



**LEARN O2O MARKETING. "O2O" IS OFFLINE TO ONLINE MARKETING USING QUICK RESPONSE (QR) CODES. YOU CAN SCAN THE 'QR' CODE WITH YOUR MOBILE DEVICE !**

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[Want more information about mobile marketing? .....](#)  
[Check out Mobile Profits, the complete guide to using mobile marketing!](#)

# Introduction

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If you haven't learned about [the mobile marketing revolution](#), it's about time you do! Mobile marketing is positioned to absolutely slaughter every other current marketing method! It's going to blow away internet advertising, email, direct mail, and just about anything else that is out there today. **Do You Know Why?**

It is called **"O2O" Marketing**, the complement of 'B2B' and 'B2C' Marketing. Use a "QR" code to go **"Offline Physical to Online Digital"**, in a matter of seconds. NO Need for extra 'texting'. **"Scan it Man...Scan it !"**

- **91% of Americans have a cell phone, and that number is growing!**
- **5 billion people subscribe to cell phone service, but only 2 billion have internet access.**
- **People tend to check their text messages and voice mail several times per day, often within minutes of receiving a message.**
- **However, people usually only check their email once or twice per day, usually not carrying a computer around with them.**

**This makes mobile marketing extremely powerful.** You have the opportunity to get in on the ground floor of an opportunity few people are exploring. **[The time is NOW!](#)**

## Why Mobile Marketing is So Powerful

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Mobile marketing has the power to reach more people with less competition. You won't have to compete with hundreds of spam emails, and you can reach people in just minutes!

Because people carry their phones with them everywhere they go, your messages can be in their hands in just moments. You won't have to wait for people to get around to checking their email. You won't have to worry about being stuck between hundreds of spams in a flooded inbox. You'll have direct access straight to the people you want to reach.

Additionally, people are captive audiences when reading text messages. Since text messages are so short, you have to keep them straight to the point. This means more people will take the time to pay attention and read your message. **Now it's even better... they SCAN YOUR 'QR' CODE !**

There won't be another method with this much potential to come along for decades, and it's still in its infancy. I suggest jumping on this incredibly powerful method right now, before you find yourself asking (yet once again) ..... "Why didn't I jump on this when I had the chance?"

## Maximize Profits = Text Messaging and 'QR' Codes !

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Text messaging through SMS is the most common method for reaching people with mobile marketing. It is extremely powerful, but you also have to be very careful about how you use it.

**WHY? BECAUSE MOST PEOPLE HAVE TO PAY FOR THEIR TEXT MESSAGES.**

**NOW they can save money and SCAN your 'QR' code to view your detailed message on your blog or website. BETTER STILL, they can go directly to your SALES PAGE and purchase your product and services. Now that's what we call "INSTANTANEOUS Direct Marketing".**

**OH YES, THAT'S ALSO INSTANTANEOUS DIRECT PROFIT!!**

An added advantage is the ability to use your 'QR' code as a Virtual Personal Information Profile and/or a Virtual Business Card. A quick scan and your contact information is loaded in their address book.

**"SCAN IT MAN"** and give them a friendly message (in the form of a quick blurb, news story, update, and other recent information from your blog. **"SCAN IT MAN"** and just send them directly to your website. Your 'text' and your 'content' ..it's already there... and they want to ... **SEE IT QUICK!**

Providing a valuable service or product is even more effective. People love getting stuff for free, and you can use your freebie as promotional material by including marketing within the giveaway.

For example, you could create some sort of valuable service people would want in 'their niche'. Solve their problems and you are a truly valuable coach. That's really what it is all about, being able to help other people. Help them to enjoy life more, help them to overcome obstacles in their daily living, [and helping them to succeed with their own Internet Business.](#)

This will get people to look for your messages and pay attention, because you'll always be providing something of value to them. Once they learn how to successfully establish their own internet business, then they can repeat the process and help other people. That's what social networking and the new paradigm of "O2O" marketing **"brings to the table"**.

Before we go any further, I have some GREAT NEWS for you. As a special promotion, we are offering you an opportunity to receive your own "QR" Codes, FREE. Just click on the wording below (Get FREE "QR" Codes) and register on our site. You can also request any of our FREE email courses!

[\*\*Get FREE "QR" Codes\*\*](#)

## The Truth SMTP Messaging vs “QR” Codes

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[SMTP messaging is typically free, while SMS messaging is not. You may be wondering which you should use, or if you should use both. I suggest using both. SMTP messaging is a little more powerful than text messaging, because it's not subject to the same limits, but you have to be very careful when using SMTP.

For one thing, because SMTP is sent via email, you're subject to the same laws email marketers are. Be sure you know the CAN-SPAM act inside and out and you comply with it, because one mistake could cost you as much as \$11,000 in fines!

For another thing, SMTP is very unreliable. Since it's free, cell phone carriers don't have to deliver those messages at all. For this reason, SMTP messages are often delayed, or even never received at all.

If you're going to use SMTP, I suggest making the most of all the features. Embed other media, use longer messages, and don't forget to send a quick SMS message to supplement in case the recipient never receives the SMTP version. ]

“QR” codes solves those frustrations and problems. Set up a “QR” code on your business card, id card, email signature, post cards, flyers, name tags, and oh yes..... even on your ‘Convention Buttons’ [you talk about a conversation starter :-)] that's it...]. And what about trade shows, they can scan and see your presentation even when you are away from the booth and your video presentation is on the internet at all times, 24/7/365 !!

# Maximizing Traffic with Mobile Marketing

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Mobile marketing can be very powerful if it is used properly, but most people have no idea how to use it for the most profit. The vast majority of people aren't using mobile marketing at all, and those that do are typically not using it to their best advantage.

With the availability of [FREE "QR" Codes](#) You Do More than just market your product and services directly. You have the ability to SELL them directly and deliver them immediately (if it is a digital product or service) and very soon (via overnight mail, etc.) if it is a physical product.

YOU also have the ability to SHARE THESE FREE "QR" Codes with your friends, associates, relatives, neighbors, etc. ... as often as you wish. This means that it will soon be going viral.... everywhere. So will become a part of the Newest Paradigm Shift... **Offline Physical to Online Digital = "O2O"**.

## **8 (a) "QR" Codes Encourage Viral Buzz**

The Viral Marketing Buzz of "O2O" combined with FREE "QR" Codes, will perpetuate your mobile marketing. If you have an offer that is really one-of-a-kind or special in some way, this will help people notice. It will help build your contact list. If done properly, you will have email and phone #s.

## Profiting Further with Mobile Marketing

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You can market almost anything with mobile marketing. It's ideal to promote local businesses, but you can also promote your own online products, membership websites, and much more.

Here are some ideas:

- Create your own information product
- Set up a membership site and charge a monthly fee
- Promote CPA offers and generate leads for other companies
- Offer mobile marketing services to local business for a fee
- Review affiliate products on a blog and point people there
- Provide services such as graphics design or blog building

These are just a few ways to profit with mobile marketing. Almost anything can be promoted using this method!

## Conclusion

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Mobile marketing is soon going to blow other marketing methods out of the water, and it's time to get in on the ground floor of this incredibly hot opportunity. Do not miss out on this. **It's Time to SCAN IT MAN...SCAN IT!**

Right now, VERY few marketers are using this method to build or enhance their [INTERNET BUSINESS](#). So it's the perfect time to get started. With very little competition, the market is wide open for you to come in and make a fortune! And you get started with FREE (Viral) "QR" Codes!

I encourage you to get started right away, while the competition is still very low. You can build your business very quickly, and you'll have a marketing avenue most other marketers aren't even thinking of using. This will put you miles ahead of your competitors!

Now take advantage of our Free Mobile Marketing Course and get a head start on everyone else by taking advantage of the free offer below!

**WELCOME TO THE WORLD OF MOBILE MARKETING AND "O2O" !**

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