the mid 1990's.

Here are some great articles that you can reference if you are serious about monetizing your mobile content.

### **Monetizing Mobile Content**

<http://www.podtech.net/home/4114/monetizing-mobile-content-part-1>

### **How To Make Money From Mobile Content**

<http://www.youtube.com/watch?v=rG61DCMrSFQ&feature=related>

### **Monetizing Mobile Social Networks**

<http://www.slideshare.net/infinita/monetizing-mobile-social-networks-3010902>

### **Tips on monetizing mobile content, social networks: Buongiorno**

<http://www.mobilemarketer.com/cms/news/social-networks/3334.html>

## **Mcommerce**

Did you know that you can buy your groceries in Japan using your cell phone?

Yup. Check it out:

<http://www.kirainet.com/english/real-money-disappearing-in-japan/>

Wake up – this is where the world is moving towards and this is going to be big business once payments via mobile devices explode.

If you truly want to learn how to do commerce on mobile phones, then I suggest you move to the Far East to see how it is done because they are almost two years ahead of the folks in North America.

Mcommerce (mobile commerce) is going to be huge on mobile devices and there are already payment processors set up that will allow you to sell items via your mobile web site and have it charged to the user's cell phone.

I dug up this great article on the emergence of mobile commerce and I suggest you read it when you get a chance:

[http://newsroom.cisco.com/dlls/2008/prod\\_060308.html](http://newsroom.cisco.com/dlls/2008/prod_060308.html)

This article is over two years old and the mobile industry has already made huge strides with the strategies listed.

If you currently sell ANYTHING online, then you should also be seriously looking at mobile devices as a “fourth channel” for revenue.

I think it is very difficult to get prospects to pull out their credit card and order while browsing on a mobile device. You need to keep the entire buying experience on the mobile device.

Mobile billing will grow dramatically and you will see a ton of new services emerge in the near future, that will give the average marketer the ability to accept mobile payments.

Look at how PayPal exploded when they gave the average person the ability to conduct commerce on the Internet without the exchange of money.

## CPA Marketing

CPA marketing is huge online and it is now making waves on mobile devices with mobile dedicated CPA networks emerging. CPA stands for cost-per-action, meaning that you can earn money by simply getting people to fill out a form or download some content.

For more in-depth knowledge on CPA marketing, I highly recommend that you download my free “Insider’s Guide To CPA Marketing” report.

<http://www.cpahotspot.com>

The problem with sending mobile traffic to traditional online CPA offers is that these CPA offers are not optimized to display in a mobile browser.

If you buy traffic, you will just end up losing money. You need to send mobile traffic to mobile CPA offers that load up properly in a mobile browser.

I have listed the major mobile CPA networks below and you can sign up to start promoting CPA offers.

### OfferMobi.com

<http://www.OfferMobi.com>

Offermobi is a network started by my good friend Mark Roth. When I spoke to Mark earlier in the year, I challenged him to start his own mobile CPA network and he did it within months.

Offermobi is quickly becoming the number one mobile CPA network.

They have a variety of different mobile offers for various countries and you can even run Pay Per Call campaigns, which I will cover shortly.



**MobPartner.com**  
<http://www.MobPartner.com>

MobPartner is based in Europe and they have a number of CPA campaigns for various countries. The major setback of using MobPartner is that they do not offer detailed sub-id tracking making it very difficult to optimize a campaign.

They have indicated to me that they will be offering a sub-id tracking feature shortly.



**SponsorMob.com**  
<http://www.SponsorMob.com>

SponsorMob is another CPA network based out of Europe and they also have a multitude of CPA offers



Below is a list of regular CPA networks that do carry mobile compliant offers. You can tell from the campaign description whether the offer is for mobile devices if you see the words “WAP” compliant.

**NeverBlueAds**

<http://www.neverblueads.com>

**MundoMedia**

<http://www.mundomedia.com>

All these networks will allow you to work directly with mobile advertisers and your job is to drive the mobile traffic.

The CPA networks take care of all reporting so you can see how many clicks and leads you have generated by campaign.

Below is a screenshot of my mobile statistics for one of my mobile CPA accounts.

Results													Warning
<input type="button" value="Export"/>													
CID	Campaign	Status	Payout	I	C	Q	A	CTR	Approved %	eCPM	EPC	Commission	
iPromote Media Inc.				0	2,091	33	33	0.00 %	1.58 %	\$0.00	\$0.08	\$169.50	
		Live	\$4.50	0	374	0	0	0.00 %	0.00 %	\$0.00	\$0.00	\$0.00	
		Live	\$5.50	0	360	0	0	0.00 %	0.00 %	\$0.00	\$0.00	\$0.00	
		Live	\$5.50	0	319	9	9	0.00 %	2.82 %	\$0.00	\$0.16	\$49.50	
		Live	\$5.00	0	1,038	24	24	0.00 %	2.31 %	\$0.00	\$0.12	\$120.00	

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POWERED BY

The key to making money driving traffic to mobile CPA offers is a lot of testing and very specific tracking right down to details such as gender, age, mobile device, etc. Once you can determine the combinations that are profitable and non-profitable, it only takes a few tweaks to get a campaign running profitably.

## Pay Per Call

How would you like to get paid every time you managed to get a prospect to call a phone number?

Not a bad deal eh?

Pay per call was first introduced by Commission Junction in mid-2009, which allows affiliates to drive and get paid for sending qualified phone calls to advertisers.



Dozens of advertisers have signed up for the program and this is a lucrative way for affiliates to make money.

So how does this tie in nicely with mobile marketing?

If you run these types of ads on mobile cell phones, prospects are literally one click away from connecting to the advertiser.

Most of the major mobile ad platforms have a “click-to-call” option where prospects just need to click on the ad and it will automatically call the advertiser. This is pretty cool if you think about having to only pay when a call goes through.

But it is not as easy as some people make it out to be.

First you need to be approved by the advertiser on the network in order to run the offer and in some cases the rejection rate can be quite high. Advertisers often have a number of rules that you must abide to such as using their landing pages as an example.

Also, the calls must meet set minimum call durations in order to be eligible for the affiliate commission. Rates are high for calls that do not meet the minimum call duration time and affiliates do not get credit for these calls even though they are charged for the click.

There is also the problem of prospects “accidentally” clicking on the ad without realizing that it calls the advertiser. They immediately hang up and the affiliate still has to pay the click cost.

Most of the major pay-per-call networks are powered by a company called Ring Revenue (<http://www.ringrevenue.com>) and I expect this form of marketing to grow.

The screenshot shows the RingRevenue website homepage. At the top, there is a navigation bar with the RingRevenue logo, the tagline "The pay-per-call platform for the performance marketing industry.", and a "Request a Demo" button with the text "Click Here or Call 1-877-878-4405". Below the navigation bar, there is a main content area with a "Money Talks." section. This section includes three bullet points: "There are billions of inbound customer calls per year. Does your network track them?", "U.S. advertisers spend over \$200 billion a year offline. How much are they spending with your network?", and "Your affiliates want credit for calls. How is your network helping them?". Below this is a "Learn more" link. To the right of the text is an image of a woman talking on a phone. Below the "Money Talks." section is a testimonial from eFax, stating "The Pay-Per-Call Affiliate Program has been a valuable tool in our efforts to integrate our acquisition strategies and extend the reach of our marketing promotions." and is attributed to Rita Zahar, Sr. Marketing Manager. Below the testimonial is a "The Latest:" section with a list of recent news items, including "Genious vs for Affiliate Summit East", "RevEngine Speeds Off the Line with Pay-Per-Call Under the Hood", and "Lexington Law Sees Incremental Sales With New Pay-Per-Call Program".

I have some friends that are heavy into pay per call and are now making a mid five figure income every month, but it didn't come easy.

Now that I have highlighted the “click-to-call” option on some of these ad networks, do you see the potential in driving targeted prospects to your own telephone number?

There would be high conversions because you would be selling on the same medium that acquired the prospect in the first place. When the prospect calls, they are a “hot” lead because they just saw your ad a few minutes ago and your job now is to SELL!

A little shy to talk to your prospects you say?

What if I told you that you could get your own automated call center for less than \$10 a month?

Then pay close attention – my little grasshopper.

**Grasshopper.com**  
<http://www.grasshopper.com>

**Grasshopper**  
for entrepreneurs™

Refer an Entrepreneur | Blog | 24/7 Support 1.800.820.8210 | Sign in

Home | How it Works | **Features** | Pricing & Signup

## All the Business Features You Need

30 Day Money Back Guarantee

- ANY PHONE NUMBER**
  - Toll Free Number
  - Local Number
  - Number Portability
- SOUND PROFESSIONAL**
  - Custom Main Greeting
  - Unlimited Extensions
  - Name Directory
  - On Hold Music
  - Unlimited Call Handling
  - Conference Calling
- STAY CONNECTED**
  - Call Forwarding
  - Call Screening & Announce
  - Voicemail & Fax Delivery
  - Virtual Fax
  - Live Call Transfer
  - Play on iPhone & BlackBerry
- MANAGE ONLINE**
  - Easy Online Administration
  - Tag, Map, View Messages
  - Enhanced Call Reports
- MORE FEATURES**
  - Away Greeting
  - Call Routing Extensions
  - Fax on Demand
  - Informational Extensions
  - Q&A Extensions
- OPTIONAL FEATURES**
  - Read Your Voicemail **New!**
  - True 800 Number
  - Voice Studio

**Toll Free Number**  
When signing up, search instantly for the exact toll free or vanity number you want or let us assign a generic number for you. If you already have a toll free number with another provider you can easily transfer it to Grasshopper.

[Next: Local Number »](#)

[See Pricing & Signup »](#)

24/7 Live U.S. Support • No Long Term Contracts • Upgrade Anytime

There is an online service called Grasshopper, which will give you your own complete call-center for less than \$10 a month.

How is that for POWER!

If you are currently selling a product or service that could use the power of pre-recorded messages or live operators, than you should be using the “click-to-call” option on mobile ad networks to drive more leads and sales.

## Local Marketing

If you haven't noticed lately, all the big Internet marketing gurus have been promoting "how to sell Internet marketing to local businesses" courses.

And for good reason.

Most brick and mortar businesses have no idea how to properly market online and getting a web presence and the email addresses of prospects and buyers is now taking an importance.

That is why a lot of local businesses are willing to shell out big bucks to someone for these types of marketing services.

I have had a countless number of offline businesses ask me how they can get more leads and buyers from the Internet.

What about selling mobile "click-to-call" services to local businesses?

A lot of offline brick and mortar businesses usually have first contact with their prospect over the phone and that is why the "Yellow Pages" used to dominate local marketing for years.

Mobile ad platforms such as Admob allow you to target certain localities with your ads. If you are looking for prospects in Austin, Texas, you can target mobile ads to only appear in Austin, Texas.

You could easily become a mobile consultant and sell "click-to-call" services as a consultant to local businesses. You are sending qualified prospects right to their phones – it doesn't get any easier than that.

What about teaching them how to collect their customers' cell phone numbers and show them how to "text" out any specials or freebies?

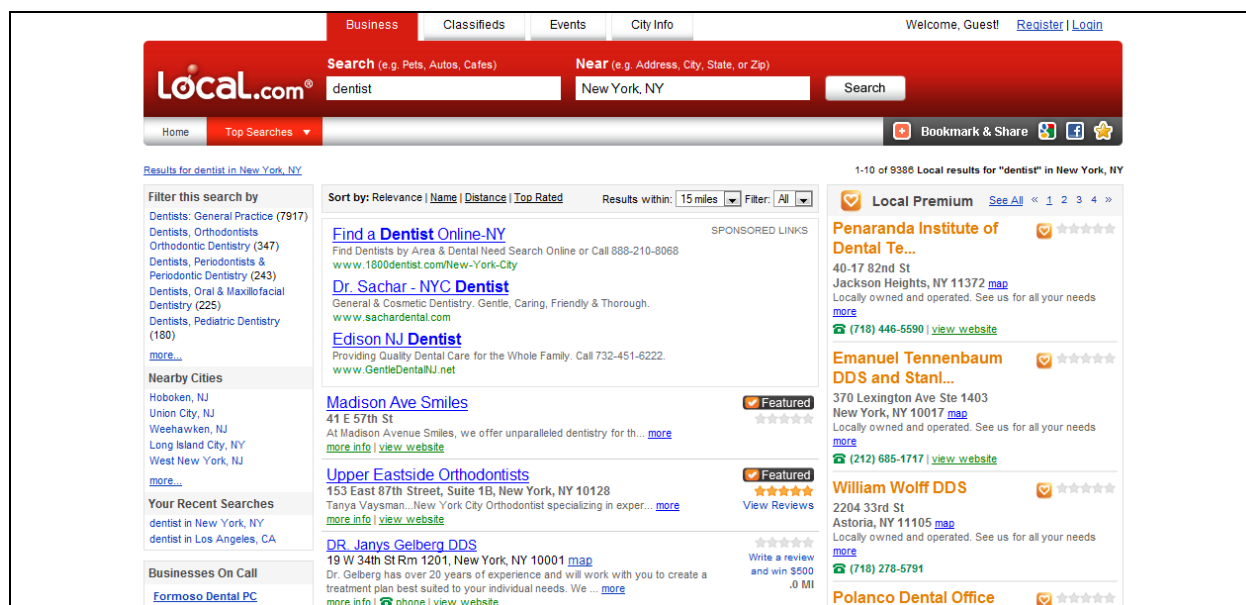
Almost 99.9% of offline businesses have no clue how to do this.

But once you learn the "ins" and "outs" of SMS/texting and "click-to-call," you could easily sell yourself to these local businesses as a mobile expert. You could charge them a monthly consulting fee just to manage these services for them.

There are many SMS/Text service providers on the Internet that you can sign up local businesses to and start collecting their customers' cell phone numbers into a customer mobile database.

Local businesses will soon realize the power of mobile marketing when you send out their first text message for them to their customers informing them of a sale or store special.

An easy way to find local business without having to leave your computer chair is right at <http://www.local.com> and you can search within your own city.



Other great places to find local business are:

**Google Local**

<http://local.google.com>

**Yahoo Local**

<http://local.yahoo.com>

**FinditLocal411**

<http://www.finditlocal411.com>

I know what you are thinking.

“But Gauher I am too shy to contact local business...”

You could easily hire a student with great marketing and communication skills to do the cold calling for you and split a share of the revenue.

Since there is no one teaching businesses how to do local marketing, you could easily charge anywhere from \$500 to \$1000 a month as their mobile consultant. You would only need about five clients a month to start making a decent profit.

## Lead Generation

Mobile devices are an excellent method of lead generation because of the amount of traffic and prospects that you can acquire.

I have run many mobile marketing experiments with some successful and others a complete disaster.

One experiment consisted of me attempting to do full lead generation off of mobile devices. What I did was set up a campaign on Admob in a highly competitive market to test the response. I used Admob's built-in lead generation form (they don't offer this service anymore) to design my landing page, so I didn't have to create my own mobile compliant landing page.

I set up a budget of \$250, which only took me 12 hours to deplete and here were the results:

Impressions served: 1,328,737

Clicks: 3,456

CTR: 0.26%

Avg. CPC: \$0.07

Valid Leads Generated: 280

Custom reporting

Select Ad: -- All Ads --

Date Start: 2008-10-10 Date End: 2008-10-11 Update

**Summary of activity : 2008-10-10 to 2008-10-11**

Total Impressions:	Total Clicks:	Average CTR:	Average CPC:	Total Cost:
1,328,737	3,456	0.26%	\$0.07	\$250.80

Daily activity : 2008-10-10 to 2008-10-11

Date	Impressions	Clicks	CTR	Avg CPC	Cost
10/10/2008	934019	2547	0.27%	\$0.08	\$205.35
10/11/2008	394718	909	0.23%	\$0.05	\$45.45

Export to CSV

I initially started my bids at \$0.10, but the traffic was coming fast and furious, so I dropped it to \$0.05.

Like I mentioned, this was an extremely competitive market and it cost me an average \$0.89 per lead. Now you may think that this is expensive, but I was asking for FULL address information. So I asked for name, address, city, state, zip code and email address. I had a list of 280 valid mailing and email addresses for this market.

Note: You will NEVER get \$0.07 bids on Google, Yahoo or MSN for this market... trust me!

There were many possibilities that I could have done to monetize the list, such as selling it to an offline broker or promoting to it myself.

Where I failed in this experiment was that I ended up sending postcards in the mail to these prospects promoting a product in the same niche.

I sent the postcards out way too late and the prospects probably didn't even remember who I was or how their mailing address ended up on my list.

The results were less than spectacular.

I even tried emailing my newly created list, but the click-thru rates were pretty bad. Maybe because I started hitting them hard with sales pitches instead of building a relationship.

I approached a close friend who is a mobile marketing expert and she basically told me that I am trying to advertise to them on a different medium.

She told me that if you want to start pulling prospects off of mobile devices onto a different communication medium such as email, you need to establish a relationship first before you put on your sales hat.

The possibilities for lead generation on mobile devices are endless and if you do decide to build email lists, you should use a reputable service like Aweber (<http://www.aweber.com>) or GetResponse (<http://www.getresponse.com>).

Always go single opt-in when trying to build a list on mobile devices because I only managed to get 10% of prospects to confirm their email address when I went the double opt-in route.

It just isn't worth it.

Build a relationship with your list immediately and you could reap the rewards of your efforts down the road.

# Applications

Applications for mobile devices are big business.

When Internet marketer Joel Comm released his “iFart” application, it had 10,000 downloads in just one day at a cost of \$1.00 to the user.

That is \$10,000 in one day from people who want to hear farting noises on their mobile device.

Yes - a simple idea like that can make you a lot of money.

Applications like “iFart” go viral because of their entertainment value. Very little promotion has to be done for a viral application that everyone starts to talk about and tell others.

I guess you could say that this campaign had enough “gas” in the tank to go viral.

I know, I know, bad joke.

Now you might be wondering how to have your mobile application created?

You can easily outsource your application development to the thousands of programmers who are experts in creating apps for mobile phones such as Android and iPhone.

## **Elance**

<http://www.elance.com>

## **Guru.com**

<http://www.guru.com>

## **VWorker.com**

<http://www.vworker.com>

There are also companies that specialize in promoting your mobile applications so that they get more exposure and downloads. You can consider these companies as online promoters.

There are even online services that allow you to create mobile applications online.

## **appMobi**

<http://www.appmobi.com>

## **Magmito**

<http://www.magmito.com>

So what are you waiting for? Get developing!

## Ad Platforms

Now in order to drive traffic to your web mobile properties or mobile CPA offers that you would like to promote, you need to get familiar with the ad platforms.

You can get free mobile SEO traffic, but that is way beyond the scope of this report.

I will cover the paid platforms because that is the fastest way to start generating mobile traffic.

But be careful.

Mobile traffic can come in fast and furious.

If you remember when I wrote about mobile content in an earlier section, I mentioned that you could become a publisher of ad networks and monetize your content with ads. Most of the networks I have listed below will let you participate as an advertiser and publisher so that you can not only buy traffic, but also make money.

### Admob.com

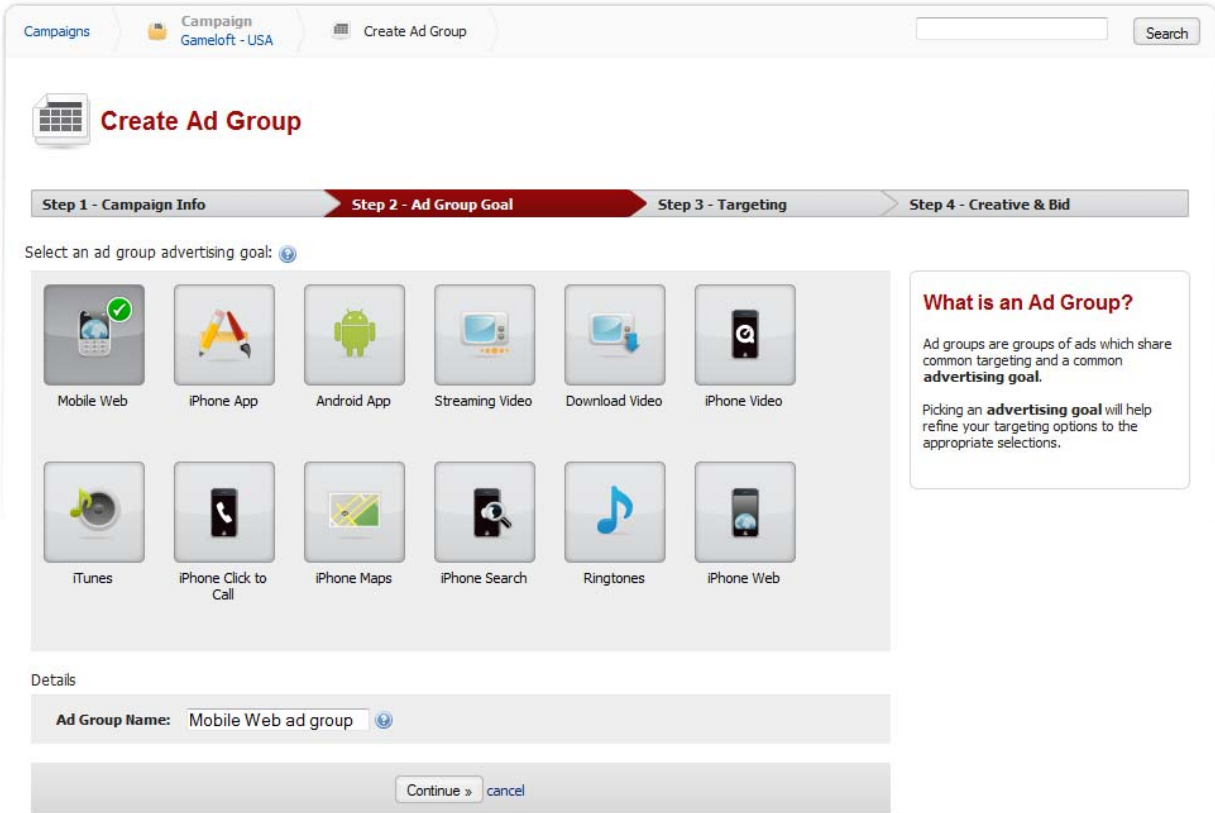
<http://www.admob.com>

Admob is one of the first mobile ad networks and command a great deal of mobile traffic. Unfortunately they were recently bought out by Google, so I don't know if they are going to introduce the "Google mobile slap" anytime soon.

The cost for their North American traffic is fairly steep in my opinion, but do they ever offer great demographic targeting features.



When you first create a mobile campaign on Admob, you have the ability to create distinct ad groups in each campaign. This is especially handy if you would like to test different advertising platforms such as iPhone versus Android.



That is just one of the many targeting features that Admob lets you play with. Take a look at the list below on how specific you can go to target your prospects:

- Country
- City
- Device
- Carrier
- Gender
- Age
- Operating system
- Operating manufacturer
- Operating capability
- Device model
- Mobile operator
- Text or Banner Ads

You can clearly see that you can basically pinpoint your prospects on their mobile devices. Maybe you are selling something specifically for iPhone users? Then you can only target iPhone users to see your ads.

Here is a list of other ad networks where you can buy mobile traffic from all over the world.

**Inmobi.com**  
<http://www.inmobi.com>



**Mojiva.com**  
<http://www.mojiva.com>



**Decktrade.com**  
<http://www.decktrade.com>



**Adfonic.com**  
<http://www.adfonic.com>

**YbrantMobile.com**  
<http://www.ybrantmobile.com>

**Quattrowireless.com**  
<http://www.quattrowireless.com>

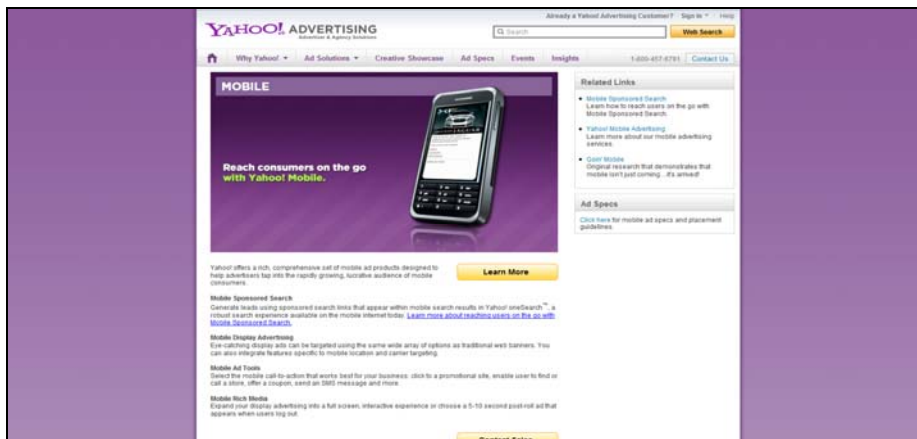
# Google Adwords Mobile

<http://www.google.com/mobileads/>



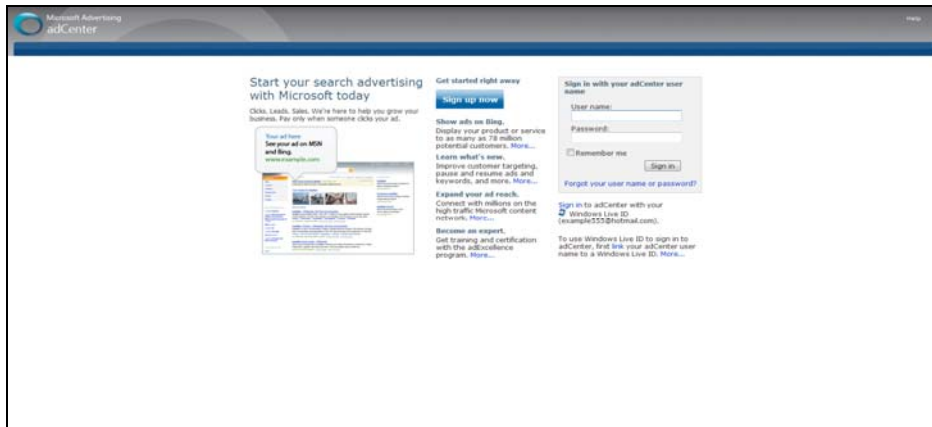
# Yahoo Mobile

<http://advertising.yahoo.com/adsolution#product=Mobile>



# MSN Mobile

<https://adcenter.microsoft.com/>



## Conclusion

What do you see in the words “OPPORTUNITYISNOWHERE”.

If you have been fooled into buying a bad product online that promised you the moon, but left you with a bad taste in your mouth, you probably read the words “OPPORTUNITY IS NO WHERE.”

But look closely.

I want you to know that “OPPORTUNITY IS NOW HERE.”

Now I am not here to tell you that making money with mobile marketing is easy, otherwise I would be doing you a great disservice.

But with a little bit of dedication and hard work, you can carve out your share of the mobile marketing money pie.

There are various avenues of making money with mobile devices such as SMS/texting, monetizing mobile content, local business marketing, mobile CPA offers and many more.

But there is no way that I could cover them all in detail in this mobile report.

My own mobile journey has been an exciting one and I made sure that I have stuck close with the people who were heavily involved in the mobile marketing world.

In fact, I have developed a close relationship with Kim Dushinski (@KimDushinski) who is known as the “Mobile Queen.”

She actually wrote the book on mobile marketing.

Seriously! It is available on Amazon.

[http://www.amazon.com/Mobile-Marketing-Handbook-Step-Step/dp/091096582X/ref=sr\\_1\\_1?ie=UTF8&s=books&qid=1281836108&sr=8-1](http://www.amazon.com/Mobile-Marketing-Handbook-Step-Step/dp/091096582X/ref=sr_1_1?ie=UTF8&s=books&qid=1281836108&sr=8-1)

See, I wasn't pulling your leg. ;)

Just this past February, Kim and I opened up our first mobile marketing training course called “MobiBlueprint” to help people get started with mobile marketing.

We actually sold out all the available spots in less than eight minutes.

We will be reopening on August 25<sup>th</sup>, 2010 and I highly recommend you join our mobile marketing community.

Experts are predicting the mobile browsing will dwarf non-mobile browsing in just a few years, so now is the time to get involved with mobile marketing.

See you inside MobiBlueprint.com.

Sincerely,

A handwritten signature in black ink that reads "Gauher Chaudhry". The signature is written in a cursive style with a long, sweeping tail on the letter 'y'.

Gauher Chaudhry  
[@Gauher](#)  
MobiBlueprint.com

# Join Us In MobiBlueprint



Launch Date: August 25<sup>th</sup>, 2010 at 12:00 pm ET

<http://www.MobiBlueprint.com>

## Resources

### Mobile CPA Networks

OfferMobi.com

<http://www.offer mobi.com>

MobPartner.com

<http://www.mobpartner.com>

SponsorMob.com

<http://www.sponsormob.com>

### Ad Platforms

Admob.com

<http://www.admob.com>

Inmobi.com

<http://www.inmobi.com>

Mojiva.com

<http://www.mojiva.com>

Jumptap.com

<http://www.jumptap.com>

Adfonic.com

<http://www.adfonic.com>

Google Adwords

<http://www.google.com/mobileads/>

Yahoo Mobile

<http://advertising.yahoo.com/adsolution#product=Mobile>

MSN Adcenter

<https://adcenter.microsoft.com/>

### Mobile Site Builders

MoFuse.com

<http://www.mofuse.com>

MobiSiteGalore.com  
<http://www.mobisitegalore.com>

## **Mobile Application Development**

appMobi  
<http://www.appmobi.com>

Magmito  
<http://www.magmito.com>