

Mobile Marketing: What should it really mean for the powersports industry?

How a clearly defined mobile strategy can impact your dealership's bottom line.

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- Founded in July 2009.
- Ron has over 15 years of experience working in ALL platforms of traditional media as it relates to interactive.
- We are fortunate to work with an extremely diverse client base. This provides us with a better depth of understanding for client needs and strategy.
- We currently work with over 50 powersports dealers from across the U.S.
- Our main focus is SMS marketing and tying effective mobile components to that service.
- We excel at integrating mobile to traditional media as well as social and online media.
- Member of the Mobile Marketing Association since 2009.



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WHAT IS MOBILE MARKETING?

Mobile Marketing, simply stated, is communicating with the consumer via cellular (or mobile) device.

Some of the ways you communicate with consumers via mobile marketing:

- Short Message Service (SMS, Texting)
- Multimedia Messaging Services (MMS)
- Bluetooth, Wireless and Infrared
- Mobile Internet (WAP site) and Social Media
- Mobile Applications



Cheaper than traditional means for both the consumer and the marketer – and easy enough for almost any age group to understand and engage with – Mobile Marketing really is a streamlined version of traditional eMarketing.



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TRADITIONAL MEDIA



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YOUR NEW MEDIA STRATEGY



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MOBILE



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WHY A MOBILE MARKETING STRATEGY

WEBSITE: January 2014 comScore reported mobile Internet usage surpassed desktop usage. It's likely HALF or more of your website traffic is done on a mobile device.



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E-Mail: For Q1 of 2014 E-mails were opened at a 50% rate on mobile versus desktop.



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Social Media: The overwhelming majority of social media traffic comes from a mobile device.



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WEBSITE: Jan desktop usage. It device.

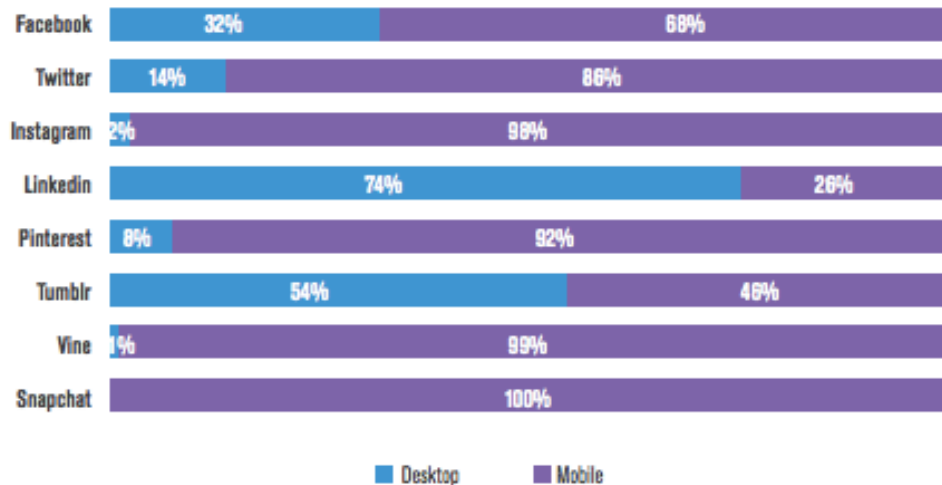
E-Mail: For Q1 desktop.

SEO: act-on.com purchasing. And

Social Media: mobile device.

U.S. Share of Time Spent on Social Networks Between Platforms

comScore Media Metrix Multi-Platform, U.S., Age 18+, December 2013



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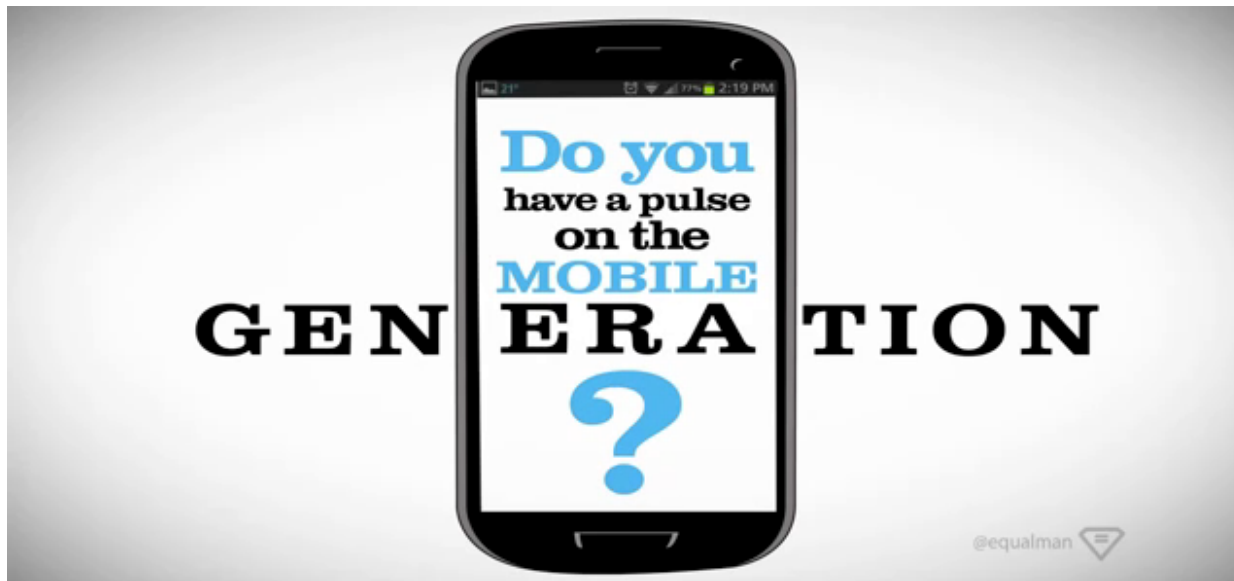


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MOBILE MARKETING STRATEGY



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If you're not doing mobile marketing successfully then how can you expect to be doing any other marketing with much success?



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MOBILE MARKETING STRATEGY

Mobile
Website



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MOBILE MARKETING STRATEGY

eNewsletter
SMS Database

Mobile
Website



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MOBILE MARKETING STRATEGY

eNewsletter
SMS Database

Mobile
Website

Content
Mobile-Friendly



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MOBILE MARKETING STRATEGY

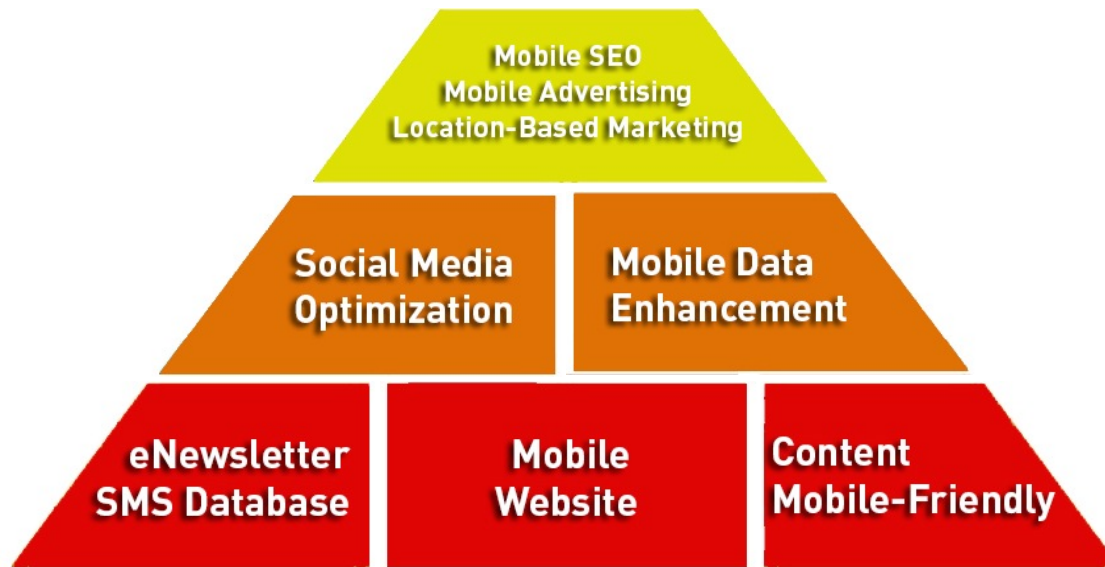


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MOBILE MARKETING STRATEGY

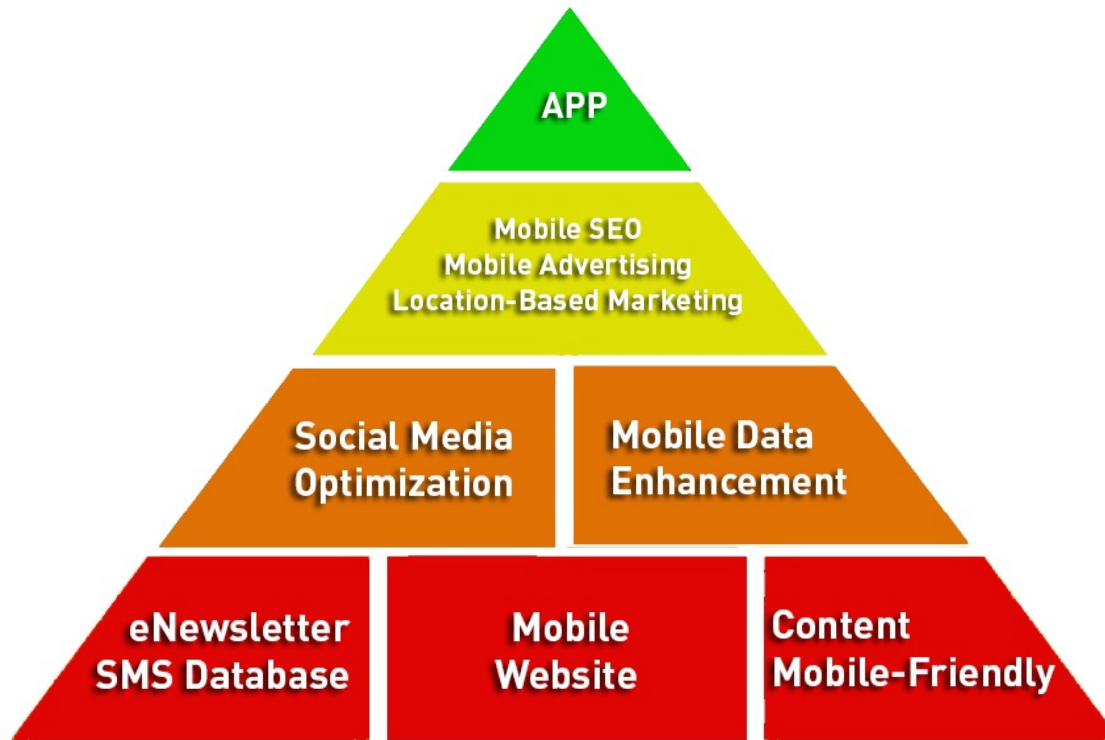


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CUSTOMER LOYALTY THROUGH MOBILE



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CUSTOMER LOYALTY

It costs about **5Xs** as much to attract a new customer as it costs to keep an old one. – *White House office of Consumer Affairs*

The probability of selling service to a new customer is 1 in 16, while the probability of selling service to a current customer is **1 in 2**.

– *Earl Sasser, Harvard Business School*

Repeat customers spend **33% more** than new customers. – *Retail Active*

It's easier to get present customers to buy **10 percent more** than to increase your customer base by 10 percent. – *Eastbridge Consulting Group*



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CUSTOMER LOYALTY

NO cards, NO points, NO hassles

Consumers don't want complicated. They want engagement on their terms through their preferred means of communication.



- A loyalty program is transactional. Customer loyalty is not.
- Loyalty programs generalize behaviors.
- Loyalty programs breed commoditization.

Giving away products and services or deep discounting does not build a loyal customer base.



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MOBILE IN THE POWERSPORTS INDUSTRY

Why dealerships are using mobile:

- Reach customers with immediacy and relevancy.



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Why dealerships are using mobile:

- Reach customers with immediacy and relevancy.
- Mobile cost is well below cost of any other form of traditional media.



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Why dealerships are using mobile:

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- Leverage existing database of customers that's not used to fullest value.



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- Mobile cost is well below cost of any other form of traditional media.
- Leverage existing database of customers that's not used to fullest value.
- With the right mobile vendor a mobile strategy can be implemented with minimal time required from your staff.



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MOBILE STRATEGY

- Develop a mobile strategy for your passionate customer base that features content and exclusives you they can only get from you.



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MOBILE STRATEGY

- Develop a mobile strategy for your passionate customer base that features content and exclusives you they can only get from you.
- Integrate mobile into the existing traditional media channels you already invest in. Have a strong, clear call to action. Be consistent.



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- Get your staff involved. Brainstorm creative ideas that can leverage your past events and promotions that delivered the highest ROI.



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- Build a better customer profile through data gathering and enhancements. Your data is GOLD



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- Get your staff involved. Brainstorm creative ideas that can leverage your past events and promotions that delivered the highest ROI.
- Build a better customer profile through data gathering and enhancements. Your data is GOLD
- Use your social media to draw your audience to your mobile platform.



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What mobile features get results:

- A mobile website allows your customer to interact with your brand easily and gives them valuable information to help make buying decisions.



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What mobile features get results:

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- Loyalty offers tied to things like check-ins at your dealership can drive more foot traffic and ultimately revenue.



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What to look for in a mobile partner and platform:

- Web-based system with easy access and usability.



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What to look for in a mobile partner and platform:

- Web-based system with easy access and usability.
- Mobile website building capabilities.

The screenshot displays the 7 MEDIA GROUP mobile website builder interface. The top navigation bar includes links for HOME, CLIENT ADMIN, CONTACTS MANAGER, MOBILE MESSAGING, and REPORTS. The main content area is titled 'Page Setup' and features a 'What would you like to do?' section with options to 'Add Text', 'Add Image', and 'Add Accordion'. Below this, there are three rows for editing content:

- Image Row 1:** Includes an 'UPLOAD' button, a 'Background Color' field set to #FFFFFF, a 'Make Background Transparent' checkbox, and an 'Image Alignment' dropdown set to 'left'. It also has a 'Link to (include http://):' field and an 'Open In:' dropdown.
- Text Row 2:** Includes a 'Background Color' field set to #000000, a 'Make Background Transparent' checkbox, a 'Font Color' field set to #FFFFFF, a 'Font' dropdown set to 'Arial', a 'Font Size' dropdown set to '14', and an 'Alignment' dropdown set to 'center'. It also features a rich text editor with various formatting tools.
- Text Row 3:** Includes a 'Background Color' field set to #000000, a 'Make Background Transparent' checkbox, a 'Font Color' field set to #333333, a 'Font' dropdown set to 'Arial', a 'Font Size' dropdown set to '12', and an 'Alignment' dropdown set to 'center'. It also features a rich text editor with various formatting tools.

On the right side, a preview of the mobile website is shown on a smartphone. The preview displays a promotional banner for 'HOME OF THE LOOSEST SLOTS' and a live performance event for 'Rascal Flatts' with details: 'Date: Aug 29, 2014', 'Doors: 6:00 PM', 'Venue: Outdoor Amphitheater', and 'Tickets: \$39.50 to \$79.50'. A 'Buy tickets NOW: CLICK HERE' link is also visible.



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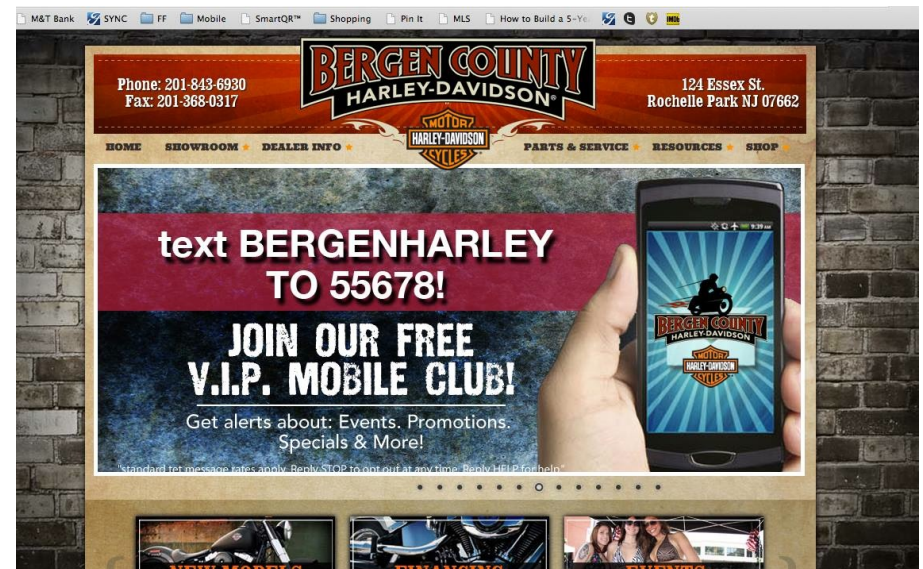


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What to look for in a mobile partner and platform:

- Web-based system with easy access and usability.
- Mobile website building capabilities.
- SMS feature using a provisioned short code and NOT using SMTP.



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What to look for in a mobile partner and platform:

- Web-based system with easy access and usability.
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- SMS feature using a provisioned short code and NOT using SMTP.
- Robust database capabilities to allow for demographic and psychographic data collection that can be sorted and targeted upon.

The screenshot displays the '7 MEDIA GROUP CONTACTS MANAGER' interface. The top navigation bar includes 'HOME', 'CLIENT ADMIN.', 'CONTACTS MANAGER', 'MOBILE MESSAGING', and 'REPORTS'. The left sidebar contains menu items: 'VIEW CONTACTS', 'ADD CONTACT', 'IMPORT CONTACTS', 'TARGET LISTS', 'DATABASE SETUP', 'VIEW SETTINGS', and 'WEB FORM WIZARD'. The main content area is titled 'DATABASE SETUP' and features two tables for configuring fields.

ON/OFF	Field Name	ON/OFF	Field Name
<input checked="" type="checkbox"/>	First Name	<input checked="" type="checkbox"/>	Last Name
<input checked="" type="checkbox"/>	Email Address	<input checked="" type="checkbox"/>	Mobile Phone
<input checked="" type="checkbox"/>	Email Preference	<input checked="" type="checkbox"/>	Birthdate:
<input checked="" type="checkbox"/>	Address	<input checked="" type="checkbox"/>	Age Range:
<input checked="" type="checkbox"/>	Address 2	<input checked="" type="checkbox"/>	Gender:
<input checked="" type="checkbox"/>	City	<input checked="" type="checkbox"/>	Marital Status:
<input checked="" type="checkbox"/>	State		
<input checked="" type="checkbox"/>	Zip		
<input checked="" type="checkbox"/>	Country:		

Below the first table is an 'UPDATE' button. The second section is titled 'Custom Database Fields:' and contains another table:

ON/OFF	Field	Field Label
<input checked="" type="checkbox"/>	Custom Field 1	Industry
<input type="checkbox"/>	Custom Field 2	Custom Field 2
<input type="checkbox"/>	Custom Field 3	Custom Field 3
<input type="checkbox"/>	Custom Field 4	Custom Field 4
<input type="checkbox"/>	Custom Field 5	Custom Field 5
<input type="checkbox"/>	Custom Field 6	Custom Field 6
<input type="checkbox"/>	Custom Field 7	Custom Field 7
<input type="checkbox"/>	Custom Field 8	Custom Field 8
<input type="checkbox"/>	Custom Field 9	Custom Field 9
<input type="checkbox"/>	Custom Field 10	Custom Field 10

An 'UPDATE' button is located at the bottom of the second table.



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- Two-way messaging capabilities to assist in customer service.

7 MEDIA GROUP

HOME CLIENT ADMIN CONTACTS MANAGER MOBILE MESSAGING REPORTS

Message Inbox 2.0 LIVE STREAM

Messages Contacts

Folders: Inbox, Trash

Viewing: Inbox

Wednesday, October 08, 2014				
Status	From	Campaign	Message	Received
<input type="checkbox"/>	6234662969	Riverwind Print Sample	STOP	7:34 PM
<input type="checkbox"/>	6234662969	Riverwind Print Sample	Birthday 05/31/1949	7:32 PM

Monday, September 29, 2014				
Status	From	Campaign	Message	Received
<input type="checkbox"/>	5152021219	HARLEY	H-D freewheeler	1:26 PM
<input type="checkbox"/>	5152021219	HARLEY	Harley free wheeler	1:24 PM

Sunday, September 14, 2014				
Status	From	Campaign	Message	Received
<input type="checkbox"/>	6102336746	7 Media Group	Bill	10:08 AM
<input type="checkbox"/>	6102336746	7 Media Group	7mg	10:08 AM

Tuesday, September 09, 2014				
Status	From	Campaign	Message	Received
<input type="checkbox"/>	4052093074	HARLEY	Harley	5:06 PM

Friday, August 29, 2014				
Status	From	Campaign	Message	Received
<input type="checkbox"/>	5208509079	Riverwind Print Sample	Birthday 05/25/1975	9:53 PM
<input type="checkbox"/>	8184154973	Riverwind Print Sample	Birthday	9:05 PM
<input type="checkbox"/>	5092400715	Riverwind Print Sample	Birthday	3:29 PM



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- Robust database capabilities to allow for demographic and psychographic data collection that can be sorted and targeted upon.
- Two-way messaging capabilities to assist in customer service.
- Advanced reporting so you can measure response and success of not just your mobile marketing but also mobile used in other media channels.

The screenshot displays a mobile monitoring interface with two main sections: 'LIVE MONITOR' and 'MESSAGE MONITOR'.

LIVE MONITOR

LIVE MONITOR ACTIVE

Keyword: fun

Start Time: 9/13/2011 11:10:17 AM CT

End Time: 9/27/2011 11:10:43 AM CT

STOP MONITORING & VIEW RESULTS

REALTIME CHART

CREATE REALTIME CHART

POLL RESULTS

POLL	TOTAL	PERCENTAGE (%)
NO MESSAGES RECEIVED		

MESSAGE MONITOR

SHOW MESSAGES AS OF: 9/13/2011 11:10:17 AM CT

Number	MESSAGE	Time
2089997822	Stop	9/25 10:26p CT
2083154180	STOP	9/26 5:37p CT
2088802885	Stop	9/26 4:51p CT
2083658921	Stop	9/26 11:53a CT
208394666	Stop	9/25 10:35p CT
2089083633	STOP	9/25 11:35p CT
2088803123	Stop	9/25 10:41p CT
508452451	STOP	9/25 4:49p CT
6617554793	fr.kathvucal@gmail.com	9/25 4:01p CT
2088629648	STOP	9/25 3:33p CT
2083503265	Stop	9/25 2:49p CT
362488161	STOP	9/25 2:09p CT
208898950	stop please	9/25 12:54p CT
2085501663	Stop Saffrow	9/25 12:48p CT
2088706170	Stop	9/25 12:26p CT
2082501209	Stop	9/25 12:19p CT
2088615965	Stop	9/25 12:09p CT
2085218121	Stop	9/25 12:05p CT
2087400672	no thank u U i rock u rock	9/25 10:53a CT
5412128832	Stop	9/25 8:58a CT
2086089561	STOP	9/24 11:24p CT
2088091996	Please stop message! thanks!	9/24 8:14p CT
2088802763	Stop	9/24 8:25p CT
2084314795	Stop	9/24 7:55p CT



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What to look for in a mobile partner and platform:

- Reputable firm with references, membership in organizations like the MMA, and a history of mobile innovation and interactive implementation



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QUESTIONS?

Text **AIMEXPO** to **55678**

**7 Media Group will text you with
access to exclusive content relevant
to today's presentation.**



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