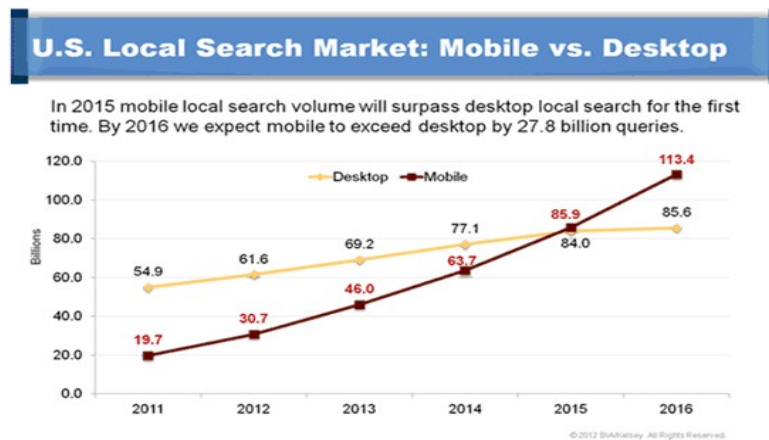


# The Smartphone and Your Business

Do you own or run a business? Have you ever wondered what the most effective form of marketing is for that business?

Right before us exists a world of mobile technology that has taken the way we connect with each other by storm, so much so to the extent that according to the Mobile Marketing Association, now over 5.1 billion of the 7.0 billion people on the planet own a cell phone. People are using their smartphones for just about any and everything, from keeping current with the latest news to making m-commerce purchases, the latest and greatest trend of mobile commerce.

There is so much activity in mobile the mobile space, it is projected that by 2015, more searches will be performed from smartphones than from PC computers.



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This being said, have you at least considered the smartphone and what it can mean for your business? Indeed there are many advertising opportunities for businesses large and small. From mobile applications, mobile couponing and SMS texting campaigns to search and banner ads via networks such as Jumptap and Google's very own AdMob platform, mobile advertising is hyperactive. And like a hyperactive child, such mobile advertising opportunities can be difficult to manage and increasingly expensive. If you've ever outsourced your mobile strategy, did you first define your preferred channel? What are your KPIs? Do you know your branding strategy? Who is your mobile audience and just how will you spread your company's message most effectively? Is your website fully mobile compliant?

Mobile advertising presents us with many more questions than there are answers (the right answers, that is). It's a convoluted space that leaves business owners confused to the point of overwhelm. If only there was an easier way to utilize the smartphone in a way that could maximize the performance of your marketing efforts for your business while producing ultra-high quality leads. If there was, would you implement it? And if you could leave the whole process in the hands of a trusted agency to do it for you, would you? Let's assume you're a smart business owner or decision maker and say "yes" to the above. Hands-off lead generation that comes with a high ROI? That's a business owner's dream come true.



Aside from the seemingly limitless capabilities a smartphone now possesses, let's take a look at how its most basic function can compliment your marketing efforts. I introduce to you Mobile Pay-Per-Call Marketing and the power of call-based lead generation. Mobile Pay-Per-Call is the process of driving phone calls into your business via paid smartphone traffic. A prospect sees an advertisement on his/her mobile device and decides to make the call by touching the number. Why is this so powerful? First, call-based advertising sees very high engagement. According to Mobile Marketing Association, mobile search ads with phone numbers [see] a 250% higher CTR (click-through rate) than the traditional mobile search advertisement. Second, once a prospect is on the phone with a representative, conversion rates for product and services are much higher than your traditional online transaction. Bridging the gap between the online ad and offline power of the phone call, you have a highly effective lead generation system.

The mobile pay-per-call system is built on a fairly complex tracking mechanism that allows you to attribute distinct phone numbers to

various aspects of your marketing campaigns. If a call comes in, ideally you'd have the ability to attribute that call to a paid keyword for a product or service that you are promoting, for example. This insight allows you to further optimize your campaign, expanding on what works and eliminating what doesn't. With RingRevenue's patent pending call tracking solution in conjunction with a leading mobile pay-per-call network like the Mobile Fused network, you have this power while your advertising is hands-off. Marketing automation never looked so good.

There's more to know about Mobile Pay-Per-Call advertising and how can work for you company. Stay tuned in for part 2.

## Part II

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In the last article, I discussed Mobile Pay-Per-Call advertising and how it's the perfect compliment to most any business's advertising efforts. Let's now take a quick look at Mobile Pay-Per-Call advertising and how it works behind the scenes.

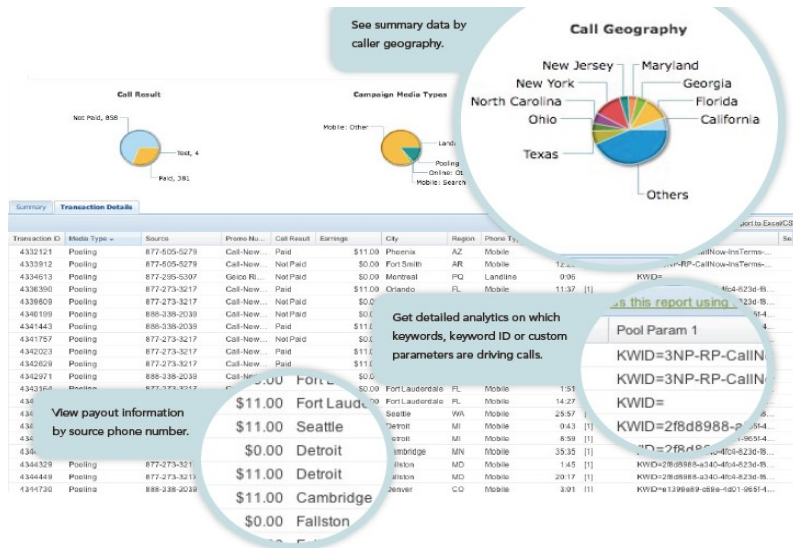
### **The Backend of Mobile Pay-Per-Call Marketing**

To get your business started with Pay-Per-Call, you pass your business's information over to the Pay-Per-Call network, let them know the call duration you require for a quality lead, and you are ready to set your program into action. The best part is that you only pay once you get a lead. The risk is extremely low and your returns can be nothing short of incredible.

As a company, the process of Mobile Pay-Per-Call advertising is completely done for you and your business. On the backend, there are many moving parts that ensure the quality of your campaign. The pay-per-call network's delicate orchestration of tracking, affiliate relations, accounting and campaign performance optimization is what is responsible for turning on your call lead engine.

Statistics about the calls that come into your company are provided in the backend dashboard by way of your own dedicated login. There, you can see details ranging from geographic location of the call to the duration of the call that either brought in a qualified lead or not. With

this data, you can refine your qualification process as needed in order to get the best results per call lead. If your call center team becomes savvy enough to understand how to qualify a lead within the time you have specified in your pay-per-call campaign setup, then you have the potential to turn each and every call into profit. From that point, the call volume you receive is contingent upon how many calls the affiliates that drive them can produce.



source: [RingRevenue](https://www.ringrevenue.com)

*Above is a screenshot of the backend of a Mobile Pay-Per-Call campaign. There, the business can see statistics about phone number source, call geography, call duration, and more.*

Take note that the higher call duration you specify as a requirement before you pay the network, the less likely you will have affiliates promoting your company. The affiliates that drive the phone calls for your business are typically compensated based on call duration and in rare cases, closed sales. If your requirements for a quality lead are too rigid, and the call durations are too long in the eyes of the affiliates, they will typically shy away from your offer. Try and run with the lowest call duration possible for your call center to qualify a lead. The quicker your operators are at qualifying the leads that come in, the better. If you can set a low call duration when launching your initial campaign, you will attract many more affiliates; with mobile pay-per-call marketing, affiliates translate to calls. Consider a case in which you require a minimum call duration of 3 minutes in order for an affiliate to get paid and your competition requires 2 minutes for the

same payout. It's your competition that will be getting the call leads, not you.

### **Mobile Pay-Per-Call and the Bottom Line**

Several Fortune 500 companies have already taken on the pay-per-call model and seen incredible returns. Behind the scenes, big players in the auto insurance industry, finance, and more have been reaping the benefits of mobile pay-per-call for the last few of years. Still, mobile pay-per-call is a relatively new form of online marketing, unsaturated yet with more promise than just about any for of advertising today. Nikesh Aurora, Google's chief business officer explains, "Mobile is right now where search was in 1999." According to Aurora, Google is connecting consumers to about 15 million calls a month through their advertising platform. That number will grow exponentially as businesses begin to realize the power for mobile pay-per-call.

According to a BIA/Kelsey study last year, on average, U.S. businesses received about 11 calls a month from desktop search and 34.7 calls a month coming from mobile devices. By 2013, right around the corner, those numbers are projected to go to 13.8 and 80.9 respectively.

There are virtually no limits with this lucrative marketing channel. The bigger your audience, the more potential. Are you running a company that serves a wide national audience, yet don't know how maximize reach to your prospects? If you've ever been discouraged by the limitations of TV or print advertising, look no further. Mobile pay-per-call offers the perfect solution. More active searchers are looking for products or services every day on their smartphones. The phones are ringing. Will your company be there?

Mike Bek is an Internet marketer and writer with the [Mobile Fused Pay-Per-Call Network](#). If interested in trying Mobile Pay-Per-Call advertising for your business, visit <http://mobilefused.com/advertisers.html> or call 888-612-8818.

<http://www.marketingforecast.com/archives/21001/>