



## Mobile Casino Marketing Guide

### The Time for Mobile is Now!

Welcome,

Congratulations on taking the first step to mobile success by downloading the Fortune Affiliates Mobile Marketing Guide. The mobile revolution is here and those that climb onboard now and take action are set to strike it rich in the same way as those that took action 10 years ago with web marketing.

Inside you will find a wealth of knowledge about the Fortune Lounge Mobile Casinos including building your first mobile site and the most important part – driving traffic to it. If you are completely new to mobile marketing and specifically mobile casino, don't worry we are here to assist you every step of the way.

The most important element to success is to take action!

#### ARE YOU THE NEXT SUPER MOBILE AFFILIATE?

Regards

The Fortune Affiliates team





Royal Vegas  
Mobile Casino



Platinum Play  
Mobile Casino



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## Why Mobile?

Everyone's getting on board the mobile train and with 5 times more people using cell phones than PCs, mobile Internet is exploding. Google recently reported that in some countries the number of people searching on the mobile web is already exceeding the number of online searches. With the advancement of mobile technology and smart phones over the last few years, people can now access casino and other gambling games from the comfort of their own mobile handsets, anytime, anywhere.

## Mobi Sites vs Websites

Mobile websites or 'Mobi' sites for short are scaled down versions of traditional websites. Due to the smaller screen sizes and limitations in functionality of mobile phones as opposed to PC browsers, mobi sites are websites that have been optimised to run on mobile devices. Some people refer to mobi sites as WAP sites, as this is the international standard used for building these mobile optimized sites. Today however there are various technologies used for mobi sites, with the most popular being wml or XHTML. Mobi sites are designed in such a way that for each handset, the website being viewed is automatically adjusted to fit the screen size of the handset. Building mobi sites is not as complex as it might sound and further on in this document are suggestions on how to build these mobi sites with ease.

## Mobile Casino

Mobile Casino is a collection of casino games especially optimized to be played on mobile handsets. The Royal Vegas Mobile and Platinum Play Mobile brands offer a number of well known casino games already. There are 2 major versions of the casino software available. The first is JAVA games designed specifically for regular handsets and the other is for smart phones such as iPhone / iPad and Android-powered devices.



The JAVA version involves a player submitting their phone number either through the Mobi Casino sites or Websites. From the website they receive a text message with a link that allows them to download the casino software to the phone and install it. On the mobi sites, as soon as a player submits their number, the download starts immediately. Once the player launches the application on their phone, the intuitive menu options allow the player to register, deposit and play. The JAVA version now offers 19 popular games, many of which are linked to the online progressive jackpots.



Royal Vegas  
Mobile Casino



Platinum Play  
Mobile Casino



The smart phone version is intended specifically for Android handsets and iPhones as well as Apple iPad. This version does not require the player to download actual software or install; they simply connect to the web-based mobile casino. Currently there are 11 well known casino games for this platform.

Royal Vegas Mobile and Platinum Play Mobile Java versions are available in English, Spanish and German. For the iPhone / Android there are both brands, but only in English.

## Mobile Casino Websites



<http://www.platinumplaymobile.com>



<http://www.royalvegasmobile.eu>

## Mobile Casino – Mobi Sites

When you are ready to take the next step with regards to mobi traffic, we have a range of mobi sites for you to promote and send traffic to. Both Platinum Play and Royal Vegas offer you English, Spanish and German mobi sites. You will also find a complete range of banners and text links under media management that redirect to the mobi sites.



Royal Vegas  
Mobile Casino



Platinum Play  
Mobile Casino



**Platinum Play Mobi Sites: (click on the links to view the sites in your browser)**

English



<http://platinumplay.mobi>

German



<http://de.platinumplay.mobi>

Spanish



<http://es.platinumplay.mobi>

**Royal Vegas - Mobi Sites (click on the links to view the sites in your browser)**

English



<http://royalvegas.mobi>

German



<http://royalvegas.mobi/de>

Spanish



<http://royalvegas.mobi/es>



Royal Vegas  
Mobile Casino



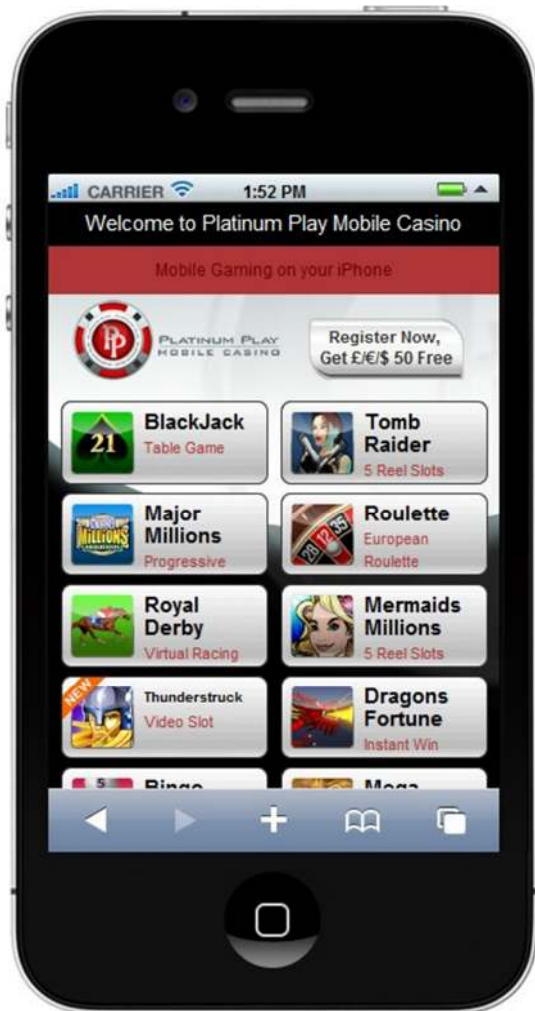
Platinum Play  
Mobile Casino



## Android/ iPhone Casino Mobi Sites

In order to offer players using smart phones the best experience and to improve conversion, when they browse to either the websites or the mobi sites, they are automatically redirected to our smart phone-optimised sites. They are also able to start playing immediately on the site with no need to download or install software. Smart-phone creative can be found in Media Management under normal banners.

**Platinum Play – Smart Phone mobi site**



<http://i.spin3.com/platinumplay/en/web/>

**Royal Vegas – Android / iPhone mobi site**



<http://i.spin3.com/royalvegas/en/web/>



Royal Vegas  
Mobile Casino



Platinum Play  
Mobile Casino



## Games

|                                                                                     | Game                   | iPhone / Android | Java |
|-------------------------------------------------------------------------------------|------------------------|------------------|------|
|    | Blackjack              | ✓                | ✓    |
|    | Jacks or Better poker  | ✓                | ✓    |
|    | Mega Moolah slot       | ✓                | ✓    |
|    | Royal Derby slot       | ✓                | ✓    |
|   | Tomb Raider            | ✓                | ✓    |
|  | Major Millions slot    | ✓                | ✓    |
|  | Mermaids Millions slot | ✓                | ✓    |
|  | Roulette               | ✓                | ✓    |
|  | Thunderstruck          | ✓                | ✓    |
|  | Dragons Fortune        | ✓                |      |
|  | Bingo Bonanza          | ✓                |      |




Royal Vegas  
Mobile Casino



Platinum Play  
Mobile Casino



|                                                                                     | Game              | iPhone / Android | Java |
|-------------------------------------------------------------------------------------|-------------------|------------------|------|
|    | Pub Fruity slot   |                  | ✓    |
|    | Scratch 'n Score  |                  | ✓    |
|    | Scratch Card      |                  | ✓    |
|    | Keno              |                  | ✓    |
|   | Treasure Nile     |                  | ✓    |
|  | Avalon slots      |                  | ✓    |
|  | Double Magic slot |                  | ✓    |
|  | Fruit Fiesta slot |                  | ✓    |
|  | 3 Card Poker      |                  | ✓    |
|  | Baccarat          |                  | ✓    |



## JAVA Game Screenshots



## Royal Vegas Mobile Opening Offer - € / £ / \$ 30 Free



The Royal Vegas offer is essentially a 150% signup bonus. When a player deposits 20 they receive a 30 credit bonus, therefore giving them a starting balance of 50. Mobile also offers players the option to make a minimum deposit of 10 credits.

## Platinum Play Mobile Opening Offer - 50 Free! + 50 Free! Double Double Bonus



The Platinum Play offer is split into 2 parts. When the player makes their first deposit they receive a 100% deposit match up to 50. Upon their second deposit they then receive another 100% deposit match up to 50 credits. Total Bonuses = 100!



## Leveraging Your Existing Website

You have the choice of sending mobile traffic to the brand websites or mobi sites. The websites give you the opportunity to leverage off your existing web traffic and direct them to either of the brands. The websites are currently only available in English. Under Media Management you will find a full range of web banners.

## Building a mobi site – getting started

Building a mobi site from scratch can be done with ease and is not as complex as it might sound plus it can even be built for free. One of the simplest and quickest ways is to use the popular free blogging CMS software, **Word Press**, with a mobile plug-in. You even have an option to take your existing website and optimise it for mobile:

- <http://wordpress.org/>
- <http://wordpress.org/extend/plugins/wordpress-mobile-pack/>
- <http://wordpress.org/extend/plugins/wordpress-mobile-edition/>

There are also various online mobi site-builder solutions. You can visit the following websites to get more information:

- <http://www.mobisitegalore.com/index.html>
- <http://site.mobi/>

## Tracking and Reporting

Mobile tracking and reporting is identical to the online casino tracking and reporting; simply find the creative you want under Media Management and implement with their relevant b tags. All reporting remains the same and your mobile traffic falls under their corresponding brands.

There are various 3<sup>rd</sup> party analytics that you can use on your mobi sites, including the ever popular Google Analytics <http://www.google.com/analytics> or check out Bango Analytics <http://bango.com> which is specifically designed for tracking mobile sites.



## Mobile Traffic

Similar to web traffic, there are various approaches you can take to get mobile traffic, including:

- SEO
- PPC
- Media buying / ad networks

## Mobile Search Engine Optimisation

While building your mobi site you want to be sure you are using the best practices for mobi SEO. The benefits of ranking in the search engines are self explanatory. Here are some good references for info on how to build an SEO optimized mobile site:

- <http://mobithinking.com/best-practices/mobile-seo-best-practices>
- <http://searchengineland.com/the-new-mobile-seo-what-you-need-to-know-40101>
- <http://www.toprankblog.com/2010/01/is-your-website-ready-for-the-mobile-web/>

## Mobile Pay-per-click

Other possible source of mobile traffic is to use mobile pay-per-click engines (PPC), including Google and Yahoo. The same as with web PPC, you pick your keywords, set up ad groups and ads and drive traffic to your mobile site. It's not as complex in terms of quality scoring and quality index as web, so getting top position at reasonable bids is possible.

- <https://adwords.google.com>
- <http://advertising.yahoo.com/>

## Media buying and ad networks

There are also various self-service ad networks with huge amounts of inventory and the option to target by handset, demographic and even network operator. Traffic is also fairly cheap on some of these networks, with clicks starting as low as \$0.05 a click. Check out these popular mobile ad networks:

- <http://www.admob.com>
- <http://www.inmobi.com>
- <http://www.buzzcity.com>

**These are some of the most popular methods for obtaining traffic and with some creativity the opportunities are endless...**



## Frequently asked questions (FAQs)

### **Do I need a mobi site in order to promote mobile casino?**

No, you can direct link to the Royal Vegas and Platinum Play mobi sites using your tracking links or as mentioned earlier you can send web traffic to the mobile websites. Ideally you would want to create your own mobi site.

### **Are there special banners and creative for mobile?**

Yes, there is a full range of web and mobi creative available under the Media Management system once you have logged in to your affiliate account. Select the mobile brand you want to promote, and then select 'Normal Banners' for web or the 'Mobi Banners' for mobi. Be sure to also check out the various language-specific banners available.

### **How do I implement mobi banners?**

Simply grab the code like you would do for a web banner and paste it into the code of your site.

### **Are there reporting tools for Mobile?**

The reporting is identical to your web promotions and linked to your web-based earnings model. If you want to do advanced analytics on your mobile site, you can also use Bango Analytics (<http://bango.com>), which is very similar to Google Analytics except that it offers very specific reporting tools related to mobile, such as phone type and operator network.

### **What marketing activities does Fortune Lounge offer to mobile players?**

Similar to online casinos, our Fortune Lounge performs a full conversion and retention process, ensuring that the maximum amount of your traffic converts into depositing and loyal players. All efforts are made to ensure that you maximise your earnings potential.

### **How do players deposit funds?**

Players can deposit via the mobile casino by using a valid credit card or debit card. They also have the option to deposit with NETeller, Ukash, Click2Pay or EntroPay. Players can also fund their accounts through the mobile casino websites, identical to the web-based casinos. The player's phone number becomes their account number and during the registration they create a PIN to access banking.