



# 5 Minute Mobile Wallet Marketing Plan

## Vip Hosts, Concierge, Club Promoters

### 1. Use simple passes – clean graphics, effective text.

Remember that even the iPhone 6 and 6+ are small screens. You want to create 'headlines' for the text lines on the front of the pass.

### 2. Action items on the back of the pass.

Everything that iOS recognizes as a link is clickable and creates an instant CTA (call to action). Make use of URLs, iTunes links, social media links, addresses, phone numbers and emails. Launch your social media pages – Facebook, LinkedIn, etc from the back of the pass. Launch podcast or video episodes via iTunes, YouTube, Vimeo, Wistia and more.

### 3. Understand the difference in location and proximity.

Geofencing uses the phones location system, and relies upon GPS or map coordinates to trigger a notification. If you're at an event, use the geo to set up wide range notifications – set up alerts in the parking area or venue entrances; proximity is managed through iBeacons, and covers a much smaller radius – put one in your booth, on the stage where you are speaking, etc.

### 4. Promote pass installs the same way you build a mailing list or acquire social followers.

There's no real magic here – acquiring installed users takes some time and effort, just like every other marketing campaign. Attaching the pass URL to all of your online communication, as well as displaying both the QR code and the link on printed or other offline materials is critical to getting users to install your passes.



This pass is live, and can be scanned with Apple Wallet and installed directly from the PDF. If you're reading this on a mobile device, then the URL for installing the pass is <https://d.mbwf.co/xt5SwcvDw> - click and tap the Add to install in Wallet.

## 5. Give users clear instructions on how to install passes.

No one likes a surprise when it comes to installing collateral on their mobile device. If you don't give the prospect some advance notice that the Apple Wallet will open when they tap your URL link, they'll likely become alarmed and fail to Add the pass into the Wallet. It's much easier with a QR code scan, since the user has already opened the Wallet and is using the app to add the pass.

## 6. Don't "overmessage".

Everyone likes a good deal, or appreciates a reminder or a notice that something new and good is happening. No one wants to be constantly bombarded with message after message, and users will delete passes if they become annoyed with the rate or frequency of messages. The average pass is retained by 90%+ of users at the moment, so make sure you're keeping up with the curve.

## **7. Think about your marketing segments when creating passes.**

If you're a casino host and you have clients who only play poker, for instance, they're not likely to be interested in an invitation to the upcoming baccarat tournament. If you have clients who like a night on the town but don't particularly like a particular type of club, music or venue, they're likely to be annoyed if you message them with invitations or information about those types of events.

By segmenting your passes to cater to customer desires, you create a more personal (not to mention effective) experience through your engagement with them and you will see more interaction because of this.

As a concierge, for instance, determine what the primary categories of service your client bases uses, and create passes specifically for that demographic. If you have overlap with customers, ask clients to install multiple passes, and tell them why - they'll appreciate the effort you are making to offer them the best possible experience.

## **8. Your fallback pass should be a personal, digital, business card.**

When meeting new clients or if you have clients that will be sending you referrals by encouraging their friends to add your pass to their Wallet, we recommend that you create a "you" card that is general enough to get your foot in the door with new clients. Generate a bit of buzz and make it a fun thing for existing clients to share your info this way, it's super simple and just as fast as texting a v-card or emailing your contact info to a friend.

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