

Assignment No: 3.

1. What is mobile marketing? Explain different kinds of mobile marketing.

* Mobile marketing is any marketing campaign that promotes products or services through mobile devices. By connecting with customers through mobile devices, you can create a customer experience. Mobile marketing is digital marketing on mobile devices.

A major component of mobile marketing is data mining - sorting through an extensive database to spot trends and patterns. With this data, marketers can design messages tailored to each individual customer. There are many mobile marketing channels. They include e-mail, SMS text, social media and mobile apps. Mobile marketing techniques vary widely, from sending text messages to using augmented reality.

Mobile marketing strategies are diverse and can be conducted across devices, social media, and platforms. The four most common mobile marketing strategies are:

- (i) S.M. marketing
- (ii) E-mail marketing
- (iii) SMS marketing
- (iv) Mb. marketing

Mobile marketing channels:-

there are many mobile marketing channels, including.

- **SMS:-** this is the oldest mobile marketing channel. It 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 users who have opted in their contact information.
- **Social media:-** companies can design targeted ads on social media platforms such as Facebook, Twitter and Insta.
- **Websites:-** both the company's service and influencers' websites are a great place to promote the company service. Regarding mobile marketing, websites need to be responsive, mobile-friendly to provide users with a more seamless experience.
- **Mobile apps:-** advertisers can purchase ad spots in mobile apps to promote their services or products.

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

Location based:- For eg you can create ads that target customers within one mile of your store.

QR codes:- these are barcodes that contain information's. Users can scan the code to download the app or visit the company's landing page.

In game advertising: Showing banner or video ads while people use the app

Voice marketing: automated phone calls to promote goods and services.

mobile wallet: Send offers via mobile wallet app and reward point on the purchase.

SMS Marketing:

SMS marketing is marketing via text message. It is also known as text message marketing or text marketing. This is a permission-based mobile marketing strategy in which brands send permissions, deals, coupons and other alerts straight to potential customer's phones via text messages of 160 characters or less.

One of the reasons SMS marketing is such a powerful mobile ad strategy is because text messages have high deliverability, open and engagement rates. The stats show that:

- SMS open rates range from 90-99%
- 90% of SMS messages are opened within 3 minutes
- Click through rates can be more than double that of e-mail.

Write short notes on:

① E-mail Marketing:

E-mail marketing is when you send targeted messages and promotions.

content to new or future customers by e-mail. It's a powerful digital marketing strategy that allows businesses to communicate directly within their audience, build strong relationships with customers, nurture leads, and sell their products & services.

⑩ Mobile marketing ecosystem:- The mobile marketing ecosystem consists of various components that work together to deliver targeted, personalized, and measurable marketing campaigns to mobile devices users. Here's an overview of the key players & technologies involved in the mobile marketing ecosystem is constantly evolving with new technologies and innovations emerging regularly. Understanding these components and channels can help businesses develop effective mobile marketing strategies.

⑪ Content marketing:- Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. The goal is to drive profitable customer action without the use of direct sales messaging.