

# mPEARL<sup>SM</sup> – The Mobile Commerce Methodology from ICREATE Technologies, LLC - OVERVIEW



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Cashflow is the lifeblood of any business and probably the only reason why your business is still a viable operation. Just like brick and mortar businesses experienced a Cashflow drought when the Electronic Commerce exploded in the 1990s, today traditional and Internet based businesses are threatened with even more severe Cashflow drought conditions with the rapid explosion and proliferation of **Mobile Commerce**. Traditional Blanket Marketing strategies have become impotent today as the consumer base has shifted from print and media into Mobile Device based Technology and Services.

**M**obilize your business today by adopting **mPEARL<sup>SM</sup>** to transition your annual bottomline from what it is today to a potential 10-30% increase in your Cashflow. When your customer base has gone mobile with access to any data instantly, anytime, anywhere, as a business owner you may want to consider following them through their Mobile Devices and consequently the Revenue. As a business owner, you know that simply increasing revenue is not a measure of profitability. You can hold your marketing costs steady and try to increase revenue, which has traditionally been quite difficult if not impossible. Or you can spend more on your marketing in an effort to increase revenue. Hmmm... what does that do to your profitability and ROI? Not much of an improvement year over year, is it? Well, what if you could reduce your marketing costs but still increase your revenue? Aha! Now that would definitely make you sit up and take notice of your profitability, right? That is exactly what is possible when you **Mobilize PEARL** in your business and take advantage of our technology through a Mobile Website and our All-In-One mobile Marketing Platform.

The business case to Mobilize your business is clear and unambiguous – every moment of waiting on the sidelines is a moment of lost revenue and Cashflow. We're just saying ...

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The same old wine once upon a time not too long ago gratified the most discerning tastebuds but now made available in a brand new bottle with an exciting look-no-further presentation. As a business owner you understand the value of the packaging – the customer facing outer shell of a product or service is what grabs their attention first to get their foot in through your door. Without this first impression you can have the best product or service in the world in your industry but it cannot sell. Your customer base has upgraded their lifestyle, purchasing behavior and decision making process through Mobile Technology. Consider the latest iPhone®, Android® or Windows Mobile® smartphones today – they offer basically the same features, but what's different? It's the 'cool factor' - that's what entices today's customer. So how 'cool' is your business identity on the Mobile Internet and in your Marketing messages today?

**P**resent a brand new **MOBILE Identity**, a brand new face of your business where your customer base is now hanging out – on their Cellphones and Smartphones. They don't read newspapers or magazines to view your ads that you spent handsomely for, they consider your marketing emails as spam, they throw away your paper coupons as junk mail, they don't have time to listen to the radio or tune into the TV just in time to catch your expensive commercial. These are no longer appealing to your Mobile Technology obsessed customer base. They are looking for instant, accurate, precise, and voluntarily opted for information. Oh yes, they absolutely love it if you can make them smile and have some fun. That's the 'cool factor' they are looking for and as a business you may want to consider playing along for your piece of action of the exploding Mobile Commerce.

The most critical component of your new Mobile Identity in the world of Mobile Commerce is a **clean, concise, precise, easily navigable and easily readable Mobile Website** that provides quick and easy access to the information that your Mobile customer base is looking for. Your desktop website can have the most excruciating detail of who you are and what you do with all the bells and whistles and sophisticated underlying code that you might have spent thousands of dollars to build and maintain. However all that detail is self-defeating and actually a deterrent to a potential customer viewing that in the small screen of their smartphone – this is where your Mobile Device friendly Website comes to your rescue. Next comes driving customers to your Mobile Website, to increase customer engagement and for your business to perform the other steps on mPEARL and stake your claim to a piece of the action in Mobile Commerce.

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Why are you in business with the products and services that you offer to your consumers? Rhetorical question for sure, but it will surprise you how many small business owners start their operations with their own product and service ideas, without adequate market research on what exactly the customer is willing to pay for and how much they are willing to pay for. Even if you have done your initial research, launched and started your operations, prudent business owners will consistently obtain customer feedback and opinions to make adjustments to their processes, products and services in order to continue to deliver a healthy value proposition to the paying customer. Fortune ranked companies spend millions of dollars every year on Six Sigma programs – particularly capturing the **Voice Of The Customer** and use that data to make strategic business decisions about products, services, support or anything else about their business that they want to improve, with one primary objective - to present an exciting enough value proposition to the customer based on satisfying their need, so that they continue to bring in repeat and new business. But you are a small or medium sized business, without access to those millions of dollars to engage in a VOC exercise. The truth is, with our **Mobile Marketing** tools, you don't need those millions in your budget to take advantage of this Six Sigma behemoth of a gem for your business - how about a few bucks instead?

**E**ngage the Voice Of Your Customer using our **Mobile Marketing technology** for valuable insight about what they are looking for by way of products and services, how they want to be served, how they want to receive your promotions, what will keep them coming back to you, what can you improve, what you are doing well and literally any insight that you want to gain from them. All of this data capture occurs with 100% opt-in automatically, instantly and you can obtain analytics instantly to make decisions right away. Listen to the Voice of your Customer to adapt your business dynamically and smartly – that's how you deliver an exciting value proposition and influence the buying decision from your customers. **Mobile VOC** is a goldmine and **mPEARL** can lead you to it.

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What is your current customer acquisition strategy? Think about it – what avenues are you using to acquire new customers? Are you still using the traditional methods of print and media advertising that we call blind and blanket marketing, where you throw out your marketing message 'out there' with the hope that someone will catch it and then you pray that a segment of those that catch your message will actually take some positive action? Sounds familiar? What is your response rate today through those marketing channels? Industry standard on blanket marketing is 2-5% tops. How much are you spending to get that pitiful response rate? Probably marketing is a lion's share of your annual budget, right? What do you think the ROI is on your current blanket marketing overheads? Is there a better option with higher response rates, greater reach, quality customers and yet at a cheaper cost? – you ask. Oh yes, Most definitely and that is what we bring to you through our technology and marketing offerings based on Mobile Technology and can't wait to share it with your small business.

**A**quire new customers who have never heard about your business – yet, with such an exciting first impression that your cellphone obsessive 'cool factor' hungry customer base that they not only become a new customer but also turn into a raving customer. The first component of this new customer acquisition strategy is to have an official Mobile Website that shows up clearly on the small screen of an average smartphone with easily navigable buttons, leading the customer to the precise, concise and most up to date information that they are looking for in your business. Most definitely this Mobile Website would need to be optimized for Mobile Search Engines, which have different ranking algorithms than desktop search engines.

This is the reason why ICREATE Technologies offers our **Mobile Website Design and Mobile Search Engine Optimization** services specifically for your small or medium sized businesses. Your corporate identity in the Mobile Internet is the most critical component for you to take advantage of the benefits of Mobile Commerce. The question becomes – how do you drive new (and existing) customers to your Mobile Website? Aha! This is where our **Mobile Marketing Platform** comes to your rescue. **QR codes, Keyword Campaigns, Mobile Coupons** are some of the tools that you can get from our platform to drive quality targeted traffic to your Mobile Website. No, you don't get caught up in some sleazy Pay-Per-Click style advertising when you use our platform. Acquiring New Customers using Mobile Technology is easier, faster, ridiculously cheaper and surprisingly more effective than any other form of advertising you might have done in the past - all available through our **Mobile Marketing Platform**.

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What do you do today to retain the customers that you spend so much time, effort and money to acquire and serve the first time? Hopefully dancing the jig or standing on your head is not what you do – but certainly it feels that way when you consider your existing strategies to convert your new customers into returning and referring raving customers for repeat business. Do you have different strategies to retain your customers than the strategies to acquire new customers? Ideally they are entirely quite different strategies and not many small and medium sized business owners understand that, which makes existing traditional blanket marketing methods ineffective if not useless for customer retention. As a small or medium sized business owner in today's world of instant gratification, customer impatience, fierce competition and exploding Mobile Commerce the smart business owner would want to consider each newly acquired customer as a unique revenue stream that never dries up. What makes your business different than your competition after your initial acquisition of a new customer? Would they come back to you or are they being lured by a better life experience by your competition making all your efforts on acquisition beyond the first interaction a futile endeavor?

**R**etaining a newly acquired customer through their own free will, giving them the perception that coming back to you for their needs is their voluntary decision is the smartest way to maximize the ROI of your new customer acquisition efforts. How can Mobile Technology help? What makes your business special and different from your competition? One word – **Personalization**. When you personalize your communication with your customer you automatically become part of their **circle of trust** because they feel that you know them, their preferences, their needs and exactly what they are expecting from you at every interaction. Through our **Mobile Marketing** platform you can associate and segment your newly acquired customers into different groups that **they voluntarily opt-in** to. Once they are in, you can send them **Personalized Text Messages** on their cellphones based on the focus of the group, send them **Mobile e-Cards** on their special life event days, send them limited time promotions through **Mobile Coupons** personalized with their name – automatically and instantly. Offer them a **Loyalty Program** completely using Mobile technology that is secure, accurate, fraud resistant without the overheads of the infrastructure to host a loyalty program for retaining returning customers. No longer do you have to stay hostage to the publication schedules of your traditional publisher to get your message out. To play and win the field of Mobile Commerce the speed of your messaging is the speed of your business growth.


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Here's a Business 101 question for you – "What is the most powerful marketing strategy ever?" You passed – Word Of Mouth Marketing. What do you think your cellphone savvy customer base is doing on their mobile devices? Check out our page on MCommerce for some very interesting facts and statistics of what mobile consumers are doing on their cellphones anywhere, anytime. They are sharing news and views with their social media, sending text messages to their contacts, taking a quick picture or video and sending them to their contacts through Facebook Twitter or even MMS. What are they talking about their business without you even asking them ? They are spreading their Word Of Mouth using their cellphones to a consumer market on the Mobile network without you even being aware of it. The news spreads instantly, gets opened 98% of the time with an over 50% response rate – you know why? Because the recipient of those messages are in the contact list of one of your customers who wants to share news about your business with them. Now surely this can be a double edged sword if the person is sharing a negative feedback about your business, but then what is the perceived value of that positive feedback sent from a known person to another known person about your business without you even knowing about it and not spending even a penny on that **Word Of Mouth Marketing**? Priceless! Soon you get a new customer walk through your doors and they repeat the process because they are in love with your 'cool factor' and they want to share it with their contacts – soon your **business goes Viral** and even before you know it you are trying to figure out how to handle this new flood of business coming your way. This is a rather good problem to have won't you agree?

verage **Word of Mouth Marketing** most effectively, accurately and practically on auto-pilot when you use our **Mobile Marketing** platform without spending an extra dime on this most powerful marketing channel ever. This is where all the preceding steps of **mPEARL** start to show their real value and reveal the true ROI of your Mobile Marketing and the Mobile Identity of your newly adopted 'cool factor'. This is where you set your advertising on auto-pilot and your raving returning customers share their Word Of Mouth to send you a fresh stream of new customers and the cycle repeats taking you deep into the benefits of actively engaging in Mobile Commerce. Our Mobile Marketing Platform makes it easy for you to encourage your opt-in customers to forward news about your events, promotions, information, poll results, Yes/No responses to their contacts thereby sharing their Word Of Mouth voluntarily while you enjoy the benefits at no extra cost.

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Experience 98% Open Rates 25%+ Response Rates To Your Marketing Messages  
Get Instant Results And Slash Your Marketing Budget By 20-40%  
Make Your Business Visible On Smartphones With A Mobile Website

**ICREATE TECHNOLOGIES** *Mobilize Your Creativity*  
Enabling MOBILE COMMERCE In Your Business

MOBILE MARKETING SERVICES  
MOBILE WEBSITES DESIGN AND OPTIMIZATION  
MOBILE COMMERCE CONSULTING SERVICES

ENGAGE YOUR BUSINESS ON MOBILE COMMERCE TODAY

Visit Us At [www.ICreateTechLLC.com](http://www.ICreateTechLLC.com) From Your Computer or Smartphone

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Enabling MOBILE COMMERCE In Your Business