

Social Media Fast-track Bonus

Objectives:

- 1) Setting Up Twellow
- 2) ORM
-  3) Mobile Marketing
- 4) Youtube Skins

Rei Rockstars

Mobile Marketing

Mobile Marketing

What Is It?

It is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network. ~ Mobile Marketing Association

Why Is It Important?

Mobile marketing is Personal, it happens immediately, and it is always on.

Mobile Marketing

This is the only media that is truly personal. Mobile phones are not shared with others... not even spouses!

Mobile phones are the only media that is constantly with the owner. 7 out of 10 people sleep with their phones within arm's reach.

Mobile Marketing

Types of Mobile Marketing

Text or SMS (Short Message Service)

MMS (Multimedia Message Service)

Mobile Web Marketing

QR Codes (Quick Response)

Mobile Marketing

Tools For Text Marketing

Ez Texting - www.eztexting.com
- Free Trial - \$29/mo - \$250/mo

Yep Text - live.yeptext.com
- \$9/mo - \$79/mo

Opt It - www.optit.com
- Free Trial - See Pricing

Text SMS Marketing - www.textsmsmarketing.com
- \$45/mo - \$695/mo

Tell My Cell - www.tellmycell.com
- \$29/mo - \$149/mo

Moto Message - www.motomessage.com
- \$49/mo - \$99/mo

Mobile Marketing

What is QR Code?

QR codes are very similar to barcodes used by retailers to track inventory and to price products at the point of sale. The difference between them is the amount of data they can hold/share.

Barcodes are one-dimensional and can only hold up to 20 numerical digits. QR codes are two-dimensional matrix barcodes that can hold thousands of alphanumeric characters of information.

Mobile Marketing

QR Code Generators

QR Stuff.com - www.qrstuff.com

Kaywa - qrcode.kaywa.com

QR Code Readers

iPhone / Others - i-nigma (free)

Android - Barcode Scanner / Red Laser

Mobile Marketing

QR Code Test



Mobile Marketing

Uses of QR Codes

- **Business Card**
- **Brochures**
- **Car Magnets**
- **Product Tags or Packaging**
- **Event Name-tags**
- **Receipts**
- **Sign Riders**
- **Property Flyers**

Mobile Marketing

What To Link To

- **Website**
- **Instructions**
- **Directions to business**
- **Coupons**
- **Free Downloads**
- **Feedback Forms**
- **Information about your business**

Mobile Marketing

QR codes are used by most of the major airlines for boarding passes and all carriers are required to provide this service for international flights.


QR codes are replacing the typical barcode in major retailers such as Home Depot and Best Buy.

New home builders use QR codes to better explain details about the model home as you are walking through.

Social Media Fast-track

Next Video...

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