

Module 2 – Generating Free Traffic With Mobile Marketing

Tips to generate free traffic:

- Submit your mobile URL to mobile site directories
- Ask customers to subscribe to your regular RSS feeds
- Create traffic through videos
- Use QR (Quick Response) codes
- Use social networks (e.g Put a "tweet" or Facebook "like" button on your mobile site)

Mobile marketing is definitely HOT, we know that by now. This is the new wave of marketing that can bring in loads of cash to the smart marketer. There are almost 5 billion mobile users globally and growing at an incredible rate everyday! In fact, a Google marketing guru even said that there are more android devices activated every minute than there are babies born!

But the real question is this: How can you leverage the power of mobile devices and use them to your advantage? Can you really make money from mobile marketing?

If you have been an internet marketer for quite a while now, you would know that the secret of internet marketing success is creating traffic. With mobile marketing, the concept is the same. You would want your mobile site to be visible to your target market, to engage your site visitors so that they keep coming back for more.

Without traffic, your mobile site is virtually dead. Why spend your time and money on getting your mobile site set up only to let it die, because no one knows of its' existence!

The good news is in the U.S., about 98% of businesses do not have mobile websites – that means if you create your mobile site now, you can easily penetrate the untapped mobile market. In fact, out of the number of businesses that are already mobile, only about 2% are actually getting mobile traffic!

If you are in a hurry to penetrate the mobile market and you have the money to invest, you can always hire an advertising agency that specializes in offering mobile marketing services. However, if you are just starting your business, it makes sense to find free ways to drive traffic to your site and make your first bucks without spending a fortune.

There are many ways to generate traffic to your mobile site that are either free of charge or at a minimal cost. Be resourceful on your mobile campaigns and you can reap success in a very short time.

Mobile Traffic Tactics

Before you even focus on driving traffic to your mobile site, make sure that it has been optimized to make it mobile-friendly. There is no sense in finding ways to “lure” people to your site and then give them an unpleasant surfing experience because your site is too difficult to read or navigate.

So first things first... Get your site mobile-optimized and then work on your traffic tactics. What exactly is a mobile-optimized site? We'll talk more about this in the next chapter, but to simply define it, a mobile-optimized site is one that is user-friendly to someone who views it using a mobile device.

Contrary to what most people think, a successful mobile marketing campaign doesn't always have to be expensive. In fact, you can generate publicity for your website using the same free traffic generation methods that you may already be using as an internet marketer.

There are several low-cost or even no-cost but effective ways to drive traffic to your mobile site. I'm listing here just some of these mobile site traffic tactics that can easily help you promote your site:

1. Mobile Site Submission

One of the easiest methods of driving traffic to your site (free of charge!) is to submit your mobile URL to mobile site directories. Here are just a few of these mobile site directories:

a. Google Mobile Index

<http://google.com/webmasters/tools>

This requires a Google account in order to submit any xhtml, chtml or wml valid mobile site. Submit your site to Google Mobile Index, and then follow the steps to verify your site.

b. MSN Live – Webmaster Center

<http://webmaster.live.com>

You must have an MSN Live Account to submit your site.

c. Yahoo Site Explorer

<https://siteexplorer.search.yahoo.com/mobilesubmit>

Also requires you to login to a Yahoo account and follow the steps in submitting your mobile site.

d. Ask.com

You can ping your sitemap to:

<http://submissions.ask.com/ping?sitemap=http://YOURWEBSITE.com/rss.xml>

e. Medio

<http://www.medio.com/partners/addyourmobilesite/>

f. Fonet

<http://fonet.mobi/Forms/SubmitURL.aspx>

g. Wapswap

http://www.wapswap.com/mobile_sites/add_url.php?c=1

h. Jumptap

<http://www.jumptap.com/>

i. More Mobile

<http://www.moremobile.co.uk/add-site/>

Submission is free, but a link to www.moremobile.co.uk has to be embedded on your mobile site.

2. RSS Feeds

This is one shortfall that is seldom offered by mobile sites. Once you get a regular following for your mobile site, ask them to subscribe to your regular RSS feeds so that they are always updated with your latest blog entries, offers, promotions, etc. However, if your mobile site is based on WordPress, an RSS feed is not a built-in feature. You can try creating your RSS feed using feed converters such as Feedage.com

RSS feeds work well with mobile sites because they are simple and usually trimmed down to bare essentials (no time-consuming images loading). After creating your mobile RSS feed, remember to submit it to RSS directories and use tags to explain that it is a mobile website.

3. Create Traffic Through Videos

Mobile users are drawn to videos (especially free ones!).

Google's recent survey of mobile YouTube users show that more people now prefer to access video files through their mobile devices than from PCs. Based on a survey that received more than 16,000 responses, 75% of those surveyed said that YouTube is the number one site that they use to access videos on their mobiles. 70% of them said they access mobile YouTube more than once a day!

Google often indexes YouTube sites first for popular keywords because it ranks among the top 10 most famous websites in the world. Of course, this is also due to the fact that Google owns YouTube! So, leverage on YouTube's popularity and create traffic for your mobile site through videos.

To promote your products or even somebody else's (if you are doing mobile affiliate marketing), you can create a short video that you can post on your YouTube account as your call-to-action message. Don't forget to put a link to your mobile site so that your visitors can easily access your site even when they're on-the-go.

4. QR Codes

A QR (quick response) code is a barcode that is used to encode information. It can hold more than 4,000 characters (alphanumeric), which allows for information storage within a very small space. It can be used to store a promotional ad with a URL that links to a site. It is one method that links onsite and offsite advertising, as it can be printed on business cards, store fliers, and other print ads. These codes are now being used by companies offering discounts or those that want to increase their followers on Twitter or Facebook.

Although they may sound too techie, you can actually create your own QR code using sites that offer this service for free. One such site is waspbarcode.com, which allows you to generate the QR code for your message. This is a free service and once you generate your QR code, you can start advertising it offline or online and create traffic for your site.

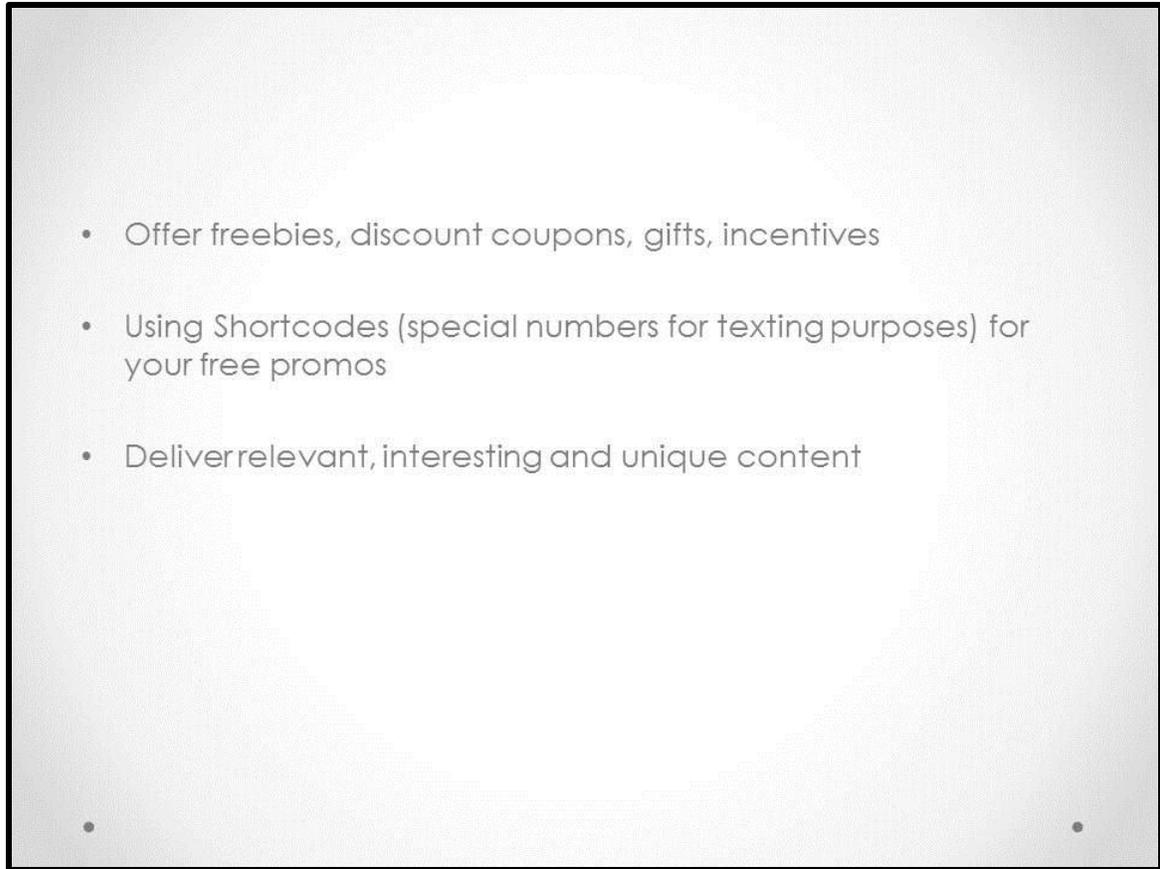
Other sites that offer QR code generation can be found by simply doing an internet search for them. <http://qrcode.kaywa.com/> and <http://qrcode.kaywa.com/> are also good sites that offer QR code generation for free.

QR codes can be read by mobile devices that have cameras or where a QR scanner is pre-installed. Other phones need to download an app to view the QR. Again, do a Google search for QR code reader apps and you will find several online sites where you can download these apps from.

5. Social Networks

Using a Facebook or Twitter widget on your mobile site can increase your online presence. Social networks have the power to spread the word in an unbelievable pace and you can increase your traffic simply through “word of mouth”. Put a Twitter “tweet” or Facebook “like” button on your mobile site that will allow your readers to put your content on their profiles.

You can also create a Facebook page and invite your friends to “like” it. This is almost like creating your subscribers list who can receive the latest updates on your mobile site. The more followers you get, the more popular your site will be!



6. Mobile Traffic Through Freebies

One thing that has made it easy for most mobile marketers to lure people to their sites is to offer freebies. People always love free goodies - free product samples, free music downloads, free ringtones, screensavers, etc. Looking at the current economic trend, if anyone offers me a freebie by simply texting a number from my mobile, I would definitely go for it! And so would millions of other people.

You can also offer discounts, gifts, or incentives to your clients by using mobile coupons. Although discount coupons have always been offered by retail stores to increase their customer base, these are now being replaced by electronic coupons that are more handy and easy to use. For the marketer, you no longer have to worry about printing costs and users don't have to worry about forgetting their coupons at home.

If you are promoting an affiliate product, you can offer a free .pdf report that you can email to a mobile user. For example, if you are promoting a weight loss product, you can offer a low-calorie recipe eBook that will be delivered via email. Asking your mobile reader to fill up an opt-in form with their email address is one way to build your list.

There are many other freebies that you can offer to mobile users. You would just have to be resourceful and creative to come up with offers that are interesting to your mobile clients.

7. Using Shortcodes For Your Free Promos

Short codes are special numbers that are used for texting purposes. They are usually composed of 4 to 6 digits and are used by consumers to request information, to access a service or to avail of a promotional discount. American Idol was the biggest text campaign in the US history so far, where viewers can decide on the contestants' fates by simply texting a keyword to a shortcode.

Although this method of marketing is not free, it is one of the most effective ways to build your list and to engage people to keep visiting your mobile site. The initial cost of setting up the campaign is minimal compared to the potential of increasing your conversion rates.

When mobile users text your keyword to a short code, they are automatically opting-in their cell phone number into your database. You can build your list at a speedy rate and you can increase your mobile site traffic easily.

Use offsite marketing methods such as printing your keyword/short code on fliers, brochures, and other printed materials. Spread the word via your social networks - create a fan page for your product, let people know about your promotions and ask your fans and friends to spread the word.

8. Content Is Still King (even with mobile sites!)

To capitalize on this huge market, your mobile site has to deliver something that is of value to consumers. Mobile sites may still be at its infancy stage, but if you already have a site that has relevant and interesting content, you can engage your visitors and even ask them to recommend your site to others.