

Assignment No: 3.

mobile marketing is any marketing campaign the promoted products or Scrvices through mobile devices. By connecting with customers through mobile devices, you can excate a castomer experence. Mobile marketing is digital marketing on mobile devices.

What is mobile marketing & Explain different kinds

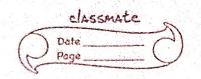
A major component of mobile marketing is dolong mining resorting through an extensive database to spot trends and patterns. With this data in arketers can design messages tailored to each individual customers. There are many mobile more keting channels. They include e-mail. sms text, so cial media and mobile apps. Mobile marketing text, changues very widely, from sending text, messages to using augmented reality

mobile morketing strategies are diverse and constructed across devices, social media, and platefroms. The four most common mobile marketing strategies are.

- O G.M. marketing
- 1 E-mail marketing
- (1) Ums marketing
- Mb. marketing,

Mobile marketing channels:

there are many mobile marketing channel , including.



involves companies sending customer's messages via mobile phones.

E-mail: E-mail marketing also goes back a long way It involves sending emails to avers who have optend in their contact information.

Social media: companies can design targeted ads, on social media ploteforms such as Forebook.
Twitter and Insta.

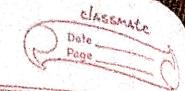
Medites: both the company's vervice and influe nearly hebsites are a great place to promote the company Service. Regrarding mobile marketing, websites need to be responsive, emobile friendly to provide users with a more ventess experience.

mobile apps to promote their Services or.

The method to reach customers on these channels also very widely. Here are some examples

Logotion based: For eig you can create ads that target customer's mithin one mile of your store

omation's overs can scan the code to downlow the app or visit the company's Landing page



In game advertising: Chowing bonner or video ads: while people use the app

Voice marketing: automated phones calls to promote goods and Services

mobile wallet: Send offer's wia mobile wallet app's and reward point on the purchase.

sms Marketing:

sms marketing is marketing via text massage. It also known by text massage marketing or text marketing. This a a permission - based mobile. marketing strategy in which brunds send permissions i deals, cupons and other olerts istraigt to potential customers phones via text massages of 160 character's

one of the reasons sms marketing in such a powerful mobile ad's strategy is because test messages have high deliverability, open and engagement rates the state whom that:

· sms open rates range from 90-99% · 90% of sms massages are opened wi-

thin 3 ministes

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that of e-mail.

Write short Motes on.

O E-mail Morketing:

When you send targeted messages and promotion

classmate Si aco content to new or future customa's by e-mail. It is a powerful digital morketing Stretagy that allows bus-Discussion of incoses to communicates directly within their audier build Strong relationship's with customer's leader, and tell/sell their products & Scrulage 24 - sitte cas protenting va continuence Wet. ore recoduce you And a product sac. MAD the it is your addicate, and mobile marketing ecosystem! - sing on 201 incres so primes noors who the mobile imarketing co 2 via booten system consists of Various components that 28022 togeather to deliver targated personalized, and crm; easurable marketing campagines to mobile devices hich users Here's an overview of the key player's &. and technologies involved the mobile marketing ecosystem rls is constantly envolving with new technologies and I am an innvations / emerging regularly understanding throe se se reomponents and channels can help businesses deve loop effective mobile marketing Strategist LAGUA TELATED JAILY OF CHURCHING and all total 7 cove as an authority or make their a about it's t ease along is mout convolved, Folian arkebing. The lack of attachemen 201 51 at customer and product as Editaint marketing in content marketing is Strategic marketing approach focused on creating and distri bying valuable indeavent and consistant content to attract and retain a clearly defined acudance the goal is to drive profitable customer action witho afer, direction Gales a massaging to the coffeens comments and of harante la la company de la la company de la la company de eras of the second with the second provided