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Client education, mobile integration is focus for Mobisix

By Lauren Mooney

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Michael Foschetti is managing director of Mobisix

The mobile agency that handles work for Coca-Cola Co. and Wachovia will spend a large chunk of this year evangelizing mobile marketing.

Mobisix will help clients and prospects gain a handle on how to use mobile for brand awareness, driving purchases and loyalty, and understanding technology.

"In terms of this year versus last year the testing and learning will

continue but with more advanced marketers implementing the [mobile] model into the marketing mix much earlier with cohesive strategies," said Michael Foschetti, managing director of Mobisix, Charlotte, NC.

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"One of our clients physically restructured their media group to focus on mobile as an integrated part of the media mix," he said. "We don't want to make the same mistakes as the Internet."

Mobisix is a full-service mobile marketing strategy offering services from creative to execution. Services include consulting, marketing, creative, mobile media buying and planning, technology, deployment, data and analytics.



Dan Roselli is CEO of Mobisix

A key focus of the agency is the U.S. Hispanic market which over-indexes on almost every mobile data activity – text, mobile Web or applications.

"[The integrated piece] is coming to the forefront – you have to start in the mobile media mix with where consumers are using the technology already," said Dan Roselli, CEO of Mobisix.

Mobisix last year started working with [Coca-Cola](#) on North American and then international mobile marketing projects. It bagged retail bank [Wachovia](#) mobile business last year as well.

"Wachovia has some aggressive goals to drive traffic to retail, so we're working with them to put some pilots into place, integrating

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radio and mobile together," Mr. Foschetti said. "Mobile has the power to drive retail."

In the next few months Mobisix will be working with Coca-Cola on a revamped mobile campaign. The agency wouldn't go into further detail.

"The only reason to spend a dollar in marketing is if you are going to make more than a dollar back," Mr. Roselli said. "This is critical in the mobile space, as the mobile space is perfect for tracking ROI."

Editorial Assistant Lauren Mooney covers banking and payments, commerce, content, database/CRM, media and music. Reach her at lauren@mobilemarketer.com.

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