

# LEADERSHIP IN INNOVATION

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# i-COMMERCE COMPANIE

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**Mobile Marketing**

**Web Marketing**

**Marco Leesberg**

# MOBILE PHONE SETTINGS

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- 1) Please turn on your Mobile phone
- 2) Turn on your Bluetooth
- 3) Enable pairing devices
- 4) Connect to: Mobilepoint

# MOBILE MARKETING

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- Mobile Car Phone
- Year 1986
- Model: 'Carvox 2453'
- Weight 5 kilo

*“The first Car Phone which also can be used outside your car!”*

# WHAT IS MOBILE MARKETING?

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- Audience targetting by a wireless mobile network (mobile device, smartphome, pda)
- Innovative marketing concept

# WHY IS IT POPULAR?

- Lifestyle (i-Phone, Google Phone)
- Accessibility anywhere
- Innovative
- Gadget



*What is the most often used software on mobile phone?*

# MOBILE MARKETING REVOLUTION

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*“Why big brands must communicate personal”*

The customer is in demand:

- Mobile technical intelligence
- Mobile searching (Google)
- Mobile Social networks (Facebook, LinkedIn, Twitter)

Solution:

- ‘Love connection’ with consumer
- Excellent Customer Relationship Management
- Send personal content messages

# MOBILE PHONE FACTS

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- 2.7 billion mob. phones worldwide  
(3 times as many as PC's or Cars)
- Mobile phones are replaced every 18 months
- Western European average penetration per capita is 110%
- Leading countries like Italy, Taiwan, Hong Kong and Israel have penetration rates at 140%

# MOBILE INTERNET USE

<b>North America</b>	2,494,086,465	43.2%
<b>Asia</b>	2,010,290,536	34.8%
<b>Western Europe</b>	447,130,652	7.7%
<b>Africa</b>	390,011,181	6.8%
<b>Eastern Europe</b>	156,992,323	2.7%
<b>Latin America</b>	113,709,610	2.0%
<b>Oceania</b>	47,572,069	0.8%
<b>Other (2)</b>	111,435,390	1.9%
<b>Total</b>	5771228226	100.0%

- America is leading
- Africa emerging country!
- Europe remains behind

November 08 - AdMob's statistics

# WHAT DOES ZYNERGIE?

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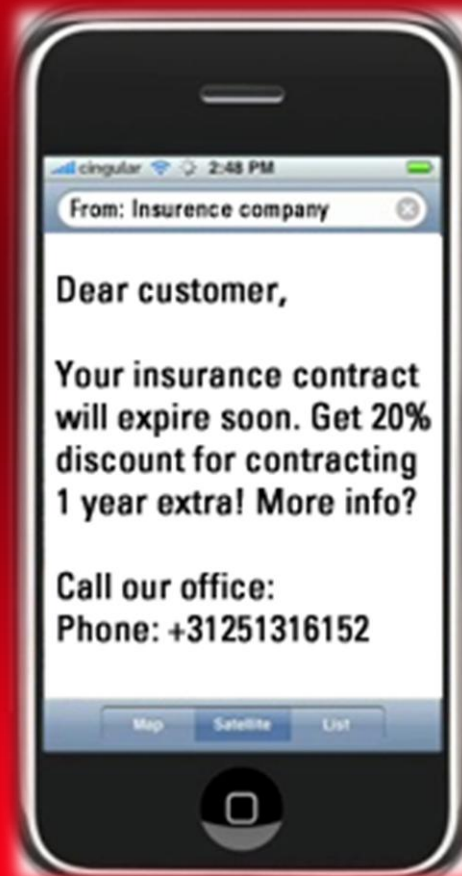
- SMS marketing
- Bluetooth marketing
- Mobile games & Mobile websites (.mobi)
- i-Phone and Google Phone applications
- SMS hosting (online sms backoffice)

# SMS MARKETING TOOLS

- SMS tickets (with barcode)
- SMS service message
- SMS invitation
- SMS information
- SMS win



# EXAMPLES SMS MARKETING



# BLUETOOTH MARKETING



**HealthCity**  
International

Activate your BLUETOOTH and receive 20% DISCOUNT at HEALTCITY!



Accinity

**Get 20% DISCOUNT!**

How it works:

1. Activate Bluetooth
2. Point Phone to poster (1 meter)
3. Download Barcode to Phone
4. Show Barcode at Healthcity checkout-desk



VIP  
TICKET  
GEWINN

GRATIS  
REALTONE  
DOWNLOADEN!

Bluetooth am Handy aktivieren!  
Handy hinhalten!  
Passwort 1111 eingeben  
Auf SMS warten!  
WAP-Link ansurfen, Realtone auswählen!

the Coke side of life

the Coke side of life

3 Mio. Songs, Audios & Filme  
WWW.MYCOKEMUSIC.AT  
Coke - Funnet

# EXAMPLE BLUETOOTH



# EXAMPLE MOBILE GAME



## Penalty Shootout

- In-game advertising

# ADVANTAGES

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- 1:1 communication with target group
- Fast and direct contact
- Online measurable campaign
- Easy and quick to apply

# ONLINE BACKOFFICE

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- Online webtool
- Tracking of data
- Target group segmentation
- Database management

# EXAMPLE ONLINE BACKOFFICE

Show all records Search

<input type="checkbox"/>	Phonenumber	Sent	Sent Date&Time	Status	View	View Date&Time
<input type="checkbox"/>	+31645874248	Yes	08-05-2009 17:03:11	SMS Delivered	Yes	09-05-2009 01:27:12
<input type="checkbox"/>	+31651773475	Yes	08-05-2009 17:03:12	SMS Delivered	No	
<input type="checkbox"/>	+31610815901	Yes	08-05-2009 17:03:12	SMS Delivery failed	No	
<input type="checkbox"/>	+31623380766	Yes	08-05-2009 17:03:12	SMS Delivered	Yes	08-05-2009 18:58:51
<input type="checkbox"/>	+31610945069	Yes	08-05-2009 17:03:12	SMS Delivered	No	
<input type="checkbox"/>	+31617367281	Yes	08-05-2009 17:03:12	SMS Delivered	No	
<input type="checkbox"/>	+31630830616	Yes	08-05-2009 17:03:12	SMS Delivered	No	
<input type="checkbox"/>	+31624549559	Yes	08-05-2009 17:03:12	SMS Delivered	Yes	09-05-2009 21:04:57
<input type="checkbox"/>	+31624136710	Yes	08-05-2009 17:03:12	SMS Delivered	Yes	08-05-2009 17:05:52
<input type="checkbox"/>	+31651113810	Yes	08-05-2009 17:03:12	SMS Delivered	No	
<input type="checkbox"/>	+31651369772	Yes	08-05-2009 17:03:12	SMS Delivered	Yes	08-05-2009 17:08:26
<input type="checkbox"/>	+31623228980	Yes	08-05-2009 17:03:12	SMS Delivery failed	No	
<input type="checkbox"/>	+31622863152	Yes	08-05-2009 17:03:12	SMS Delivered	Yes	08-05-2009 17:05:08
<input type="checkbox"/>	+31630811638	Yes	08-05-2009 17:03:12	SMS Delivered	Yes	08-05-2009 17:15:08
<input type="checkbox"/>	+31651854765	Yes	08-05-2009 17:03:12	SMS Buffered	No	

# MOBILE CAMPAIGN CONDITIONS

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- Personal message
- Right timing
- What's in it for me?
- Simple and clear communication

# FUTURE DEVELOPMENTS



## Augmented Reality Browser

Combination of:

- Mobile Phone
- Camera tracking
- GPS support
- Mobile browser

# MOBILE MARKETING?

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- How are you going to use Mobile Marketing?
- For which products is it useful?
- What actions are currently possible?
- How many Mobile Phone numbers? (Opt-In)
- Is CRM system up to date? (+41756123753)
- Ask for advice!

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