

# Mobile Marketing

## What Is Mobile Marketing?

- Mobile Marketing is the interactive multichannel promotion of products or services for mobile phones and devices, smartphones and networks. Mobile marketing channels are diverse and include technology, trade shows or billboards.
- Mobile marketing makes use of features of modern mobile technology, including location services, to tailor marketing campaigns based on an individual's location. Mobile marketing is a way in which technology can be used to create personalized promotion of goods or services to a user with in time and location sensitive.
- Mobile marketing is similar to electronic advertising and uses text, graphics and voice messages. The terms mobile marketing and wireless marketing are sometimes used interchangeably.
- With the advent of the smartphones, well compatible with the internet connection, the companies have started to send the videos, audio clips, images of their products to consumers, so as to enable them to have a feel of the product.
- Short message service (SMS) is the most common type of mobile marketing, in addition to search engine marketing (SEM) and display-based marketing. Twitter is a primary indirect marketing player in a variety of businesses with short interactive communications via many Internet mobile device types.

## Advantages of Mobile Marketing

### 1. Easy to work with

Drawing out content for mobile devices, whether it is text, images or video, is simpler and less expensive as compared with the same for desktops or laptops.

The mobile medium also makes easier to issue promotions and marketing incentive services to the user. It is easy to carry and can get the information wherever and whenever is needed.

## **2. Safe to use**

Generally, a mobile is not shared and is always personal so that the data managed for the user. So, this is the safer mode to store the important information as there is the sole control of the user.

## **3. Instant Results**

Users always carry their mobile phones with them. Most of the time, the user has his mobile phone on as well, which means, he or she receives the message at the very moment it is sent. Even if it is in standby mode, the message is received as soon as the user turns on his mobile device. Hence, mobile marketing techniques are always almost instant.

## **4. Tracking user response**

User response can be tracked almost instantaneously. This helps the mobile marketer better understand and analyze user behavior, thus improving their own standards of service.

## **5. Mass communication made easy**

Since a lot more people own mobile phones than desktops or laptops, mobile marketing helps the marketer reach a far wider and diverse audience, especially in the more remote regions of the world. Mobile marketing also gives the entrepreneur the advantage of geo-location and sending location-specific messages to users, using GPS and Bluetooth technology.

## **6. Mobile payment**

The latest mobile payment facility is very convenient for the users today. Here, users are offered a secure online payment environment, which works via advanced mobile Web systems. This means that the user does not need to cough up physical currency each time he wants to make a mobile purchase or pay a bill online.

## **Disadvantages of Mobile Marketing**

### **1. Lack of standardization in mobile device technologies**

Mobile phones are even less standard than PCs. Not only do phone models present a myriad of screen sizes, there are also several operating systems and browsers that are used by mobile phones. Hence creating one campaign for all of them can get difficult.

## **2. Privacy issues-**

Mobile marketers need to understand and respect the fact that users would like their privacy online. So they should only indulge in promotional activity if they have the user's permission for it.

## **3. Questionable Navigation-**

The mobile phone is small, and has a small screen and keypad. While some phones have a full QWERTY keypad, many have the standard numeric keypad. When it comes to the mobile web, consider that phones do not have a mouse and few models have touch screens.

For the most part, navigation of the mobile web is through the keypad or scroll buttons on the phone - making mobile more of an objective based exercise for the user, rather than casual browsing.

## **Mobile Marketing Methods**

- 1. Short Message Service (SMS):** The SMS or text message is the most common and the traditional method of mobile marketing wherein the customized messages according to the customer's are sent to their personal mobile phones characterized by the exchange of short alpha numeric text messages between digital line and mobile devices.
- 2. Multimedia Message service (MMS):** The MMS is again one of the standard forms of mobile marketing, wherein the media or images of maximum length can be sent to other mobile phones without any internet connection. Once the message has been received by the server, it is forwarded to the recipient. If the recipient's phone is off or she does not have cell phone service when the message is sent, the server will hold the message and send it once the recipient's phone is available.

The MMS can be sent to any mobile phones provided their handsets are compatible with this message service.

3. **Quick Response Codes (QR):** The QR code is a mobile application that can be downloaded on the smartphones through which the consumer can read the barcode to know about the details of the product. . QR codes consist of black squares arranged in a grid (matrix) on a white background. The QR codes are the latest means of mobile marketing that redirects the consumer directly to the website once they scan the QR code given online. Also the text, mobile numbers, addresses, etc. can be stored in the QR code, such that, the same can be sent to others who can scan it using their app, thereby limiting the sending of business cards.
4. **Location Based Services:** With the use of GPS, the companies can track the location of the mobile users, and then send the messages that are customized according to the location in which they reside. LBS typically provide information or entertainment. Because LBS are largely dependent on the mobile user's location, the primary objective of the service provider's system is to determine where the user is.
5. **Push Notifications:** The Push Notifications are usually the text messages which are sent by the server and do not require any specific application to be open on the mobile phone to enable these push notifications.

The users can opt for the push notifications at the time they install any services and can manage these pop-ups according to their convenience.

6. **Mobile Advergaming:** This is one of the latest methods of mobile marketing wherein the companies make use of video games to promote their products and services.

The film companies are the ones who make a much use of the mobile advergaming, such as spider man, iron man, resident evil, etc. are some of the movies on which video games are developed and gained much popularity among the youth.

The mobile marketing is the extension of the **Internet Marketing** and is sometimes called as **Wireless Marketing**. Through this method, the companies can reach a large audience at a much less cost and can have an effective promotional activity.

## **Advertising on Mobile Devices, Mobile Apps**

### **Mobile Advertising**

Technology has evolved and so has the world of advertising. Mobile advertising is the buzzword of the day. It is definitely one of the most effective means to reach out to your potential customers.

In a consumer world that's always online, a good advertising campaign definitely needs to focus on its mobile phone using audience. However, mobile advertising is a completely new field that differs a lot from the traditional concepts of ad making.

Present-day marketers use a wide range of sophisticated options to create user-friendly mobile ads to boost a brand name and generate higher revenues.

Mobile advertising is the communication of products or services to mobile device and smartphone consumers. The mobile advertising spectrum ranges from short message service (SMS) text to interactive advertisements. Mobile advertising is a subset of mobile marketing.

### **Advantages of Mobile Advertising**

#### **1. It reaches people in real-time situations-**

Mobile devices are carried by their owners almost everywhere they go. Many users will have their mobile devices active even when they are at home. You can contact people through multiple mobile devices if they are in your targeted demographic.

#### **2. Content is generally cheaper to develop-**

Because mobile devices have limited viewing areas for users, the amount of content that is required for advertising is often reduced. This is true for both text-based and image-based advertising content.

#### **3. You reach people where they happen to be-**

Most mobile users carry their devices with them throughout their day. Some users have multiple devices on them. They're used at work and at home. This means an advertising message is often received by a user just seconds after it has been sent out.

#### **4. Mobile content is frequently shared with others-**

Mobile users today often associate the message of a brand and business with themselves. They see the brand as an extension of who they are. This means many mobile advertising campaigns are shared through social media in a positive light, creating the potential to experience the exposure benefits of a message going viral.

#### **5. It requires less content to be effective-**

Mobile advertising can be effective with a simple headline and 1-2 lines of follow-up text. It is advertising that is based on images and first impressions more than a complex value proposition. You are creating something that makes the mobile user want to investigate. For many companies, the costs involved in creating this content are much less than video marketing, generalized content marketing, or social media marketing.

#### **6. It gives you access to mobile payments for instant transactions-**

Mobile advertising creates the modern equivalent of an impulse purchase. When you stand in line at the grocery store, what do you see? Candy bars, gum, sodas, water, and reading material. These are all items designed to engage a purchase because you're bored, waiting for someone to scan your purchases.

### **Disadvantages of Mobile Advertisement-**

#### **1. There is no generalized standard for a mobile device-**

Phones and tablets come in many different shapes and sizes. They can use different operating systems, browsers, and processors. This means knowing how a mobile advertisement is going to look on every device is difficult to accomplish. Creating one campaign that is consistent and responsive across all of these variables can become costly.

#### **2. Navigation can be an issue-**

Some mobile users have no ability to navigate on their phone or tablet. This is true even for mobile users that have touch screens. This means many mobile advertising campaigns wind up having very few responses simply because the effort of interacting with it is too much for the mobile user.

### **3. A negative experience can be quickly shared as well-**

Good experiences can go viral, but so can poor user experiences. If someone tries to check out after clicking on an advertisement and encounters a pricing error or some other issue they perceive to be negative, then that can be spread quickly as well with evidence backing up the claim. Only a few experiences like this shared by mobile users can quickly cause a major headache for a brand and business.

### **4. Many advertisements that are offered on mobile devices are simply ignored-**

When people are looking for something specific, they will generally have tunnel vision on that goal. Even if the advertisement would benefit them in some way, they're still not going to click on it because they don't actually see it. SMS texts can be deleted, emails sent to spam folders, and push notifications removed.

## **Track Mobile Advertising Performance**

### **A. Mobile App KPIs to Measure the Performance**

Mobile app marketing KPIs are important in gauging the success of your app marketing campaign and the performance of your app. There are various metrics that you can consider and as such, it is important to make sure you use only the top KPIs. This way you get the right picture of the performance of your app.

The following are some of the top mobile app KPIs to measure the performance of your app.

- **Downloads**

Checking the number of downloads is a straightforward yet important way to track the performance of your app. Downloads are the key stage in adopting an app. This is because all the other stages come after downloading the app. It is therefore critical to make your app easily downloadable.

- **App Open Rate (AOR)**

This is the rate of sessions of your app users. The higher the app open rate the more engaged users are to your app. This is also called stickiness. The sticky users are preferred since they are more valuable to your app.

- **Number of New Users**

This mobile app KPI tells you if you are having new users or not. An increase in the number of new users suggests that your customer base is growing. You can also use the number of users to tell how successful a marketing campaign is. For instance, an increase in the number of users after a marketing campaign suggests that the campaign is successful.

- **Organic Conversion Rate**

This refers to the rate of conversion that comes from unpaid means. Some of the unpaid channels are word of mouth and search engines.

- **Paid Conversion**

This refers to the rate of conversion through paid channels. These can be social media ads or display ads. This app marketing KPI will tell you if your marketing campaign is increasing your mobile app revenue or not.

- **Uninstalls**

Tracking uninstalls is as critical as tracking the number of downloads and installs. Bulk installations are always a sign that you have done something wrong. It could be that you have added an add that users don't like or a feature that is interfering with user engagement. In case you notice to realize any uninstallations, try to figure out what the reason is and correct it immediately.

- **Shares**

This refers to the number of times users have recommended your app to others. Shares can happen under various contexts including social media platforms and other websites. The more shares your app gets mean that users find your app valuable to them. This app marketing KPI also shows that your brand name is growing.



- **Ratings**

Most users check on apps ratings and reviews before making a decision whether to download an app or not. This, therefore, makes ratings to be one of the most important mobile app KPIs. So when checking for the performance of your mobile app, ensure you check the ratings of users. Positive ratings and reviews show that users are contented with your application.

**To gather a more holistic view of your marketing efforts, you should consider these 6 metrics:**

- 1. Conversion Rate (CR):**

This metric gathers data on the number of users who performed the desired action e.g. installs, registrations, purchases etc.

If a user saw an ad and performed the desired action, he is a potential customer. This can be used to build a sales funnel and determine how many users abandon a sale and at which step. It can be computed according to an advertiser's goals, eg. Installs/Clicks; Registrations/Installs; Sales/Installs etc.

- 2. Retention Rate:**

Or Percent Retention is a very strong KPI. Advertisers instead should see that the user not only installs the app but also uses it in the long run. It's typical for a user to abandon an app in the quest for more features, freebies, and offers.

Retention Rate captures how many users use the app more than once within a specified time frame, by monitoring the user's interactions with the app. It is more logical and profitable for advertisers to retain existing users rather than spend large budgets on acquiring new ones.

- 3. Social Metrics/ Social Engagement:**

Social Media Platforms have become imperative to any ad campaign. Using social networks also open better targeting opportunities based on location, age, gender, interests etc. Measuring the number of likes, shares, re-tweets or brand mentions can help analyze how well

consumers react to an ad. This metric determines customer engagement and can indicate whether a customer will recommend your brand or buy from you again.

#### **4. Brand Lift:**

If your mobile ads don't generate the targeted number of clicks, but help increase brand awareness; they have done a part of their job. If a mobile ad was successful, brands would see a spike in search queries on search engines and higher web traffic on their site and social media pages.

#### **5. Return on Ad Spend (RoAS):**

This is the revenue generated after accounting for all ad expenditures. It is important to consistently track profits or loss combined with other metrics, you can then decide whether to invest more in the ad or reduce the ad spend.

#### **6. Secondary Actions:**

Measuring actions that users take after they view the ad reveal if the ad generated an interest. These actions are easily measurable and comprise click-to-call, search queries about the business, sharing statistics on social media or accessing map or driving directions. This information can help marketers channelize their resources accordingly to plan more personalized campaigns that lead to conversions.