



MOBILE ^{METHOD} OFFER

By: Ross Brezovar
and Chris Beatty

Introduction to Mobile Offer Method

Thank you so much for purchasing Mobile Offer Method (MOM)! My team and I are ecstatic to know you'll be benefitting from our successes! We strive to create long-term, meaningful relationships with all those we serve; whether they be our offline clients, or those of you who became our customer with this purchase.

Ok, so with every new idea, there comes with it a story as to how it came about...this one is no different.

I am sitting at lunch with one of my clients, who happens to be a large resort on a Caribbean island (yes, I do live in the Caribbean...gotta love life as a marketer, right? 😊), and he explains he is going to purchase a large SMS deal from our local cellular company, to tell people about their First Communion events they can cater.

Now, I currently manage all of their social media, and had been hired also to be a consultant for them, and assist with communication with their current webmaster. So, I'm sitting there and because I know their website is ugly, not-visitor-friendly, and DEFINITELY not mobile optimized, I had to ask him how he was going to manage sending people to his site via an SMS.

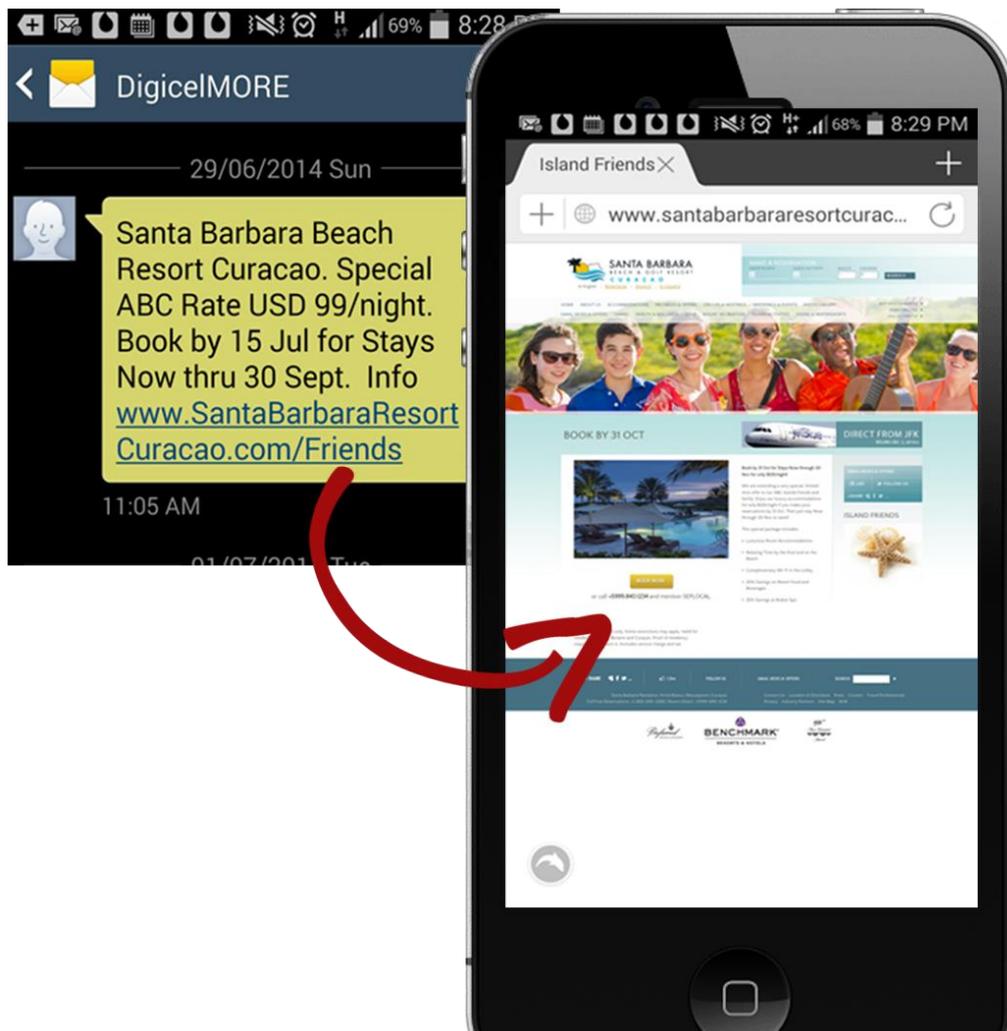
I suggested we create a single page offer (*which I actually built for the Facebook ad campaign, too, as I was setting that up as well*) and send people who were interested from the SMS to a mobile optimized landing page.

Ok, so far so good...then it dawns on me that perhaps they are doing other marketing that would also be hindered by a non-mobile optimized website that we traditionally don't think about, and could be just as bad as the SMS issue described above. ***(You and I both know every business needs a mobile optimized site for various reasons, right?)***

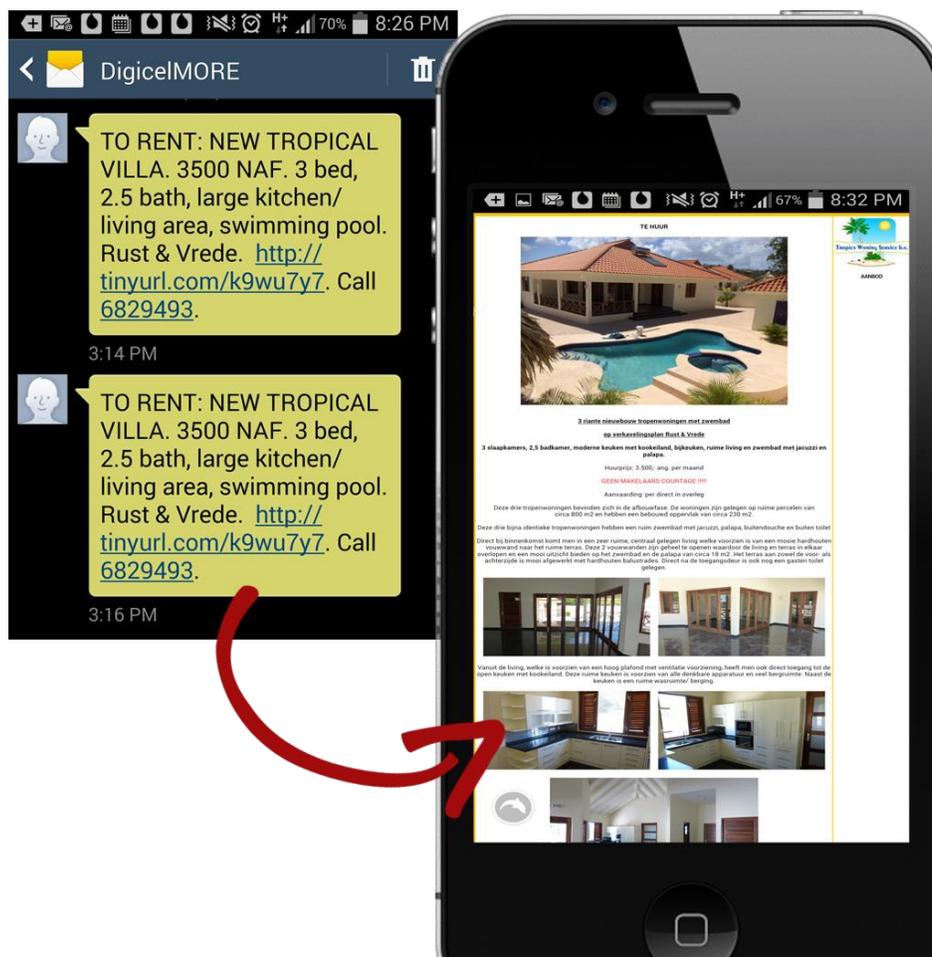
Turns out they had their main restaurant also listed on one of the most downloaded, visitor's mobile apps, for our island! And it hits me! What do these all have in common? That's right!! A customer HAD to be on their mobile to receive the SMS and to view the mobile app!!

Yes, I know what you're thinking...duh! We already know that...really?? When was the last time you prospected for clients using these "obvious" tactics? I hadn't...

So, every single SMS message I receive, I open and check the link. Within a week, I had a proposal out to a local spa, and during a party I recently attended, I met the General Manager of one of the largest resorts on the island I live on, and showed him how his website appeared on my mobile phone, when he was offering locals a great deal during July. Let's just say he wasn't too happy with his marketing person.



Below is one I just recently received, and next to it is the actual page from my phone. Guess who I'll be calling soon!

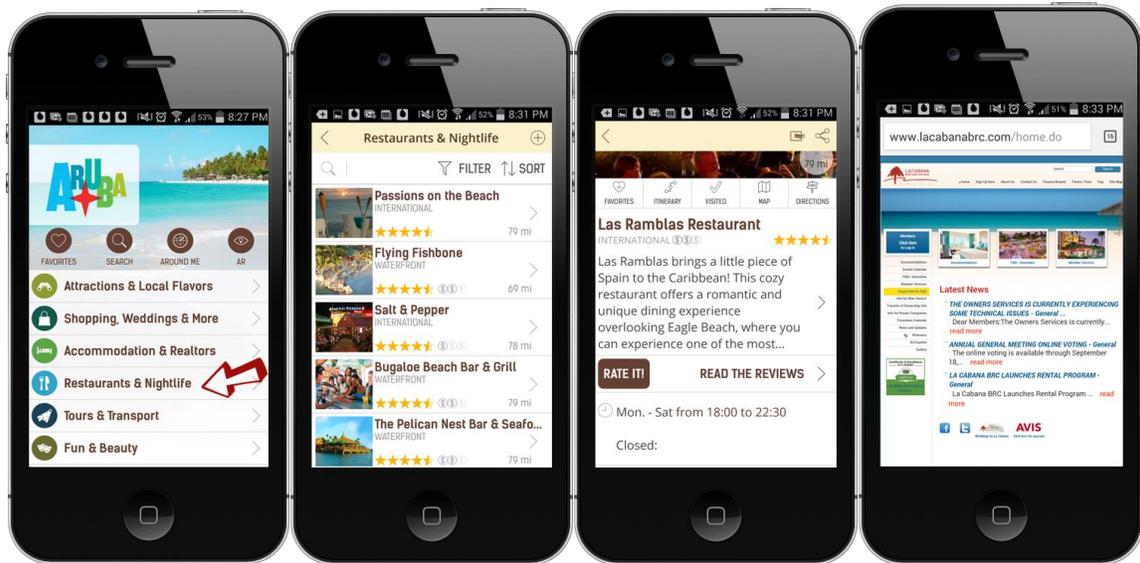


Finding Them Via Apps

Ok, so enough with the SMS idea...I mean, not sure how often they send SMS's in your neck of the woods, but down here; not so many. And perhaps you're hitting yourself in the forehead, like a "You Should Have Had a V8" moment...and that's not even the real "aha" moment I had, that got me finding tons of new leads!

Let's jump straight into what happened next when I decided to check out this mobile app that my client was using for his restaurant, and that both locals and tourists alike download for this particular island. And by the way...I found a minimum of 3-4 other mobile apps for this one island!! Exciting, right?

Here is a picture of the actual app they are on, and let me walk through to show you what I found:



Path from opening app to the non-optimized site of my current client!

In the Restaurants & Nightlife category alone, I found 37 potential leads! And after going through each one and clicking on their Website button, 30 of them either didn't have a website at all, or a button leading to a site...or were not mobile optimized!!

And each time I got to their website on my phone, I quickly screen grabbed it and emailed to myself, listing them as a prospective client.

And that was only ONE of the Categories listed...I haven't even had time to go through the other categories yet, let alone the other apps I found for this island, as this one app/category has kept me busy!

So, what has this little trick netted me so far? First of all, I found out that many of them belong to a restaurant association, that have 27 active members, and not all of them are on this app (more potential leads!).

Next, I found that 7 of the restaurants are owned by a single company, and all 8 (yes, even their company site was not mobile optimized!) needed help. I recently met

with the owner, who was very interested, and he introduced me to his Marketing Manager while I was sitting there.

I have since sent him a proposal for all 8 websites, and his response that his Marketing Manager would be back in touch with me next week! And the kicker (as if that wasn't enough!!)? He is an advisor to the Board of the restaurant association, who's invited me back to present to their board! Gotta love it when it works! ***(More on this story in a few minutes!)***

Will This Work For Me?

I know what you're thinking..."I don't live on an island where they have tourist mobile apps and websites that I can find prospects on". Am I right?

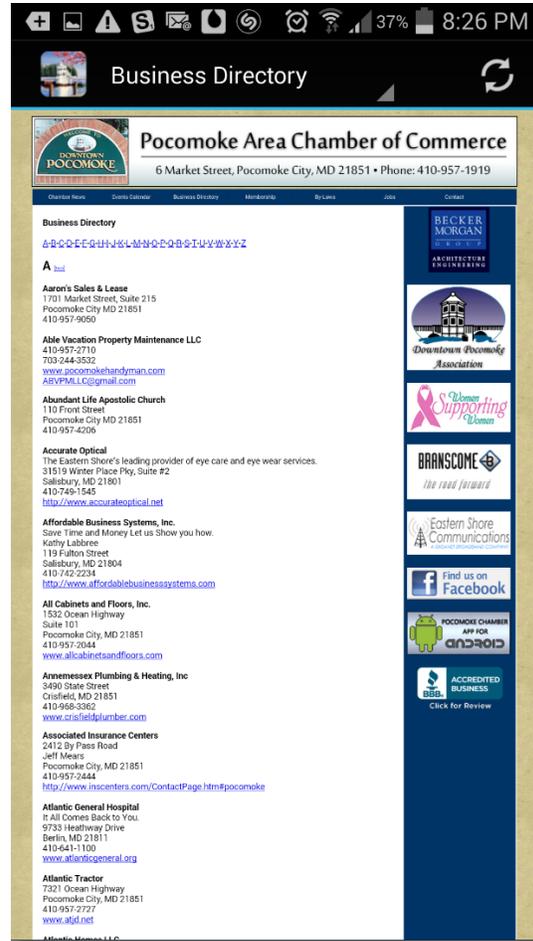
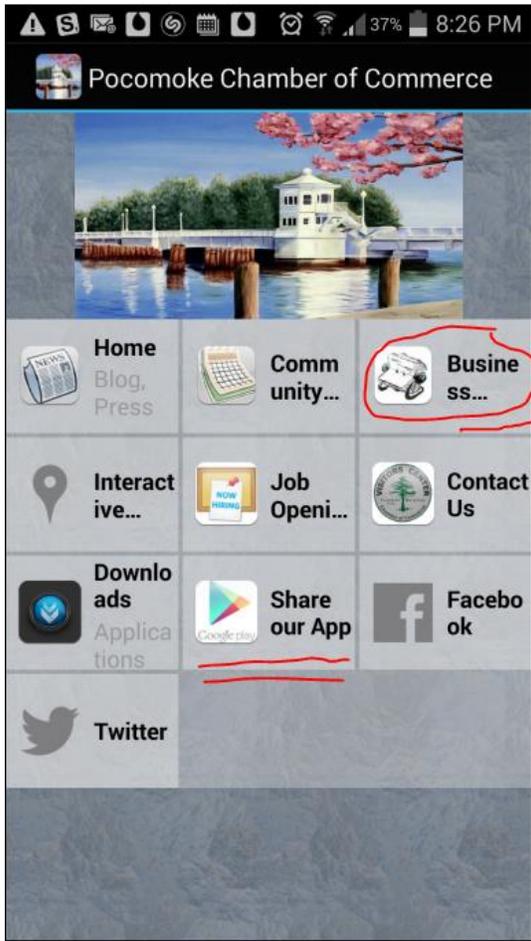
Well, I wondered the same thing...I mean, perhaps this was just because I am on an island filled with tourists. Could I find other organizations, locations, niches...that would have apps and mobile directory sites that listed profiles of clients that all lead to non-mobile optimized sites?

Heck ya there are!! And right in your backyard! And in places you'd never expect...

Chamber of Commerce's and Visitor Bureaus

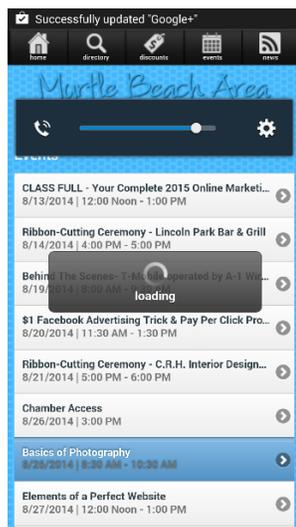
Did you know that chambers and cities convention and visitor bureaus have apps? I didn't either. Don't believe me? Go to the App Store for iOS or the Play Store for Android and do a search. Here's just a couple that I found, and from places none of us have probably ever heard of:

- Pocomoke Chamber of Commerce ***(yes, I swear it is a downloadable app!)***



I think one of you should invite someone from this chamber to meet for coffee!!!

- Myrtle Beach Chamber of Commerce' mobile site



- I first clicked on their Events menu item to their Events Listing page

- I selected the Basics of Photography and found a class at the end of August
- When I clicked to check the event details and register, I was taken to the last screenshot above...BINGO! New prospect!

IDEA: I'd go to this Chamber and offer to create the Mobile Offers page each time they have a new event coming up!!

Health Industry

I'm sure most of you reading this are like me, and have been bombarded in recent months on how we should all be prospecting businesses that have the money, and don't have the time, etc.

Well, I wholeheartedly agree! In my app and mobile website searches, I found apps and sites from insurance companies that offer up 100's of health care professionals in their networks, as well as many health professional sites, that ARE mobile optimized, with profiles of professionals that lead to sites that are **NOT** mobile optimized!

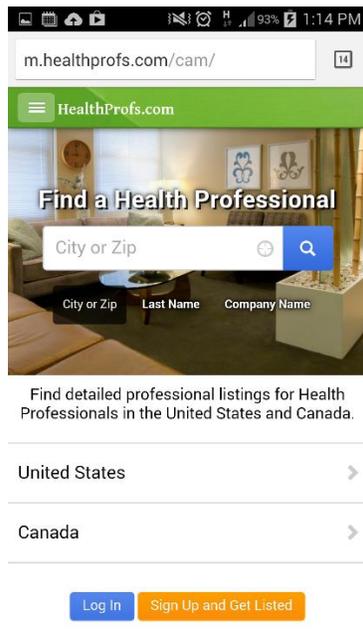
This is a great way to get in the door: "They are marketing (*paid or free...shouldn't matter, since they signed up to get traffic from these sites/apps*) on sites that are optimized for mobile, and yet their profiles lead to sites that are NOT. They need our help"! 😊

I found mobile websites that have tons of dentists, chiropractors, physicians, plastic surgeons, etc. that are all listed and ready for the picking. Here are a few of these gold mines, listed below:

- Better Doctor
- Health Grades
- Health Profs
- Merchant Circle (*more on this one in a minute!*)

Here are a couple of examples that I found just today:

Health Profs



m.healthprofs.com/cam/

HealthProfs.com

Find a Health Professional

City or Zip

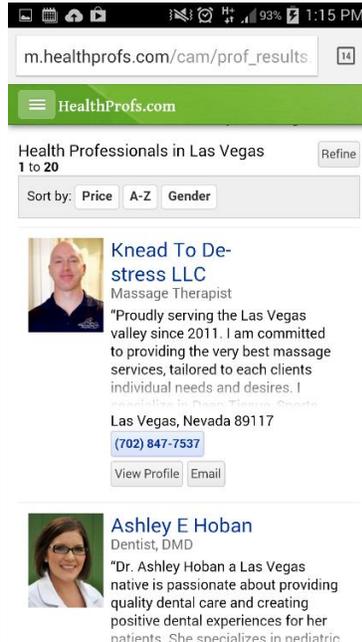
City or Zip Last Name Company Name

Find detailed professional listings for Health Professionals in the United States and Canada.

United States >

Canada >

[Log In](#) [Sign Up and Get Listed](#)



m.healthprofs.com/cam/prof_results

Health Professionals in Las Vegas 1 to 20 Refine

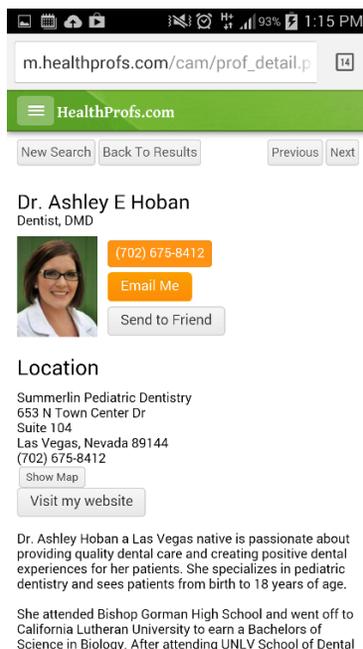
Sort by: Price A-Z Gender



Knead To De-stress LLC
 Massage Therapist
 "Proudly serving the Las Vegas valley since 2011. I am committed to providing the very best massage services, tailored to each clients individual needs and desires. I..."
 Las Vegas, Nevada 89117
 (702) 847-7537
[View Profile](#) [Email](#)



Ashley E Hoban
 Dentist, DMD
 "Dr. Ashley Hoban a Las Vegas native is passionate about providing quality dental care and creating positive dental experiences for her patients. She specializes in pediatric..."



m.healthprofs.com/cam/prof_detail.p

HealthProfs.com

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Dr. Ashley E Hoban
 Dentist, DMD



(702) 675-8412
[Email Me](#)
[Send to Friend](#)

Location

Summerlin Pediatric Dentistry
 653 N Town Center Dr
 Suite 104
 Las Vegas, Nevada 89144
 (702) 675-8412
[Show Map](#)
[Visit my website](#)

Dr. Ashley Hoban a Las Vegas native is passionate about providing quality dental care and creating positive dental experiences for her patients. She specializes in pediatric dentistry and sees patients from birth to 18 years of age.

She attended Bishop Gorman High School and went off to California Lutheran University to earn a Bachelors of Science in Biology. After attending UNLV School of Dental



summerlinpediatricdentist.com

SUMMERLIN pediatric dentistry

Ashley E. Hoban, DMD
 NV Specialty License 50-106

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REGISTER APPOINTMENT

Our Office
 Forms
 First Visit
 Dental Exams
 Post Op Instructions
 Office Policies
 Friends of the Office

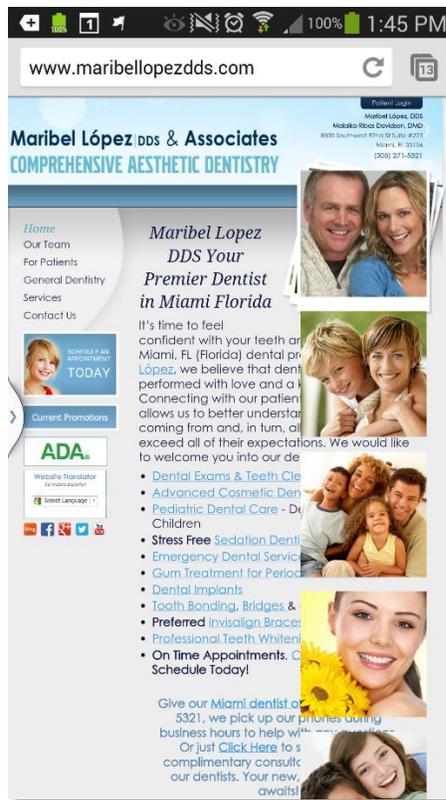
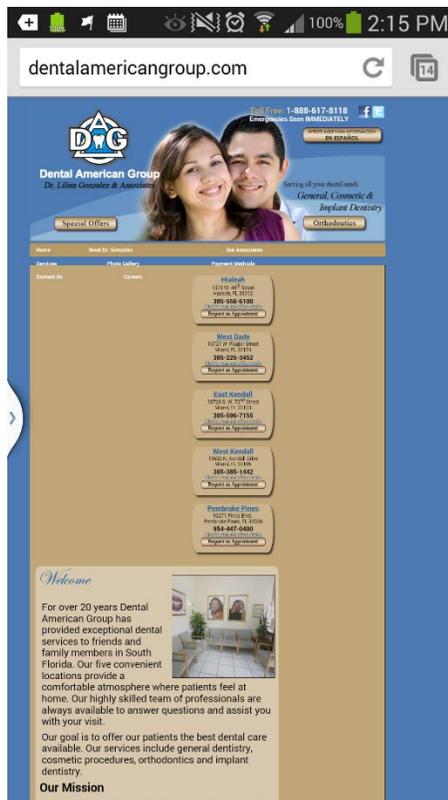
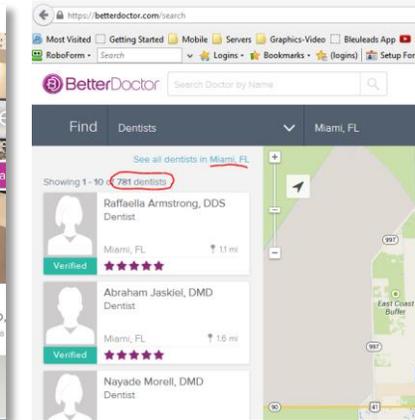
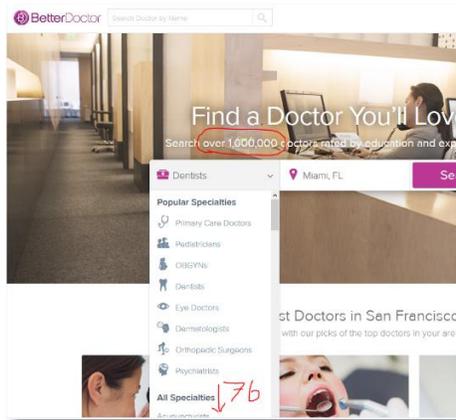
653 N Town Center Dr. Las Vegas, NV 89144

Our Location

Contact Us
 Phone: 702.838.9013
 Fax: 702.838.9013
 DR@SUMMERLINPEDIATRICDENTISTRY.COM

Connect With Us

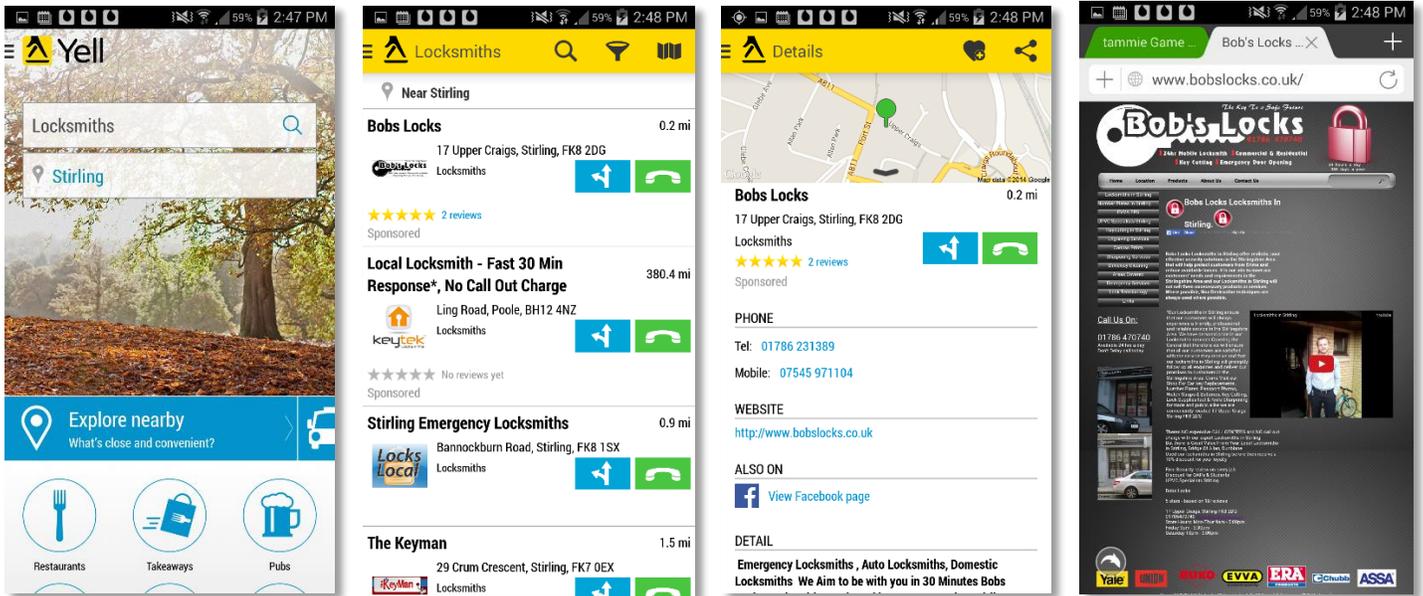
Better Doctor



***Note:** DentalAmericanGroup's Facebook link on their site isn't working...can anyone say "upsell"? 😊

International (UK)

Check out the app from Yell, focused on the UK, that I downloaded and used to search for locksmiths.



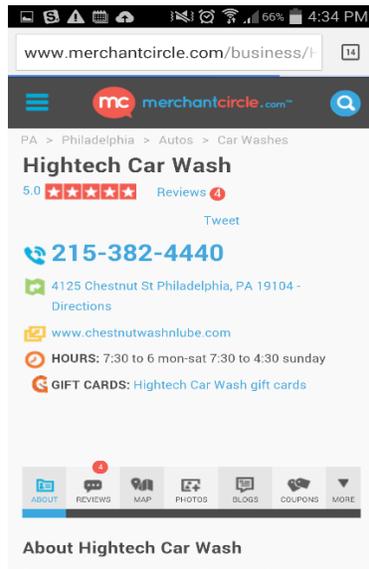
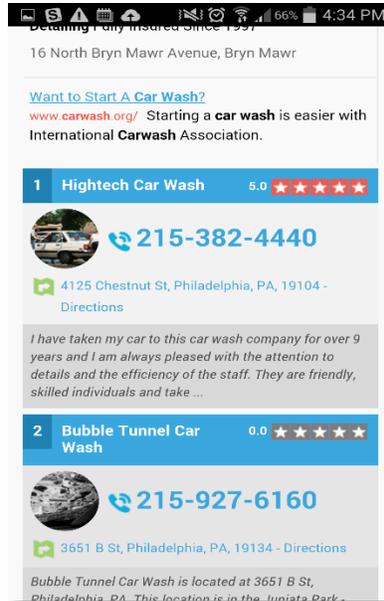
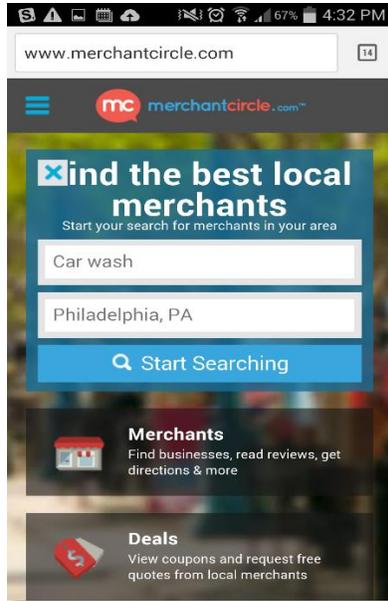
Will someone please contact Bob?? 😊

Merchant Circle

Ok, so I said I'd get around to this one, because not only did I find health care professionals, but much, much more!!

Do you live or market in a city like Phoenix, AZ? They got that...how about Philadelphia, PA? They got that too...in fact, you can scroll to the bottom of the Home page to view Top Cities...or by State...or by Category. You can even view Top Merchants!

I did a search for carwashes in Philadelphia, and found 799 results!!! Just for carwashes!!



*Excellent prospect, don't ya think? 😊

I'm afraid if I continue to look for examples, I'll simply want to go after all these prospects myself, and then never finish this product! Ha...not gonna happen!

Now that we have tons of possible leads in the niches we want, in the geographic locations we want, what do we need to do next? I say we show them the errors of their way, shall we?

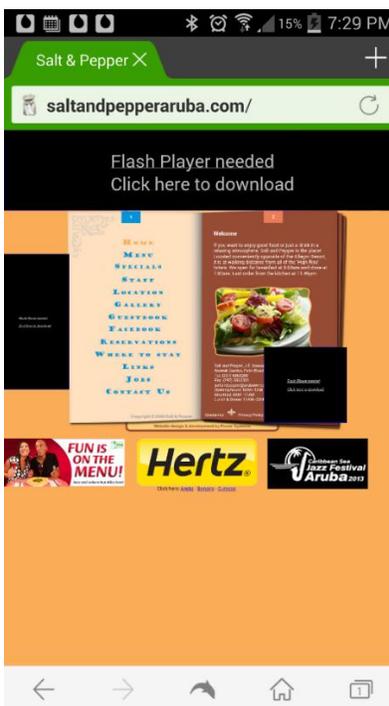
Comparison Shopping (sort of...)

I believe the best way to sell to someone is to let them see for themselves “what’s up” with regards to their business, and let them figure out on their own how it impacts their business. You and I both know how important mobile is...and so do they. They merely need to look around to see EVERYONE has a mobile phone and they’re constantly on it, doing something.

No need for fancy stats; no need for big graphs or Google’s declarations...we simply point out the obvious. And the way I do this, is to show them what their site looks like on mobile, and compare it to what it “could” look like.

I have two ways I do this, but primarily the same in each case...I either show them their site right next to a template site that closely resembles their niche, or I take it one step further, and compare it to a mockup demo of what their site could look like as a real mobile site or page.

This is one of the 8 sites from the one client I recently met with, and simply showed their site next to an actual mobile, restaurant template, to give them an idea of how difficult it is to use their own site vs. one that is truly optimized for mobile.



When I was sitting across from the owner and showed him this, I also opened up my cell and showed them their site on my mobile, which was even better, because on this sample below...their site for this particular restaurant uses Flash. So, of course, on my cell phone, it did not appear correctly, and simply showed black boxes where the Flash was supposed to appear.

Having a simple image page like this works wonders, since they can clearly see how difficult it is to use their site! Imagine how many of these you could put together with our bonus template provided when you bought!

NEXT PAGE



Sample 1:

Your Customers Are Looking For You On Mobile

THIS IS WHAT THEY SEE

Before We Help You!



After We Help You!



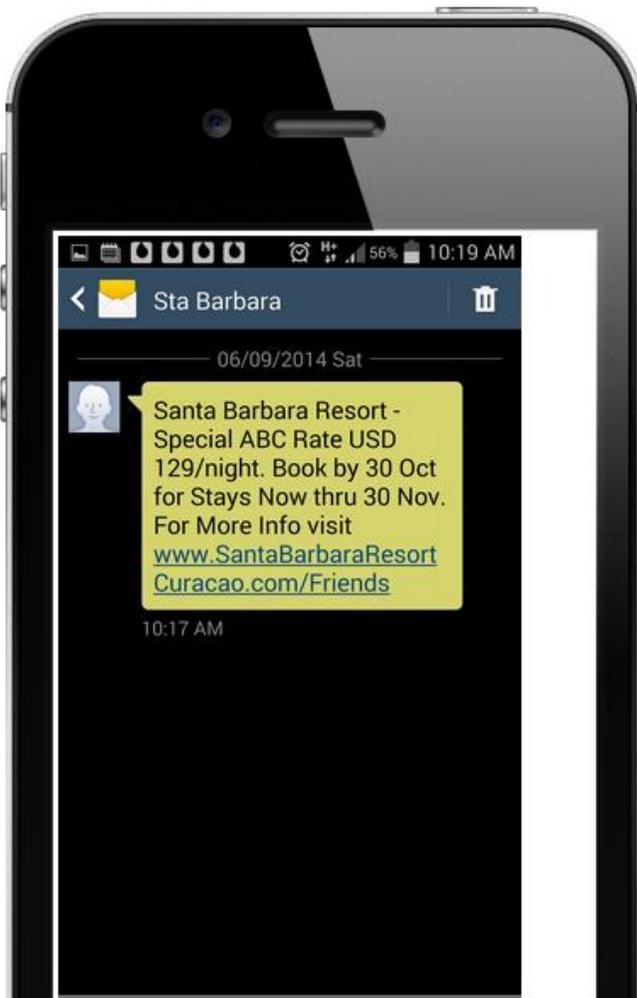
Sample 2

Stop Losing Business Because Of Your Website

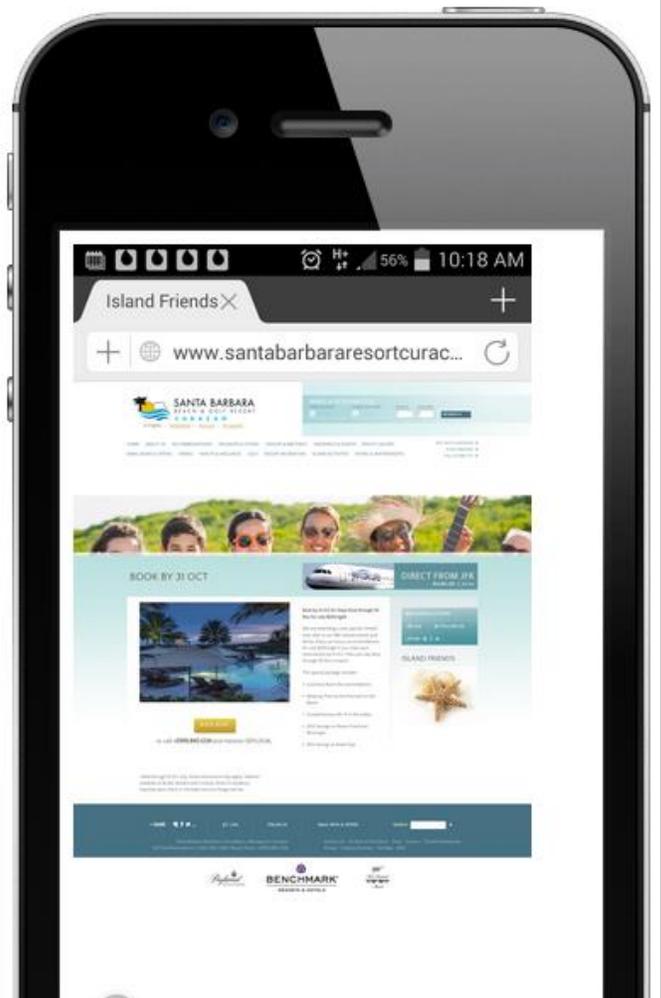
GO MOBILE TODAY!



SMS Message Received



Mobile View of Page



***Note:** *their marketing manager contacted me and I created this compare page for her*

Sample 3



Blondies' Site Now on Mobile

Blondies' Site After We Help!



***Note:** I was on vacation in Las Vegas last week, dined here, and after realizing their site wasn't mobile optimized, went back to my hotel room and shot a video and created a demo!

***Note:** I also downloaded a visitor's app for Las Vegas and have already started looking for new prospects (found two in my first five leads)!!

Mobile Offer

So, now that I have all of these great prospects and I've shown them what their site looks like, what do I do to close them...great question!

Typically, I tell them that instead of suggesting an expensive solution, such as completely redoing their website to be mobile optimized, I offer up an inexpensive solution to create "mobile offer pages" that can either be general (whereby we create one to handle all mobile links), or specific offer pages per mobile link.

For instance, if they are advertising on different apps, or mobile sites, or are also using SMS campaigns, they might need specific mobile offer pages for each campaign. This is simply a one page mobile "site" that lists the bare minimum required for each campaign.

Remember the resort's SMS campaign offering locals a great deal? Send them directly to a single "offer" page for that campaign! Have multiple profiles in various tourist apps, such as those restaurant in Aruba? Offer to create one for each app, so that the visitor coming from each app can get an offer that is "exclusive" to them (even if it's the same discounted offer from the business)!

And how easy is it get these done, if you're not a mobile landing page expert? Fiverr, is a great resource, such as this guy:

<https://www.fiverr.com/stevemitch/create-a-professional-mobile-landing-page-with-qr-code-for-marketing-your-facebook-fan-page-twitter-or-youtube-pages-or-tap-to-call-buttn>

And I'm sure there are more out there that are willing to do this type of work for cheap, while you're able to charge \$100's for each one!

Ok, before I move on to the conclusion, let me update you on the first leads I found using this method. Remember the company that had 7 restaurants (8 sites in all) that I gave a proposal to? That proposal, by the way, was worth a little over AWG. 10k (that's our local currency...equivalent is approx. **\$5600**) for the sites and first year.

Well, since our initial meeting, they've decided that they don't just want a mobile redirected site, but they want all 10 sites (they've added a new restaurant to their group, as well as their catering company), AND they've asked for a proposal for a mobile app to help them manage all of these restaurants, which I hope to close on this coming week.

These two proposals are worth close to AWG. 100k, which is approx. **\$56,000** for all development and first year...and we haven't even started talking about mobile marketing strategies!!

In Conclusion

As you can see, you can be anywhere at any time, and find prospects! And now I have my VA doing most of this for me, as you can see from the other bonus mind map I created.

Take advantage of the work we've done to put into place our own processes, and then modify them to fit and work for you and your team!

I truly hope that you all have found some value in the research and progress I've made in my own business, and look forward to hearing about your own successes!

Ross and Chris

[Add Ross On Facebook](#)

[Add Chris On Facebook](#)

PS. And if you did not pick up the OTO, I believe that you'll want an easy to use system to manage these offers, and relieve you from having to maintain them, since we give the power of managing and editing to your customers!

[Check that OTO out here to learn more!](#)