

10 Cool Ways to use Mobile for your Marketing



1. Geo fencing

Make your customers and supporters feel special when they're close by.
A geo fence is a virtual ring you can put around a specific GPS location and when a supporter walks into that circle, they get a message. Retailers see higher sales when they do this - but you need an App.



2. NFC Technology

Let people simply tap - and see what happens.
NFC Technology enables people to tap and pay using Apple Pay or Google Wallet. NFC passes information between two devices; you can tap your phone or device to trigger information or a piece of content. Not every phone is NFC enabled - but they will be soon.



3. SMS or Text

Don't only text your supporters when you are asking them for money.
Texts are personal, ask people for their opinion. Ask them to do something, and save the financial asks for when it's timely and urgent.



4. QR Codes

Don't Do It! Use NFC or Shazam instead.
QR Codes have never really taken off, you need a scanner app to make it work and often it's just too hard. And the other technology is way cooler anyway.



5. Shazam

Shazam will surprise and delight people with exclusive content.
Shazam is an audio recognition app that you can attach to your advertising – so it needs to be an add on to a TV ad or at an event where people can see the Shazam icon and know to capture the sound for an added experience.



6. Map pin drops

Target people in your area with pin drops in Google Maps.

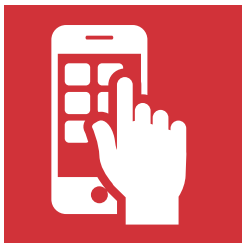
Google Maps is the second most popular app in the world after Facebook. If you are a business that has physical stores, you can highlight your location with a sponsored Pin - we recommend targeting searches for your direct competitors.



7. Mobile Advertising

Start using banner ads and Google Adwords to reach your audience.

The targeting available for mobile advertising and response rates are very high compared to online advertising. It is not a crowded space (yet). It is cheaper in terms of cost per click and you can get good cut through with your target audience.



8. Develop an App

Only build an app if you have a good reason for your supporters to come back regularly.

90% of the time we spend on our mobile phones is spent in apps. Give them new content and things to do. WARNING: most apps are not opened again after the initial download.



9. Build a mobile responsive website

Give your visitors a good experience on their mobile.

93% of time spent on Facebook is on a mobile device. If you're linking people from Social Media to your website, you need to make sure they have a good experience on their mobile.



10. Mobile donations

Give your donors the option of paying via PayPal.

50% of mobile donations are made via PayPal because you can login with your mobile number and password - no need to pull out and enter your credit card details. Too easy.