



## Mobile Marketing

These days, it's common to hear people describe the mobile web as the biggest thing since the desktop web. They're wrong. It's much, much bigger than that.

For starters, there are far more mobile devices than PCs 2.8 billion handsets were in circulation by mid-2006. In Europe alone, there are four times more handsets than PCs. In some countries, there are more handsets than people.

Mobile lets you reach people all across the world, many of whom may never own a PC. It's not just a western phenomenon, it's global. Beyond the numbers, the vast potential of the mobile web is also due to the way people think about and use their mobile devices:

- They're always on
- They're always at hand
- They're always personal, rarely shared

No other marketing medium can say any of these things, much less all three.

## Benefits of Mobile Web

It can enable access to information, anytime and anywhere there is cell phone coverage. By freeing information from the restrictions of a desk or search for a nearby WiFi hotspot, people can quickly retrieve and exchange information.

It provides vast connectivity. One-third of humankind currently has access to the Internet through a mobile device. This number is twice as many as the number of Internet-connected personal computers (PCs). By 2010, it's expected that half of the planet's population will have access to the Internet through a mobile device.

Mobile enables services to take advantage of mobile device capabilities such as clicking on a phone number to call it or add it to the device address book.

Mobile can provide location-sensitive content. Location technologies can enable location-sensitive information be provided to a user. This can reduce the steps required for the user to reach useful content, and so makes it accessible with the least amount of effort.

### About .mobi websites

In a fast-growing mobile society, businesses, organizations and individuals need to reach and interact with their customers while mobile.

A .mobi address allows them to bypass the constraints of geography. mobile service



.mobi is the first and only top level domain dedicated to users who access the Internet through their mobile phones. With four mobile phones purchased for every one personal computer, there's a world of people for whom the mobile phone is the main access point to the Internet. And those users can trust that a Web site is compatible with their mobile phone when that site's address ends in .mobi.

.mobi domain names are backed by 13 of the world's leading mobile and Internet players. The same companies who have delivered the promise of today's information society: Ericsson, GSM Association, Google, Hutchison, Microsoft, Nokia, Orascom Telecom, Samsung Electronics, Syniverse, Telefónica Móviles, TIM (Telecom Italia Mobile), T-Mobile and Vodafone.

**A .mobi ensures a predictable, consistent experience on a mobile phone.**



## **Achieve Your Marketing Goals**

The Mobile Web is a powerful new medium for achieving all sorts of marketing goals.

### **Reaching new audiences**

who may never visit a PC website or spend hours in front of.

### **Deepening relationships**

by finding new ways to reach customers and new ways to inform or entertain them.

a TV.

### **Delivering new services**

including things you can only do (or would only want to do) on a mobile.

### **Demonstrating your brand values**

mobile campaigns say you're young, Innovative and customer-oriented.

### **Tying in with wider campaigns**

completing your integrated campaigns with the mobile piece of the puzzle.

### **Selling stuff**

as mobile transactions skyrocket, there's plenty of potential to make the sale right from the handset.

In short, there's not a lot you can't do with a mobile website and mobile campaigns.

### **Want to get started?**

Upon contacting Design Build Media we will propose a mobile phone based website and marketing solution based on the needs of your company.