

Action Plan! ~ Mobile Content Marketing

Your checklist shows you what to “tick off”, once you’ve completed all the steps of this month’s project. Your Action Plan will help you go through it, without missing any of these steps.

Research Your Market’s Mobile Preferences	<p>Get your market research right and you’ll tap into the most lucrative and effective Mobile marketing mix for you and your business. Unfortunately there’s no shortcut – you’ll have to do some dedicated “legwork” to research not only your subscribers’ Mobile preferences, but more untapped potential subscribers you can reach via your Mobile marketing.</p> <p>There are many ways to find the information you need:</p> <ol style="list-style-type: none">1. Simply ask your Facebook fans and friends. Try simple questions such as “Who else loves their iPhone?” “What make of mobile do you use?” or “What do you think of Text Messaging?”2. Create polls and surveys. There are Facebook apps to help you do this if you want to reach a broader audience; plus you can use services such as SurveyMonkey to poll your blog readers, podcast listeners, Twitter follower and your list.3. Consider your actual demographic, if you’ve already identified it. Single mothers under 30 who have completed college? Older males over 45 who make more than \$100,000 a year? Now research what the habits of this demographic are, when it comes to Mobiles. (Use the methods suggested above, as well as getting creative with Google searches and studying information on sites such as Quantcast and Alexa4. Be sure to find out how many prefer Mobile use to PCs nowadays. (The answer to this will give you your biggest clue about how much you need to go “Mobile”.) Find out if your Mobile subscriber base actually spends money via their Mobiles. (Ask them if they have a mobile Reader, for example5. Take into account Mobile expansion globally, and the changing habits of new generations6. Check out how well your competitors are implementing Mobile marketing. (Particularly study what the ones who seem to be doing it well are actually doing.)
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**Analyze your
Current Mobile
Readiness**

Now turn your attention to your existing blog and website designs. Check them out on your own Mobile. Borrow different makes and models from friends and family, to see what others see when they access your content via their mobiles.

- Are you aware of your target market's most common screen widths? (There are multiple sizes, though only a common few)
- Do your blogs and websites display properly on your Mobile... or do elements such as graphic headers disappear into the stratosphere, and tables split apart and "garble" your text? (NB: Avoid frames and Flash!)
- Is your text readable on your mobile?
- Is your content as short and to-the-point as you can make it?
- If you've observed visual errors (such as overlaid tables, disappearing graphics, etc.) have you checked out the exact errors causing them by using online checkers at sites such as [Mobiready](#) or the [W3C MobileOK Checker](#)?
- Do you use a Mobile-friendly blog theme? If not, would you consider checking out Mobile-ready themes on free sites such as [Wordpress.org](#)?
- If you've decided to focus on Mobile blogging, have you made sure you've adjusted your style for tiny screens? Short, short posts? Mini-tidbits of information or entertaining comments? Handy links or tips? (One only per post?)
- Have you adjusted your style to "mini-blogging" so that you're subconsciously gearing all your posts to fit within your reader's mobile screen?

Have you taken into account the lightning-fast habits of your Mobile customer, who is all about the instant gratification and connection?

<p>Building Your Mobile Subscriber List</p>	<p>When adding new subscribers (or existing ones) to your new Mobile content marketing contact field or list, it's absolutely crucial to ensure you are not violate the rigid CAN-SPAM law (and the rules of seven other authority agencies). There is even less tolerance in the world of Mobile contact than on the net, when it comes to "spamming". There are precautions you must take – and definite steps, to build a solid, legal Mobile subscriber list:</p> <ol style="list-style-type: none"> 1. Make sure your Autoresponder contact forms, Opt-ins and Sign-ups will help you provide clear proof of your subscribers' voluntary Sign-up, should you ever need it 2. Use a Confirmation option – especially with Mobiles – so there's absolutely no misunderstanding that they're giving you permission to contact them 3. Make sure your Autoresponder supports Mobile sign up and contact. If it does: <ul style="list-style-type: none"> • Add a "Mobile Number" field to your Opt-ins and Contact forms 1. Specify that adding that piece of contact information is entirely optional and may result in occasionally receiving contact via SMS Text Messaging or Mobile Voice Messages
<p>Adding SMS Text Message or Voice Messaging</p>	<p>When considering adding contact via SMS Text Messages or Voice, think about:</p> <ol style="list-style-type: none"> 1. Your Subscriber Base's Preferences – Will this be their preferred method of contact... or are you just excited about adding Mobile to your contact options? What sort of messages will you send, and which will be the best ones they'll enjoy? 2. Call Service Providers – Have you checked out SMS call service providers such as <ul style="list-style-type: none"> <input type="checkbox"/> Dial My Calls <input type="checkbox"/> Sendtextalerts.com 2. Fees and Charges – Are you aware of any hidden fees and charges – either to you or your subscriber? Have you spelled it out for them, if there's a charge for texting you, etc.? 3. Frequency – Ensure that you don't send too many texts over a short period of time. This really annoys subscribers!

<p>Consider Direct Monetization</p>	<p>Of course, there's no reason you can't monetize your Mobile marketing directly: In addition to providing affiliate links or directing people to your information and physical product offers, you can also:</p> <ol style="list-style-type: none"> 1. Create and sell Apps or Widgets – Providing it's an app your subscriber will really find useful (one that you've researched the need for). Taking into account the fact that you will need either a small fee up front and a monthly fee of approximately thirty dollars for the do-it-yourself sites and a budget beginning at around \$500 for a professional App Developer, you can produce the app in one of two ways <ul style="list-style-type: none"> • Profits Use a simple App builder such as MyAppBuilder iSites or Kanchoo • Have a professional App Developer create one to your specs (you can find them on sites such as Odesk and iPhoneFreelancer.com. (Make sure you are licensed as the owner of the App, under a clearly spelled-out “work-for-hire” agreement.) 2. Monetize your Mobile Content with Ads – So far, Facebook has inexplicably resisted going Mobile with their ads, but if displaying ads on your sites is a model that has worked for you, consider Google Mobile Ads
<p>Continue to “Feed the Need”</p>	<p>Keep your efforts regular and consistent – and always be on the lookout for new and innovative ways to feed your subscribers' needs, when it comes to providing Mobile marketing content!</p>