



The Online Marketing Made Easy Podcast with Amy Porterfield Session #12 Getting Started with Mobile Marketing with Greg Hickman

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Amy: You're listening to the Online Marketing Made Easy Podcast episode #12.

Announcer: Welcome to the Online Marketing Made Easy Podcast! Business advice so easy, you'll feel like you're cheating. And now your host: Amy Porterfield!

Amy: Welcome back to another edition of the Online Marketing Made Easy podcast! I'm Amy Porterfield and I wanted to personally thank you for listening today. I know that there are a lot of amazing podcasts out there and the fact that you're listening to mine means the world to me. So again, thank you so much for being here.

Today we're going to be talking about mobile marketing. I'm going to be interviewing Greg Hickman. Greg is one of the leading mobile marketing experts and quite honestly an all-around great guy.

At the last BlogWorld event in Vegas, Greg and I had an impromptu chat in a crowded Starbucks and it lasted over an hour. We talked shop the entire time, and I intently knew he was the real deal. That's the one reason I love live events so much, you get the chance to dive into great conversations with people that tend to be more personal and just richer conversations because they're in the real world.

There's a difference for sure, believe me. I live my life online with my business, so I'm a big fan of online marketing and networking online. But there's something different about those real life experiences where you get to network with people and really see their faces and those nuances that you get to see in the real world. So definitely, if I can give you just one quick little tip here, totally off topic, make sure you try to get to 1-2 live events each year.

If money's tight, start local. There's a lot of great local, small meetups in your community that you can go to, break out of your shell a little bit, because I know they're a little nerve wracking at first if you don't know anybody, But they can be great for your business and quite honestly for your self-confidence because you're going to be stepping out of that comfort zone, which is always scary but also really good.

That's my little tip of the day, but let's get back on track with mobile marketing.

So again, I'm interviewing Greg Hickman, and Greg delivers impeccable value on his website, MobileMixed.com and on his podcast. Today we're talking about how to get started with mobile marketing, because if you're anything like me, you've probably been thinking about mobile marketing, but it's not at the top of your priority list. Now, after talking to Greg, and hearing some STAGGERING stats about mobile usage, and after hearing about easy it is to make your website mobile friendly, I was pleasantly surprised about how easy I can get all of this started. And that's why I wanted to share it with you today.

After you hear this interview, I think you're going to be like me, and you're going to be ready to turn on that mobile marketing switch a lot sooner than later. So we've got a lot to cover in this session. Let's get started.

Greg, thanks so much for joining us today, I really appreciate it.

Greg: Thank you so much for having me. I appreciate it.

Amy: This is a hot topic and it's one that I've really have never explored so you're the first guy to kind of break us into this. And so before we get into all the mobile stuff, I want you to tell us as little bit about how you got into all of this.

Greg: Sure. So I got started in mobile marketing in 2005, so this was actually pre-iPhone. I had a chance to work at a very small marketing agency back east in Connecticut and we did a lot of mobile promotions for a handful of professional sports teams, which is really, really fun, so I got to work with the New York Jets, the Florida Marlins, the Carolina Panthers and then some brands like AT&T and Axe.

A lot of this was around creating text message marketing programs to build loyalty lists and create mobile content, games, wallpapers and ringtones when that was kind of cool, when you'd kind of pimp out your phone.

Greg: But yeah, so I got started really, really early, and then the iPhone came out. I started my own text-message marketing company catering to small businesses and have been consulting for a handful of years and now I am actually the mobile marketing lead at Cabela's which is a large retailer in the hunting, fishing and retailing space.

And I really want to just teach people more about mobile because when I got started and I tried selling smaller businesses on mobile marketing services, they all kind of understood and saw customers with their phone, but they didn't really understand how it tied to their business, how it fit in with everything they were already doing, so I felt there was a big

education gap. So I started my blog and podcast where I started interviewing brands and talked about how they were doing their strategy, why where they doing certain things, the way that they did them, why they used the certain tools that they used, and then broke that down for people that were just getting started.

I continued to do so on my blog and on the podcast and we had the weekly show where we talked about different mobile strategies and how different types of businesses can actually use it to grow.

Amy: And I think that's so valuable, because you're one of the only resources I think out there that's really breaking it down for those that are really new in this space. I know a lot of people that listen to this podcast--mobile is something that they've been thinking about but haven't really explored. So let's just kind of start at the top and get us familiar with what is mobile marketing and why is it important?

Greg: Absolutely. Mobile marketing, really when it comes down to it, is just a set of practices that will enable any business to communicate and engage with their audience, really in an interactive way through a mobile device or a mobile network.

What that really means--and I was actually having a conversation with one of my mentors the other day about how mobile--just the word mobile has become so big, and really kind of confusing, and when it comes down to it, it really means things like having a mobile website, using things like text message marketing or multi-media messaging, having smart phone applications, Facebook marketing, email marketing, really all of the different things that we do in our business, there's just this touch point which is happening on a mobile device.

It's really the one device that we as consumers carry with us throughout the entire day, and it's really how we engage with a lot of different types of content and businesses and it could be doing things that we already do like email.

I think it's kind of one of the most intriguing marketing channels that really exist right now because it's so personalized, but it really is just looking at ways that you can communicate with your customer using some sort of mobile device.

Amy: Why is it so important--I've heard you say some stats that kind of blew my mind about how many people are using mobile and in different places, so give us some of those important stats out there of why it's crucial that we're exploring mobile with our own businesses.

Greg: Absolutely. For your audience, we'll start with Facebook.

Amy: Yes.

Greg: So, Facebook--it's been reported that about 67% of all Facebook usage is happening from the mobile phone.

Amy: That's insane!

Greg: Super high, right? And then almost the exact same percentage of Twitter usage is from a mobile phone, and then you look at something like YouTube, which is video--25% of global YouTube views are happening on a mobile device. And then the real killer here for me, and I think it's super overlooked, and you know you've talked about it on your podcast and your site, is email. Right now, depending on which source you're looking at, it's anywhere from 41 to 45% of all email opens are happening from a mobile phone.

As online business builders, we always talk about "The money's in the list, the money's in the list" how important it is to capture those emails and all that, and when you have almost half of your audience that's going to be opening that email from a mobile phone, if you aren't following some specific practices, you could be, you know, engaging half of your audience.

Just little things like that that really could go a long way that people probably aren't even thinking about, or at least yet. Just the way that we use our mobile device now is really the reason that everyone needs to be considering this.

I'll give you an example, and I want you to tell me if this is you, because this is totally me, and every single person I talk to is the exact same way.

Amy: Okay!

Greg: Do you wake up to your phone alarm?

Amy: I do...[sheepish laugh]

Greg: Then do you grab your phone, and within maybe the first thirty minutes look at email?

Amy: I would love to lie right now and say I don't, because that's such a bad habit, but 100% I do that.

Greg: Okay, so then do you--do you have an iPhone?

Amy: I do.

Greg: Okay. So for all the iPhone users--the same process applies if you're using a different phone, but essentially what you do is, you click that edit button in the top right corner and then you see all those little circles that go down the left side of your phone, and you tap as many of them as possible that you think are emails that you don't need to deal with that morning, that didn't catch your eye, that don't seem important, and you click delete and you delete probably 5-15 emails all at once, right before--probably before you even get out of bed.

Amy: Yeah, it's REALLY ridiculous. I can't even believe I'm admitting this but that's exactly what I do. I'm like "delete, delete, delete" because who wants more emails that they're not going to read?

Greg: Exactly. It's stressful. So it's become--the mobile device has become a filter for what emails we actually let in to our inbox when we're finally sitting down at our computer to really engage with email. So, I think for anyone that's building a business online, that's totally something that you need to consider, because if you're sending emails out early in the morning, your email could be one of those that's getting deleted if you're not following somebody's best practices that we'll talk about here in a little bit.

Amy: Okay, that's great. I just made myself a note because I've got to talk about that whole filter strategy when we get to that part. That's good stuff.

And you mentioned over 60% of people are accessing Facebook on a mobile device, and I've talked about this before but anyone listening that follows me because of my Facebook marketing strategies, the reason why that is such an alarming number to me is that I also teach how to create custom applications on Facebook, and the reason why these custom applications are so important is because that is an opportunity for you to collect names and emails, create a lead opportunity list on a custom app. When you're looking at Facebook on a mobile device, those custom apps are not automatically accessible. You're not even seeing them.

There's a way around this, and we'll get there in a minute, but really that's so important to know that you're missing a lot of what's going on, on Facebook desktop versus mobile, right?

Greg: Yeah, absolutely. And you know, you're the Facebook expert--some of those things I probably don't even know to be honest! But if you actually look at--every once in a while I look at some of the big brands that I follow, or even people like yourself, and you look at the comment threads on Facebook, and in the bottom it says the day and time and if it's from a mobile device it usually says "via mobile"--start counting those up, and you can see that usually over 50% of the time that it's coming from a mobile device.

Just the way that you engage with people, where you're engaging with them, having that mindset of "hey, someone might be doing this from a phone" could and should make you think about the way that you're posting your content, maybe the length of content and things like that that could affect conversion at some point in your funnel.

Amy: That's so true. And I think that this is going to become, accessing Facebook on a mobile device is going to become even more popular as we get going with--I think mobile is juuuust getting the attention of online marketers, so I'm saying here it's going to get even bigger. And the reason why I know this, is because about 6 months ago I posted on my Facebook page "Are you reading this post from a mobile device or your desktop?"

Greg: I replied to that!

Amy: Did you?

Greg: Yeah, yeah!

Amy: Okay, because I recently did it, but when I did it 6 months ago--

Greg: Oh!

Amy: --Most people said desktop. You probably saw it recent, right?

Greg: Mmhmm.

Amy: And it was VERY split this time! So just within the last 6 months, I realized "holy cow!" Like it's already making this big shift. And it made me nervous, because I know that--one of the reasons that I'm completely selfish sometimes on my podcast, I invite people on so I too can learn, and this is one area that I really want to optimize, so that's why I was like "I've got to get Greg on the show ASAP."

So let's dive in and make this a little bit more actionable for people. When I learn from you, one of the things I learned from you is that mobile is about making the best possible

experience for your online traffic. Whether they come to you from desktop or mobile, you've got to be ready for both.

So for those that have not yet tackled mobile marketing in their business, where should they start?

Greg: That's a great question. You lead into it perfectly. I mean, if you're out there and you're using email you're using Facebook, Twitter, all these different channels, you're always, for the most part, driving them back to your site. Even on your podcast, you're ultimately driving people back to your site, and that's where your content is, that's where you engage your audience and your audience turns into customers.

So the first thing that anyone should do is make sure that their website is mobile friendly, and I'll give you three options that you have in order to accomplish this. Depending on your budget, your situation, your timing, your resources--one of these will work for you.

The first one, probably the easiest, is there's a WordPress plugin called [WPTouch](#). There's a free version, and they now have a pro version. The pro version I highly recommend if you're going to go this route. It's \$50, a one-time payment. You have flexibility on mobile optimizing your site, making it look a little bit flashier than the free plugin, which only mobile optimizes your blog posts. If you have other things going on in your site, really this blog plugin only caters to the actual blog portion, but it's a place to start, especially if you have a blog right now and you want to make sure that people can read it from whatever device that they're on.

WordPress Touch Pro is a WordPress plugin.

The second is using some sort of content management system--there's a handful out there that allow you to build a separate site. If you've ever visited a site from your phone and noticed that it redirected to an "m." and then the domain, they most likely--that site's usually a separate, complete separate version of the site. They manager the content in a different area, almost like a WordPress style dashboard if you will. And there are two providers out there that I highly recommend.

One is called [Duda Mobile](#). And very, very low cost to get started. And then the other is [Blue Train Mobile](#). A little bit more expensive, but much more flexibility in what the creative look and feel looks like. But again, you're kind of creating this separate version of your site, you'd be managing that content to some degree in a separate platform and a separate tool than say, WordPress if you're using WordPress.

Now, the last one, which is what I highly recommend for content, built content marketers, online business builders, people like yourself, is using responsive design. Responsive design is really available through a lot of different WordPress themes that you can purchase, so if you're going to purchase a theme, look for one that says it's responsive.

Responsive essentially means that your site uses one set of code, and uses what they call media queries to detect the resolution and width of the screen that is trying to access your site. Usually, what the WordPress themes do is they'll have anywhere from 3-4 break points where, if you're on a desktop and you start dragging the bottom right corner of that website window in, you'll see it kind of adjust the content around the size of a tablet, maybe even a smaller tablet and then down to the smart phone sized screen.

You can really get these themes for very affordable prices. I use a WordPress responsive theme on my site and it cost me \$75, and that was a premium one. Considering your situation, you have those three options, if you just spent a lot of money on redesigning your site, and it's not responsive, use the first or second option for now. But the long-term, future I would like to see, or I think businesses should start going in that responsive direction.

Amy: Yeah, definitely. That's what I've done for my site, is the whole responsive thing. And I've noticed that--you've probably had this experience--when you go to somebody's site from your mobile phone, and it's not mobile friendly, the first thing I do is just click off of it. Because it's so frustrating.

Greg: Exactly. There's actually--there's a statistic, or a report that came out, and I always confuse who it came from. It was either Google or this company called Gomez...

Amy: [chuckle] Okay.

Greg: And--I have it on my site, actually, and it's basically...if a user comes to your site and they have trouble accessing it, which can mean maybe it loads too slow, it's not mobile optimized, they have to pinch and zoom, all that sort of thing, there's a 47% chance that they will never come back to your site again from their phone.

Amy: WOW.

Greg: Right. Now think about why--you just said "wow!" but think about really why that's impactful. Think about all the people that maybe find you through your podcast first. iTunes is a search engine, you're constantly up in the top 20, sometimes top 10, top 3, of Best Business Podcasts, and if you're sitting there saying "Hey, visit AmyPorterfield.com" and

that's the first time me as a listener wants to go there or it either doesn't load or now I have to start pinching and scrolling and zooming, my first interaction with you is the podcast and I'm like "Oh, this is great content, I need to find out more about Amy" and I can't navigate around your site to find out maybe your about page and who you are or really what you're about, how you can help me further very quickly, then I'm going to leave. And the chances of me ever coming back again are probably very slim.

So that's obviously where you want to convert people. You're always driving people back to your site, so there's kind of this--really quickly I'll go through it--there's this hierarchy of mobile user's needs. So myself as a mobile user, what do I need?

At the base, you need access. I need to access your content, right? I need to be able to navigate around--or sorry, first get to your site and first see what's fair.

The second is interaction, which really is that navigation. Once I'm there, can I do the things that I'm trying to accomplish. Can I subscribe to your email? Can I get to your about page? Can I go to, you know, other resources on your site?

Then you have performance, which is usually overlooked, and then something I caution everyone for when they're using a responsive template. Sometimes responsive sites have performance issues.

Performance is the third one, and then the last one is enhancement. So this is really the concept that your mobile browser, your mobile device, is different than your desktop browser, so it can do different things. So depending on your business, now you can access location, you can access the accelerometer, you can use different keyboards to make typing in form fields much easier. So if you ever tried to enter your zip code in a form field from a mobile phone, and you've clicked in the form field and the alphanumeric keyboard came up--that's someone who wasn't paying attention.

You can actually trigger the alphanumeric phone pad to come up, which obviously would be a lot easier to quickly enter a 5-digit number, right? So those things like that, you can actually enhance that user's experience just by knowing that they're on that device. Very simple things that would make opting into forms easier, maybe filling out shipping and billing or something like that if you have physical products, so those 4 pillars, if you will, of mobile user's needs are access, interaction, performance and enhancement.

As long as you meet those, it really doesn't matter which path you take of those three options to create your mobile site, because that's what your customer and audience needs. They're not going to sit there and say "oh, I need Amy's site to be responsive" right? They

just expect it to be a good experience. So however you accomplish that, based on your own business and your own budget and your own situations, so...as long as you meet those 4 needs, you should be good.

Amy: Okay, cool, because I think that's a great place for people to start. I love those three options you gave in the beginning, especially they work for those that are completely newbies and those that want to go in a little bit deeper. I love the third one, the responsive design. To me that sounds like the best way to go...

Greg: Absolutely.

Amy: But I love that you've given some options there.

Okay, so once people have made their website mobile friendly, what's their next step?

Greg: The next thing I would do, I would highly recommend making sure your email is mobile friendly. We talked about that morning ritual, unfortunately, that we go through. So depending on which email service provider you're using, there are some things from a technology standpoint that could help your emails be more mobile friendly, but there's also just some things that have nothing to do with technology that actually will make your email mobile friendly--

Amy: This one I'm really excited to hear about. I know nothing really about how to do this, and when you said that we use our iPhones as a filter in the morning to delete a bunch of emails, that's so true, and I thought "Okay, so tell me how to make sure that I don't find my own emails in that delete filter for people." What can we do?

Greg: Totally. So, you'll hear a lot of people first talking about "Hey, you can use a responsive email template," which yes, you can use, and it is great. But they don't see that first. They see, you know, if you look in your inbox--if you look on a mobile phone, most mobile phones--and I really haven't seen one that doesn't do this--first you see the name of who sent the email, so the from name. In this case, it would probably be Amy Porterfield. Mine goes out as Greg Hickman.

Usually you have approximately 25 characters. So that actually is the largest font that will be in this person's inbox. So if you're using some sort of funky "From" name, you know, "News At" or whatever and it's the full email address, I would consider optimizing that to make sure it's clear who exactly that email is coming from, because that is the largest font, and that's what comes first to the eye when you open your mobile inbox.

Amy: Okay, good point.

Greg: The second is obviously the subject line, which you have about 35 characters here, and I usually say about 5-7 words, so if you ever look at--if you open up your phone and you look at your email inbox, you'll notice that depending on length of words you'll see probably about the first 5 or 7 before you get the ... and it gets truncated. So, if you're using very, very long email subject lines, make sure that the first 5 to 7 words capture the essence of what the email is that is going to entice me the reader to open it. If I can't really tell what the email's going to be about in those first 5-7 words, the likelihood of me deleting it or being one of those many that I delete in that morning ritual is obviously going to increase.

So make sure it's clear that as a reader within 5-7 words--and this is really, really hard, I mean, even I have trouble with this, trying to optimize that, because there's no technical solution for this. This is pure copywriting, be straight to the point--you know, the subject line will not be responsive when it knows it's hitting a mobile device, it won't change to something more mobile friendly. It's going to remain the same. So having something that's short, sweet, to the point that convinces me to open in 5-7 words is super important.

And then lastly, you'll see the preview, which is the pre-header of the email. Most email, pretty much all email service providers--AWeber or MailChimp, all those allow you to have the pre-header, which is about 85 characters, and this is that preview into what the email is going to be about. So I highly recommend you make sure that you have a pre-header in there that kind of gives the reader some sort of clue as to what the email is going to be.

Amy: Okay, these are so good because they're so simple, but I've never even thought about that in terms of mobile, so what I did is I opened up my email on my iPhone and I'm seeing exactly what you're saying.

Real quick, what are you calling that? That pre-header?

Greg: Yeah. So if you...

Amy: Is that basically the first few lines of your email?

Greg: If you don't include a pre-header, yes. It'll start just taking the beginning of your email. But you have the ability in tools like AWeber...

Amy: Really....?

Greg: ...To add a pre-header, and it's your opportunity to give a brief synopsis of what the email's about.

Amy: Okay, I love that option! Do you like that option? Do you think that's better than just starting out with the first few lines of your email?

Greg: Yeah, absolutely. To be honest? I actually don't personally use it very often, and I think as content marketers we probably can get away without it, but it's something that you should definitely try, especially if you have a really, really long email and you're communicating multiple things.

I know in my emails, I'm actually--I usually only send about one a week, so I'll mention a few things, so this would give you an opportunity to say, highlight the multiple things that you're talking about versus just having that first sentence where you'll never even know the 2-3 other topics that you're going to be talking about.

So I highly recommend using it, and if you look at any brand, if you get any brand newsletters like GAP or whatever, they ALL have a pre-header that has some sort of message in there. Usually it's like the offer, so if it's like--you know, "buy 2 jeans get a 3rd free" or something, that sort of actionable offer is going to be in that pre-header almost all the time.

So having the call to action would be a really good strategy.

Amy: Okay, I like what you've said here. I'm glad I asked this question, because the more I think about it with my audience, and yours as well, I think it's good that they see, like "Hey Greg, I'm writing to you today because I want to fill you in on a few tips..." like, if it's more personal, I think if they see that as a pre-header coming from someone that they have a relationship with like my audience has a relationship with me, I think I want them to see the "Hey John" or whatever in that email. Does that make sense?

Greg: Absolutely. And I think even to add-on to that is that, you know, I can't think of many online marketers that I've follow, their emails that I subscribe to that send super graphical emails, like they have html templates, a few--some of them are starting to, but I actually personally--this is more of a personal thing, I actually like receiving the all-text. It, I think, if I were just to send you the emails that we exchanged before this, even this interview, like we're not putting super crazy nice graphics in there, you know?

It's just very personal, straight text, we're exchanging conversation that, it actually makes me feel closer to you, and because we are building these audiences, and in a lot of cases

you have very passionate followers and, you know, you'll continue to build that--getting that plain text email is almost like you sent me that personal email, you know? If it always has this cool graphic and this wrapper and all this stuff, I don't know. To me, sometimes it just doesn't feel as personable and as intimate. So I think that's something to consider, depending on what your business is.

Amy: I totally agree. Definitely. There's a lot of preferences in here, but the whole idea with making sure your name's really clear because it's the largest text and it's bolded, the subject line--I always try to make short subject lines, but I was never really making them for the mobile devices so now it's even more important to me to make the shorter subject lines get to the point, and then that pre-header is really interesting to know.

Okay, so those are great points. Keep going.

Greg: Yeah, and I guess--um, so, with email, I'll mention two or three other things really quickly. One is the sent time, and this is something I've just started experimenting with, mainly because that story sits in my head every single time. I wake up and I do the exact same thing that we talked about that, for me, that's anywhere between 6-7am. And so many articles that I read are like "send between 6-7am, be that first one in the inbox."

Amy: Yeah, I do it every time!

Greg: Right! So I've actually went back and started looking at my emails, and the ones that hit the device between 8-9am, I'm actually getting more open rates. This is going to be-- this is going to skew for every single person, so this is something you need to test, so I'm starting to believe that because of that morning filter ritual that maybe as more and more people, at least if your own audience is opening from a mobile phone, that that might not be as an effective time to send. So sending later in the day might be more efficient.

I'm actually starting to see other people do this, too. I'm not sure if that's the reason. But I've received emails from Derek Halpern at like 11:30 in the morning and stuff like that. Almost all of us...I guess almost all of us are at a computer at that time. If their audience has a full time job or whatnot, the likelihood of them being there is pretty high. So I would just test that, knowing that kind of ritual. If it's something that you actually do and you think your audience might be doing.

Amy: Oh, I'm going to experiment with that for sure. Because you're right, we hear so many people tell us "early morning, be that first email in their inbox!" I'm starting to rethink that.

Here's why I get so excited about online marketing--behaviors are always changing as technology changes and the way we market changes. We've got to go with the flow with that. So I think it's a great way to experiment. Send your emails out a little bit later than maybe you would normally do if you're like us and we would do that 5am-6am time to just see what happens. it's all about experimenting, for sure.

Greg: Totally. And I mean, it kind of, as a bigger point--and this is one of the reasons that I started Mobile Mixed in the first place is that I saw smaller businesses trying to mimic bigger brand's strategies. They would just replicate the exact same thing and they wouldn't get the same results, and they'd get this bad taste in their mouth about mobile.

Their customers are completely different than, say, Target right? So, you know, Amy Porterfield's fans listening to this podcast right now aren't necessarily going to be the exact same as, say, Derek Halpern. So if you were to do EXACTLY what Derek Halpern does all the time, and that's just an example, because we mentioned him earlier, that doesn't necessarily mean it's going to work for you.

So your audience might open their emails at 6am all the time, and mine might not, so again, something that you have to test and with everything in marketing--but I definitely see that a lot in mobile is just the "Me too" concept.

Amy: Yes, for sure. Definitely.

Okay, so this is good stuff. We've got the first initial question was "where do we start?" And making our websites mobile friendly, definitely a must, but also exploring our email marketing equally important, so I'm so glad you brought that up. I've never really explored that and it's something I want to pay a lot of attention to as well.

We just have a few minutes, but I want to also talk a little bit about our sales pages and our lead pages, because--do you agree, that's another big part of this.

Greg: Yeah, absolutely. I mean as obviously online business builders, content marketers, the website being mobile friendly allows them to engage with us, start learning more about the content, we're educating them, teaching cells, and at some point though we're trying to convert them into some sort of customer, and that usually happens on a lead page where we'll opt into a program or obviously a sales page where they're actually buying something. So making sure those pages are optimized to convert to a mobile phone is super important especially when you want to turn that audience into paying customers.

So there's really only one or two tools that I recommend. If you're using a responsive theme, depending on the theme that you have most likely there's a good chance that they have a landing page template that you can use, so that landing page inherently would be responsive as well.

But the one that I'm really digging right now is [LeadPages](#) by a company called LeadBrite and Clay Collins, I believe you've mentioned him on your show at some point.

Amy: I'm such a fan of LeadPages. I'll definitely include a link to their tools because I think they're fantastic.

Greg: Yeah. I use that all the time now for webinar registration pages, for email opt-in pages--they have some really nice video templates, and if you look in their tool, slowly but surely they're making all of them, or many of them, responsive. So whatever device they're on, whether it's a tablet, iPad mini, iPad 3, Nexus or even your iPhone or Android, they're responding and very, very nice to have people opt-in from those. So highly recommend LeadPages but one thing I would mentioned about using LeadPages for Mobile--and again, something you need to test.

Some people are very used to long-form sales pages, but knowing your mobile customer and maybe when you're sending an email and things like that, I would just start recommending for people to test how early they offer the call to action. Definitely read sales pages where you read 2000 words, 5000 words and then the call to action button is way at the bottom.

Well, if they're doing that from a mobile phone, you want that call to action to happen sooner. Maybe it could be through a text link or a button, but having something earlier on the page so it's not like a never-ending scroll is something I think people should be testing. And even testing just way shorter lead forms or sales pages.

Maybe take all the copy and turn it into a quick 30-second video or a minute long video. People love watching fairly short videos from their phone, it could be an easy way to take all this crazy copy, put it into a sales page and get people to convert. I know that a few people--a few online marketers now are--I'm starting to see that, using LeadPages.

Amy: Yes, definitely. Again it's all about experimenting but just really understanding the behaviors of your online traffic as well. Such great points!

I do want to point out because I mentioned this in the beginning that on Facebook, when you have a custom app it's not going to be seen initially on a mobile phone. Meaning, if you

don't do anything to make sure a mobile user sees that custom app, they're not going to see it. So next time, you're on your iPhone or on your smartphone, go to somebody's Facebook page. Not your own, but go to somebody else's, and you'll notice right away that you're not going to see any of their custom apps. So how do you get around this? Well, there's different tools that you can use to create a custom app, and they'll give you a mobile link, meaning using that link to direct your traffic to a custom app, anyone on a mobile will actually see that custom app.

So I'll include some tools that people can explore in the show notes so you can find all the links to this show at amyporterfield.com/12. And I'll include some links to that as well as lead pages.

And also, while we're on the topic, Greg, where can people learn more about you?

Greg: Sure. They can visit MobileMixed.com/amy, and anyone listening will get free access to my Mobile Marketing Tool Kit, which has a bunch of resources, videos, worksheets, how to guides that really will make sure that as you're diving into mobile that you start in the right place and you tackle the right things first. So if you want to get that, you can go to mobilemixed.com/amy. And if you want to find me on twitter, it's @gjhickman.

Amy: Perfect! And I have to say, Greg is truly my go-to guy when it comes to mobile marketing. You're really the only guy I follow with anything to do with mobile, so I really thank you for spending the time with us today and always helping me with my mobile marketing. I truly appreciate you being here.

Greg: The pleasure is all mine, and I have to thank you too, because ever sense we got to meet at new media expo, you've been super helpful in helping me grow my own business, so everyone that listens obviously has a great coach, so--you're one of my coaches as well!

Amy: Well, that's a huge compliment! Thank you so much, I'm so excited to see you continue to do amazing things. You're in high demand! I will say that when I asked Greg to be on the show, I wanted to hurry because everybody's asking Greg for interviews because you know so much about this Mobile Marketing, and it's pretty cool to be that in-demand guy! So I'm really excited to see what you do in the future, and thanks again for being on the show.

So there you have it! Mobile marketing isn't as tough as you might've thought, right? There's some really easy strategies we can get started with right away to make our website and our email marketing mobile-friendly.

The show notes and all the links that we talked about in the show can be found at AmyPorterfield.com/12, the number 12. Also, if you like this podcast, I would really love for you to tell your friends! Just go to amyporterfield.com/love, and you can tweet about it and help me spread the word.

Until next time, make it a great week.

Announcer: Thanks for listening to the Online Marketing Made Easy Podcast at www.AmyPorterfield.com

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