



### Why The Market Demands Mobile Marketing

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Considering the fact that many individuals would rather lose their wallet than misplacing their mobile phone, it is fitting that the mobile industry is quickly becoming a new trend for businesses. More and more people are relying on their cell phones for their daily activities, from business calls to organizing their day's work.

Mobile commerce is the ability to conduct business transactions with the use of any mobile device. With Smartphone sales reaching up to 49 percent in the early months of 2010, never before has it been so easy to shop anytime and anywhere from the tip of your hands. A lot of recent studies have concluded that mobile commerce is a rapidly advancing and profitable market.

#### Mobile Marketing: A Trend that will Stay

Facebook, Apple and Google- these are just some of the biggest names in consumer technology today. Along with big brands, advertising firms, and venture capital companies, these organizations are spending billions of dollars in mobile advertising alone. There are strong evidences emerging daily proving that mobile marketing now outperforms the traditional marketing methods. By the year 2015, it is estimated that consumers will spend around \$119B on services and goods bought through their mobile devices.

Mobile commerce is rapidly growing and is also directly related to the degree of mobile marketing efforts that firms are investing in. In a recent study conducted by the National Retail Federation, there are around 74 percent of online retailers that have placed or developed mobile commerce strategies for their businesses and around 20 percent have already implemented their mobile marketing plans.

SMS marketing has been a popular and widely used practice as it is a direct way of engaging consumers and is also likely to be read. Customers can either opt in to receive news about promotions, deals, events and coupons about their brands. Retailers are also investing more time and money in developing creative apps that will reach their

customers and effectively enhance brand identity and customer shopping experience. The ecommerce giant, eBay, recently launched its Fashion App which enables users to browse clothes, get exclusive deals and even 'try on' the outfit by snapping an image from the iPhone camera.

Mobile marketing is important, as mobile phone adoption rates soar today. With a wide range of mobile advertising choices from SMS, WAP, mobile ads, and search ads to rich video, media and push notifications, mobile marketing is indeed here to stay.





## Winning Twitter Marketing Tips

by Jacob from [completetwittermarketing.com](http://completetwittermarketing.com)

Most internet marketers have at least considered using Twitter to find new customers. Twitter is being used to drives huge amounts of traffic by new marketers and veterans alike, and once they experience the power of Twitter firsthand they are hooked. Given below are a few tips that you should remember when marketing on Twitter.

In the Twitter community, you have to earn the right to sell stuff. That's exactly why you should remember to not over promote yourself. That's one of the biggest turn offs for Twitter users because they are literally tired of all the spam floating around. Don't create too much hype and don't tweet too many promotional links to your followers. Don't fall into the trap that so many impatient internet marketers fall into, they try to sell to their followers without building trust and trying to take before they give. Don't take this lightly, you can create lifelong customers just by offering information or free resources that your followers perceive as being of value. On Twitter, once you are viewed as a spammer it is very hard to escape that image. Don't sabotage your opportunity to do things the right way and make lots of money. Twitter can be used for more than selling products, it is also great for networking and making deals, too. Twitter is there for you, if you know how to use it. There are lots of different means by which Twitter can become part of your business. One of the best ways to leverage Twitter for enhancing your business and marketing with it is to use it for customer service. It's a smart way to assist your customers with whatever they need while never having to utilize the phone. The reason for this is many problems are small and require little attention, so Twitter can be used to address these problems and a viable solution can be given to the customer. That way, if the customer needs further assistance, you can always pick up the telephone. But at first it's completely acceptable to use Twitter to see if you can handle the problem that way. This will help you create a bond with your customers that will make them see you as someone they can trust. Your customers want to feel valued and special and that's just how they'll feel if you can answer them quickly using something like Twitter.

You should also follow one often neglected rule of Twitter marketing, which is to limit the number of people you follow. What is the reasoning behind this rule? The fact is, quality is more important than quantity and you really don't want thousands of followers. If you have too many followers, they become faceless and impersonal.

If you have a manageable number of followers, you can respond to individual messages and get to know people.

Overall, Twitter isn't that hard when it comes to marketing. You can get familiar with it quite fast and then use it any way you want. People who aren't familiar with Twitter may have anxiety about trying it. But the best way to deal with this problem is to just get started and take things as they come. Soon you will realize that driving traffic using Twitter is simple and powerful. Just remember to apply the above tips and stay away from making simple mistakes that can ruin your campaigns. If you want to find success with Twitter marketing, learn as much as you can about it and start practicing.





### Tradeshaw Marketing

Staff

iPhones, iPads, and social media? The simple answer is a resounding, YES, trade show marketing DOES work, which is why every year there are thousands of trade shows held through the US and the world, with millions of attendees. And there are tens of thousands of trade show exhibitors who are successful, introducing new products and selling existing products, meeting new customers, and establishing new business relationships. Trade shows are still the most cost-effective “face-to-face” marketing method available today. Trade show marketing allows an exhibitor to meet with hundreds of motivated potential customers. But trade show success is not a foregone conclusion nor is it guaranteed, and unfortunately, far too many exhibitors waste much of the potential value of trade show marketing because they don't following a few simple rules...

#### PLAN, QUALIFY, FOLLOW-UP

##### 1. PLAN (before show)

One of John Wooden's best quotes; “Failing to plan is planning to fail.”

**a. Determine your Purpose:** What is the purpose of exhibiting at this show? Are you introducing a new product? Trying to get new customers? Do you just have to be seen there (if so, make it worth it).

**b. Set Goals:** I want to meet “x” new prospects a day. I want to get “\$x” of new orders a day. I want to contact “x” current customer and arrange to show them our new products at the show.

**c. Make a Checklist:** what do you have to do? Secure a booth space? Order carpet, power, etc? Do you need a portable booth? Do you need graphics? Do you need the graphics designed? Do you need new literature? Do you need to contact current customers and let them know you'll be at the show?

**d. Pre-show Promotion:** let people know you'll be there (postcards, emails, phone calls).

Create an incentive for them to visit your booth: Consider some kind of drawing or handing out trade show giveaways. Tell people to bring your pre-show mailer by the booth and they can redeem it for a “super hip xyz widget” (i.e. trade show giveaway) or they can drop it in a box (after answer all the question

on the questionnaire of course) and they'll then qualify to win a new iPod (for example).

**e. Keep in mind the big picture:** You're competing with hundreds of exhibitors among all the other trade show booths. You've got to insure that your trade show display will stand out from all the other trade show displays, which means you'll need a stand-out, breakthrough trade show booth design.

**2. QUALIFY (at your booth)** It always surprised me how many trade show booth staffers tried to sell to everyone. I suppose they thought they could sell refrigerators to Eskimos too.

Do be sure to greet everyone passing by, but if they talk to you, QUALIFY them. Ask if they are in the market for your product or service. Ask if they have a problem (that you have a solution for, of course). Ask if they are using any of your competitors. Ask if the prospect is a decision-maker or influencer. Ask these questions, but then listen. Give them a chance to talk. Determine what the likelihood of they or their company ever buying from you is.

If they are not a qualified prospect, thank them, and move on. If they are, continue your discussion. Get their contact information, and get some kind of personal information as well and make a note of it (this will help with your follow-up later). If you think you can get a sale, by all means go for it. Don't put off until tomorrow what you can accomplish today.

I think of qualifying trade show prospects as a simple mathematical formula. If you have 4 good hours of prospecting a day (240 minutes), would you rather spend 5 minutes each with 48 people when 80% of them would never buy from you (so the 9 good prospects only get 5 minutes of your time just like the others), or would you rather spend 2 minutes each qualifying the 48, and then have 16 minutes each for your 9 real prospects. I'd rather have 18 minutes total for each of the 9 real prospects, not just the 5 minutes that the refrigerator salesman has.

There's a lot more to do at the show [see what to do & what not to do at your booth], but qualifying prospects is to often overlooked or misunderstood. So remember... qualify, qualify, qualify.

**3. FOLLOW-UP (after the show)** You're back from your trade show, you're tired, and you



have a pile of mail and a folder full of emails to go through. You've got two meetings to go to, and your boss wants to go over a new project with you. You've just worked a Saturday, and you think you deserve some comp time. Your buddies are over at the coffee maker talking about the game. You've got too much to do. You gave all your prospects your business card and brochure, so they'll call you when they're ready to order. You've done your job.

Stop. Your trade show marketing efforts aren't finished. Assume that your business card and brochure are in a plastic bag with 50 other companies on the floor in your prospect's office. He's in the same boat as you. He'll get to the plastic bag when he gets time, which turns out to be never, and three months later the entire contents go into the office recycling bin.

I found that I could double or triple my new customers from a trade show by doing one thing... follow-up. Call all of your prospects within 3 days of getting back to work. Hopefully you wrote a personal note on the back of each prospect's business card so that you can mention it and show that you remember him. Don't stop with one call. Call back in two weeks, and then in a month. You aren't cold-calling because you already know your prospect. Follow-up is more work, but with all the work you already invested in preparing for and going to the show, it's a waste to not finish the job.

So remember... **PLAN, QUALIFY & FOLLOW-UP** and call us at Auburn Printers & Integrated marketing. We can make you next “tradeshaw” the biggest success ever!





## Four Ways to Treat Your Email Subscribers Like Friends

From [www.marketingprofs.com](http://www.marketingprofs.com)

According to the 60 Second Marketer blog, email marketing is powerful because it delivers your message to a subscriber's inner sanctum—alongside party invites from friends and photos from recent family trips. Because of this, they argue, “You need to develop a relationship with the consumer as well. Otherwise you are just an intruder in a house [where] you don't belong.”

Check your page to see if you commit some of the most egregious mistakes you can make on Facebook.

Here are a few tips for making subscribers think of you as a friend whose messages belong in their inboxes:

- **Be personable.** A friend knows how to spell your name correctly; remembers your birthday; takes note of your likes and dislikes; and speaks to you in an informal, conversational voice. There's no reason why your email program can't exhibit all of these traits as well.
- **Be consistent.** We all have that friend who alternates between bombarding us with messages and disappearing for weeks or months at a time. It gets old in a hurry. So be the friend who stays in touch consistently, and never comes on too strong.

- **Be concise.** “You don't want to be that friend who takes 20 minutes to tell a 2-minute story,” the 60 Second Marketer team notes.
- **Be sensitive.** Friends recognize when “now” isn't a good time to talk—and it's important to remember that when timing your email campaigns. Mornings might be an ideal time to catch a stay-at-home mother; Friday evening, conversely, might be a terrible time to reach a B2B customer who keeps a regular office schedule.

The Point: Be a pal. Thinking of your subscribers as your friends is an effective way to gauge the appropriateness of your email program's different initiatives—and not wear out your welcome.

*Source: 60 Second Marketer.*





## Santa Claus is Coming to Town

Staff

Although many small children are scared beyond belief of Santa Claus, this Santa Claus has a way of calming their fears and make them feel like just a big comfy seat that talks and brings gifts. Brad Weston, Vice-President of Auburn Printers and Integrated Marketing has been volunteering for the Sutter Auburn Faith's Childrens' Fair for the past 8 years. According to Brad, "This is a place for children to come and enjoy many Christmas activities and feel like they belong."

The Childrens' Fair is held at Auburn's Gold Country Fairgrounds and allows for children to participate in different games and activities out on by many different Auburn non-profits and service clubs. Brad enjoys many different venues where he portray Santa Claus, but the Childrens' Fair is by far one of his favorites. Brad says, "As long is there is a Childrens' Fair to attend, I will be there supporting our wonderful Hospital and enjoying the many children that come to visit".

