

## **Module 6 – How to Test and Track Conversions From Your Mobile Ads**

- SMS Campaigns
- Tracking App Downloads
- Tracking Software
- Affiliate Network Tracking Systems
- Opt-in Tracking System
- Online Solutions for Mobile Site Tracking

What makes mobile marketing attractive is its measurability. However, you need to remember that serving and monitoring mobile ads are more complex than the traditional (desktop) websites. Why? Because there are at least 5,000 different mobile devices in use globally, and so even the gadget's compatibility to your ads come into play and can determine how effective your mobile marketing campaign is.

One of the best tools you can use to track mobile site performance is Google Analytics, which has mobile-specific codes that track site visits. However, to be more detailed on tracking your mobile marketing efforts, you should also employ a method of tracking text messages sent, number of QR code readings and site visits to your landing pages. If you are doing pay-per-call marketing, you need a tracking system for number of calls received, online leads generated, number of subscribers, etc.

This may sound a little too complicated, but there are some tools that you can use to track your mobile site performance, such as the following:

### **1. SMS Campaigns**

SMS campaigns are quite easy to track. Usually the service providers for SMS campaigns have a tracking program in place that can give you an idea of how many people have sent the keyword text to your short coded number. Some tracking programs also give you an idea about the location of the text sender, which can be an important data in planning your future SMS campaigns.

### **2. Tracking App Downloads**

Downloadable applications are popular on smartphones and can be an effective method of lead generation to your mobile site. If you have hired a developer to build an app for your company, you should also request for a tracking system that will tell you how many people are downloading your app on their mobile devices. This will give you an insight on the profile of your site visitors and can help you decide what type of content is relevant to the majority of your users.

### **3. Tracking Software**

There are also tracking software programs available that you can use to give you an idea on how successful your mobile marketing campaign is. Examples of these programs are Webtrends Mobile Analytics and Ringleader Digital.

### **4. Affiliate Network Tracking Systems**

Most affiliate networks such as AdMob have tracking systems in place that show your site traffic and conversion ratios. Its ad analytics provide insights on your mobile web audience, including data such as number of visits to your site, type of mobile devices used to access your sites, the mobile phone carriers, the location of your visitors, and how many respondents to your ads.

### **5. Opt-in Tracking System**

By using opt-in techniques, you can get an idea of your user demographics. Most opt-in forms ask for location, so the generated information from these forms can also give you an idea where most of your market is coming from.

## **6. Online Solutions for Mobile Site Tracking**

Bango.com is an example of an online solution that allows mobile website masters to track their mobile marketing campaigns. It provides page tracking which records each unique visit to your site. Bango also provides campaign tracking that gives a picture on how consumers are interacting with advertisements on mobile sites.

Since you may be using various marketing techniques for your mobile site, you may have to use several tools to collect your data and analyze the success of your campaign. Try to arrange these data by putting them on a Microsoft Excel spreadsheet so that you can immediately see how well your marketing campaign is reaching your target audience.

Mobile web analytics is an essential component of every mobile marketing strategy. Do your research on other tools that you can use to monitor the performance of your mobile marketing campaigns. Tweak your site and your ads if necessary, so as to maximize your conversion rates.

## Monetizing Your Mobile Site Through Cost Per Action (CPA)

- Do research and decide on the perfect audience for your niche.
- Sign up with a mobile advertising network that has several affiliate products you can choose from.
- Choose a CPA offer with a good payout.
- Create your own landing page.
- Test your site and track your site visitors.
- Tap on high traffic sources.
- 

As mentioned in the previous chapters, you can actually make money from a mobile site even when you don't have your own product to sell. One of the most effective way to easily monetize (earn money from) your mobile site is through Cost Per Action (CPA) Affiliate marketing.

First off, what is affiliate marketing?

Affiliate marketing has been one of the most practiced forms of internet marketing that has consistently brought online revenues for many. Becoming an "affiliate" of a company means actively promoting their products on your website and in return, you get a commission for each sale made.

There are many sites for affiliate marketing (ClickBank, Commission Junction, Linkshare, etc.) and you need to enroll on these sites before you can promote the products of their advertisers. Once you have signed up, you get access to marketing materials such as banners, html codes, articles, etc. that you can embed on your site to promote products. Every time a sale is made from a client through your website, you earn commissions. You are given an affiliate link that you can use to track your commissions.

Mobile affiliate marketing has evolved as a form of affiliate marketing through the use of mobile phones. The most popular mobile affiliate site these days are AdMob and SponsorMob.

Once you sign up to these mobile affiliate networking sites, you can see many mobile offers for different niches – dating, iPhone apps, ringtones, ebooks, online games, etc. You often get commissions through Cost Per Action (CPA) where you get paid every time an online visitor performs a required action such as filling up an opt-in form, or sometimes simply typing a mobile number.

Like affiliate marketing on regular PCs, mobile affiliate marketing abounds with opportunities to make fast cash. However, it takes a focused approach and a great deal of planning to succeed in the CPA method.

For instance, those who create their own landing pages and mobile-optimize them are already way ahead in the marketing competition. They create their own blogs and provide relevant content to readers who can then be enticed to visit their landing pages, where the selling pitch of the affiliate product happens.

Here are some tips on how you can get the upper hand on CPA affiliate marketing:

1. Decide on your niche. Do your research and choose a niche that interests you. Some of the most popular niches that enjoy a great deal of traffic are dating, shopping and retail, iPhone apps and online games.
2. Sign up with a mobile advertising network that has several affiliate products you can choose from. Make sure the advertising materials for these products are made for mobile devices.
3. Choose a CPA offer with a good payout (at least \$1.50 for every sale made). Check the offer and make sure that it is easy for prospective clients to read and complete. A brief and compelling call-to-action can lead to higher conversion rates.
4. Create your own landing page. Make it is brief and straight to the point. Highlight the benefits that your prospective client gets from buying the product. Make sure the call-to-action button is visible on your mobile site.
5. Test your site and track your site visitors. Some mobile affiliate networks have tracking systems in place that allows you to see how many visitors you get everyday and how many of your leads are converting to sales.
6. Tap on high traffic sources. Consider social networks, forums, YouTube and other video sharing networks, that can bring in highly targeted traffic to your mobile site.

## Grab Your Mobile Marketing Opportunity Now!

- The mobile market is in its infancy stage, but is already filled with opportunities.
- Hence, it is best to jump in on the bandwagon now before the rest of your competitors do.
- Just imagine: Attaining your dream income from overflowing fat profits
- Be the next big professional mobile marketing magnet, don't miss out!

Given the vast opportunities that mobile marketing offers, it's really up to you now to position yourself and make profits from this new phenomenon. Create your mobile-optimized site, generate traffic to your site, and come up with out-of-the-box marketing techniques to get your site popular.

Remember, mobile users are often impatient and will not spend time waiting for a site to load. Neither will they stay on a site on their mobile devices that are hard to navigate.

Consider the power of SMS and MMS in delivering your messages. Tap on your social networks to expand your customer base.

But most of all, deliver relevant and interesting content that can lead to a lasting relationship with your subscribers. Trust is an essential commodity when it comes to mobile marketing. Get your subscribers loyal to you because they trust your expertise or the quality of your products, and you will have a very successful, high-traffic mobile site.

The mobile market is in its infancy stage, but is already filled with opportunities. Get in the game now before your competitor does and watch your revenues grow within a short period of time.