

Top 10 Means to Monetize Mobile Social Media Marketing

By Thomas B. Cross



Before you spend a single dime on your mobile social media marketing, check this list:

Early Pic of Mobile Marketing (Photo Courtesy The Guardian)

1 - Mobilize the "mindset" and develop a total mobile social media strategy "thought Leadership" plan. That is, mobilize the way you think about everything in your marketing mix including the words you use in your messaging. Focus on key areas of your expertise and blog about that people would be interested in and make them want to learn about you and your solutions. It will always be about content, content and content whether movies, products or services designed for the user.



2 - Mesmerize and Make Memorable - Steve Jobs, among his many great talents, was a great presenter. Whether you are onstage live, webinar, video, app, TV, print or other medium be sure to mesmerize your audience to make it memorable over a long time. Casablanca, Gone with the Wind and Wizard of Oz were all produced more than 60 years ago but, if you have seen anyone of them, they are all still vivid in your mind. Forgetting the "device" and making the message memorable is something you can and should do in every part of your content production and delivery.



3 - Materialize Localize - There is much to talk about going mobile but it starts with location marketing. Reverse the thinking and think about mobilize selling anywhere. Even if you are a location-dependent business expand you thinking to sell anywhere. Restaurants become caterers and delivery anywhere. Travel providers offer tours closer to customers reducing costs raising customer options.



4 - Monetize Everything - the most significant transformation in content is figuring out how to make money at it. If you saw The Social Network, Eduardo was focused on monetizing Facebook from the beginning but Mark was not. Bet your boots that Mark is totally focused on monetizing Facebook now with billions of banners he once dismissed as uncool. Freemium models (where apps are free but fees are generated with upgrades) abound, CPC-cost per click and CPM-cost per thousand of clicks seem to rule the day. However, like

any transformational technology other means will emerge like "giving away razors to sell blades" ruled at one time. "Happy meals" and movie toy giveaways are winners in the "burger wars" are also now winning in the mobile-ruled world. Start with monetizing your shopping bags - charge for them and call them "green" and they make them into mobile billboards.



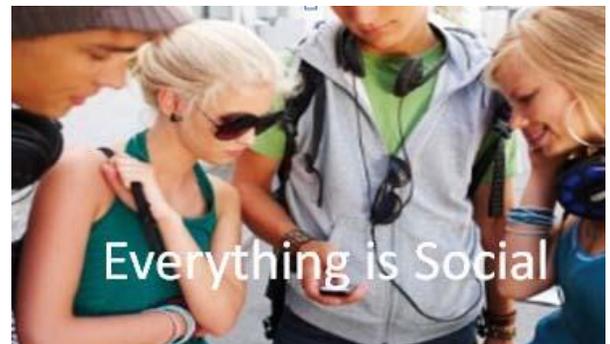
5 - Maneuver and Modify Your Message - If you don't know your brand message, then look at your competitors to see what they are saying. You can then maneuver your way into building your own "thought leadership" messaging. If you think you are the market leader, then realize others are targeting your top spot and build defensive strategies. Always be mindful that even the most ardent customers get easily bored and easily distracted by others. Simply put, top of mind keeps you first in line when they buy.

6 - Measure Metrics - Not really a fan to overkill on metrics because managers get consumed by the metrics and miss opportunities to maximize message. Time spent on managing metrics can focus on overly narrow results. Make metrics measurable, however, realize numbers are not the only way to measuring marketing success.



7 - Move to Self-Service Selling - Extending your sales channels from inside to others including self-service sales is not new. Another means to expand self-service selling is via membership and belonging which has always been core to a personal or online social experience. Facebook was built on this concept realizing that "everything is social."

Even if you are committed to totally personal selling cover your bets with online selling. The point is to do both onsite and online. Newsletters, ads, events, tradeshows are great examples of outbound going to the customer. Pinterest, Facebook banner ads and Google adwords are examples of inbound where customers come looking for you. If you don't have an app for iPhone/iPad and Android, get one now.





8 - Monitor IP-Intellectual Property and Legal issues - Corporate compliance and discovery is not just for the larger businesses but for all businesses. Tracking content distribution and protecting brand against hackers, staff conversations and reviewing business agreements is all part of having company IP history.

9 - Mobilize business processes and staff - Probably the simplest concept to understand is telecommuting. You can expand your business by as much as 40% by simply allowing those staffers interested in work at home or even part-time to work at home or wherever they want. In this approach, you begin to realize the mobility of business activities even for those where "being there" is really critical. Not all business activities need F2F-face-to-face interaction or movement by a vehicle to get it done.



10 - Marshal management - If you have read this far, one of the most important points we can suggest is not just redesign your website for mobile access but redesign rather mobilize corporate management as well. For example, Chanel.com has a unique mobile version of their website to be viewed by smartphones and tablets. There are many other examples of great mobile websites. Why do this because 50% or more viewers see your website on their smartphones/tablets. This also means that some users only see websites via mobile. Remember to always look toward the future and keep your vision focused and evolve as customers and markets change and change you along the way or change will change you and often for the worse. For more than thirty years, the faster you can communicate, the faster you can change, and those corporations that change the fastest will be the most successful.

We provide a complimentary mobile social media marketing evaluation - call 303-594-1694 or email cross@gocross.com, if you are interested.

