

Mobile Marketing Engagement – The Secret Weapon for Small Businesses

“Have you considered adding mobile to your marketing strategy?”

This is one of the first questions I pose to small business owners on my business development discovery calls.

The responses vary from *“our website is not good on mobile”* to *“we can’t afford it”* to *“that’s for the bigger businesses with more resources; we’re just a small team”*.

In more cases than not, small business owners are quick to rule themselves out of the mobile opportunity.

I have to be honest...

I really don’t understand where and when **“mobile”** became Goliath and small businesses owners became David.

Mobile Marketing Engagement Can Be Your Small Business Secret Weapon

Yes, our world has gone mobile, but that doesn’t mean small businesses can’t use mobile to their advantage.

In fact, as a small business, mobile marketing might be your secret weapon.

For day-to-day activities like shopping, browsing and socializing, your customers have put mobile first.

To keep pace with this shift in customer attention, modern marketers (and small business owners) must do the same.

It's time for David to face Goliath.

But, here's the thing...

Small business owners are in a better position to use mobile for customer engagement.

As a small business owner, isn't it all about connecting with customers as opposed to amassing fans and followers?

Since you have a smaller customer base compared to bigger chains, you're able to more actively engage with them.

For example, you can easily see how your customers respond to e-mail campaigns, Facebook polls, daily deals and *even* your mobile messages.

Based on this insight, your small business can segment customers based on preferences and deliver more customized offers.

This personal touch enables you to differentiate your offerings while engaging customers to become ambassadors for your brand.

Let Them Open Their Mobile Wallet

As your customers continue to rely on mobile devices for their shopping, your small business can take advantage of applications like Apple Passbook or Google Wallet to digitally connect with customers and even discover new ones.

For example, your mobile marketing campaigns can include loyalty cards, VIP offers, event ticketing, opt-in alerts on deals or new products/services as well as other exclusive content.

You could mimic and create engaging mobile messaging campaigns with post-click experiences including mobile wallet offers.

Don't Shy Away From Mobile

Don't be one of the small business owners that wrote off mobile marketing because you perceive it to be complex or time-consuming.

I'm going to give you some tough love here and say that that's just one of the 8 most popular excuses I hear for not getting started with mobile.

What you need to keep in mind is that mobile is simply another way for you to connect, engage and convert your customers.

For all the talk about email marketing and social media, don't forget about text messaging. Many customers are more active on text than they are on email or social media.

Extend and Enhance What You're Already Doing

Including mobile into your marketing mix allows you to extend existing traditional channels such as TV, radio, direct mail or print and add a layer of interaction that wasn't there before.

Do what you've been doing in email and social media marketing but include mobile calls-to-action and create stronger ties to your customers.

You'll be adding another layer to that engagement. A more personalized and targeted layer.

And don't worry about having to learn a new technology, because applications like allow you to reach customers on their mobile devices without having to be a technical ninja.

It's as easy as sending an e-mail campaign.

Embrace Mobile Marketing In Your Small Business

Embrace mobile as a marketing vehicle and you'll be able to extend and enhance what makes your business unique and **you'll have a new ability to personalize your messaging to engage with customers** in a way only your small business can.