

## UNIT 5

**MOBILE MARKETING-** Mobile marketing is a digital marketing strategy aimed at reaching a target audience on their smartphones and tablets, through websites, email, social media, and apps. Mobile marketing refers to promotional activities and strategies that businesses employ to reach their target audience through mobile devices, such as smartphones and tablets. It encompasses various channels, including mobile websites, mobile apps, SMS (Short Message Service).

Some of the key concepts of mobile marketing are:

- 1) **Mobile-Friendly Content:** Ensuring that all marketing content, including websites, emails, and ads, is optimized for viewing and interaction on mobile devices. This includes responsive design, fast loading times, and easy navigation.
- 2) **SMS Marketing:** Utilizing text messages to deliver promotional messages, offers, reminders, and updates directly to customers' mobile phones. SMS marketing can be highly effective for reaching a broad audience quickly.
- 3) **Mobile Apps:** Developing branded mobile applications to engage with customers, provide value-added services, facilitate transactions, and strengthen brand loyalty. Apps can offer personalized experiences and drive user engagement.
- 4) **Location-Based Marketing:** Targeting customers based on their geographic location using GPS technology. Location-based marketing enables businesses to deliver relevant and timely messages, offers, and promotions to users within a specific vicinity.
- 5) **Mobile Advertising:** Placing ads on mobile websites, apps, games, and social media platforms to reach potential customers. Mobile advertising formats include banners, interstitials, native ads, and video ads, often optimized for smaller screens.
- 6) **Mobile Payments:** Facilitating transactions and purchases through mobile devices, including mobile wallets, in-app purchases, and mobile payment platforms. Mobile payments offer convenience and security for both businesses and customers.
- 7) **Push Notifications:** Sending real-time messages, updates, and alerts directly to users' mobile devices via apps. Push notifications can be used to drive engagement, promote offers, deliver personalized content, and re-engage inactive users.
- 8) **Mobile Analytics:** Collecting and analyzing data related to mobile marketing efforts, including user behavior, engagement metrics, conversion rates, and ROI. Mobile analytics help marketers understand their audience better and optimize their campaigns for better results.

Types of mobile marketing are:

1. Mobile Apps
2. Mobile Push Notifications
3. Mobile Games
4. Mobile-First Ad Strategies
5. QR Code Marketing
6. SMS Marketing

**Mobile Apps:-** Mobile app marketing is the process of promoting your app to potential users. An app marketing strategy starts well before you release your app and continues once you have published it. The process ultimately helps people find your app and then download it. There are plenty of mobile marketing strategies you can use. The best one for you will depend on your skills, audience, and budget.

**Mobile Push Notifications:-** Push notifications are pop-up messages that publishers send to users' devices. These notifications can appear even when the app or website isn't currently open — for instance, a social media notification can show up on a phone's lock screen. Users can then click or tap on the notification to open the app and take the suggested action. Audiences might notice push notifications in the corner of their laptop screens, updating them on the latest news. Or maybe they're scrolling through Instagram on a phone and a push notification lets them know that a friend commented on a photo.

**Mobile games:-** Mobile games make up a significant portion of not only the gaming industry but also the app market. Tending to be easy to play, short in length and often free, mobile games have taken up such a large market share because of their accessibility - particularly when users are on the go. And the number of mobile games is only increasing. There are many available on app stores including Google Play and the iOS App Store, as well as region-based stores like MyApp and Xiaomi, meaning that your audience has a multitude of games to choose from. If your game doesn't stand out from the competition, then it will be left behind in the sea of unplayed games.

**Mobile-First Ad Strategies:-** A mobile-first strategy is a digital marketing approach that prioritizes designing and optimizing content, websites, and advertising campaigns for mobile devices before addressing desktop or other platforms. It acknowledges that mobile devices have become the primary channel for accessing the internet and interacting with digital content.

- a) Wider reach
- b) Accessibility
- c) Improve user experience
- d) Faster loading speed
- e) Higher search engine ranking
- f) Increase engagement
- g) Cost efficiency

**QR code Marketing :-** QR Codes are an important tool for linking your offline and online marketing strategies together. For example, users can scan QR Codes on billboards, fliers, business cards, print ads, and more with their phone cameras. The QR Code will take them to a landing page, social media profile, app download, or other digital asset on their phone. This is a quick and efficient way to share information and turn successful offline marketing strategies into potential customers. You can also use QR Codes to create interactive multimedia experiences for your audience.

**SMS Marketing:-** SMS marketing is the practice of sending marketing messages by text message. It's a form of opt-in marketing that requires contacts to subscribe. This differentiates it from social marketing, where the marketer posts public content that people can choose to like or follow.

Common types of SMS marketing examples include:

- a. personalized promotions
- b. offers or discounts
- c. remarketing

d. surveys

Consumers are becoming more and more comfortable interacting with businesses on their mobile devices. In many cases, they expect to be able to reach businesses by messaging or text.

**Opportunities:**

**Widespread Reach:** With billions of smartphone users globally, mobile marketing offers unparalleled reach to target audiences.

**Personalization:** Mobile devices provide extensive data on user behavior, allowing for highly targeted and personalized marketing campaigns.

**Location-Based Targeting:** Utilizing GPS and other location-based technologies, mobile marketers can deliver hyper-localized content and promotions to users.

**Instant Communication:** Mobile devices enable real-time communication with users, allowing for immediate engagement and feedback.

**Mobile Payments:** Integration of payment options into mobile marketing campaigns facilitates seamless purchasing experiences, driving conversion rates.

**App Engagement:** Mobile apps offer a direct channel for engaging with users, fostering brand loyalty and driving sales.

**Multimedia Capabilities:** Mobile devices support various multimedia formats, enabling creative and interactive marketing campaigns.

**Risks:**

**Privacy Concerns:** Collection of user data for targeting can raise privacy concerns, potentially leading to backlash and regulatory issues.

**Ad Blocking:** Increasing adoption of ad-blocking software on mobile devices can hinder the effectiveness of mobile advertising campaigns.

**Fragmentation:** The diversity of mobile devices, operating systems, and screen sizes presents challenges in ensuring consistent user experiences across platforms.

**Security Risks:** Mobile devices are susceptible to security threats such as malware and phishing attacks, posing risks to both users and marketers.

**App Abandonment:** Despite high download rates, many mobile apps are abandoned shortly after installation, making user retention a challenge.

**Competition:** The mobile marketing landscape is highly competitive, making it difficult for brands to stand out and capture users' attention.

**Technical Limitations:** Mobile devices have limitations in processing power, storage, and network connectivity, constraining the complexity of marketing content and interactions.

**SMS Content :-** SMS content refers to the messages sent via Short Message Service (SMS), a communication protocol used for text messaging on mobile devices. Unlike multimedia messages (MMS), which can include images, videos, and audio files, SMS messages are typically limited to plain text and have a character limit, usually around 160 characters per message.

SMS content can serve various purposes in mobile marketing, customer service, and personal communication. In mobile marketing, businesses use SMS messages to reach out to customers with promotional offers, updates, reminders, and other marketing communications. These messages are often used to drive engagement, encourage purchases, or promote brand awareness.

**Direct Communication:** SMS allows businesses to communicate directly with customers on their mobile devices, providing a highly accessible channel for reaching target audiences.

**High Open Rates:** SMS messages typically have high open rates compared to other forms of communication, ensuring that the content is seen by a large percentage of recipients.

**Immediate Delivery:** SMS messages are delivered almost instantly, making them ideal for time-sensitive communications such as promotions, alerts, and reminders.

**Cost-Effective:** Sending SMS messages is often more cost-effective than other marketing channels, especially when reaching a large audience.

**Personalization:** Businesses can personalize SMS content based on recipient data, increasing relevance and engagement. Personalized messages are more likely to resonate with recipients and drive desired actions.

**Trackable Performance:** SMS platforms often provide analytics and tracking capabilities, allowing businesses to monitor the performance of their SMS campaigns in real-time and optimize accordingly.

**Compliance:** SMS marketing must adhere to regulatory guidelines, such as obtaining consent from recipients and providing opt-out options. Ensuring compliance helps maintain trust and credibility with customers.

**Integration with Other Channels:** SMS can complement other marketing channels such as email, social media, and mobile apps.

**Customer Engagement:** SMS content can foster customer engagement by providing valuable information, exclusive offers, and personalized interactions, leading to increased loyalty and retention.

## **SMS Strategy:**

**Set Clear Goals:** Define what you want to achieve with your SMS marketing, like increasing sales or improving customer engagement.

**Know Your Audience:** Understand who your audience is and what they like, so you can send them messages they'll actually want to see.

**Get Permission:** Make sure people agree to receive your messages by getting their permission first. This keeps you compliant with the rules and builds trust with your audience.

**Write Compelling Messages:** Keep your messages short, clear, and interesting. Tell people why they should care and what action they should take.

**Choose the Right Time:** Send messages when your audience is most likely to see them and respond, avoiding late nights or early mornings.

**Use Automation and Personalization:** Save time by automating your messages, and make them feel personal by using the recipient's name or other relevant details.

**Test and Learn:** Try different things to see what works best, and use the results to improve your strategy over time.

**Follow Regulations:** Stay up-to-date with the rules around SMS marketing to avoid getting into trouble and keep your audience happy.

**Integrate with Other Channels:** Coordinate your SMS marketing with your other marketing efforts to create a consistent experience for your audience.

**Track Results:** Measure how well your SMS campaigns are doing so you can see what's working and what's not, and adjust your strategy accordingly.

**Mobile Advertising:-** Mobile advertising refers to the practice of promoting products, services, or brands through various channels on mobile devices such as smartphones and tablets. It encompasses a wide range of advertising formats and strategies designed to reach and engage audiences on mobile platforms.

Mobile advertising is a dynamic and rapidly evolving field that plays a crucial role in modern marketing strategies, allowing businesses to connect with consumers on the devices they use most frequently. Effective mobile advertising involves understanding audience preferences, leveraging advanced targeting capabilities, and delivering compelling ad experiences that resonate with mobile users.

**Different Types:** There are lots of ways to advertise on mobile, like banners, videos, ads in apps, and on social media.

**Targeting:** Advertisers can show ads to specific groups of people based on things like where they live, what they like, and what they do online.

**Social Media:** Advertisers use social media platforms like Facebook and Instagram to show ads to people based on what they're interested in.

**Some Challenges:** Mobile ads might not always get noticed, and some people use ad blockers to avoid them, but advertisers are always trying new ways to make ads more interesting and effective.

**Mobile Search Advertising:** Mobile search ads appear in search engine results pages (SERPs) on mobile devices, enabling advertisers to target users actively searching for relevant products or services.

**Web Analytics:-** Web analytics is the process of collecting, measuring, analyzing, and reporting data related to the usage and performance of websites and web applications. It involves tracking various metrics and user interactions to gain insights into user behavior, website effectiveness, and online performance. The goal of web analytics is to understand how users engage with a website or web application, identify areas for improvement, and make informed decisions to optimize user experience, increase conversions, and achieve business objectives.

1. **Data Collection:** Web analytics involves the systematic collection of data related to website usage, including visitor traffic, user interactions, and other relevant metrics. This data is typically gathered through tracking codes, cookies, and other tracking mechanisms embedded within web pages.
2. **Measurement:** Once data is collected, it is measured to quantify various aspects of website performance, such as traffic volume, user demographics, popular pages, and conversion rates. Measurement allows for objective assessment of website effectiveness and user behavior.
3. **Analysis:** Web analytics involves analyzing collected data to extract meaningful insights and trends. This may include identifying patterns in user behavior, determining the effectiveness of marketing campaigns, and uncovering areas for improvement in website design and content.
4. **Reporting:** Analyzed data is often compiled into reports or dashboards for easy visualization and interpretation. Reports may be generated regularly to track key metrics over time, compare performance against benchmarks, and communicate insights to stakeholders.
5. **Optimization:** Based on insights gained from analysis, web analytics informs optimization strategies aimed at improving website performance and user experience. Optimization efforts may include refining content, adjusting marketing tactics, enhancing website usability, and targeting specific audience segments.
6. **Goal Setting and Monitoring:** Web analytics facilitates the establishment of measurable goals for website performance and provides tools for monitoring progress towards those goals. Goals may include increasing website traffic, boosting conversion rates, or improving user engagement metrics.
7. **Continuous Improvement:** Web analytics is an iterative process that involves ongoing monitoring, analysis, and adjustment based on evolving trends and objectives. By continually refining strategies and tactics based on data-driven insights, organizations can adapt to changing market conditions and user preferences to maximize the effectiveness of their online presence.

## Types of web analytics

### A) On-site analytics

## B) Off-site analytics

**On-site Analytics:** On-site analytics refers to the process of analyzing data collected directly from a website or online platform to understand user behavior, track performance metrics, and optimize website effectiveness. This involves using tools and techniques to monitor user interactions, measure key metrics such as page views and conversion rates, and gain insights into website performance and user engagement.

- On-site analytics focuses on analyzing data collected directly from the website or online platform itself.
- It typically involves using tools like Google Analytics or Adobe Analytics to track and measure various metrics related to user behavior and interactions within the website.
- Common metrics tracked with on-site analytics include page views, bounce rates, session duration, conversion rates, and user demographics.
- On-site analytics provide insights into how users engage with the website, which pages are most popular, where users are dropping off, and how effectively the website is achieving its goals.

**Off-site Analytics:** Off-site analytics is the practice of analyzing data and metrics derived from sources external to a website or online platform. This includes monitoring factors such as social media mentions, back links from other websites, referral traffic, brand sentiment across the internet, and overall online reputation. Off-site analytics provides insights into a website's visibility, reputation, and effectiveness of its online presence beyond its own domain.

- Off-site analytics, on the other hand, involves analyzing data that is collected from sources external to the website or online platform.
- It focuses on understanding the online presence and reputation of the website across the internet.
- Off-site analytics often includes monitoring social media mentions, back links, referral traffic from other websites, and brand sentiment analysis.
- By analyzing off-site data, businesses can gain insights into their brand's reputation, visibility, and effectiveness of their marketing efforts beyond their own website.

## Importance of web analytics

**Insight into User Behavior:** Web analytics provides valuable insights into how users navigate your site, what content they engage with the most, how long they stay on pages, and where they drop off. Understanding user behavior helps you optimize your website for better user experience and conversion rates.

**Measure Performance:** Analytics tools track key performance metrics such as traffic, conversion rates, bounce rates, and more. These metrics help you evaluate the effectiveness of your marketing campaigns, content strategies, and overall website performance.

**Identify Trends:** By analyzing data over time, you can identify trends in user behavior, such as seasonal fluctuations in traffic, changes in popular content topics, or shifts in conversion rates. This allows you to adapt your strategies accordingly.

**Targeted Marketing:** Web analytics enables you to segment your audience based on various criteria such as demographics, location, or behavior. This segmentation allows for more targeted and personalized marketing campaigns, leading to higher engagement and conversions.

**Optimize Marketing ROI:** By tracking the performance of your marketing efforts in real-time, you can identify which channels and campaigns are generating the highest return on investment (ROI). This allows you to allocate your marketing budget more effectively and optimize your strategies for better results.

**Improve Website Usability:** Analytics data can reveal areas of your website that may be causing usability issues or hindering the user experience. By identifying these pain points, you can make informed decisions to improve navigation, content layout, and overall website design.

**Drive Business Growth:** Ultimately, web analytics empowers you to make data-driven decisions that drive business growth. By continuously monitoring and analyzing website performance, you can identify opportunities for improvement, capitalize on strengths, and stay ahead of the competition.

**Reporting-** Reporting in digital marketing means collecting information about how well your online marketing efforts are doing and presenting that information in an easy-to-understand way. It helps you see what's working, what's not, and what you can do better. This includes things like how many people are visiting your website, how many are buying your products, and how effective your ads are. With this information, you can make smarter decisions to improve your marketing and grow your business online.

Data is then gathered from multiple sources, including analytics platforms like Google Analytics and advertising platforms such as Facebook Ads and Google Ads. This data is analyzed to uncover insights into the performance of different marketing channels, campaigns, and audience segments. Reports are generated to present these findings in a visually appealing and understandable format, often including charts, graphs, and tables to illustrate trends and comparisons. These reports typically include an executive summary, performance overview, channel/campaign breakdown, audience insights, and recommendations for optimization.

#### **Define Goals and KPIs (Key Performance Indicators):**

- ◆ Clearly outline the objectives of the marketing campaign or strategy.
- ◆ Establish KPIs that align with these objectives, such as conversion rate, ROI, cost per acquisition (CPA), click-through rate (CTR), etc.

#### **Gather Data from Multiple Sources:**

- ◆ Collect data from various analytics platforms like Google Analytics, social media insights, email marketing tools, advertising platforms (Google Ads, Facebook Ads, etc.).
- ◆ Ensure data accuracy and consistency across platforms.



**Data Analysis:**

- ◆ Analyze the collected data to gain insights into the performance of different marketing channels, campaigns, and audience segments.
- ◆ Identify trends, patterns, and areas of improvement.

**Generate Reports:**

- ◆ Create visually appealing reports that present key findings and insights in a clear and understandable format.
- ◆ Use charts, graphs, and tables to illustrate data trends and comparisons.
- ◆ Include commentary and explanations to provide context to the data.