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You are encouraged to print this book for easy reading.

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Chapter 1

Introduction

The Mobile Future Is Now

The web is such a large facet in nearly every person's lives. The reach of the web has increased from the simple access by users with computers to persons carrying phones, music players, tablet computers and even handheld video game consoles. This wide expanse of mobile devices which now have access to the web makes several opportunities to use systems of marketing to make money over the web.

Almost every high end website has by now created a mobile version of their website which is accessible with even the lower end mobile devices such as pay-as-you-go phones with low memory. This accessibility increases the website's worth by making it available for a majority of internet enabled devices to access it. Alongside this massive growth by websites to the mobile category of accessibility is the growth of online searches.

Mobile searches are made every few seconds by thousands of mobile devices in any one technologically modern location. Google has reported a consistent 130% search volume growth year after year with this value expected to grow at a higher volume in the years to come as more advanced mobile devices are being released with an even greater demand for such devices. These devices have capabilities that online marketers have been dreaming of, such as the ability to render full sized, memory intensive websites with elements such as scripts and even advanced objects such as flash based media.

Of course this doesn't mean that the marketers are exactly looking to use the full power of these mobile devices for mobile marketing, in fact it is quite the opposite. The higher processing power of these mobile devices simply makes it possible to display advertisements without massive formatting changes. This ideal environment makes it more efficient to market to mobile devices whereas in the past it was only possible with the high end devices which were not as common up until now.

The best way to market to mobile devices is through the most commonly used search company, Google. Google takes advantage of its widespread

reach to nearly all devices and has adapted to those of mobile accessibility and stature. Google has also augmented their keyword tool to work in conjunction with mobile search results statistics.

The Google AdWords Keyword tool is available at:

http://adwords.google.com/o/Targeting/Explorer?__c=10000000000&__u=10000000000&ideaRequestType=KEYWORD_IDEAS#search.none

This tool is efficient in showing a wide range of keywords which are targeted for specific search volumes and competition. The Google AdWords keyword tool is simple to use with mobile keywords. The following shows how to configure the AdWords keyword tool to work correctly with mobile keywords:

The screenshot shows the 'Find keywords' section of the Google AdWords Keyword tool. It includes input fields for 'Word or phrase (one per line)' and 'Website'. Below these are checkboxes for 'Only show ideas closely related to my search terms' and a link for 'Advanced Options and Filters'. The 'Locations and languages' section features dropdown menus for 'All Countries' (with 'United States' selected) and 'All Languages' (with 'English' selected). The 'Include specific content' section has a checkbox for 'Include adult ideas'. The 'Show Ideas and Statistics for' section has a dropdown menu with 'All mobile devices' selected. The 'Filter keywords' section has a dropdown menu with 'Mobile devices with full internet browsers' selected. A 'Remove' button is visible next to the filter dropdown.

Find keywords
Based on one or more of the following:

Word or phrase (one per line) **Website**

☐ Only show ideas closely related to my search terms [?](#)
[Advanced Options and Filters](#)

Locations and languages [?](#)

Include specific content [?](#) ☐ Include adult ideas

Show Ideas and Statistics for [?](#) Desktop and laptop devices
Desktop and laptop devices
All mobile devices
Mobile WAP devices
Mobile devices with full internet browsers

Filter keywords [?](#) [Remove](#)

Image: AdWords keyword tool configuration for mobile devices.

Once this has been completed, the word or phrase selection will be placed in the appropriate text field to run a search for suggested keywords to be used with this system.

In the following example, we will be using the search term "phone accessories" to find valuable keyword suggestions with the Google AdWords keyword tool.

Keyword ideas (100)

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
☆ htc phone accessories		3,600	2,900
☆ cellular phone accessories		1,900	1,600
☆ wholesale phone accessories		1,300	1,000
☆ cell phone accessory		12,100	9,900
☆ lg cell phone accessories		720	720
☆ samsung phone accessories		5,400	4,400
☆ cell phone accessories		33,100	27,100
☆ tmobile phone accessories		480	480
☆ pantech phone accessories		320	320
☆ phone accessories wholesale		1,300	1,000
☆ cell phone accessories cheap		1,000	880
☆ cheap cell phone accessories		1,000	880
☆ sanyo phone accessories		170	170
☆ cell phone accessories wholesale		1,000	880
☆ cheapest cell phone accessories		720	720
☆ samsung mobile phone accessories		390	260

Image: Keyword suggestions made by Google based on the keyword "phone accessories" with the "all mobile devices" setting selected for the "Show ideas and statistics for" drop down menu.

Note: The keyword suggestions will vary depending on the following factors: keyword/phrase, competition, global monthly searches and local monthly searches. The tool had easily found approximately 100 great

keyword combinations to display but we are only seeing about 16% of the results.

This tool is very useful for collecting information about high volume search terms as well as the lower competition options which are in some ways the best options available to dominate and market with.

As you can see, this tool will be really integral to the marketing process with mobile devices.

Chapter 2

Dominate Local Market with Mobile Marketing

Why Local Market?

One of the key things that you can accomplish with this method is getting an increased amount of local traffic to your ads. This will lead to helping you dominate the local market.

If you are wondering why dominating the local market is important, keep the following in mind:

Each local market is slightly different and will be processing different advertisements based on the interest of the locals. In fact, about 80% of all local business comes from within a short distance from the location of the business. This can be as little as 5 miles from the location. If you are able to manage to target the mobile users within this radius, you will have access to a much larger portion of the exposure than competitors would even be able to access with alternative local ad solutions.

A majority of mobile devices do not have ad blocking software available on them which makes them a more fruitful exposure outlet when compared to those using computers or notebook PCs. This means that your ads will be seen by those who are most likely to view and interact with your marketing efforts.

If your business is local you will be driving traffic to your website or online Google places listing. This is an ideal option that will make it much simpler for you to be getting the most out of your online ads by targeting mobile device users which are actually within a short trip to your location. This is a fairly simple way to dominate the market by getting connected with those in your local community. The sooner you get into mobile marketing in this way before your competitors, the more chances you will have of gaining the attention of your potential consumers.

Local mobile marketing has a very low competition due to the fact that the searches will be directed more often to the added keywords for locations. This makes it possible to get a greater amount of the traffic that was directed towards the original keyword thus landing your marketing efforts further ahead than those using generic, non location based marketing.

Another thing to consider when using Google to market to your potential customers is the fact that you can control where you are sending marketing to, based on the carrier of the mobile device. This gives a much higher percentage of targeted marketing for your efforts. This is a great option to look into whenever you are targeting a specific location which has a preferred carrier by some variable such as small demographic location or popularity of carrier for the area.

The existence of "click to call" ads is also a highly useful option that allows your marketing audience to contact your business directly without having to know the business phone number. Once the user clicks on the advertisement, their mobile phone device is given specific instructions to place a mobile call. This can be configured to any number that you specify in the advertisement settings with Google. This eliminates the need to direct your audience to a website where they can find contact information and instead provides contact capabilities with the tap of a finger.

Chapter 3

Mobile Marketing Is Going Web

Mobile marketing is really one of the most common types of web interaction for mobile web users. A large percentage of mobile device users do not own a computer system and are very used to interacting online with only their mobile device. Although some mobile devices have varying levels of sophistication and higher technological capabilities, most will still adhere to the limitations of the networks they connect to and how well the hardware can handle such interactions.

Before the age of mobile devices, the existence of other types of marketing was effective to the point of at least getting the business noticed. These types of dead advertising are still used but with a much lower effectiveness. Examples of these and reasons why they are dead:

Phone directory - large phone books are now seen as a very wasteful endeavor and are actually advocated against in "greener" communities. They also require a large amount of manual work to find what you need when a mobile device can simply search for what is needed in seconds.

Newspapers - Newspaper sales have declined rapidly and free versions of higher quality news sources are now available online. You will be reaching a very limited community which either cannot afford extra services or are living without excess in their household.

Television Ads - The use of digital video recorder technology allows people who want to miss their shows and view them at a later time to simply skip commercials and advertising spots. Only highly amusing advertisements are viewed by these individuals. Ads can also be very costly with a very low return in interest by the audience.

Telemarketing - The “do not call” list, caller-ID and blocking services provided by companies (including Google!) make it possible to filter out the possible informational exchanges with potential consumers who have access to a phone line or mobile phone subscription plan.

Direct Mail - Direct mail is very slow and has a very low yield in terms of customer reach. Most modern mail receivers will simply pick and choose what they wish to look at based on their interests. It is not unlikely that

most of direct mail recipients will simply toss advertisements and "junk mail" that they receive once they get from their mail box to their household.

Print Ads - Advertisements in magazines and other print outlets are becoming increasingly higher in cost which makes them undesirable especially when competing against full page advertisements and more. The high cost for such small spots also makes it difficult to secure a well exposed portion of the print media and you will only be able to target readers who buy or subscribe to that magazine.

Email Marketing - SPAM is seen as unwanted digital contact and will be deleted as soon as seen by most recipients. Specialized SPAM filtering has been incorporated into many email services, software, and more to help eradicate instances of unsolicited emails.

As you can see, these are very limited in scope when you are trying to reach your audience. These conventional types of marketing are no longer as effective in getting your business noticed. The best option to take advantage of is through mobile marketing which will penetrate the airwaves and be delivered directly to your audience. To accomplish this you will need to get your business listed and online with the most prominent search entities. This is possible by doing the following:

You must take the time to create a top search result in the local market for your business.

This will consist of getting into Google, Yahoo and Bing and listed for your business category. This is not difficult to do and can be done properly through each of the search services with the proper process.

Getting to the top of Google mobile search results is one of the most important things you could do with your business. The process is relatively simple but can be time consuming.

Google Places

First you will need to put your business up and available locally on Google places.




Connecting you with the places you love

 Rate and share places on Google



Local recommendations - powered by you and your friends
Find, rate and share places you know to discover new ones you'll love.

[Start rating](#) 

 Get your business found on Google



Claim your business listing on Google - for free
Sign up for Google Places, or login to learn insights about your business.

[Get started](#) 

Related products

 [The ultimate pocket guide - right on your phone »](#)
Download the Places app for Android or iPhone.


 [Advertise online, quickly and easily »](#)
Attract local customers with the new Google AdWords Express.

Image: Google Places home page

A Google places page allows your business to be listed in the online business directory. You can provide a wide range of information on the Google places page which will serve as your directory listing for Google. Anyone that searches the category of your business locally will be provided with search results with the closest relevance to your search.

An example of this is seen in the following image:



Image: Google Listings for Organic Pizza in New York

Notice that places are listed with the search results and they provide basic information which is useful to anyone searching for this phrase.

Information that includes the name of the pizzeria or food outlet, the rating given by Google users, applicable website, addresses and phone number. Clicking on any of the results will provide extended details for the listing as well as a map option which is useful for providing directions to the local location.

Claiming the places page is not only free to businesses, it is also freely available to the public which is actively searching different search terms at all times. This is an opportunity that allows you to have your business contact information available online at all times to Google search users on all platforms including mobile web!

Adding pictures and videos to your Google places page is the next step in getting your listing on Google noticed. Pictures of the products or the business location are always helpful in letting those who find your

information know more about what your business does. Videos can provide much nicer and in depth information about the business as well.

Encouragement of previous consumers to add their own media is also a great idea which could provide a large amount of positive information as well.

Coupon codes can also be added as a special promotion to the places page which is a great marketing tactic. Making this code accessible to options like mobile devices makes it effective for those who wish to market to mobile devices. By letting your customers come in with your coupon code loaded on their devices you can give them discounts on products or services which can help boost your business.

Google Reviews

Google reviews are one of the best raw review options that can provide information to your consumers directly from your places page. Google reviews can be added by anyone. This makes it possible for you to get feedback from your consumers as well as giving your potential consumers something to think about when they see your listings. This option is very useful, especially if you can maintain a high "star" rating with the Google reviews option.

Click to Call

The click to call service from Google is also available to use in a variety of different ways. The main mode of deployment is through a computer system with click to call enabled ads. These ads will have a small phone icon which is selectable by the viewer. This will prompt the user to input their own phone number and Google will connect to the number they have inserted in lieu of the user making the call themselves. Google will then connect the user to the business with their listed phone number. This

works a little bit differently with the mobile version of the click to call service but is essentially the same and makes it possible for your audience to contact you with a mobile connection to the internet.

[I Am...](#) [Ad Types](#) [Resources](#)

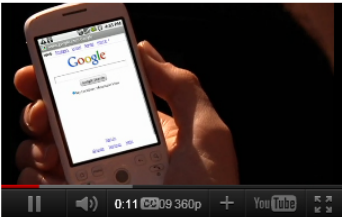
Ad Innovations

[Featured](#) [Newest](#) [Search](#) [Display](#) [Video](#) **[Mobile](#)** [Measurement](#)


Click to Call Phone Extensions

Status: Fully Released

[Try It Now](#)



What It Looks Like



Where You'll Find It

Ad extensions

You can use this optional feature to include relevant business information:

- ☐ Location
- ☐ Product
- ☐ Sitelinks
- ☒ Phone

Phone number: _____

Country or territory: _____ United States

☐ Call only format. Only the phone number is clickable on mobile phone calls.

This ad extension works with location extensions.

[Want to make it better? Send feedback »](#)

What It Does

When people search for goods or services using their mobile phones, they often prefer to call a store rather than visit that store's website. Now you can make it even easier for potential customers to reach you by adding a click-to-call business phone number in ads that appear on mobile devices with full internet browsers.

There are two ways you can include a click-to-call phone number in your ad campaigns:

- Location Extensions and LBAs – display your local business phone number to nearby users on mobile devices with full browsers.
- Phone Extensions – display your national or vanity phone number to all users on mobile devices with full browsers.

Why You'd Use It

Drive more response by increasing the options you offer customers to connect with your business.

[< Previous](#)
[Next >](#)

Share this page:Stay updated on the latest innovations:

I AM...	AD TYPES	PRODUCTS	RELATED BRANDS	RESOURCES
A New Advertiser	Overview	AdWords	YouTube	Ad Innovations
An Experienced Advertiser	Search Ads	AdWords Express	DoubleClick	Learn with Google
A Publisher	Display Ads	AdSense	AdMob	Inside AdWords Blog
An Agency	Video & YouTube Ads	Google Analytics	Teracast	Think with Google
	TV Ads	All Products »	Invite Media	All Resources »
	Mobile Ads			

Image: Click to Call service page on Google Ads

The service is basically designed to make it possible to get a much wider response from your online audience. Click to call can be used with AdWords based advertisements from Google as an extension of the service to either local traffic or with an expanded demographic if the mobile user is using a full featured web browser.

Google Maps

Google Maps is also one of the options that make it possible for your audience to be able to find your business directly through the use of the maps service.

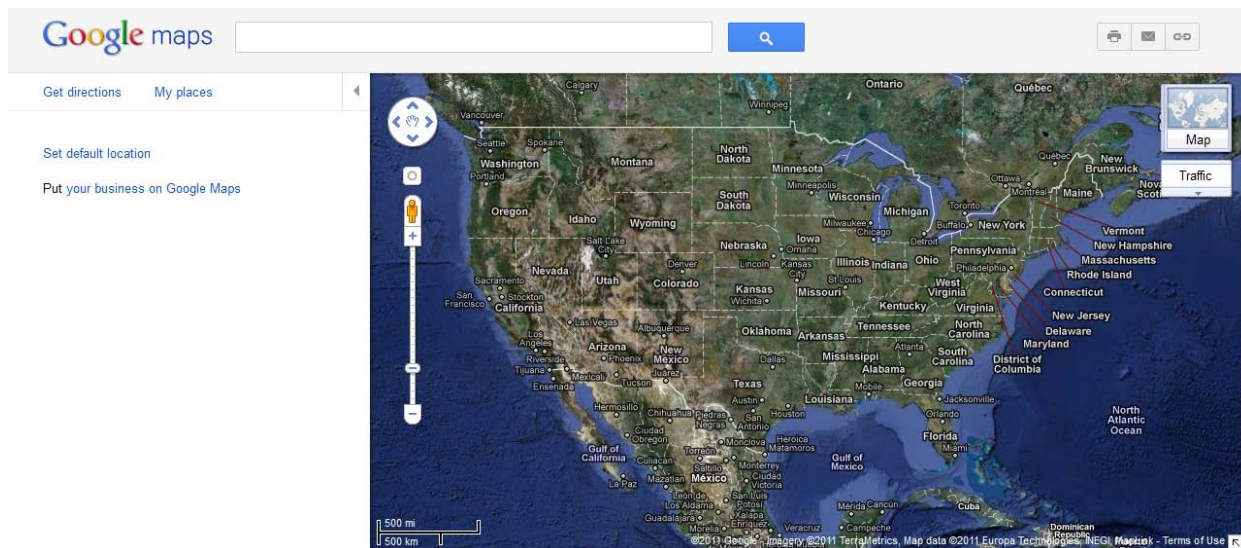


Image: Google Maps home

Once your business is listed through Google Places, Google maps make it possible to map and provide directions to your audience through the Google maps interface. The user simply needs to type in what they would like to find alongside the location.

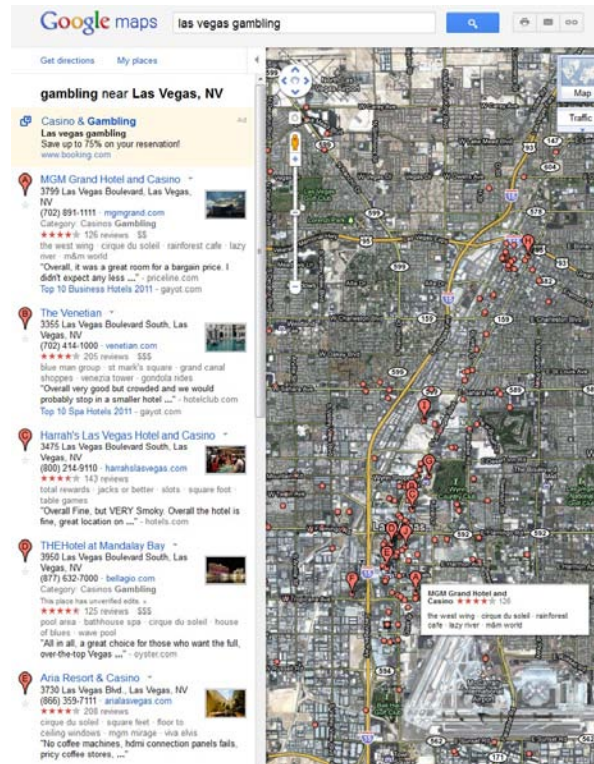


Image: Search for Las Vegas Gambling in Google Maps

The maps service will provide places listings which are very useful in finding nearby businesses, services and much more. By getting listed in Google maps, a business can increase visibility and will have much greater exposure with their audience. The best part of it all is that it is free!

AdWords Express

AdWords express, also known as "Google Boost" is a service that is offered by Google that is designed to show highly targeted ads to users of Google with location in interest. These ads are designed by the advertiser and are completely customizable. These ads show before any other ads or results are shown on Google which makes them highly visible to your audience.

The beauty of these ads is not only that they are completely customizable, but the fact that you never get charged for them unless someone actually clicks on the ad. This means that you can provide full contact details in the

advertisement and still get visibility with search results while maintaining free exposure and still setting up a budget just in case.

Ads shown through AdWords express are specially designed to work exceedingly well with Android and other Google based phones to deliver advertisements which are optimized for complete immersion by the mobile devices. Ads can be created quickly and easily with this service to attract more local customers than traditional website or places page results. You get complete control of your ad campaign through the AdWords system and you can modify or change anything you want later on.

Getting Listed in Directories

City Search

The City Search website is basically a specialized review directory which is designed to allow users to find local businesses by ranking. There is a paid and free type of listing which allows you to list your business on the website.

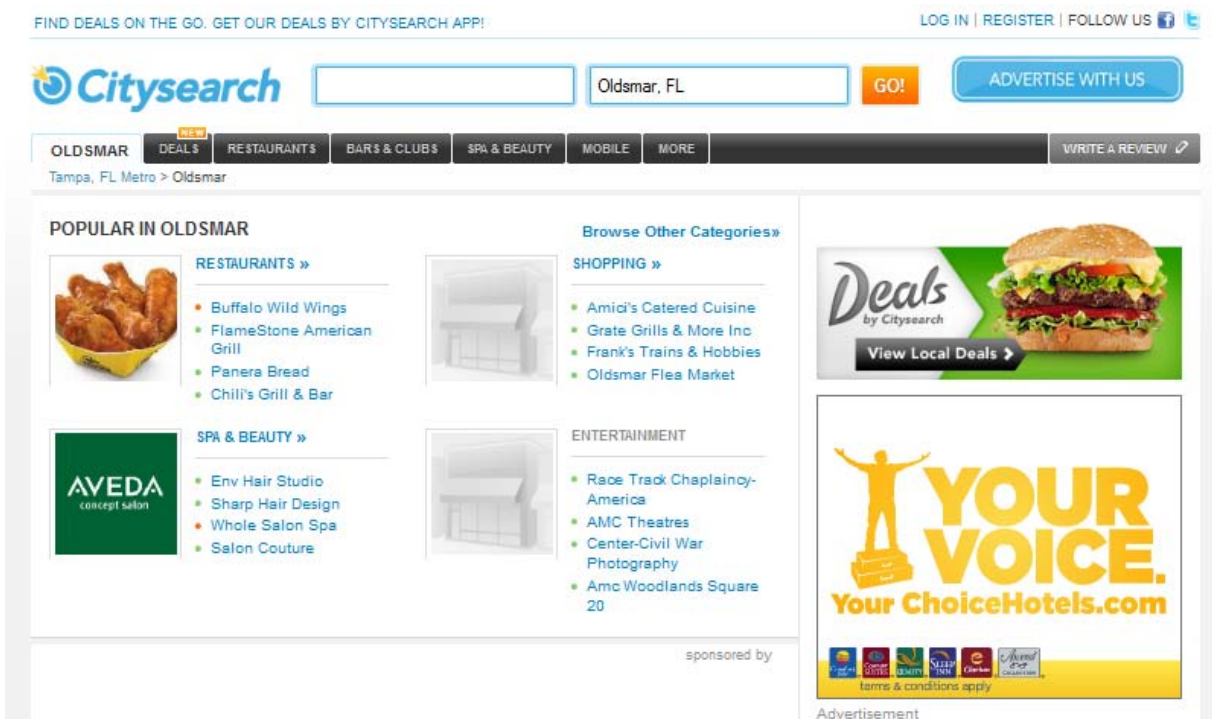


Image: City Search website

The paid service makes it possible for your listing to come up first in front of other listings as well as making it possible to list your business outside of the assigned category as well. The free listings are designed to make it possible to get your business listed but without any extra boosts of exposure.

To get listed you need to find the "add a business" link when conducting a search for the category of your business and the location where the business can be found.

Yelp

The Yelp service is a directory which is designed to allow users to rate and review their experiences with certain businesses. The great thing about Yelp is the fact that it is used heavily by a variety of different consumers and their input actually helps other users find out more about what they need to know about businesses.



Image: Yelp Website

Yelp also has a specialized application which incorporates mobile into the interface. This alone makes it possible for users to discover more services and businesses that are available in their area. Getting listed in Yelp can be done through the business login page and it is completely free to use. This makes it a very useful service to use for listing your business within the business directory listings.

Merchant Circle

The Merchant Circle website is very much like others which are designed to provide a simplified listing for your business online. The only difference is the fact that the website is focused on social marketing with a variety of twists.

The screenshot shows the Merchant Circle website. At the top, there is a navigation bar with links: Answers, About Us, Services, Support, and Forums. Below this is a search bar with the text "IN" and a "Search" button. The main content area features a large banner with a background image of a man in a red jacket operating a blue excavator. The banner includes the following text:

- Free Online Advertising**
In just 5 minutes, we'll get **your business** more exposure on the Internet.
- Get started by entering your business phone number:
 Get Started
- Get Answers to Your Tough Questions**
No question is too tough for our **1,600,000 Local Business Experts**. Get answers to your tough questions now!
Get Your Answer

Below the banner, there is a section for "Cascading Creations" with the address "1515 S Lyons, Airway Heights, WA 99001" and a "9 CONNECTIONS" button. To the left of this section is a "BBB ACCREDITED BUSINESS" logo. Below the banner, there is a headline: **Social Marketing Continues Meteoric Rise Among Local Businesses**. At the bottom, there is a row of logos for various media outlets: AS SEEN IN THE NEWS, USA TODAY, THE WALL STREET JOURNAL, The New York Times, MS NBC, BusinessWeek, cnet, and TechCrunch. The footer contains links: Home | Blog | Forums | Privacy Policy | Terms of Service | Support | Answers | Advertise with Us | Developers | Expert Articles, and flags for the United States, Canada, and the United Kingdom.

Image: Merchant Circle Website

Merchant Circle is free to use for your listings online which makes it a valuable option to undertake for your business. It is used by a variety of different high profile businesses, so you know the service is well worth the investment in time.

BBB

The Better Business Bureau is one of the best options to look into getting listed in terms of business directories. The main reasoning behind this is the fact that you will want your customers to be able to find you listed on the BBB without any negative remarks against it. This will help boost the image of your business immensely rather than not being listed at all.

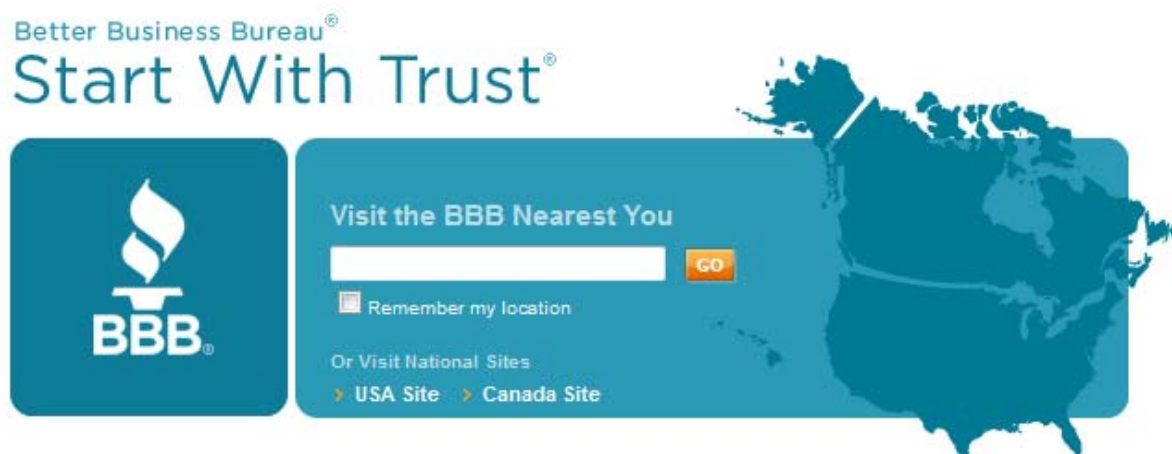


Image: BBB website

The BBB is based on a "trusted" and accredited rating which can be declared on your website or at your business location. Being searchable on the BBB site also helps people who are having problems with other business to find your trusted business as the alternative answer to their problems.

Yellow pages

The Yellow pages are commonly known for their directory books but have shifted to an online approach. Their online presence is a great way to get noticed by users of the original books which have been accustomed to finding their needs by book but still trust in the Yellow pages enough to use the website instead of other alternatives such as search engines.

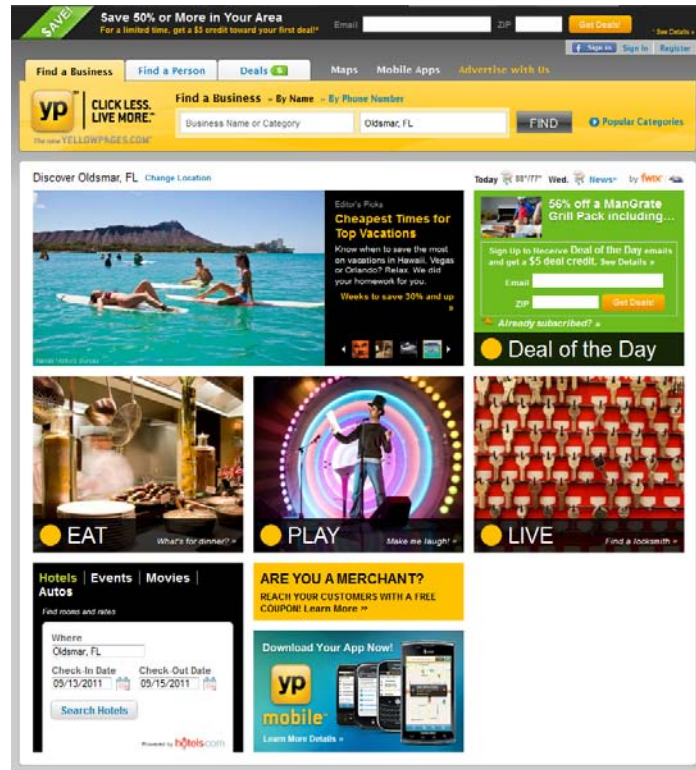


Image: Yellow Pages website

Getting listed through the Yellow pages website is a great idea especially because the Yellow Pages now has a mobile application. This application makes it simple to use a mobile device to access the large listing services of the directory of businesses that are registered with the site.

Mobile Social Media Presence

Foursquare

Foursquare is marketed as a special "game" that users can play to describe where they are checking into based on location. Their mobile device needs to have an active internet connection to be able to claim that they are where they say they are. In addition, the game is not fully playable unless the user's mobile device has the ability to provide GPS coordinates to prove that they are actually there.

Users which have maintained a presence for a long period of time without getting overwritten by other user check-ins are designated mayors of the location and promote getting out and about to claim these locations as their mayoral spots.

Of course this is a great way to get your business noticed as people who are playing the game will tend to explore more and find new locations to become "mayor" of. Your business can be listed and accessible as a location to check into.

Facebook Places

Like Foursquare, Facebook places allow users to check-in to locations. The main difference is the fact that it is not game based, instead bringing a social aspect to the check-in process. Users can check-in other Facebook users who are on their friend's list which makes it possible to let everyone know that they are hanging out together at a social gathering.

Facebook places allows you to list just about anything into the service, and friends on your list will see your location more often in their Facebook places listings when they are active on the Facebook places application for their mobile device.

Chapter 4

Effective Mobile Advertising

To have an effective mobile advertising campaign, you will need to make use of some tools that will help you get your audience involved with their mobile devices. These are some of the tools to use whenever you get the chance:

QR Codes - These are specialized "bar codes" that are scan-able by smart phones to get any type of information from locations. Services such as BeQRious.com are capable of generating any type of QR code you can imagine for mobile sites and even phone number dialing.

Mobile Ads Platform - This is basically an advertising service that you can find that offers advertisements within apps for phones and other devices. These work by inserting the advertisements into games and other apps which are offered for free at the cost of having to view ads periodically. It is actually very effective and works well.

Mobile Landing Pages - These are specialty websites which are designed to be accessed by phones and other mobile devices. They provide information about the full version website and other mobile specific content. Websites that offer specialty mobile landing pages are:

- Beastmobi.com
- Mofuse.com
- Mobisitegalore.com

Mobile Banners - these are banner ads which are optimized for mobile devices. They will send the users to mobile specific websites or contact information locations where they can learn more about services.

Text Ads - These are advertisements that are seen commonly on websites but are text based only. They take up the least amount of resources and are very simple to click on or avoid if you want to.

Click to Call - As mentioned above, specialty ads that call your business directly when clicked.

Create Mobile Apps - There are several websites which allow you to create mobile apps for your business or apps that are rebranded for advertising. These are a few of the easy to use options:

- Swebapps.com
- iSites.us
- appmakr.com

Paid Advertising - This is the most common option that marketers look into which is the payment of strategically placed ads on websites. These are the commonly used services that you can invest in:

- Google AdWords
- Yahoo Mobile
- MSN Adcenter
- Admob.com
- Inmobi.com
- Mojiva.com
- Jumptap.com
- Adfonic.com

Chapter 5

List Building with Mobile Marketing

List building is a very important part of mobile marketing. For one, you are getting the contact information of your audience which is important in order to let them know about important information, deals, etc. about your business.

A common type of marketing list building with mobile phones is SMS marketing. These campaigns can easily gather mobile phone numbers which are sent information about your business such as deals and events with ease. You can provide information about your SMS subscription through Offline advertising strategies such as:

- Business Card
- Magazines
- TV/Radio

SMS Opt in/bait to use to gather interest can include:

- Discount offers periodically
- Coupon giveaways
- Special deals only available by SMS

You can drive your leads to landing pages which can help you build up other important lists.

You can build an email list by having your mobile marketing targets sign up to the email list using a form that you have installed to use with an email marketing campaign and autoresponder such as Aweber or Getresponse.

Once this has been completed you could easily create Newsletters and other marketing materials which could drive more sales for your business over time. With this and other list building options you could easily gain extra streams of revenue or simply increase the popularity of your business several fold.

Chapter 6

**The Surefire
Success Mobile
Marketing
Campaign**

A successful mobile marketing campaign is something to really strive for and that is only possible if you try your best to follow these minimum guidelines:

Mobile marketers who are successful adhere to the "No Spam" rule which will help keep your subscribers from leaving your lists. Spamming is also against the law in many areas and can land your business in trouble which could lead to fines and other possible losses.

In order to prevent looking like spam to your subscribers, you need to ensure that the same message or a cluster of similar messages are not deployed in too short of intervals. Any messages that are transmitted should vary greatly from one another and provide different information, deals or codes.

Relevant offers are a must and will help ensure that your customers get what they want from your SMS subscription service. The best way to do this is to ensure that your SMS services are routed correctly and that your response messages are set to be sent to the correct requesters. For example, if you had a restaurant business and your customers wanted to join your SMS subscription to receive offers on your restaurant deals then it would be wildly inappropriate to be sending them deals on baby clothing offers.

Some businesses like to mix the types of messages that they are transmitting to their subscribers by providing useful tips, advice, news and information between sale notices and offers. This helps to offset the surge of people who only come in during the deal times. The simple messages also remind the consumers that your business is there and subliminally allows them to work your business into their daily plans for that day. Receiving a helpful tip from a business not only provides the tip but allows the recipient to know that your business was thoughtful enough to spend time giving said tip. This makes the recipient think about your business which can in fact influence them into going to the business for their needs. It may not be the same day, but that small mental nudge can work wonders.

Setting Up Your Campaign

Once you get to the point where you want to use the full force of your advertising capabilities for mobile marketing you will want to look into the following:

Tracking Phone Numbers

You can track phone numbers which will provide leads and advertising results that are useful in getting you an audience with your targeted audience. This means that you will be able to get in contact with the owner of a specific phone number as long as you have the phone number to call and access. Basically, once you have the number in your system, they cannot escape being contacted.

By using a service such as CallFire.com, you can reach your entire list of mobile phone numbers per call at a reasonable rate. The call that is placed to these numbers will be a prerecorded message that allows them to respond by dial tone selections which will then complete an alternative action that you can configure with the service.

This is basically what large telemarketing companies use to get in contact with the people on their lists. It is also one of the things that are used most often by asset retrieval and collection companies to get in contact with debtors.

Setup SMS Campaign

An SMS campaign is not complete without SMS alerts, correct? The service is simply designed to allow you to message your list partially or in full through an SMS alert which provides whatever information you configure the service with.

One such service is SendTextAlerts.com which provides an outlet for you to reach your customers at all times. They offer flat rate, unlimited use SMS text advertising which has no long term contracts for use. They also offer picture and text messaging which is a very valuable service that can get picture based coupons and more out to your consumers.

Setup Voice Campaign

Voice campaigns are important parts of getting in contact with your list of numbers. Basically this is a service which is designed to make a mass call to all the numbers provided on the list. You choose the time and date to send the call and it provides reporting for your needs. Dialmycalls.com provides this service at an affordable rate. The free option is limited to 30 second calls once a week to a small group. It is great for polls, opinions, extended information and much more.