

Day 13: Mobile Marketing and SMS (Unit III)

Lesson Goal: Understand the mobile-first mindset and the powerful characteristics of SMS as a high-urgency marketing channel.

1. Mobile Marketing

- **Definition:** Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices.
- **Mobile Dominance:** Mobile platforms host up to 60% of digital media time for users in the U.S.. Everything that can be done on a desktop computer is now available on a mobile device.
- **Strategies:**
 - **App-based marketing:** Mobile advertising involving mobile apps (e.g., ads within third-party apps).
 - **In-game mobile marketing:** Mobile ads that appear within mobile games.
 - **Location-based marketing:** Ads that appear on mobile devices based upon a user's location relative to a specific area or business.
 - **QR codes:** Scanned by users, who are then taken to a specific webpage.

2. Why SMS Campaigns Are Important

SMS (text messages) campaigns achieve remarkable results:

- **Extraordinary Open Rates:** SMS campaigns achieve a remarkable 98% open rate and a 45% response rate.
- **Drives Urgency:** SMS messages are useful because they create a feeling of time sensitivity. They inform people about a limited time to take action.
- **Easy & Instant:** Plain SMS takes only a few moments to create, and 95% of all texts are read within 3 minutes after being sent.
- **Multifunctional:** Can be used to inform about new products, offer exclusive sales, deliver updates, or remind clients about appointments.