

Reach More Prospects Through Mobile Tech

Having freedom away from laptops and desktops means that a prospect can make quick decisions anywhere in the world.

by David Feinstein

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People are shopping on their smartphones and other devices regularly. They are finding everything that they need to make their lives more comfortable. Mobile technology has given the individual user more freedom to explore alternatives than the traditional brick and mortar stores. Having freedom away from laptops and desktops means that a prospect can make quick decisions anywhere in the world.

**Mobile tech has
changed the way that businesses
are defining themselves and how
they are marketing to their
audiences.**

Are you using mobile tech to reach your audience? If you are not using mobile tech to reach your audience, you could be missing a great opportunity to connect.

What is Mobile Marketing

Mobile marketing is not just the technology that we use to connect our businesses with prospects, but also how they interact with us. Mobile marketing is a vast extension to our marketing strategies. We can use videos, graphic ads, audio and other content forms to make an impression, spark a reaction or even close sales.

Mobile marketing is a self-contained strategy that has to meet the basic requirements. You have to know your audience, define your objective and create content that will resonate with the audience. Most mobile marketing campaigns fail due to one of the three elements not being in place.

How to reach more prospects

How do you reach your prospects on mobile devices? This boils down to the tactical planning and execution of your mobile strategy. There is room for errors; this is a relative new marketing method. Make your mistakes early enough and fix them before you lose interest. What are some tactics that I can use today? Before answering this question, you will have to define your audience and objectives. By understanding what you want to accomplish, you can understand your audience's behavior and hangouts.

A little market research will help you a lot. Some possible tactics you can use include apps, videos, podcasts, ad banners and many others for your primary objective. Some tactics may not work for some objectives. This means that your next campaign may need a face-lift. You can change out the tactics as long as you do not lose focus on your audience. When you know what your audience wants, you can easily focus on creating mobile content that they will respond to. They may want a product, service or information to solve their crisis. Downloads are one of most in demand tactics to use in MM, but it is also one of the most difficult tactics to use right.



David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and

audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

"It's been a looonnnng journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of

more than 65,000 people in 40+ countries around the world.

Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.

The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein... and consistently building their brand."