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Mobile Marketing Brings You *Sales*



Summary: As we embark on a new year, its time to set new goals that will help your business flourish. Many of you scaled back on expenses last year, but now its time rejuvenate your marketing campaign.

Mobile marketing is a powerful and cost-effective strategy to revitalize sales. Below are 5 integrated mobile marketing tips to directly reach potential customers:

Vehicle graphics add a new dimension of energy and excitement to your company's image. The most obvious advantage of vehicle wraps and decals is that you can market your business wherever you go. You'll establish brand identity and generate leads by simply driving your vehicle back and forth to jobs, or by simply being parked in front of a business center, residential area and your showroom.

It is important to make your vehicle design and message clear and aesthetically pleasing. Your phone number and website should be large enough to catch the driver's eye when moving. Graphics should be big and engaging.

Vehicle graphics are typically a one-time expense, which makes it a very cost-effective marketing tool. By utilizing the space you already own (cars, trucks, vans, trailers, etc.), you've already paid the bulk of expense. Vehicle graphics allow you to advertise 24-hours a day, thus providing reoccurring advertising than traditional forms of marketing.

Portable brochures are a new concept in leveraging the effectiveness of vehicle wraps. Since you're sure to get noticed, its essential to provide "take-away" marketing material that will enable customers to easily remember you. Simply attach a weatherproof brochure box to your vehicle and fill it with brochures.

Project an enhanced image by training your drivers to distribute brochures when a potential customer approaches them. The driver is an integral part of your marketing strategy and should be properly trained on how to reply to inquiries. The best way to ensure potential customers are left with a good impression is to provide them with brochures and business cards.



Weatherproof magnets are a similar concept

to brochures in that they provide your essential contact information that potential customers can take with them. Although magnets contain less pertinent information about your company, magnets cost less to produce and purchase.

Citywide exposure is in your control. The more you drive around, the more visibility your business will get. Vehicle graphics enable you to determine who and where your company will be seen. Since these graphics are big and bold, it has a better chance of catching someone's eye, no matter if they are moving or stuck in traffic.

Build you brand by parking your entire fleet adjacent to each other at night. This will make your company appear organized and professional. More importantly, it will make your company appear stable, which is critically important in today's economy. This is a huge selling point in today's market.



In Conclusion...

Mobile marketing is a creative and innovative way to market your company and reach a large audience. Attaching a box that holds your company literature will provide potential customers with tangible information that they

can take with them to contact you at a later time. When done right, mobile marketing will provide a high return on investment. Train your drivers to represent the company properly. Plan your drive times and strategically park your vehicles during the night.

Leslie Stevens, President of Eclipse Marketing, a full-service marketing and public relations firm, has over 15 years experience providing marketing strategies, tools and material to electronic systems dealers, integrators, manufacturers and distributors in the audio/video and security markets.

Eclipse Marketing provides marketing tools and material to CEDIA, InfoComm, PARA, TechHome and NASBA. These cost-effective marketing tools and material are designed to enable system contractors, dealers and integrators to increase sales by consistently promoting their business on a professional level.

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