

Sample

This is a client article and four blog posts derived from it.

PAGE TITLE: Integrating Mobile Marketing Solutions into your Business Marketing Plan

PAGE DESCRIPTION:

PAGE KEYWORDS: mobile marketing solution; new business marketing

PAGE TEXT:

When it comes to marketing for your small business, is our world spinning a bit too fast for you? Have you lost track of the fact that just in the last five years, marketing has changed dramatically to include Social Media Marketing? Oh, you thought those neat new phones were just for phone calls? Let's step into how you can take your standardized business marketing plan, create a new business marketing solution by adding mobile marketing to it, and reap tenfold benefits.

[Geoff Livingston and Gini Dietrich](#) write, "The corporate-marketing world still operates in silos of public relations, advertising, and interactive and direct marketing. As the newest discipline in the fold, social media accentuate this continuing situation." You can integrate social media marketing into the larger mix and create a one-on-one conversation with your client base.

You already know that if you create a strategy, and then you execute that strategy, your business will prosper. Are you willing to make the leap into mobile marketing solutions for your small business and then execute those strategies? Here are some ways to make that happen. It will be practically painless and before you know it, you'll be marketing like the big boys.

Your Blog

Interfacing with your clients via your blog, carefully monitoring their comments, surveying their needs, being Johnny-on-the-spot with resolving their complaints, and asking them to share your posts and their experiences via Facebook and Twitter, will help you get the real-life push social media can bring to your inbound marketing efforts.

Your Analytics

Are you one of those solopreneurs who detest the numbers analysis so many marketers thrive on when it comes to your marketing efforts? Do you prefer to just watch that sales number climb the charts? Oh, what, it isn't climbing? Wonder why? It might be time to bite the bullet and get ready to learn how to read those stats your site, your campaigns, and your fan pages are creating. There just might be some hefty clues in there for ways to tweak your efforts and get more bang for your buck.

Do You Have A Mobile Website?

You have a lot of time, talent and money invested in your standard website. But will that great big boy fit into someone's iPhone? Maybe not! So perhaps it's time for you to create a smaller version that will fit! People want to see on their phones like *right now* what services you offer. And guess what? There are services out there like [Duda Mobile](#) that can do the conversion easily for you.

What about an App for Your Business?

Do you think your business might prosper if it had its own app – something your client base might enjoy downloading from an email via your social media marketing campaign? Most hand-held devices can handle processing your app, so why not consider it? It would take some

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investigating to get an app to be most effective. Think about what you would want from it if YOU were your customer.

Personalize Your Marketing

A friend in the fireplace business tells me she “gets into their house” as quickly as possible while talking about fireplaces with her clients. Our mobile devices are personal, so you’re going to have to make your marketing personal for your target audience. How well do you know them? How well do you know their personal preferences? While once it was okay to post the same thing on Facebook and Twitter, that’s no longer acceptable.

Be Succinct

You can use email campaigns specially developed for succinctness and win wows from your client base. Your subject line has to be enticing, clever, succinct and capture their attention. 35% of readers will open (or not) an email based on the subject line alone. People appreciate cleverness, so think of a way to grab attention with a clever use of words and graphics. Don’t forget a Call to Action – some opportunity for readers to “learn more,” “get a discount coupon,” or “sign up for a free consultation.”

Choosing The Best Voucher Or Coupon

Fickle customers always want the next “best – new – more – or different” on the internet and this carries over to your Social Media campaigns. You cannot sit and wait for clients to walk through your front door. You have to reach out to them and invite them in. You have to go where they are, and where they are is on their cell phones! One of the best ways to dip your toes into the SMS marketing pool is to send out coupons, because coupons are eight times more likely to be responded to vs. traditional emails. You can find a mobile coupon marketing platform for your business on the internet.

First Text, Then Call, then Use Videos

When you’re getting accustomed to the tasks intrinsic to Social Media Marketing, and you don’t have a VA helping you who’s skilled in just that, you’ll probably begin with texting. Then, you’ll stretch to calling, and lastly you’ll think you’re ready for sending Videos. Interesting that ever since 2008, YouTube’s videos have accounted for over 30% of all Google queries. So maybe, just maybe, you ought to start with Videos, eh?

It’s also been determined that a viewer who watches your video is 95% more likely to become a customer. Video marketing is both fun and wonderful for creating interaction and engagement. Be sure you SEO your video. Videos are appearing on the first pages of Search Engines more often than before. Make sure you’ve got a YouTube channel. Make videos of how you make things happen behind the scenes. Tell your business’s from-the-heart stories because they work well.

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8 Blog Posts about this article

1. TITLE: Integrate Mobile Marketing w Std. Marketing Campaigns

KEYWORDS: mobile marketing solution; new business marketing

BLOG One: WORDS = 199

Your Blog

Interfacing with your clients via your blog, carefully monitoring their comments, surveying their needs, being Johnny-on-the-spot with resolving their complaints, and asking them to share your posts and their experiences via Facebook and Twitter, will help you get the real-life push social media can bring to your inbound marketing efforts.

Content marketing is most important. You'll want to provide information your clients want about your business, not necessarily with the idea of selling something immediately. Create blog posts that will educate your client base and provide something to them of great value. That education will nudge them into purchasing something from you. They'll feel as if they have a relationship with you. If you are sending out *great content*, it's free! You don't have to pay for ads. Encourage your clients to comment and share. Another freebie. If you're a blogger with a specific niche, go see what's happening in the rest of the niche and find a way to follow suite if you think it's valuable for your clients.

If you are "out there and visible" much of the time, you'll become known, your products will become known, and you'll have content marketing and relationship selling married sweetly.

2. TITLE: Integrate Mobile Marketing w Std. Marketing Campaigns

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BLOG Two: WORDS = 216

Your Analytics

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You'll want to track the impact of your social media campaigns for feedback and guidance. You'll want statistical data on who is following you. You'll want regular reports on all the pertinent numbers. We know that social media networking is here to stay, so you'll want to get the best out of it. You don't want to be viewed as anti-social! Here are five key items you ought to begin monitoring as soon as possible:

1. Measure your marketing efforts that are traditional, not online.
2. Where are your visitors coming from?
3. How many of your calls to action actually result in new business?
4. Make sure you drill down into the data to get specifics.
5. Which marketing campaigns actually are working?

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BLOG Three: WORDS = 178

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If you are not what many might call a techno geek, it's the better part of wisdom to hire one. Many Virtual Assistants can help you to develop the marketing strategy and the mobile website to help drive them. I am one of them. Begin to think beyond your desktop and allow someone with the latest expertise to help you. Faster broadband services and cheaper data services and literally screaming at you to come over to the tech side! Your mobile-using clients have done it and they're looking for you there, too. Here's a guide to get you going:

<http://uxdesign.smashingmagazine.com/2011/07/18/seven-guidelines-for-designing-high-performance-mobile-user-experiences/#more-99804>

4. TITLE: Integrate Mobile Marketing w Std. Marketing Campaigns

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BLOG Four: WORDS = 168

What about an App for Your Business?

Do you think your business might prosper if it had its own app – something your client base might enjoy downloading from an email via your social media marketing campaign? Most hand-held devices can handle processing your app, so why not consider it? It would take some investigating to get an app to be most effective. Think about what you would want from it if YOU were your customer. You'll want to plan it, develop it, and make sure it provides strong value for your clients. Here are some of the features young users look for in apps:

Deals, directions, special promos, partnerships with local coupon sites like Groupon, solves some problem for them, accepts mobile payments, includes social media sharing, gives them instant power to accomplish something, makes them want to share it, gives them behind-the-scene access or exclusive rewards.

Test, test, test it with a group who has patience months before you release it to the rest of the world.

5. TITLE: Integrate Mobile Marketing w Std. Marketing Campaigns

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BLOG Five: WORDS = 168

Personalize Your Marketing

A friend in the fireplace business tells me she "gets into their house" as quickly as possible while talking about fireplaces with her clients. Our mobile devices are personal, so you're going to have to make your marketing personal for your target audience. How well do you know them? How well do you know their personal preferences? While once it was okay to post the same thing on Facebook and Twitter, that's no longer acceptable, because they each speak a separate language and your client base will look for something different in each place.

In Facebook, you should limit yourself to no more than 5 lines, although we've seen a lot more than that, right? Do you like to read something that long? It's been studied that Facebook posts

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that are limited to only 80 characters get a higher response! Facebook readers love photos, so use lots of them. Be more selective in Twitter.

Every Social Media Channel requires personalization that works in their format. Here's an overview:

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BLOG Six: WORDS = 179

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Communication times have been drastically reduced since the popularity of cell phones has increased. Your ability to reach your client base has been made much more economical, so you've only got so many words to convey the meat of the message. Write it. Set it aside. Go back to it and see how you can convey that message in fewer, juicier words. Test it on a business associate. Incorporate their feedback. Have fun with it! People love plays on words. You won't be using graphics, only words, so make your message focus-worthy.

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BLOG Seven: WORDS = 182

Choosing the Best Voucher or Coupon

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Some platforms allow you to text customers when they're close to your store, courtesy of GPS. You can set up recurring campaigns and schedule coupons to go out at a specific time. Some social media coupon platforms allow redemption through credit card terminals or point of sale terminals.

If you search for *mobile coupon platforms* in Google, I'm confident you'll find just the one to pump up your sales for the holidays.

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BLOG Eight: WORDS = 181

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I'd love to create an article and some Blog Posts for you. Let's connect. Pat.matson@gmail.com

