

MOBILE MARKETING

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Mobile Marketing

What mobile marketing means:-

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media and apps.

Everything that can be done on a desktop computer is now available on a mobile device. From opening an email to visiting your website to reading your content, it's all accessible through a small mobile screen.

How Does Mobile Marketing Work

- Mobile marketing consists of ads that appear on mobile smartphones, tablets, or other mobile devices. Mobile marketing ad formats, customization, and styles can vary, as many social media platforms, websites, and mobile apps offer their own unique and tailored mobile ad options.
- 80% of internet users own a smartphone. Mobile platforms, such as smartphones and tablets, host up to 60% of digital media time for users in the U.S. Google anticipates search queries on mobile devices to surpass desktop searches by the end of 2015.

How was Mobile Marketing Started and When

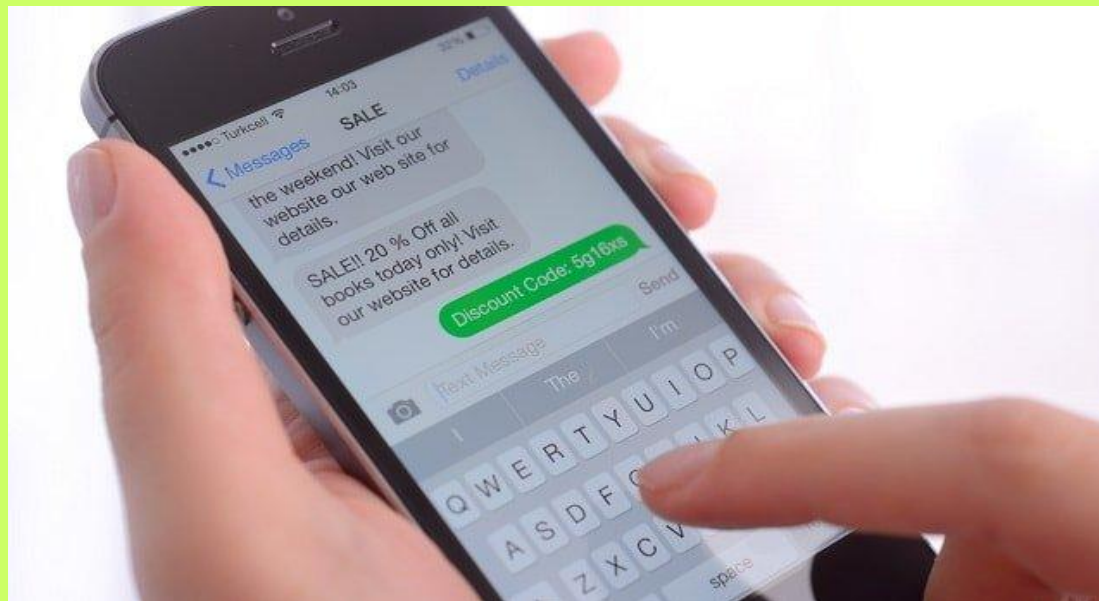
- Since the first mobile phone capable of sending and receiving texts was launched in the 1990s, the means in which humans communicated was drastically altered. A conversation could now happen completely behind a digital screen. From this adaption, SMS advertising emerged in 2003. Companies began sending customer loyalty offers and promotions through SMS code straight to a person's cell phone. SMS uses short codes, of 5 or 6 numbers, that are assigned by mobile operators to use in a campaign. Campaigns could then be delivered to a person's cell phone via text message, with the consumer option to text back STOP to cease any further campaign delivery. SMS became a reliable delivery method to reach consumers, setting the initial foundation of mobile marketing history.

Types of mobile marketing strategies

SMS Marketing:

SMS stands for 'Short Message Service' and is a text message which can be sent to or from a mobile phone. Using SMS as a form of marketing means that a text message can be carefully written to communicate a special offer or company information with a large group of people very quickly and easily from an online platform.

SMS Marketing is permission based, thus each customer must have given permission to the company to send text messages to their mobile phone. Companies can collect their customer's mobile phone numbers in many different ways. Once you have permission to contact, you must decide who you want to target and what you want to tell them.



Mobile Applications

Mobile applications have proved to be a great tool for mobile marketers, as these are innovative and offer the user a host of features. There are certain widgets that are displayed on the home screen of mobile phones, allowing the user to directly log into them, and advertisements can be placed on these applications to promote a product.



In-game:

This form of advertisement will have ads within a mobile game.

When you play a game it is not uncommon to see ads. The ads can appear as a pop-up or full page. You might even see a video ad every once in awhile. The ad below is from the game Sonic Dash.



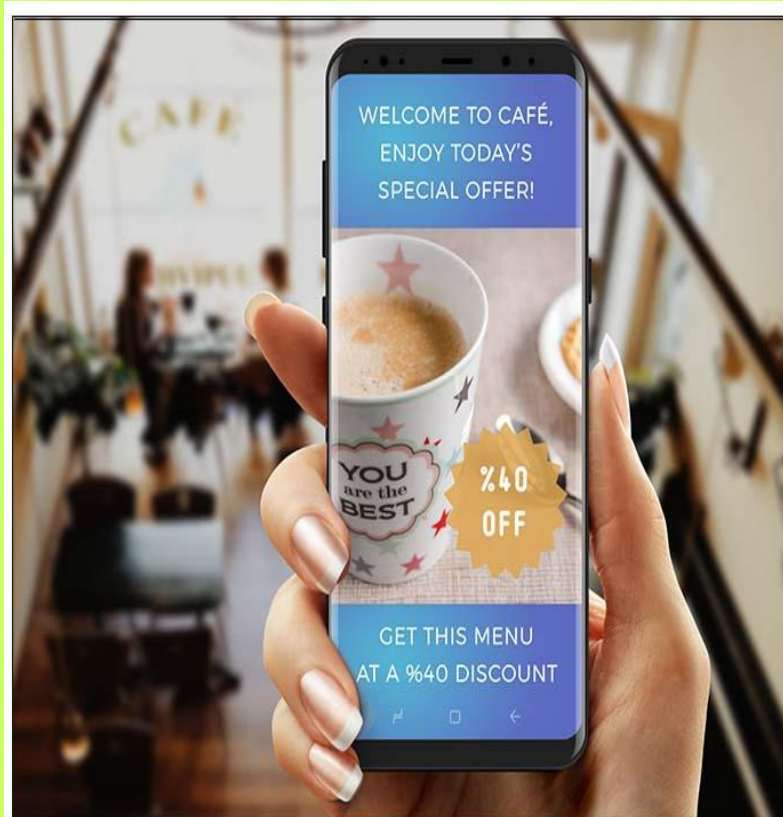
QR Codes (quick-response barcode):

QR codes can be scanned with the camera on a mobile device. Once scanned, it will take consumers to the linked website where they can view more information about a business. QR codes are user-friendly and can be used for just about anything.



Location-based:

Location-based marketing uses the user's mobile location to market a business in that area by means of GPS. For example, you might be visiting Chicago. You might see ads for cafes near you. However, advertisers can decide the radius for their ads.



Advantages of Mobile marketing

- Mobile Marketing Reaches a Broader Market
- Instantaneous results
- Easy to work with
- Convenient to use
- Tracking response
- Huge viral potential
- Mass communication made easy
- Micro blogging benefits
- Mobile payment

Disadvantages

- Platforms are too diverse
- Privacy issues
- Navigation on a mobile phone

Industries benefited:

- Healthcare
- Retail
- Financial
- E-commerce
- Travel & Tourism
- Restaurants & Hotels
- Gaming

How to win the mobile market?

Know your company if you can use the mobile market or not



Find your target audience



Decide the type of mobile marketing strategy to be used



Planning of the campaign



Analysing the customer response

THANK YOU