

New Media Minute

Your guide to taking digital marketing mainstream

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Think small to win big

*If you want to find and influence your audience,
reach them where they're living and moving by mobile.*

It's time to go mobile with *your* message in a world increasingly on the go.

Did you know that in 2008:

- More multimedia mobile phones will be sold than televisions (over 300 million)?
- Multimedia phone sales will generate \$76 billion?
- Apple will try to sell ten million iPhones in Europe?
- Microsoft will ship *Windows Mobile* on 20 million devices?

An unstoppable influx of cell phones, blackberries, iPods and other mobile devices is making most information services portable—a trend that will increasingly affect the way people live, work, and are entertained.

But, what will it take to succeed in this new small screen, short-form genre? Here are some portable marketing message basics from the experts:

Think in 'short form'

Consider the value of shorter segments of one to three minutes each. People on the hoof are multi-tasking and have a limited attention span, so keep 'mobisodes' short.



Keep it simple!

iPhone and others now offer phone, web, text, email, music and more to distract you from the content. So, keep it *short, simple, and compelling*.

Get educated

Watch this revolution as it unfolds. There are many places to learn more:

[Fierce Wireless Newsletter](#)

[Web Universe](#) ("5 Trends to Watch in Mobile Video")

POINT:

This new mobile media revolution has created an opportunity for Music, Television, Telephones, Internet, and Movies on the go. This trend will increase in the next three years.

Influence your audience where they live and work. Make your marketing message stand out in this new format. Remember, it's not about the medium, it's about the message in one of the biggest new markets ahead.