Using Mobile Content Marketing in Your Online Business.

Step One: Analysis

This may be the most important aspect of your content marketing plan. Initially, there are five questions you want to ask:

- What content are you currently using to market your business and how might it fit into your mobile content plan?
- What mobile friendly tactics are you presently using? For example, social networking.
- What are your mobile content goals? For example, to boost sales.
- Who is your audience? While most businesses can benefit from mobile content marketing, businesses targeting women and local customers may have the most to gain.
- Is your site mobile friendly?

Step Two: Video

Today many phones and mobile devices are designed to view video. It's also one of the easiest content forms to deliver via mobile device. It can go viral quickly and offer a tremendous benefit to your audience and prospects. Here are a few questions to consider if you want to offer video to your mobile market:

- What content can you offer via video? For example, can you offer how to demonstrations or mobile learning?
- Will you create the content yourself, use PLR or hire someone to create it for you?
- How often will you deliver your video content? For example, will you make a video available weekly? Monthly? What's realistic?
- It should be noted that you can combine your video and other content forms with social networking.

Step Three: Social Networking

Social networking is one of the two most popular mobile device activities. The other being downloading applications which we'll look at in a few steps. If you already participate in social networking, for example, Facebook, then integrating it into your mobile marketing plan is easy. Consider:

- Boosting your activity on social networking sites.
- Adding a Facebook Fan Page if you use Facebook and don't already have one.
- Hiring a contractor to manage social networking for you.
- Creating daily content for your social networking site activity.
- Interacting several times a day to boost your community and awareness.

Step Four: User Generated Content

Many people are extremely active socially on their mobile device. They text, chat and participate in social networking. You can embrace this trend by providing a chat room or forum on your website. This will engage users and build your community.

- Market your forum/chat room on social networking sites and integrate it with your other marketing tactics
- Consider hiring a forum moderator if you don't have time in your schedule to be active and engaged on your forum or chat room. A business/brand presence is essential.

Step Three: News

Many people get their news from their mobile device. You can tap into this by providing a news feed. You can also encourage regular participation by blogging and motivating readers to subscribe via their reader. As many people access both their email and their readers on their mobile devices. Regular blog content delivered via RSS will ensure a consistent connection to your audience whether they're on their mobile device or their computer.

- If you don't have a blog, consider adding one to your website. make sure there are subscribe options so people can access your new posts through whatever means they choose - i.e. reader, email or direct link.
- If your niche lends itself to newsworthy information consider adding a news feed to your site and enable your readers to subscribe to it.

Step Five: Applications

Applications have become the most prevalent part of mobile devices. There are applications for everything.

- Take a look at how you might develop an application to meet your customers and prospects needs.
- Applications don't have to be complicated. Something as simple as a daily quote or tip can be very valuable and simple to create.
- Consider how you'd market your application and make prospects aware of it.

Step Six: Promotions

Another popular type of mobile content are promotions, coupons and special offers.

- Consider how you might deliver your offers. Text message, MMS or via an application.
- Connect your promotions and special offers with product launches and seasons for an extra income boost. Take a look at your product/service catalog and consider creating a monthly offer or promotion

Step Seven: Downloads

As technology continues to evolve, many people are able to download and read content on their mobile device. That means you can offer content like:

- Special reports
- Lessons or mobile delivered ecourses
- ebooks
- Lists, checklists and how tos
- Interviews delivered via audio, video or print
- Teleseminars
- Newsletters

Step Eight: Monetization

You can monetize your content or give it away for free. Your decision depends largely on your goals. Consider:

- Affiliate links
- Advertisements
- PPC revenue
- Charging for content - for example for applications or for subscriptions/memberships.

Step Nine: Analysis

Yes, analysis again. Analytics are essential so you know what mobile content is effective and helping you meet your goals.

- Create goals
- Create measurements
- Create a plan to analyze the data. For example, once every month or quarter.
- Fine tune your content and strategies for optimal success.
- Plan and launch one content form at a time to ensure 100% focus and maximum success. You don't have to choose all seven content forms. Choose the one(s) that best meet your goals, budget and skills, and audience needs.