



## Your Small Business Integrated Marketing Plan for Business-to-Consumer Mobile Marketing & Customer Engagement

This Personalized Marketing Plan will provide you with detailed information on how **(Your Company Name Here)** will help to generate your business with additional business and add to your overall bottom line. It is important that you view this Marketing plan and our service fees, not as an expense, but rather as an investment to generate more sales. The execution of these proven contemporary marketing tools, methods and services will add continual monthly **Positive ROI to your Company's bottom line**. It is on our **(Your Company Name Here)** best interest that we make this plan work for you so that you will continue to use our services for years to come. We are confident that with the implementation of these Marketing techniques, working in concert with each other, allows your company **to engage your customers like never before, which results in customer loyalty and better overall customer service**.

### The Power of Mobile Marketing!

Before we implement this plan, it is important you comprehend the power of mobile marketing.

Think about how many people you see out and about with smart phones in hand – checking emails on the go – texting friends and family – watching

videos and surfing the web. It's a growing trend and businesses who tap into the mobile communication stream are profiting and growing their businesses. There are many different aspects of mobile marketing –

- Text Marketing
- Mobile Coupons
- Mobile Tagging (QR Codes, etc.)
- Mobile Applications (Mobile Web Apps)

Businesses, both large and small are implementing mobile marketing strategies to bring in customers, move inventory, increase appointments and increase revenues. No matter what your small business is or does, you can profit using low-cost mobile marketing strategies. Here are some examples of the power of mobile marketing –

- Medical, dental, optometrists and chiropractic practices use mobile marketing to remind patients of appointments, follow up on office visits, provide wellness information and promote new service offerings to encourage ongoing use of the service provider.
- Beauty salons, barbershops, health spas, massage therapists and aestheticians use mobile marketing to prevent cancellations by offering pre-appointment reminders, to fill open time slots or increase foot traffic on slow business days.
- Retailers, whether clothing stores, accessories shops, bookstores, wine and liquor stores, all use mobile marketing to move dormant inventory through discount offerings, promote new products and advertise special sales and in-store events.
- Service providers such as auto repair shops, landscapers, housepainters, handymen, HVAC, carpet cleaners and maid services use mobile marketing to promote services and offer discounts to increase their client base.
- Restaurants, bars and nightclubs use mobile marketing to fill empty seats on sluggish nights with last-minute coupons and offers to bring in customers and invigorate profits on what would have been dead nights.
- Movie theaters, stage theaters, and comedy clubs use mobile marketing to offer 2-for-1 deals and last minute specials to fill empty seats that represent lost revenue at every performance.

No matter what your small business does or where you are located, mobile marketing can benefit you. Mobile marketing is so successful because it is easy to implement, requires little technical knowledge and is one of the most affordable modes of advertising and promotion.

According to a recent Nielsen report, roughly 50% of all Americans now own a smart phone – that's a **nearly 40% increase from the prior year**. Smart phones mean mobile web access – **more people now use the mobile web on their smart phones to search for places to shop, dine, party and for service** professionals – including home repair, medical, personal services, hair salons and more.

If your small business doesn't have at least a mobile website, you will be passed over by consumers who shop for businesses on the mobile web. What's more, people now ignore most promotional emails – they head straight into the spam folder! Direct mail flyers hit the trash can, unread, 84% of the time. Mobile marketing circumvents the normal filters that create barriers between consumer and service provider or retailer.

Mobile marketing can be easy to implement and is one of the lowest cost forms of advertising. Ignoring the mobile marketing trend can be hazardous to your bottom line and the likelihood of your small business either thriving or dwindling.

Ian Carrington, **Google's director of mobile advertising recently said, "Businesses need to get mobile in order to provide a positive user experience for their customers. At the moment, businesses are not keeping up with consumers."**


**Our Service implements a Marketing Plan that consists of a 5 pronged approach. All these Implementations work in concert with each other and should be combined for maximum effectiveness.**



# 1. Marketing Service Deployment #1 - Customer Loyalty Program Thru Foursquare

Foursquare is a customer-loyalty program. The companies we provide marketing services to are also using it to reward frequent visitors. With our Marketing platform, you will have the ability to login and check your Foursquare Stats that give you detailed information on who is checking-in to their locations, and gives you the ability to communicate with the visitors. **When your customer's check-in, their check-in is shared with their friends on Facebook announcing your business creating a viral component through social networking.** We will also have Foursquare send you a decal for display at your business.



Marketing Service Deployment #1- Loyalty Program		
	<p>Foursquare - Please List the offer you would like to provide your customers (example FREE Draft Beer with every check-in &amp; The Mayor at the First of the month gets a FREE Dinner)</p> <p>Offer</p> <p>_____</p> <p>_____</p>	<p><input type="checkbox"/> Foursquare Set-up</p> <p><input type="checkbox"/> Rewards Offering</p> <p>Our Setup Fee <u>\$79.00</u></p>

## 2. **Marketing Service Deployment #2 – Reputation Management**

### **Defend, Enhance & Promote your Businesses Reputation.**

#### **What is your Company's Reputation Worth?**

Consumers today are given an open platform to post their opinions and reviews about you and your business on a variety of websites. With social sites such as Facebook, Yelp, Google Places and Foursquare, their reviews and rumors have the potential to go viral. And, it only takes one disgruntled customer review to damage a company's reputation online. Even if you don't have a website, or a blog or any other type of web presence, your customers are Internet savvy and if something's been said about you or your business, they will find it online.

The Internet is one of the first places people turn to prior to making a purchasing decision. They're conducting a search to read what others have to say about your business and what kind of reputation you have. Before conducting business with you they want to know how you treated others. Did you provide quality service, are your products top notch and did you honor your guarantee? If something negative has been said about you or your business it has a major influence on the purchasing decision of the prospective client. This is self-preservation, and because they don't want to have the same thing happen to them, they'll direct their business elsewhere.

There's no single way to control what people post on the Internet and once a business has been dubbed with a bad reputation, it's very difficult to





overcome. Therefore business owners need to be proactive in protecting their reputation on the web. Reputation management can help protect your online reputation from the crippling effects of a negative review. Simply ignoring a bad review could have an adverse effect on your business. As the negative post gains momentum and people become increasingly

aware of the bad experience, your customer's begin to drop off and your sales decline. It's very important to deal with a negative report quickly to prevent it from getting out of control.

Our Reputation management strategies can easily be put into place to monitor and manage your business's online reputation. There's no need to hire a group of communication specialists to do the work for you. Even small to medium sized businesses can follow the guidelines below to protect the good reputation they've spent years building and maintaining offline.

## How our reputation management strategy works



1. The customer visits your app on a mobile device there are a few ways this can happen:

There are several ways that the Customer can get the App to rate your business:

1. When the end customer visits the website of the Store from a smart phone they are automatically redirected to the Mobile Web App using the redirection code that is inserted to the main page of the stores website and see the " Rate our Service Tab

2. QR Code - the customer scans the QR code to places on Facebook, Twitter, Table tents or signs or any print media advertising the store is offering.
3. Emailing Customer list - the App client or Store mails their existing customer base and announces their new Mobile Web App and inserts the QR Code in the email or simply directs them to go to their website on any smart phone.
4. From the customers - Each Mobile Web App has a "recommend to friend" feature which allows the app go viral by letting the App users share via text or email to their Friends and family.

QR Code, Redirection Code, Table Tents and Signs are all generated and coded specifically for the Store/App in the Instant App Wizard App Marketing Platform.



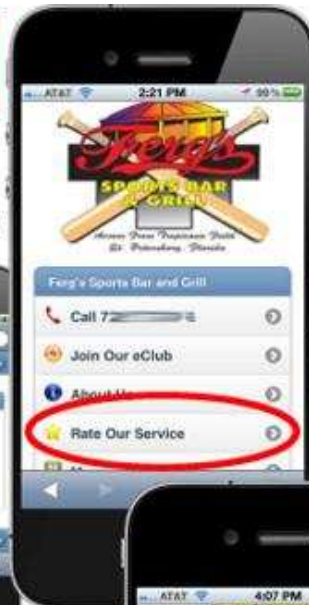
To see a **Sample in Action**, Scan the QR Code above or go the [www.americanroofinggroup.com](http://www.americanroofinggroup.com) on your smartphone now.

# REPUTATION DEFENDER

Defend, Enhance & Promote your Businesses Reputation.



Customers Share Good Reviews & Go Viral



**BAD Reviews Go To Management Instantly by Text Message Alerts on up to 3 Phones**



**\* No Need to keep an eye on the Internet:** & Look for everything that is being said about your business online. We Check Google & Yelp Daily for your business's name and watch for changes in your reputation. **Our Review Reporting System** sends you a daily update of any changes at about 3:00, **Good or Bad Right to your Phone via text** Instantly & email daily.

- **Engage with your customers:** Communicating with your customers Instantly & Respond to a negative review as it happens in the most positive manner and show your willingness to correct the problem with an instant call after you receive the text.



Diligently performing reputation management strategies like ours will help ensure that your business reputation remains unharmed by negative remarks. Because there are hundreds of Internet sites where a review can be found, reputation management is a smart investment for any business, especially those in the service industry where commentaries often relish criticism causing serious damage. Companies with an online reputation management strategy in place have the opportunity to quickly turn a negative review around and promote praise instead. The fact that you can turn your customers into promoters of your business will gain huge traction for future customers looking to do business with you.



## **ADD Reputation Management System?**

Yes

No

Price \_\_\_\_\_\$39.95\_\_\_\_\_

To Implement this service please provide us with up to 3 different email and mobile phone numbers for your Reputation Alert System

Email 1. \_\_\_\_\_

Email 2. \_\_\_\_\_

Email 3. \_\_\_\_\_

Mobile Phones to Text Alerts to: (please note you must have our texting option enabled to get instant reputation alert to your smartphone)

Mobile Phone 1. \_(\_\_\_\_)\_\_\_\_\_


Mobile Phone 2. \_(\_\_\_\_)\_\_\_\_\_

Mobile Phone 3. \_(\_\_\_\_)\_\_\_\_\_

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### 3. Marketing Service Deployment #3 - Twitter Implementation

If you don't already have a Twitter account we will set one up for you. It is already integrated in our Integrated Marketing Platform and provides another way to engage and interact with your customers. No matter what size your business is.

Marketing Service Deployment #2 - Twitter Implementation		
	Twitter - Desired User Name 1. _____	<input type="checkbox"/> Twitter Set-up <input type="checkbox"/> I already have it Our Setup Fee <u>\$75.00</u>

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### 4. Service Deployment #4 - Mass Text Messaging System



Effective Mobile Coupons – Making our Mobile Marketing platform work for your business!

If you're a texter, you know that sometimes 160 characters are just not enough to communicate what you want to say. Spilling over into a second text is no big deal when you are texting with friends and family, but when you are texting a mobile offer to a customer, this is a big no-no! A single text – 160 characters (including spaces) – is what you have to learn to work with to craft effective text offers that consumers will rush to redeem.

When you hear “mobile coupon,” do you picture a paper coupon with dotted lines around the edges, ready to be cut out? Most mobile coupons – in reality – are simply texts from businesses with a code to provide at check-out or when ordering food, a product or service that generates the discount promised.

When you write a mobile offer to send out over text, you are sending a mobile coupon. Within the 160 character limit, you have to convey who the message is coming from, what you are offering, the time limit for the offer and the offer code.

For instance, if you manage a pizza parlor, a text offer might go something like this:

Gianni's Pizza is having a Monday Madness pie sale - \$5 for a large 2-topping pizza - good today only 2 pm-10 pm - carryout only - discount code MONDAY5!

That's 153 characters and it's pretty good – it covers all the elements, but it can be improved – consider this instead:

Gianni's Pizza's Monday Madness pie sale is on. \$5 for a large 2-topping pizza. Today from 2-10 pm. Carryout only. Use code MONDAY5 when ordering. 555-555-5555

This refined message is at 159 characters. By stripping out a few words and some punctuation, the text is more targeted and now includes the phone number which would be click-to-call to encourage on-the-spot ordering to take advantage of the time-sensitive offer.

By having the business name up front, you let them know who's communicating with them – this is appreciated and will encourage them to read on and by making the offer immediately, lets them evaluate whether the offer is relevant for them. Next, giving the terms and limitations encourages them to act immediately if they are interested in the offer. Finally, providing a click-to-call number makes it very tempting for them to click to access the deal straight away. If they close the offer to look for your number, you'll lose people who would otherwise have redeemed the offer. This model is valid for any small business, whether you own a dry-cleaner, hair salon, yogurt shop or landscaping service. The components of an effective text message are the same, only the content relevant to your business will vary.

Once you start sending out mobile offers, you'll learn which offers generate the highest redemption rates. If you approach your texting strategy like a science experiment, you'll be able to most effectively hone your text writing skills. This means changing only one aspect at a time. For instance, if you send out a mobile coupon, be sure to keep the text to improve upon it.

Even if you get a good redemption rate, you can always tweak for better results. If your offer was a dollar-off coupon, consider trying a percent-off next time or a buy one-get one type of offer to see which type of discount engenders the best response from your customers. Then, you may want to tweak the time period your offer is valid for – same day offers may elicit a better response than a three day window – depending on your business – but you’ll never know unless you tweak.


When crafting your text message, brevity is key, but don’t use abbreviated lingo unless you have to – for instance “Call to order” is preferable to “Call 2 order.” When people scan texts, this can look like a typo or a spam message that can cause them to delete your message.

Mobile coupons are being redeemed at a rate 10 times higher than paper coupons and cost 1/50th the price of paper coupons. If you’re not using mobile coupons to increase revenues and profits, you’re leaving money on the table every day.

Our text message marketing campaign will start increasing your profits, and will allow you to engage your customers like never before!

Text message marketing really can be utilized in any business, and can be used for so many reasons! Remember that it’s important to build a quality list of subscribers that include only people that want to be part of the campaign and want to hear your message. If they don’t, you also need to give them a way to opt out of the program. Also remember that your message is the most important aspect of your campaign. You need it to be of value to your subscribers, whether it’s knowledge in the form of a tip, a coupon, or news and updates.

Once we have started this powerful campaign, you’ll see that there really is no better way to promote your product(s) or company than through text message marketing, and **our Integrated Marketing Platform makes it easy.**

Marketing Service Deployment #3 - Mass Text Messaging System		
	<p>Text Messaging - Desired Signup Keyword Example (Get VIP Offers or Joes Pizza)</p> <p>1. _____</p>	<p><input type="checkbox"/> 1000 text per month \$49.95/mo</p> <p><input type="checkbox"/> 2500 text per month \$69.95/mo</p> <p><input type="checkbox"/> 5000 text per month \$89.95/mo</p>

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## 4. Marketing Service Deployment # 4 Your Mobile Web App Design & Hosting

### Get Your App Today!



### YOUR APP, YOUR WAY!

The delivery of your Mobile Web App creates the look and feel of a native smartphone app.

Our Marketing firm provides you with a Mobile Web App that will help you engage your customer on their smart phones. With most common features included, we can also create original content for your Mobile Web App as well. With our Redirect code all your customers who visit your site on a smart phone will be redirected to your mobile web app where they can sign up for your V.I.P. offers to receive your coupons, offers and news.

Mobile Websites and Mobile Web Apps Are No Longer Optional. The Mobile Web will soon be the dominant choice in Internet usage, overtaking web browsing on PC's and laptops by next year. Given the clear supremacy and growth of mobile web browsing, it's shocking to learn that 70% of businesses don't have a mobile website.

Standard websites designed to be viewed on laptop and PC screens are incompatible for the smaller screens of iPhones, Androids and other mobile web devices. Even if your non-mobile website can be seen on a mobile device, that doesn't mean it's functional on a mobile device. Only 1% of standard websites will render on a mobile device.

Your standard website may feature high-resolution graphics, flash video and lots of interesting content. The very things that make your standard site so interesting are what will make it unusable as a mobile website. Most smart phones can't play Flash programs, hi-res photos take too long to load and the volume of content will make the site slow to load and navigate.

When you meet the needs of potential customers by giving them a positive mobile web experience, you greatly increase the odds of them transacting with you. And if you don't meet those needs, the results will be less in your favor. If your mobile website doesn't load correctly or rapidly, 33% of mobile web users will immediately click off of your website and look to your competition, and 57% of people will not recommend your business due to an unfavorable web experience. So by all means, establish this mobile marketing plan for your small business, but be sure to do your pre-work rather than jumping in blindly – remember the customer is what matters!

Instead, you need to focus on the most critical information about your small business that a mobile web surfer needs. At a minimum, they need to know where you are, what you do, how to contact you and your hours of operation. For a mobile website, less is so much, much more!

Many of the best mobile websites launch with an opening screen that has just a few options that are large clickable buttons to easily navigate the user to the information they need including:

- How to Find Us – clicking this can take your potential customer to a page where they can see your address, click for directions or click to activate their smart phone's GPS function to automatically navigate to your establishment.
- When We're Open – clicking this can take your potential customer to a page that simply lists your daily hours of operation – if there are holidays upcoming, you should also indicate whether you are open on the holiday as well as any days your hours will deviate from the standard.
- How to Reach Us – clicking this can take your potential customer to a page where they can click-to-call your business number, click to send an email to you or click to send a text to you – just be sure that whichever option they choose is monitored so you can communicate on the spot.

- What We Offer – clicking this can take your potential customer to a page that very briefly summarizes what you do, what you sell, what services you offer and so on.
- Special Deals – clicking this can take your potential customer to a page that offers them an incentive in the form of a discount or freebie to sign up for your mobile texting list – this captures them on the spot and allows you to reach out to them again to encourage a transaction with your small business.

Two other options to consider when prepping your small business website are social media links and an option to link to your full website. Consumers are very engaged in social media and if you have a presence on Foursquare, Facebook, Twitter or other media sites, you should include links to your pages so they can follow you if they like. Another option that many mobile web apps don't offer, but that may be desired, is a link to your full website in case they want to browse all of your content.

No matter what, a mobile website, even a poorly executed one, is better than no mobile website at all. But it's easier than you can imagine. We can set up a mobile website for your small business in just a few short hours that's found on the mobile web and drives business to your establishment. Also, offer the option to see your full site.



INSTEAD OF THIS



MOBILE SEARCHERS GET THIS

**Marketing Service Deployment #4- Mobile Web App**



About Us Info

- About us
  - Foursquare
  - Facebook
  - Twitter
  - GPS Directions
  - Click to Call
  - Menu
  - Products & Services
  - YouTube
  - Yelp
  - Urban Spoon
  - Google Plus
  - Photos
  - Custom Content
- Set-up \$199.00

Special Request or Custom Content



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## 5. QR Code Marketing Implementation # 5

Our 5th Prong in our 5 pronged approach marketing plan for your business will increase your brand's awareness both offline and online by using QR codes. Although, currently it is quite new to business owners, consumer QR Code usage has been rising, and it's wise for any small business owner to jump on board now before getting left behind by the competition.



Quick response codes, commonly known as QR Codes are similar to the barcodes you find on physical products you buy at your supermarket such as your box of cereal or bottle of shampoo. While regular barcodes are scanned by barcode readers at the till, QR Codes can be scanned by mobile phones and most importantly direct the person scanning to an offline or online destination.

For example, you can scan a QR Code and be directed to a phone number, a SMS, a website, an online video on Youtube, a social media page on Twitter, Facebook or Foursquare, an image on Flickr etc. As you can probably imagine QR Codes give both business owners and their customers a wide and exciting range of experiences than just a regular bar code.

### **Why you need Mobile friendly Mobile Web Apps for QR Codes**

QR Codes are of a big benefit to small businesses helping them to marry their offline and online presence in a cost-effective and creative way. However, not many businesses have mobile friendly sites which make implementing QR Codes a problem.

This is because QR Codes are scanned with mobile phones so any website information has to be readable on a mobile phone. If people scan your business's QR Code from a magazine or flier, can they comfortably read your website or do they have to zoom in and out?

Although you can make a QR Code do many things, **it is our recommendation in your business plan, that you direct it to your VIP Text Marketing Signup.** This will allow you to send out Special offers directly to your customers, reaching your "Warm Market". You will be provided with a QR Code. This creative and high conversion marketing

strategy will give customers quick and easy interaction with your company's brand and business through the convenience of their mobile phone.

# Your Marketing Platform

With the Marketing Platform we provide you, you will have the ability to login and simultaneously send to all your customers email, post your promotional offers to Facebook, Twitter and Text to thousands of your customer's phones all with the click of a button. This saves you time so you can focus on running your business.

**Type once send to all!**

**Send New Message**

*Your Message*

This will be your Message Blast that will go to Text, Facebook, Twitter & Email all at the Same Time!

39 characters remaining.

**Message Options**

Send Message To (789) People

- Text Subscribers (432)
- Email Subscribers (789)
- Facebook [log out](#)
- Twitter [log out](#)

Include Expiration Date?

Abbreviations

Shorten a URL

**Messages**

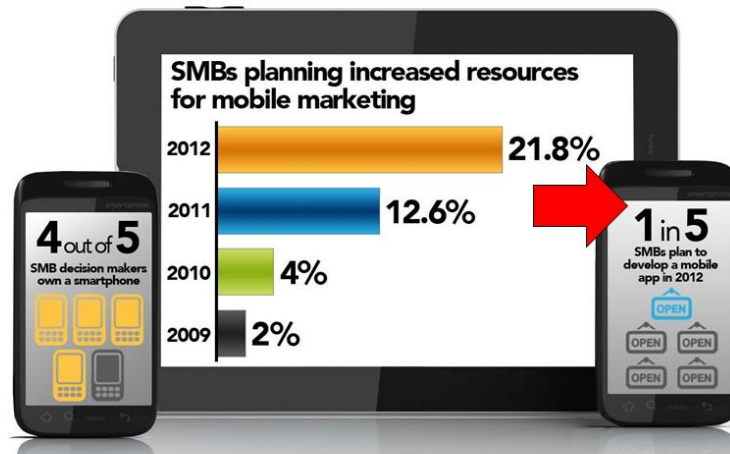
- Send New Message
- Messages Sent
- Messages Received
- State Calendar

**Preview Messages**

- Text Message**  
Feb05 App Wiz: This will b ur Message Blast that will go to Text, Facebook, Twitter & Email all at the Same Time!
- Email Message**  
Feb 05: This will be your Message Blast that will go to Text, Facebook, Twitter and Email all at the Same Time!
- Facebook Message**  
This will be your Message Blast that will go to Text, Facebook, Twitter and Email all at the Same Time!
- Twitter Message**  
This will b ur Message Blast that will go to Text, Facebook, Twitter & Email all at the Same Time!

[Send Messages Now](#)

## 1 in 5 Small Business will be going Mobile in 2012



## Will it be your Business, or your Competitors?



Simply Put, this Marketing business plan has had proven success with hundreds of other small businesses. We are confident that once implemented these services will not only increase your bottom line but will allow you to engage your customers like never before. It is **very Important that you don't look at this service as an expense, but rather an investment to obtain future business**, improve your customer experience, gain customer loyalty & get tuned in with the times.

## Mobile Marketing Account Sign-up/Information Form

<b>App Name</b>		<b>Text Optin Keyword</b> <small>(Keyword is Signup by default)</small>	
<b>Manager/Owner</b>		<b>Email</b>	
<b>Desired Username</b>		<b>Desired Password</b>	

<b>Address</b>	
1. Street	
2. City	
3. State	4. Zip

<b>Web Info</b>	
<b>List Web Properties/Links</b>	
1. Home Page	
2. Facebook	
3. Twitter	
4. Youtube	
<i>*Only Main Website required Social Links Optional if Linked from Main Site</i>	

<b>Contacts</b>		
<b>Name</b>	<b>*Cell Number*</b>	Email
1. Marketing Director		
2. Owner		
3. Manager		
<i>Please Provide us with as much information as you can to help us expedite your Mobile Web App and Get you Marketing with our Platform as soon as possible. <b>Cell Number(s) Required</b></i>		

