



## Maximize Your Smartphone for Marketing With Groups

Most of us have some brand of Smartphone, whether it's an Android, iPhone or BlackBerry. These phones can be powerful marketing tools if you maximize the use of their features. One feature we want to highlight is the ability to create groups with your contacts. When you create groups from your contacts, you can make your communications really count and deploy them quickly.

Creating groups is typically intuitive on these phones but if you need help, refer to the instructions for your phone or even Google your question and you can usually find others who have created simple instructions for this procedure for your brand of phone. If you have a teen at home, they'll surely know!

Texting occasionally to the groups you set up can be very effective when you have short updates to communicate to them. Texts are still less frequent than emails on our Smartphone and at this point, they are given higher priority by most viewers. Besides, you'll show your technical innovation when sending texts and keep those younger clients in touch more.

Other simple texts or emails from your Smartphone could be just to invite clients to join your Facebook page or blog. Connecting in as many ways as possible with your clients, prospects and friends can only make them more likely to engage with you and send referrals your way.

You can even create groups of family members or office colleagues to make communicating your daily schedule more efficient. This is very useful when you have to tell a group you're running late, need to reschedule a meeting or can't make it for example.

Use groups to help market yourself more efficiently and consistently and to regularly stay in touch. You may want to download a tool like **Bump** as an application so when you get contacts from others, you can just add them to your phone immediately and into the right group. Using groups can make your business and personal life just a little bit easier.

