Mobile Phone Profits

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INTRODUCTION

Welcome to the wireless revolution! If you're new to the 3G wireless age, don't worry. This is a great opportunity to learn about this technology and how it applies to business today. But, we understand that you do know business – and advertising. And, you certainly know how important advertising is to your business.

Like any business owner, advertising is an expense to your bottom line. So, it's important to spend your advertising dollars to your greatest advantage. And as technology changes, advertising strategies and tools must change, too.

This book is designed to help you begin advertising to mobile phone users that are taking advantage of 3G technology. This technology gives them access to the internet, fast downloads, and streaming audio and video in addition to their voice and text messaging capabilities.

Even if you have a website and advertise via the internet, you may not be convinced that mobile advertising is right for your business. Following are some statistics that might change your mind.

- Nielsen Mobile, which reports on trends in the wireless industry says that statistic shows the development of global mobile internet traffic as of the second quarter of 2018. As of that period, 51.89 percent of global web traffic originated from mobile devices,. This means that 1.79 billion people are using their mobile phones to access the internet.

- 95 million mobile users in the US are paying for internet access on their mobile phones, but they do not use it regularly, according to this same report.

- Nielsen also reports that these mobile customers most often use their mobile internet connection to visit websites – even more frequently than they use it to access email.

- eMarketer reports that even older baby boomers (those aged 54-62) access the internet at least once per month, meaning that internet marketing truly appeals to all ages.

- eMarketer also reports that in the UK, restaurant advertising on mobile phones grew 63.6% in the year up to 2019 and clothing ads on mobile phones grew by 53%.

- This same report in eMarketer reports that the restaurant ads sent to mobile phones reported a 15.5% response rate. These ads utilized SMS messaging technology, rather than web browsing.

Hopefully, the statistics above have convinced you that advertising via cell phones is the wave of the future. It's doubtful that you can boast a 15% response rate to any ad you've placed in the yellow pages, on a billboard or via direct mail. But, you may not yet understand how to take on this advertising venue, or what methods and resources are actually out there.

It is the goal of this e-book to provide basic information about marketing to the cell phone user, taking advantage of the new features and functions of 3G technology. Hopefully, we're going to help you get creative about marketing your business to technologically savvy users.

In the pages ahead, we'll take a look at 3G itself, including what features 3G offers wireless users. We'll also look at how business users today are taking advantage of these features that 3G offers to make them more productive at work and at home.

This book will offer ideas and suggestions, as well as give you case studies about how these advertising methods have already been proven in the marketplace. You'll probably be surprised at how many companies are already catering to the wireless user, offering ads on frequently visited websites and sending coupons via text messaging.

We'll also offer you insight into the hottest applications available today and how they are being used or might be used to the advertiser's advantage.

There's a lot of food for thought in the coming pages. It's all designed to make you think about advertising your business in a very different way. It is our hope that these ideas and suggestions make your business successful and prepare it for the future of advertising in wireless technology.

HOW NEXT GENERATION PHONES ARE GREAT ADVERTISING VEHICLES

Many of today's business people may remember early cell phones. They were heavy, bulky devices that worked only in your car – and then only sporadically, since there were more holes in coverage than there was coverage itself. Boy, have we come a long way. Today's phones are lightweight, pocket sized, and calling them mere phones seems like an understatement of great proportions.

Today's cell phones provide us regular wireless phone service, allow us quick text messaging, display our emails, provide gaming and surf the internet. Many also offer push to talk capability to reduce our costs in talking to those whom we chat with frequently. All in all, our cell phones have become a business necessity – serving our needs far beyond verbal communication. Most of us take our wireless devices with us everywhere.

And, what's even more exciting about how the extent to which wireless phone capabilities have increased is the fact that the cost of purchasing a cell phone and of paying for service has not risen dramatically enough over the years to deter business people or consumers. Today, nearly everyone has a cell phone – even children. Industry experts estimate that cell phone penetration has reached nearly 100% in the United States.

Wireless companies have created packages aimed at businesses to ensure that a company is willing to pay for phones for nearly every employee. And, family plans have made equipping every member of the family, right down to the elementary age child, affordable. In fact, today many families have foregone the landline home phone entirely in favor of a cell phone for every family member with a rate plan that allows them unlimited calling to every member of the family. In addition, wireless carriers have made "unlimited

texting" plans so affordable that these are purchased by most business and consumer users.

Finally, the newest generation of phones, "smart phones" are a revolution in themselves. These phones have richer displays and are designed with more of a browser in mind. They also can support many different applications. There are applications available today, and you can bet that many more are in development. So, if you haven't considered advertising your business via wireless devices, now's the time. In short, cell phones are the perfect new advertising vehicle because:

- Nearly everyone carries a cell phone
- Many users subscribe to text messaging and internet
- There are a wide variety of additional applications that can be used for advertisers

If you haven't yet thought about advertising your business via your customers' wireless devices, this book can help you get started. In the next chapters, we'll explore the possibilities of advertising on mobile phones more in depth. We'll examine the new face of the technologically savvy business user as well as look at companies that have already begun to use wireless advertising strategies to their advantage. You're sure to come away with many new ideas to help improve your connection with your customers.

2

THE NEW GENERATION OF WIRELESS

Before we begin discussing the advertising capabilities available on today's wireless networks, it's important to have an understanding of the new wireless networks and devices that make all these great applications and features possible.

THE 3G NETWORK

3G refers to the third generation in wireless technology. This is the technology behind the new mobile phones designed to offer more features. Rather than just voice capability, 3G networks can offer video calling and broadband wireless data. With 3G service, you can listen to streaming audio, watch streaming video, answer emails, surf the net and play games in 3-D. And, all these data capabilities come at speeds you've come to expect on your home computer.

The standards for defining just what constitutes a 3G network were created and are maintained by the International Telecommunications Union (ITU) under the IMT-2000 standards. Today, a group called the Third Generation Partnership Project (3GPP) continues to maintain the definition of mobile systems that meet the IMT-2000 standards. This is referred to as Universal

Mobile Telecommunications Systems, or UMTS. This definition of 3G has been rolled out over networks existing GSM (Global System for Mobile) networks.

In addition, 3G type services are offered today on CDMA (Code Division Multiple Access) networks, as well. This means is that, through technology advancements, wireless data can now be offered on multiple types of cellular networks. Most end users have no idea whether their service is a GSM based service, a CDMA based service or an older generation service. Today's users just know that they want 3G, and many are willing to switch carriers in order to obtain internet and application capabilities on their phones.

HOW IS A 3G NETWORK DIFFERNT?

The overall premise that allows 3G networks to offer more services than traditional wireless networks is the fact that 3G technology uses the existing radio spectrum on which it operates more efficiently, so that each service uses fewer of the available radio waves. When each service needs fewer waves, more services can be offered simultaneously. It is this efficient use of the frequencies that has allowed what was once a simple voice only wireless network to evolve into being able to offer internet and other data services. 3G networks also offer greater security than legacy wireless systems because users authenticate to the network upon registration.

For wireless data capabilities (internet and email), 3G networks use High Speed Packet Access (HSPA). HSPA increases performance on the network by using improved modulation schemes and by refining the protocols by which handsets and base stations communicate. Under HSPA, 3G networks can offer data delivery speeds that are comparable to high speed internet access on your home computer.

There's been press about 3G for years, though the first true 3G network was launched in Japan in 2001. 3G didn't become a reality in the US until 2003, when Verizon launched their network. Before Verizon, Monet Mobile Networks had attempted a 3G network but had to shut down operations. Verizon's network has grown steadily since its launch. Today, in addition to Verizon, 3G services are offered by AT&T, Sprint/Nextel and T-Mobile.

One of the biggest issues surrounding the launch of 3G services in the US revolved around the need for users to roam onto 2G networks in order to allow them at least basic voice service in areas where 3G is not available. This issue has caused mobile phones to be larger than 3G required, so that they could operate on 2G networks and 3G networks. As 3G technology has become available in more places, this becomes less of an issue. But, even today, many of the 3G carriers offer 3G services only in large metropolitan areas.

3G services require compatible user equipment. These 3G wireless devices are designed to house the features offered by the 3G network. These new phones offer many features and capabilities never before available on wireless phones.

APPLE'S IPHONE

Apple's iPhone offers a combination of wireless phone and their popular iPod MP3 player. With this combination device, you no longer need a separate phone and MP3 device. In addition to calling capabilities and music storage and listening, the iPhone also provides access to AT&T's 3G wireless services.

With the iPhone, you can surf the web, read your email, watch videos, and purchase new MP3's. This phone offers a web browser that is comparable to that of your desktop. It also offers GPS capabilities through its maps. Working like a typical separate GPS device, you can map your route, get directions and track your progress and expected arrival time while you're along your route.

Via "push email" technology, your iPhone will allow you to get your email and use your Outlook calendar just as if you were sitting at your desk. You can also download a variety of applications, like Twitter and 3D games.

SMARTPHONES

Basically, other 3G phones are referred to collectively as "smartphones". They combine wireless phone capability with that of a PDA (Personal Digital Assistant). PDA's are small, lightweight, handheld computers that allow users to get email and surf the web. Your PDA is periodically "synched" with your home or business computer and is considered a "portable" version of your desktop.

Of course, now that 3G technology is widely available, who wouldn't want to combine the features of a PDA with their phone? None of us wants to carry two devices when one can do the trick. Today's smartphones typically carry open operating systems and the ability to add applications. This open operating system is significant, because it allows the phone to support a wide variety of applications – not just those created by the phone's manufacturer.

Most smartphones support full featured email capabilities and all the other functions of a PDA. They often come with small full function keyboards for typing, navigation hardware and software and a camera. They support typical

office applications like Microsoft Office products. And, many smartphones offer music playing capabilities, much like the iPhone.

Smartphones are made by various manufacturers and come in various price points. Many smartphones are designed to be compatible on only one of the 3G networks in the US. Therefore, you may be limited in your smartphone choices by your wireless carrier.

THE PRIMARY TYPES OF 3G PHONE USERS

As you can imagine, there are many different applications and uses for the new generation of mobile phones. These capabilities offer users opportunities they never before dreamed of. For the most part, users fall into two general categories – the business user and the casual user. Both have appeal to advertisers looking to increase market share using 3G technology as an advertising vehicle.

CASUAL USERS

Teens are one of the largest segments of casual users. Most of us realize that teens are heavy cell phone users, but many are surprised to find that teens are the fastest growing segment of the smartphone user population. While smartphones and their associated services still carry a fairly stiff price tag, their costs have reduced over the last year, making them more and more affordable to the teenage market. And, with bundled packages from carriers offering price breaks, parents are more likely to purchase such services for their kids while purchasing for themselves.

Teens and other casual users use smart phones primarily as a means for entertainment and casual networking. They are less likely to read email on the smartphone, for example, than a business user. They are also unlikely to use applications like Microsoft office for documents, spreadsheets or Powerpoint documents.

Casual users are, however, heavy users of text messaging and applications like Twitter. Twitter is a social networking site whose sole purpose is to keep friends connected and apprised of each other's current status. Twitter seeks to answer the "what are my friends doing?" question at any moment of the day. The service works on short messaging systems, the web and through text messaging.

Casual users are also big web surfers. They are likely to use internet applications to answer all their burning questions throughout the day, such as "Where's the nearest burger joint?" or "Where is the nearest theatre playing that movie I want to see?" These heavy internet users are thrilled to take web browsing on the road and they don't mind paying for the convenience of being able to surf anywhere.

Finally, casual web users are heavy users of audio and video. They are very likely to listen to music and watch videos. They'll trade the latest funny video from You Tube and download new MP3's. In a pinch, they'll even watch a full length movie on their wireless device if they have no other screen available. They are also more likely than business users to download 3D games and other entertainment applications.

THE BUSINESS USER

Business users likely make up the larger segment of wireless 3G users. They're primary use for their mobile phone is keeping up with business – wherever, whenever.

Today's business environment is far different than that of just 15 years ago. Today's business people don't expect to be tied to an office, but they also want to be able to respond to the demands of business where ever they go. 3G phones and other remote applications give them the best of both worlds: they can spend time with their families without ever missing a beat at the office.

3G business users rely heavily on email via their phones, and they will access and update their calendars via their wireless devices, too. They will use applications like Microsoft Word and Adobe Acrobat to read email attachments. They will surf the web for business and personal applications, but their primary focus is staying abreast of the workplace situation.

The business user will appreciate his 3G phone for its ability to keep him connected with friends and family via phone and text messaging. They will also likely use their device for listening and storing music downloads, but they will use all these features to a much lesser extent than the casual user. Their device is likely to carry no games, or only those that came already loaded on the phone.

In the following chapters, we'll explore marketing to these two basic types of users and help advertisers understand how you can profit from simple marketing techniques that capture business users and casual users of 3G technology.

3

EFFECTIVE BUSINESS USERS AND THEIR WIRELESS DEVICES

Business users are the bread and butter of 3G wireless providers. These users pay high monthly bills in the interest of staying connected to work, family, friends, personal finances and entertainment on a single device. And, as advertisers, these users are just the sort that you want to target through your wireless advertising campaigns. Let's take a look at the most common applications used by wireless business users.

EMAIL

Like previous users of traditional PDA's, the 3G wireless user likely has his work/home email sending alerts to his wireless phone. An alert may be delivered via a text or short message indicating when new email has arrived. In addition, via web browsing, users may access their inbox on any web based email account, such as yahoo, hotmail and G mail. Finally, many carriers support email directly to the wireless device using the mobile number as the email address. These "email messages" are actually converted to text messages via the carrier.

The business user checks his primary email multiple times daily, and may even have an alert sound when new email arrives. This feature allows users to respond to emails quickly, as they arrive, without waiting until they are back in the office to "catch up". These users typically spend a significant

amount of time out of their office and using their wireless device as a "mobile office" helps them avoid backlog and makes them more productive.

WEB SURFING

This same business user looks to the internet as their primary source of research and information – whether at home or on the go. They view web pages to gain information, including researching their clients and their competition. They may also use their wireless device to gain access to web based email, as mentioned above. Finally, these users enjoy having the internet at their fingertips for personal reasons, too. They're likely to use their mobile web to find out information such as movie times at their local theater, and to make dinner reservations through websites like Open Table or via the restaurant's direct website.

VIDEO CONFERENCING

When economic times are tough, businesses look to cut costs. One of the areas that always takes a hit is travel. There's no doubt that video conferencing is an important business tool for keeping meetings personal when budget cuts won't always allow you to travel to a meeting. Video over your wireless device not only means you don't have to travel out of town, but you don't even have to travel to your local office to make a video conference. Tools like these allow executives to be available for important meetings even on vacation. Though not widely available today, many developers are working on these applications today, and they are coming to our mobile phones very soon.

TEXT MESSAGING

While business users typically do not use text messaging as much as teenage users, they are likely to use this feature for short questions and answers and status updates. While they may not initiate many text messages, they are likely to respond to messages they receive.

PHONE APPLICATIONS

There are hundreds of applications available for 3G technology phones, from 3D games to weather information customized to your local area to networking applications. Business users will typically use applications that help their business, increase their productivity or pertain to their particular personal interests. Their use of applications may not be as heavy as the casual user, but they will have a few applications that are important to them.

VOICE

Let's not forget just how much we use our cell phones for their original purpose. In today's world, waiting until we reach our destination so that we can use a landline phone is unthinkable. And, many people have even foregone the traditional home landline phone because they seem inefficient for the way we live. While programs like email are a slightly less intrusive way of getting in touch now, the ability to talk to someone in person immediately cannot be diminished. Voice usage is and will continue to be an indispensable communication method for the business user.

THE FACE OF TODAY'S EXECUTIVE

It's important to realize just how much wireless devices, particularly smart phones and their counterparts have changed the way we do business. Today's business person has more options and can be more productive and more flexible at the same time. Meshing business life and personal life is easier than ever, because the world is your office.

Gone are the days when the executive reports to the corner office everyday with his secretary planning his every move. Today's executive reads and writes his own email, makes changes to his calendar while watching his son play soccer and works from home in his pajamas once a week. Today's executive is selling a multi-million dollar contract in a customer's office in Dallas while ordering a cake for her daughter's birthday party in Atlanta over the web during meeting breaks. Business and personal life is mobile, and today's wireless devices are more critical than ever.

BARACK OBAMA – A CASE STUDY ON TODAY'S EXECUTIVE

The face of the new executive became powerfully evident during this year's election campaign. Barack Obama was constantly photographed by the news media using his Blackberry or talking on his cell phone. Such obvious dependence on wireless technology has never been evident in a political candidate. And, by all evidence, it helped make him successful.

Obama literally ran his campaign via Blackberry. Certainly, there were times when it was intrusive, but it also helped him enormously. Obama responded to staffers, answered email, and kept abreast of news articles regarding the campaign. He also used his cell phone and Blackberry to make recommendations and keep involved during the financial bailout that went before congress during the campaign. He phoned senators and congressmen

to rally support for the failed bill – completing his senate responsibilities while on the campaign trail for president.

Further expanding his cyber-presence, Obama also used Facebook extensively. Obama currently has over one million friends on Facebook, and the forum was widely used to disseminate information regarding his plans and to rally his supporters. He also used LinkedIn, a business networking site. Today, Obama is also "LinkedIn" to business people from every industry and level of business.

Obama's foray into the digital world intensified when he became a senator for the state of Illinois. The Illinois legislature posted all bills and amendments online and all senators were issued laptops. While in session, senators could keep abreast of local news and use the internet to attend to personal and senatorial business. Soon, Obama saw the benefit to easy web surfing and began using a Blackberry along with his cell phone. When Obama ran for US Senate in 2003, his entire staff got Blackberry's and they became a primary tool for communication. Obama's senate campaign even had a blog, which was very unusual in politics at the time.

By the time Obama ran for president, he and his staff were dependent upon the Blackberry and other technology tools to keep up with the frantic pace. And, Obama's command of technology has certainly contributed to his success. It would, of course, be unfair to say that Obama won the presidential election over John McCain because of his Blackberry. However, it is fair to say that Obama's message was the most widely disseminated in US history. He was able to use every tool in the toolbox to make sure that potential voters knew his plans. He used these same tools to create excitement about his plans for change. And, there's no doubt that the excitement generated about the change Obama promised played a large part in his election success. In this regard, he was the ultimate advertiser.

Contrast Obama's technical savvy to that of John McCain. McCain admitted he rarely used the internet, and had just begun to get online on his own. However, he was an ardent user of his cell phone, and didn't hesitate to call senior officials to discuss issues and plans. But, this was not the face of John McCain that the American people saw on a regular basis; certainly not the same way we saw Obama regularly communicating via Blackberry and cell phone. Could it be that Obama enticed people to get online and read his message simply because it was so obvious to us that he was putting information out there? Did he appeal to the business person who, like him, seemed tied to their Blackberry? Did he appeal to young voters simply because he was technologically savvy compared to his opponent?

Today, as Obama moves into the White House, he'll likely again make technological history. US Presidents have traditionally been sheltered from technology such as email and cell phones, and have instead lived in a bit of a "bubble", without independent access to the outside world. Obama seems intent upon maintaining his wireless connectivity and appears to be negotiating ways to stay tuned in to the American people via the web and email.

Obama's fight to get out of the presidential bubble may seem cutting edge, but it is actually a fight to get back to a time forgotten. You see, many years ago, presidents like Abraham Lincoln stayed in tune with their constituents by hosting "open houses" at the White House. Ordinary Americans could visit with the president and share their views. Modern presidents have been so shielded from the outside world for security reasons that they've had ample opportunity to become estranged from the very people they're in office to support. Relying on only the opinions of closest staff before making decisions can be dangerous. Is it possible that we would have known that Iraq didn't really have weapons of mass destruction if President George W. Bush had been influenced and counseled by a wider group of advisors? Of course, we'll never know, and it would certainly be unfair to say that the Iraq war would

never have happened had President Bush just had email. But, it bears pondering.

If Barack Obama is successful at maintaining his connection with the people by using the latest in 3G technology, he will again make presidential history.

So, how can you be a Barack Obama when it comes to getting your message out to the people you want to connect with? In the coming chapters, we'll explore using today's most popular applications to increase communications with your customers and increase business. We'll also talk about how to create your own niche applications to set you apart from your competitors and keep your marketing fresh and consistent with your company's overall message.

4

USE THE HOTTEST APPLIACTION TO YOUR ADVERTISING ADVANTAGE

Now that we've established that there is a very large group of consumers using 3G wireless devices on a daily basis, it's time to talk about how you, as a business owner and advertiser can get to these consumers through their ever present wireless devices.

Wireless mobile advertising may be one of the most important advertising vehicles in the coming years. Wireless usage and applications are only expected to grow and smart business owners will take advantage of this trend. There are a number of ways you can get your message out to mobile users today; and you can be sure that each year will bring a variety of new applications and marketing possibilities.

IBM conducted a survey with mobile phone users asking if they would be willing to receive ads on their mobile phones in order to receive free digital content. Most responders indicated that they would be interested in such an option. In addition, responders said that they would be willing to share their personal information with mobile advertisers in order to receive incentives, such as discounts, coupons and air or hotel rewards points.

Advertising to the wireless user can be quite simple, and most businesses can begin quickly, using tools you already have. You may be able to make

some simple adjustments to immediately give you more visibility. Then, over time, you can apply new techniques and use new applications to increase your visibility even further. First, we're going to talk about your most obvious advertising vehicle.

YOUR WEBSITE

When you created your business' website, you did so because you wanted to create visibility on the internet. Well, now that everyone takes the internet everywhere they go, your internet visibility is even more important than before. So, if by chance you don't have a website, creating one should be your first task.

Depending upon the size of your business and your own technical savvy, you may choose to create your website through one of three methods:

- Outsourcing website creation to a company that specializes in this service. They can maintain the website for you, as well.

- Using internal IT employees to create and maintain your site (assuming you have them)

- Creating your website yourself using one of the many software tools readily available.

Regardless of how you create your website, you'll then need to develop content to be posted there. This is where you want to showcase your products, services and expertise in a fashion that looks attractive and professional. You may want to outsource the layout of your website to a

professional web designer and you may want to use a professional writer to create content for the site. Keep in mind that an ugly, poorly designed website with buttons that don't work and copy that is full of typographical errors will simply turn off potential customers. If you're not willing to dedicate the time and resources to develop and maintain a fully functional, attractive site that gives valuable information to your visitors, you shouldn't waste the money creating a website at all.

Now that we've established that you have a website, and that it can provide information about your products and services, let's talk about how the mobile user will view your website.

Keep in mind that mobile users are viewing your site from a very small screen. This means that your website must be optimized to accommodate these visitors; if your website is not optimized for viewing on any size and type of device, mobile visitors to your site will have difficulty reading the content and navigating through the pages.

Professional web designers with expertise in Wireless Application Protocol (WAP) will have the skills required to make your website easy to navigate and read from mobile devices. And, it's important to note that there are a wide variety of types of mobile devices out there. In order to reach a wide audience, including those users that have two year old phones as well as those with brand new phones that boast high resolution and color screens, you'll have to make a decision. You can either then your web pages must be optimized either limit yourself to the most basic markup, which means that your page can be viewed on any phone, or you can identify the specific capabilities of each phone that you want to be able to view your content. This sounds very tedious, but many content providers do it, and the protocols are not that different. Once you have the current list coded, you just add new models as they become available. This method allows you to offer rich content, most like viewers get from their desktops.

You may also elect to make some changes to your content aimed at mobile viewers. Every business is different, so it's difficult to give specific recommendations about how you, personally, should change your content. But, consider this: would a person visiting your website from a remote location, such as his car or in an airport, need or want anything different than a person accessing your site via his home or office computer?

ATTRACTING VISITORS TO YOUR SITE

It's a wise choice for all businesses to take steps to increase traffic to their websites. Simply put- the more visitors to your site, the bigger your business. There are several steps you can take to increase both mobile and fixed traffic on your site.

MAKE SURE YOU'RE SEARCH ENGINE OPTIMIZED

If you haven't taken the time to ensure that your website is optimized in the popular search engines, such as Google and Yahoo, it's time to do so. This simply means that you've taken measures to ensure that when a user searches for businesses in your industry or with your name, your business pops up – preferably first! Optimizing your website for better ranking in the search engines will improve traffic to your site both from mobile users and from users at fixed locations.

To improve your ranking in the search engines, you'll need to spend some time getting "search engine optimized". This includes making changes to

your meta tags and title tags within your website's code. Don't assume that your website builder did this for you, because, in most cases, they don't. You should also ensure that your site is registered with the most popular search engines and that your site contains copy that uses the words most frequently searched for your type of business. For example, if you sell golf clubs, your website should contain written copy that contains phrases like "buying golf clubs" and "good deals on golf equipment". Having such phrases in the copy on your website helps your ranking in the search engines because these are the types of phrases users search with.

ADVERTISE A GADGET

Business related "gadgets" on your website are a great way to increase traffic. For example, if you own a mortgage company, you might consider offering a mortgage calculator on your website. In addition to having your website search engine optimized for phrases such as "get mortgage", you would also optimize it for "mortgage calculator". This creates traffic on your site from visitors who are looking for mortgage calculators, as well as from visitors looking for mortgage companies. Then, you can advertise your mortgage calculator on other websites, linking the advertisement to your own site.

Gadgets such as this can foster a significant traffic increase on your site, both from fixed users and from remote wireless users.

ACCEPT MOBILE PAYMENTS

If you sell products via your website, make sure that you're set up to take those payments via mobile devices versus just fixed desktop browsers. One

of the easiest ways is by simply accepting Paypal on your site. Paypal is a popular web based payment program. Mobile users can set up mobile payments through their mobile numbers and pay anyone accepting paypal payments right through their phones. If you already accept credit cards via your website, these functions should also work for mobile users, as long as your website is optimized for mobile usage.

TEXT MESSAGING

Text messaging is widely used by wireless customers as a quick way to communicate and receive small bits of information. For advertisers with access to their customers' mobile phone numbers, it's also a great way to send messages about specials and sales and updates on products and services.

Subway® Restaurants has been extremely successful advertising via text messaging. Interested parties can "opt in" to Subway's mobile marketing campaign and receive the restaurant's most recent coupons via text messaging. Subway is even smart enough to send the coupons out right around lunch time!

This marketing campaign is accomplished through simple "mass text messaging". All that's required is maintaining a database of the phone numbers of your interested customers and sending periodic mass messages to these numbers. There are several "mobile marketing" companies that specialize in handling such campaigns for their customers.

In their mass messages, Subway sends customers a string of numbers and letters to be presented to cashiers at their restaurants in order to redeem the text message coupons. In order to encourage participation in the campaign,

they used table tents and signs on the cash registers in their restaurants telling customers how to sign up.

Subway has seen phenomenal success with these text messaging campaigns. The campaigns have been used in several Subway markets and have seen a coupon redemption rate as high as 8% in some markets. Though they may be contacting a smaller number of people than a typical direct mail advertising campaign, the success rate is much higher.

Subway notes two keys to its campaign's success. The first has been creating a campaign that requires users to "opt in" and gives them the opportunity to "opt out" at any time. This ensures that everyone who receives the advertisements has actually requested them. Sending unwanted text messages could actually turn off prospective customers, and could even be viewed as "spam".

Secondly, Subway only sends out coupons three or four times a month. The coupons have a very short expiration date, fostering a sense of urgency among customers to use the coupons right away. Subway restaurants in Buffalo New York, for example send the coupons out on snowy days, when their restaurant traffic is at its lowest. The coupons have been successful in encouraging folks to get out for lunch on a day when it would have been much easier to stay in. The short expiration date gets traffic into the Subway stores just on the days they need it most.

Creative thinking like Subway's is the key to using simple mobile applications to increase business. In the coming years, such innovation will remain critical to business in a technology savvy world. It's important to note, however, that this sort of campaign is targeted to current customers, aiming to increase the frequency of their visits to the restaurant. Since you have to know about the campaign and sign up to receive the coupons, this sort of campaign doesn't attract new business. Subway's primary means of

advertising to attract new business is through television commercials and sponsorships.

OTHER SUCCESS STORIES IN MOBILE ADVERTISING

While there's no question that mobile advertising is a relatively new concept to most business owners, there are quite a few other success stories out there. New and innovative ways of advertising to users via their mobile devices are cropping up every day, and many have been extremely successful. Let's take a look at some other very successful mobile advertising strategies.

MJOY'S UNIQUE TEXT MESSAGING SERVICE

Another unique way that text messaging is being used as a creative advertising device is through the German company Mjoy. it operates a mobile web portal and offers free text messaging to its registered users all over the world. Once you've registered (for free), you can send text messages to any phone, on any network, anywhere in the world. Mjoy's web portal will store your sent and received messages in your Mjoy mailbox, which can be viewed via your mobile phone with web browsing capability. Mjoy offers a rich user experience, allowing users to access games and gadgets through their portal, as well as text messaging.

Mjoy is able to offer its text messaging service to users for free because it sells ads for placement on its portal page. Advertising banners are noticeable enough to get attention, but are designed so that they do not interfere with the user's text messaging capabilities. Buying advertising on Mjoy's web portal is a great way for companies to be able to direct their advertising to mobile users without any programming on their part. So far, Mjoy's service has been extremely successful with both users and advertisers.

BLYK'S SUCCESS STORY

Blyk is a mobile phone operator based in London. Blyk offers free mobile phone service to users willing to receive advertising on their phones. When Blyk began, their goal was to get 100,000 customers in their first year of business. Since they are the first company of their kind, most people didn't think it was possible that they could find 100,000 people willing to read ads for free talk time within one year. However, Blyk reached their goal within six months and today boasts over 200,000 subscribers.

And, while it's clear that Blyk is great for users, it's even more important to understand how successful Blyk has been for its advertisers. The response rate to ads placed on Blyk's mobile phones has been a whopping 25%. The cost to advertisers comes out to roughly $0.85 per ad response, making it highly cost effective.

Services and programs like those of Blyk and Mjoy are the first of their kinds. Today, their subscriber numbers are fairly low compared to the number of wireless users in the world. But, when you consider how new mobile advertising really is, you can see that this trend is destined to grow and become a significant advertising tool.

FREE 411

Another simple advertising device for mobile and landlines phones is Free 411. From any phone, users can dial 1-800-Free411 for directory assistance. There is no fee to the user to get their desired number, but while the number is being located, the user listens to voice advertising. The user is also given the option to press a number on their phone to be immediately connected to the advertiser's business. When you consider that more than six billion calls are made to 411 each year, you can see that there is a significant advertising market in 411 calling. And, when you consider how expensive it is for users to call traditional 411 – ($1.00-$3.50 per call), you can see how users would flock to a free service.

Now, here's the really cool part about free 411 advertising. The service is highly targeted for the advertiser. Whenever a user dials 411 and asks for the number to a business that is in the same industry category as your business, your ad will play while your competitor's number is being located. If the user elects to contact you instead of the number they originally requested, they can be immediately connected to you by pressing "1".

Free 411 was created by a company called Jingle back in 2006, and they have been enormously profitable. In fact, they have been so successful that companies like AT&T have made in-roads to get into the same market. AT&T purchased Jingle's competitor InFreeDA, and is working to roll out their version of the same service a few local areas at a time.

It's easy to see that mobile advertising is already a success story. In the following chapter, we'll take a look at more applications that have the potential to make advertisers very successful.

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THE WIRELESS ADVERTISING FUTURE: NEW APPLIACTIONS WITH POSSIBILITIES

As time goes on, we're certain to see the mobile advertising market soar. So far, consumer response to mobile advertising has been very positive, giving more and more businesses reason to search for ways to increase business via the mobile revolution.

The creation of content and applications for the mobile user is a growing and changing business. Today there are many applications that we can expect to expand over time to become great advertising venues. And, of course, even as we're writing this book, developers are creating new applications that we don't even know about. As an advertiser, it pays to keep abreast of the newest hot mobile applications. Following are some applications that we see as having great potential for advertisers in the future. These are the ones to watch.

WIRELESS CARRIERS

While today's mobile advertising centers around ads placed on websites that are accessed through the mobile browser or via text messaging, you can be certain that will change. It's also certain that wireless carriers will have

difficulty continuing to add services and content without either using advertising monies to fund it or raising subscriber rates. In our current economy, cell phone companies as well as wireless users will certainly find advertising more palatable than rate increases.

In the near future, expect to see the ability to access various services via the wireless phone device itself, without going directly through the browser. Such services will almost certainly be advertiser sponsored.

Advertisers could negotiate directly with cell phone carriers to have their services included as an option right on the main menu of the phone. This type of advertising can prove very lucrative to the advertisers and to the wireless carriers as well. Informa Telecoms and Media, a market research firm, estimates that advertisers will spend more than $11 billion by 2011 on mobile marketing. As a "middle man" wireless operators could potentially take up to 50% of this revenue by negotiating contracts with content providers.

In spite of the obvious financial possibilities, wireless carriers are considering how to approach this type of service very carefully. You see, while wireless users are happy about being able to choose to trade the viewing of advertisements for free content or services, they are overwhelmingly not open to advertisements coming to them unsolicited via their cell phones. After all, they are paying for service – they should not have to view unsolicited advertising. So, while it's certain that we will eventually see some form of advertising content available on wireless devices without the use of the browser or text messaging, it's unclear how it will be presented.

TWITTER

Twitter is one of the hottest mobile applications around. Twitter is basically a social updating and networking site. Twitter's basic premise is that it allows people to keep up with each other by regularly exchanging the answer to one basic question, "What are you doing?"

Twitter users connect with friends and make friends, exchanging updates often frequently throughout the day. Twitter is designed to be a business and personal tool, noting that status updates are not only fun and social, but can be helpful too. For example, you can use Twitter to let your boss know you're running late in the morning or use it to let your friends know that a group is meeting at your favorite bar in an hour for a drink.

Twitter users create their own Twitter page, where they post their most recent updates. Each Twitter update is limited to 140 characters, so it's designed to keep the experience simple, rather than creating another blog. Once you've discovered which of your friends are Twitter users, you can follow them via the too, which means that each of their updates appears on your Twitter page whenever you visit. If they're following you, they'll see your updates too. You can access Twitter via your desktop and mobile web browser for viewing content. However, you can also post your own Twitter updates via your mobile phone's text messaging service, making it simple to keep your friends informed.

Twitter may seem insignificant, but it's actually one of the most popular and fastest growing applications of all time. Once initiated, many people find that they love keeping up with the tiny happenings of their closest friends.

Twitter is a free service, and despite its popularity, has not generated much revenue. Advertising services are just beginning on Twitter, primarily through a new company called Twittad. Today, users can sell re-skins on their home pages to advertisers. So far, takers have been pretty insignificant. Since most users of Twitter rarely visit their friends' home pages, advertising this way is not very productive. The basic premise behind Twitter is that you see the updates of the friends that you have chosen to follow on your own page – not by having to visit each friend's page individually.

In spite of the fact that this first attempt at advertising on Twitter has been slow, we're convinced that, in the near future, advertising on Twitter, in some form, will be extremely popular.

SHOZU

ShoZu is an open technology that works with content sites and partner feeds. ShoZu uses data replication technology to allow data transfers to happen invisibly, without interrupting the user's phone conversation or forcing them to open a browser. ShoZu brings you content from their partner sites or allows you to transfer information from your phone without streaming, buffering or waiting for content to be moved.

ShoZu partners with many websites for content delivery and exchange. For example, using ShoZu, you can transfer that picture you just took with your camera phone directly to your online photo album on Flickr™ with a single click. Downloading audio and video is simpler and faster than ever. ShoZu's services also include ShoCasts, a service that delivers content to your phone automatically.

ShoZu is not an application that will appeal to all businesses for advertising. But, for the company that specializes in media and content, partnering with ShoZu could be one of the best ways to get your media out to consumers.

MAPS AND GPS OPERATED DEVICES

Today, Google Maps is one of the most popular mobile applications available, and advertisers currently can place ads on the Google Maps page. But, it is believed that we've only touched the tip of the iceberg with GPS enabled devices on mobile phones. For example, there is currently a program called NextBus, which literally tells you when the next bus is arriving. By entering the bus route you're interested in taking, Nextbus can give you up to the minute arrival and departure information as tracked by a GPS device. In the future there are likely to be many more applications using GPS technology and many advertising opportunities created by these applications.

6

CREATING YOUR OWN APPLICATIONS

Now that you've read through the applications presented in the previous chapter, it's likely that you've come up with some ideas for methods you can use to bring wireless customers to your business. And, of course, there are many more applications available in addition to the ones we've described, and there are new ones coming every day.

But, what if you have an idea for your own unique application? Well, it certainly is possible to create your own applications targeted to your business and your customer base. It takes some know how, but it happens every day. Many of today's hottest wide use applications began as a simple idea by a single user targeted to his specific need. Twitter is a great example. The creator of Twitter simply wanted a way to know what his best friends were up to and to keep them abreast of his activities. He likely had no idea that his little application would become one of the hottest on the web.

This book is certainly not intended to provide technical specifics and coding details for creating wireless applications. But, if you have the interest in creating your own application, hopefully the data provided in this chapter will give you some direction on where to start. Here are some basics about creating wireless applications.

THE TECHNICALITIES

WIRELESS APPLICATION PROTOCOL (WAP)

WAP is one of the major open international standards for application layer network communications in the wireless world. Its primary use is enabling internet access from wireless devices. Browsers on mobile phones are WAP browsers. WAP browsers provide all the same services of a computer based web browser, though they are simplified. The simplification allows them to work on mobile phones with their smaller screens. If you plan to create an application for a wireless device it must be housed on a WAP capable website. The WAP standard was developed specifically to allow interoperability between the many different network technologies and software devices that are inherent in the mobile network. Because wireless companies operate on several different technologies (CDMA, TDMA, GSM), WAP was the answer to bridging the technology gap for internet access. Think of WAP as a gateway that sits between a mobile phone and the server that houses your website/application.

WIRELESS MARKUP LANGUAGE (WML)

In order to create a WAP capable website, the website must be written in, or dynamically converted to, WML, so that it can be viewed with a WAP browser. Wireless Markup Language is based on the language XML, but has been modified to be able to work with devices that use WAP. WML was essentially the first markup language designed to work with WAP devices.

 However, as technology increases, we're finding that other markup languages are being used with WAP, including XHTML and even standard HTML (Hyper Text Markup Language). These markup languages are very similar to WML, but require higher processing power from the mobile device.

Therefore, WML is still one of the safest and simplest bets for optimizing a website for wireless devices, though it has some limitations that can be overcome once programmers can move strictly to XHTML or HTML. But, for today, there are still too many mobile devices out there that simply don't have the processing power required to work with those markup languages.

GETTING HELP

For the purposes of this book, we're assuming that you're not an expert in WAP or WML. The information above is intended to give you a very basic understanding of the programming skills required to create a wireless application. Hopefully, now, you have some understanding of the skills you need in a programmer and you can talk to them somewhat effectively.

BASIC DECISIONS REGARDING YOUR APPLICATION

Assuming you will be finding a programmer to write the code needed for your actual application, your job is determining what you want the application to do, how the user will interact with it and what benefit it will bring to your business. In developing the idea for your application consider some of the following options:

SOCIAL NETWORKING DEVICES

Depending upon the type of business you're in, a device designed to allow others to keep in touch could be great. Do your customers have a need to talk to each other because they're likely in similar industries? Can they share product information and user tips? Think Twitter on a smaller scale, and targeted to only to a specific group of people.

GAMES

You'd be amazed at the audience you can gain through mobile phone games. Mobile games aren't just for kids – you'd be amazed at the number of business users playing games on their mobile devices while waiting at the airport. Consider creating a game that is compatible with your overall business. For example, if you sell tennis equipment, create a tennis game or an application that measures the accuracy and speed of your serve. Users will come to your site to play the game, but they may leave with a virtual shopping cart full of products.

GALLERIES

A web favorite of ours is LOL. This site hosts galleries of pictures including one of dogs, one of cats and even one of celebrities. You can download pictures that you like, along with funny captions. Or, you can create your own captions for the pictures. You can view the pictures online from your desktop or your mobile phone and you can download the pictures for storage in your own gallery or as wallpaper. This site is free to users and supported by advertisers. However, wouldn't it be great to host something similar on a business website? A gallery of pet pictures would be great on a veterinarian's website. Or, how about a cute baby picture gallery on a baby clothing boutique's website? Visitors to your site could even upload their own pictures to add to the gallery.

TOOLS

We mentioned a mortgage calculator earlier in an earlier chapter, but such tools bear mentioning again. Useful tools that relate to your business are a great way to get users to your site through an application. How about a

materials calculator for a company that sells lumber? Or, a food and beverage calculator for party planning on a catering website?

Tools are a particularly effective method of advertising, simply because they are useful. In today's world, it is more difficult than ever to get a buyer's attention. We're basically blind to billboards and deaf to television and radio ads because we've heard and seen too much of them. Even the original web ads, those huge banners, have become a thing of the past because users hate them. But, subtle advertising as part of a useful tool or tip is a successful method of gaining a buyer's attention, and is likely to be even more effective over the next several years.

"Do it yourself" applications are also great ways to improve business. Many photo shops, for example, will allow you to create your own cards, calendars and keepsakes right on their site. You simply upload the pictures you want to use, choose a template and order and pay online. The items can then be shipped directly to you.

BE CREATIVE

As you can see, the possibilities for creating your own applications as advertising devices for mobile users are nearly endless. Spend some time reviewing the suggestions here as well as searching online for more ideas. Once you have a list of possible applications in mind, you can sit down with a programmer to determine the costs, timeframe and materials required to get the job done. Applications are short term investments that can bring in new and repeat business over a long period of time.

CONCLUSION

Business owners are always concerned about creating new business and repeat business. In addition, it's critical in today's technology savvy marketplace to appear fresh and up to date, regardless of your specific business.

The 3G network for mobile phones and all the capabilities this system brings is truly creating a revolution in how consumers and business people work and live. Mobile devices that are internet capable have significantly expanded the computer age – which was a revolution in itself.

It is difficult to know what the future holds in wireless innovation. However, it is clear that this technology is continually evolving and becoming more of a force in our lives. The time to determine how you will use this force to increase your business is now.

Last year, the Vice President of Google, Vince Gert, stated that he believes that the future of the internet lies in mobile users, not users from the desktop. If this is true, business owners, particularly those that rely on their websites for business, cannot afford to miss out on this segment of the population. It's critical to keep up with the trend as it grows, and before your business appears out of touch.

It is our hope that we have helped you understand how useful wireless applications can be to your business and that we have given you some ideas for how to find your own niche in the world of mobile phones and computing. In addition, we hope that we've helped you to see that making changes to

your business to help improve your presence with wireless users is not so difficult.

There are many companies out there that can help you succeed in this arena, whether you want to advertise with popular existing internet applications, use text messaging to your advantage or create your own unique application to set you apart from the crowd. The possibilities are as unique as your business itself.

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Thanks for contributing a step towards helping the environments.
Keep reading.