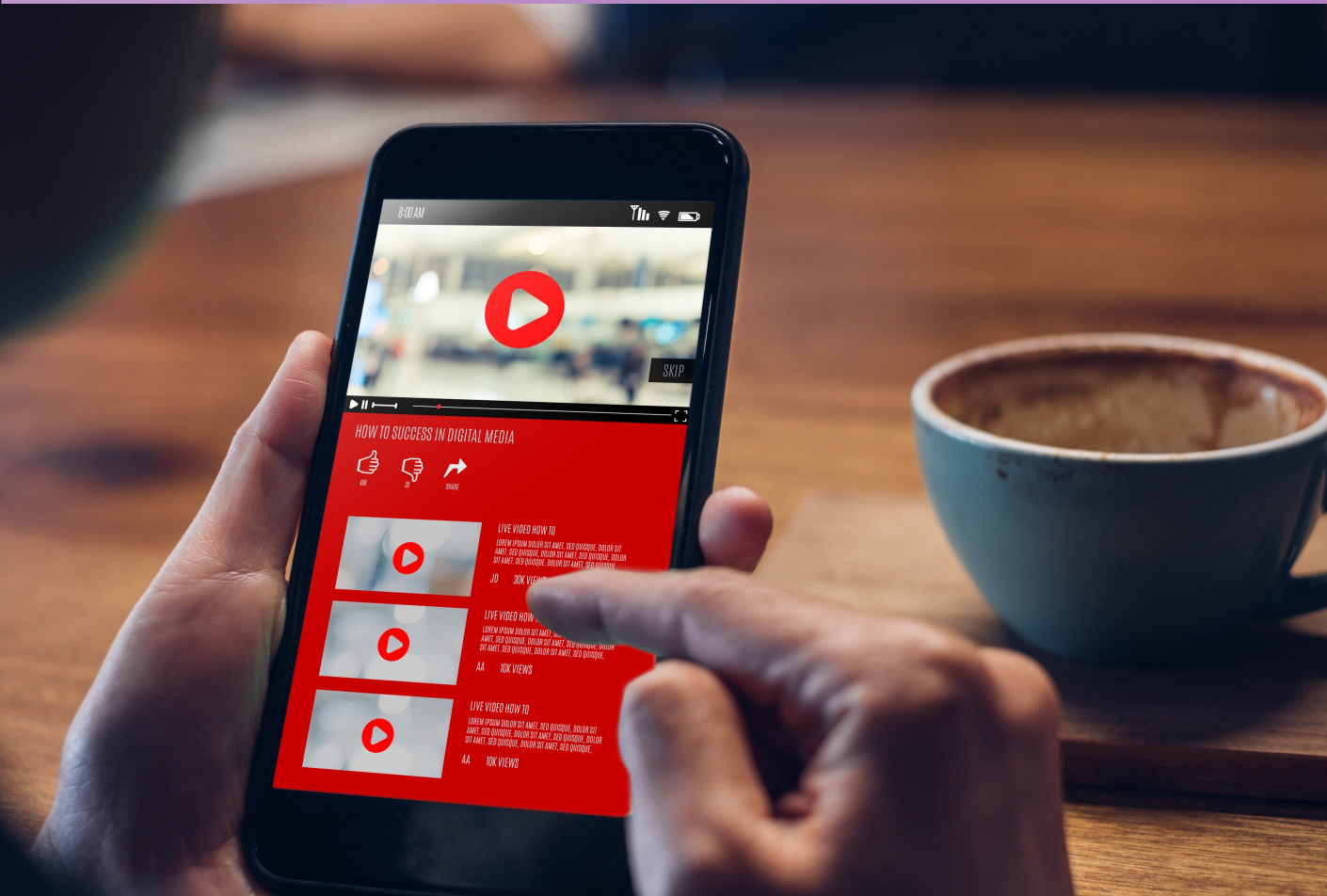


Lecture 9

1

M-Commerce & Mobile Marketing



Definitions

What is Mobile Marketing?

The Mobile Marketing Association definition:

'A set of practices that enable an organisation to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network'

Dushinki (2012)

'Mobile marketing is how businesses communicate with consumers on their mobile devices, with their explicit permission, at the right time, at the right place while providing relevant value'



What is Mobile Communications

Mobile Communication are digital business processes and communications conducted using mobile devices such as laptops, tablets, mobile phones and other devices with different forms of wireless connection including services on Wi-Fi, 3G, 4G, 5G and satellite

(Chaffey et al, 2019)

Mobile devices

Can include

- Smartphones
- iPads
- Tablets
- e-readers
- gaming units.

Evolution of Mobile Phones

3

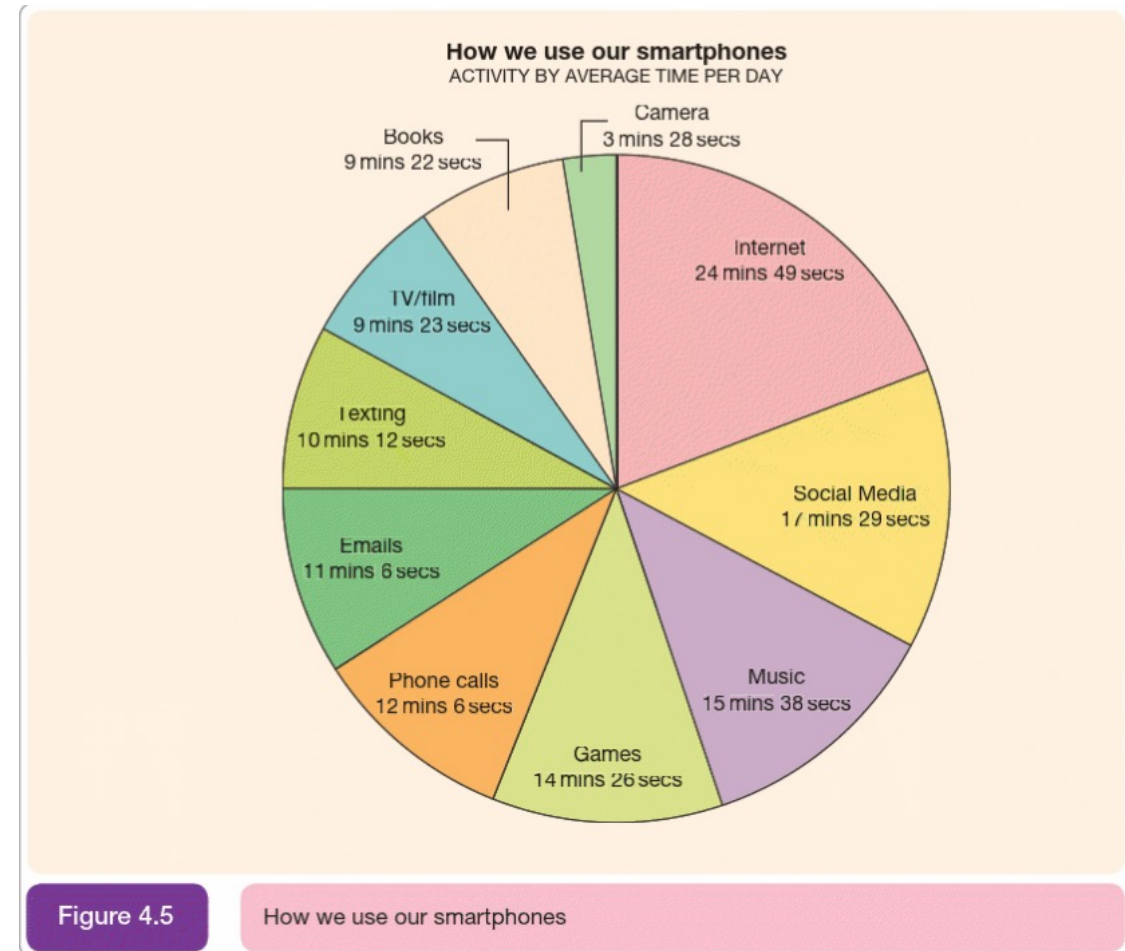
Mobile phone companies were traditionally product focused.

Apple came along with a platform-based model where the value of the iPhone increase with the development of new apps

iPhone competitive advantage over Samsung has decreased over the years

It has retained its leadership position with iTunes & Facetime that make it harder for consumers to switch.

Sept 2014 – Apple CEO launched Apple Pay to replace the 'wallet'



Source: Chaffey et al (2019)

Mobile Site Design

4

Customers today expect to find the content they are looking at optimized for whatever screen they are using.

This presents challenges as screen resolutions and operating systems vary greatly.

RWD (Responsive Website Design) – popular method for creating mobile optimized websites that work across smartphone, table and desktop. It also requires a single version of a site and content.

It has emerged as the default option for organisations to optimize their sites for mobile and tablet.

It is championed by developers as it removes the need for separate sites.

Larger organisations may find **AWD (Adaptive Website Design)** more suited to their needs

HTML5 – *Game change* for organisations that want to create a mobile web presence. Retail, travel, financial services, publishing have turned to HTML5 webapps in order to build once and target all mobile platforms in a single hit. More cost effective and less labor intensive than building different native apps for IOS, Android or Windows.

Responsive Website Design – same content and domain, common styling downloaded for different devices

Adaptive Website Design – same content and domain, different styling set by rules on server

HTML5 – Browser technology that comes pre-installed on every smartphone