

ESSENTIALS OF **MOBILE MARKETING**

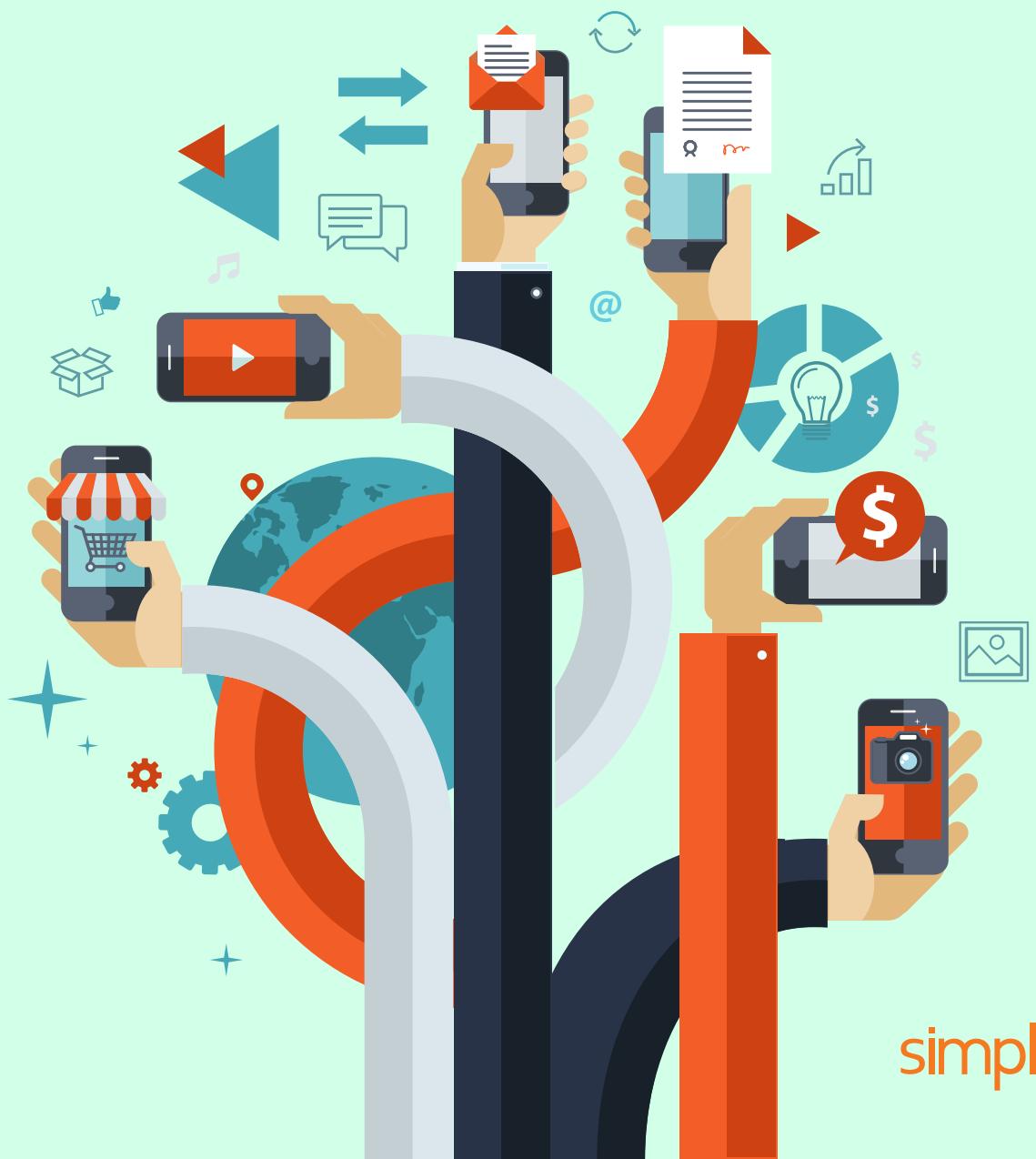


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An Introduction

The 1990s saw the dawn of Mobiles. First came the basics, the essentials - calling and messaging - and soon, with time, this device evolved into what we know today as 'the Smartphone'. The mobile now surpasses the desktop. With the coming of smartphones, people do not turn to laptops for their basic internet needs. They just pull out their phones and find whatever they are looking for. This is the main reason for businesses having turned to mobiles to market themselves and their products. Today, mobile marketing is one of the most frequently used mode of marketing. If you aren't using some or the other form of mobile marketing, then you are lagging behind in the race.

WHAT IS MOBILE MARKETING?

Mobile marketing is basically the act of communicating with a customer via a mobile or cellular device and networks like phones, PDAs, media devices, portable gaming consoles, tablet computers and, of course, those devices which function as all of the above, to either send a message related to marketing, or to allow them to visit a mobile site, or to introduce them to new audience participation-based campaign.

In simple, layman terms, mobile marketing is the appearance of the ads on mobile smartphones, tablets or other mobile devices. It also means customizing the business website for mobile platforms. The formats, customizations, and styles that are used to market on a mobile can vary. Mobile marketing is known as one of the extensions of internet marketing.



WHAT ARE THE TYPES OF MOBILE MARKETING?

Just as there are a number of types and branches for everything, there are various types of mobile marketing as well. Since the mobile device has adapted and evolved over the years, so has the mode of conveying a message to the audience. It started off with the basic short messaging services and then moved to the generation of the banner ads that you see on a PC, except in a smaller size.

Let us begin with the first and move along from there:



The Short Message Service: commonly known as the SMS. When the invention of the first modern mobile phones took place the only things that could be done was make a call or send and receive an SMS through text. This resulted in SMS being the only way to market. Today, SMS is rated as the most common delivery channel in the world. Marketers just send out a pool of content to a bunch of users phones and await a response. Even though the mobile phone can do much more than just send a text, SMS marketing remains the most important. There are two reasons for this:

Short Message service remains one of the most popular ways to communicate. People still have access to receiving messages. They are never going to stop receiving these messages unless the mobile companies come out with a way to stop it.

It is the least expensive of all the other options: Sending an SMS does not cost much. Compared to how much a company will be charged for the use of the Internet of making a banner ad for a mobile, SMS seems like the easiest and cheapest option for the promotion.



Quick Response Barcodes: commonly known as QR Codes are used by marketers because of the popularity that already exists among them. They are usually sent as square bar codes in the black and white color which can be scanned with any mobile device that has a camera along with an app to read it. Once this code is read by the app, the consumer gets all the information available on things like promotions, business information, discounts and coupons. Bar codes are also an easier way for customers to visit the mobile version of a brand's page on a mobile phone.



Location Based Marketing: Location based marketing is used very frequently, nowadays. It currently receives all the attention compared to the other ways of marketing. Location Based Marketing delivers multimedia to a user based on geographical location or with the help of GPS. Take, for example, a company wants to advertise their business through mobile ads. The ads will only appear when you are within a 1-mile radius of their business.

There are two types of Location-Based Marketing:

Check-in services: Everybody has used the check-in service. Most social networking sites have this feature, like Facebook and Foursquare. This allows retailers to do something special for their customers - for example, once you check in, you are allowed access to certain badges and coupons.

Bluetooth Marketing: Compared to Check-in services, Bluetooth marketing is an option to reach a larger audience. When a phone has a Bluetooth connection that is active, it becomes possible to send customized messages.



Mobile Banner Ads: full-screen Mobile banner ads are pop-ups on a smartphone. They are shrunk to a smaller size to fit the entire screen of the phone, while sometimes they are just tiny pop-ups that fit half the page. Once the ad is clicked by a viewer, he is directed to the company's website or a special website about the company's ad banner.



Pay per Call/ Click to Call: Pay per Call is a fairly new advertising option for marketers. When users receive an ad with a number, they can directly tap this phone-number to call the company. The users are not charged for this call. Instead, the advertiser who put out the ad is. Once the call is made, the customer is connected to an automated message, and a live customer service or any other number of scenarios, depending on the purpose for the number that is given. In short, a billable event is generated when the customer makes the phone call.



Voice Marketing: This is one method that works across the world for a number of purposes. A mobile company sends out a mass of computer generated and automated phone-calls to a huge pool of cell phone numbers. The customer can then choose whether he wants to listen to the message or just hang up. This method is very straightforward and is often used by politicians during the election season.



Mobile Search Advertisements: This type of mobile marketing is very similar to Google's search ads. Google has added a service called Enhanced Campaigns for Ad Word users. Along with traditional ads, the user is allowed to create mobile ads. When you use Google to create a mobile ad, it introduces you to a feature called Mobile Ad extensions. These include mobile site links which direct users to specific areas of a site easily. Click to call, is a strategy to make users to call the company with just one button; Click to download, is another strategy that allows users to download a page with only one button, and local ad extensions which let you target your local audiences.

WHAT YOUR MOBILE MARKETING PLAN SHOULD LOOK LIKE



Mobile marketing campaigns work very differently from the normal marketing campaigns. In a mobile marketing campaign, you are not looking to educate your customers about your brand, but instead you are concentrating on how to build your existing customer base. Having loyal and happy customers come back to you is better than having a whole series of very disappointed first-timers.

As told previously, mobile marketing is nothing about promoting your brand from scratch. You cannot be rattling off all the reasons why you are the best and above everybody else. Customers do not have time for these messages. They will just close it. A well thought out, complaint text marketing strategy has the power to build meaningful, long lasting relationship.

To do this, you need to plan out your marketing strategy well.

1 STEP

Know your target audience: It is very important to know who exactly your target is and identify them by both psychographic and demographic interests and behaviors. This enables developing the best channels for communication. You need to keep asking questions like ‘Who are my target consumers?’, ‘What motivates them?’, ‘Which mode of communication do they like?’, ‘Which magazines and newspapers do they read?’, ‘Which sites do they visit?’ and so on. You need to answer all of these questions while developing your strategy.

2 STEP

Pick your Channels: Every channel has its strengths and weaknesses. Not everybody needs to be on Facebook or Twitter or in a newspaper. You need to figure out which are the channels your customers are using. Analyzing the channels that you wish to work with is a good start to creating a strong marketing strategy. You need to look up what would work for you and what wouldn't. A marketer must be ruthless in selecting the channel he wants to use. It is better to be on few and very effective channels than to be at all places at all times.

3 STEP

Be consistent: The look that you create needs to be consistent. Visual identity is given a lot more importance than the logo. When you market on the mobile, everything that you put out there needs to look like it came from the same company. A person who is reading an e-newsletter needs to be able to make a quick visual connection, when he visits the site as well.

4 STEP

Create content that can be repurposed to suit different channels or media: A marketer must always follow the three C's for marketing messages - Communication, i.e. the message or the offer needs to be clear and compelling, and the message needs to be interesting and must grab the attention of user, and lastly consistent - it needs to be the same regardless of which channel you are using. You need to develop content that you can use in any medium.

5 STEP

Your messaging should be integrated: Every element in your marketing campaign needs to drive traffic to your final target whether it is a website or a social network. Links to these need to be included in your messages and banners. The harder you make it for users to find your site, the lesser traffic you will get. The same keywords and phrases must be used throughout your marketing campaign, or it will create huge confusion among customers resulting in a drop of traffic. URLs and usernames that you use, need to be as uniform as possible. For example, @Bigbunny, Bigbunny.com, etc.

6 STEP

Your marketing teams should be working in sync: If you have a number of teams working on the same project, you need to keep setting up meetings to know that they are on the same page. Say for example, one team sends out mobile messages like 'Come buy your jeans at \$40' and the other team not knowing what is happening, puts out a message to users saying 'You get one jeans free with the other'. It will be a total marketing disaster. Similarly, if you are using two agencies to handle different aspects of your campaign you need to make sure there is a coordinator to make sure your brand has a consistent look.

THE IMPORTANCE THAT MOBILE MARKETING HOLDS TODAY

In today's day and age, mobile marketing plays a vital role for businesses.

The closest a marketer will get to a customer is through a mobile. There is no other known device that will bring a marketer closer to a customer than a mobile phone. Mobile phones are personal, pervasive and provide opportunity for proximity. Marketers are constantly looking to understand what works with a customer, why they purchase what they purchase and what clicks with them. Mobile devices are said to have the potential to do this. A 2011 study showed that an average American spends 2.7 hours a day on the mobile phone, socializing, which is more than twice the time they take to eat. More than 75% of the world now has access to a phone, thereby allowing marketers to increase their brand promotions and giving them a wide range of opportunities. The mobile device enables a marketer to connect at the right place, the right time, and the right individual.

The smartphone has become an important part of a person's everyday life. Smartphones are used like a replacement to the desktops and laptops. They are enabled with the internet, which is what users are looking for. 81% of users use the smartphone to browse the internet, 68% use it for application based purposes, and 48% use it to watch videos. From a marketing perspective, think about how advantageous that is for you. If a person spends most of his day on the phone, then how important is that same phone to you?

Action Oriented Searches is another reason mobile marketing is important. Users use the mobile search very often to find different kinds of information. 77% of smartphone users cited that the most visited websites are the search engine websites. Nine out of ten smartphone users' searches result in action.

Smartphones are synonymous to shopping. They encourage purchase driven shopping. They are used across channels and thought the decision making and research process. 79% customers use their phone when they need help shopping. They compare prices to find out more about the product or retailer on their smartphones. 74% of customers make a purchase on their phones, be it online or in store.

Cross-media exposure is very influential to the behavior of the smartphone-user. The majority of the users notice a mobile ad which leads to taking action on it. 71% of the searches on a user's phone is because of an ad exposure - 68% of it is because of traditional media, 18 % is because of online ads, and 27 % is because of mobile ads. 82% users notice a mobile ad. Among those who take action on the ad, 35% visit the website, and 49% make a purchase.

THE ADVANTAGES OF USING MOBILE MARKETING

More than disadvantages, mobile marketing has a host of advantages that work well for marketers.

 1 Mobile phone users are known to keep checking their phones now and then. Because of this any new message that they receive, they open within a 5-minute window. Compare this to an email that you send out. Emails can sit in a person's inbox for days and weeks. A study shows that in the US, 94% of text messages that are received by users are read, and 75% of them are read instantly.

 2 Since phones are so essential to users, they are carried around everywhere. If a marketer adopts target marketing using mobile phones, they can get the advantage of the ad campaign being read by the audience almost instantaneously. They then have the advantage of using a larger audience than what the traditional methods would receive.

 3 The mobile technology has enabled smartphones to send and receive messages no matter where the user is. This gives you the advantage to keeping reminding your customers to come back to the store, participate in surveys you are conducting, inform them about the ongoing sales that are happening and you can receive the feedback immediately. Take, for example, the campaign run by Orange, a mobile phone network in the UK. Orange gave its

subscribers an offer of 50% off on any movie every Wednesday by having the users simply text the word MOVIE to a certain number. Those who participated were given a unique code through which they could claim their discounts and coupons. This increased their subscribers and also kept the old ones loyal to the brand.



A good mobile marketing campaign creates products they are highly marketable and drag in a loyal customer base. You don't have to invest a lot of billboard advertising and TV ads but only spend a little on mobile marketing. No other media can provide an experience like this for both customers and businesses.



Mobile marketing allows you to reach a targeted audience and have direct communication with them. Unlike the other devices, mobile phones are mainly owned by one individual who carries it around with him all the time. As a result, the customer can look through these marketing campaigns and messages at any time.



When you talk about response rates, mobile marketing has five times higher response rate and is much more effective than the email marketing campaigns. This obviously leads to a higher return on investment from the mobile marketing plans and less media wastage.

MISTAKES TO AVOID

Sometimes, marketers may miss the small glitches they make. These glitches no matter how small result in a rotten customer experience.



While marketing over the mobile, marketers usually overlook the limitations of the mobile. Although the mobile is used very often, users might find it difficult to access information the way that suits them. Problems like bandwidth being limited, screens being small, sound quality not being good, are all overlooked by marketers.



Different phones have different capabilities. Not every phone has a good camera, not every phone has a good sound system. When a marketer does not make sure that the handsets and the technology are compatible with campaigns, it lead to bad user experiences.



Another main problem that marketers overlook is that mobile phones are not the same as PCs. In your campaign, when you ask your customer to move around the screen constantly, it becomes very frustrating and leads to a bad customer experience.

SUCCESSFUL MOBILE MARKETING CAMPAIGNS

Till date, many companies have had successful mobile marketing strategies. Some of the top strategies are:



RedBox ran a ten-day long marketing campaign called, 'The 10 Days of Deals'. They asked users to send a text message to '727272' with the word 'DEALS'. The customers then stood a chance to win discounts. These discounts were rated between 10 cents and \$1.50. They would receive the discount when they placed their next DVD rental order with the brand. This campaign resulted in the generation of close 1.5 million text messages from 400,000 customers.



Ford Motor Company: To promote the release of their new cars, the Ford Escape and the Ford Taurus, the company used an excellent mobile marketing strategy. If people wanted more information on the cars, they had to send a text to 63611 with the word 'FORD'. The customers were then personally contacted, and they were asked to provide their names along with local zip codes. The information was then sent to the local Ford dealerships, and the customers were then contacted again and given the information. Ford saw an astounding conversion rate of 15.4% after this campaign.



Starbucks: known for their world class coffee, Starbucks decided to make the lives of their customers easier by introducing the Starbucks card mobile app. the customers now just have to load credit into their accounts and then scan the phone screen at the checkout. The app is currently available on the iPhone, iPod Touch, and for Blackberry and Android users.

DID YOU KNOW?

- ? Mobile is the second most popular device used to search the internet.
- ? There was a **4.70%** mobile conversion rate in the previous year - 2014.
- ? **25%** of online searches are done on a mobile device.
- ? **70%** of mobile searches lead to action on websites within 1 hour.
- ? Americans spend on an average, **2** hours a day on mobile devices.
- ? **1 in 7** people worldwide use smartphones.
- ? **60%** of social media time is spent on a smartphone or tablet.
- ? **8%** of a person's day is spent looking at a mobile screen.
- ? The number of smartphones in use worldwide is **1.75** billion and **143** million in US alone.
- ? **85%** of people prefer mobile apps to websites.
- ? **224** million are the number of monthly mobile app users.
- ? **25%** of smartphone owners say 'they can't recall the last time their smartphone wasn't next to them'.
- ? Out of the **6.8** billion people on earth, **3.5** billion are the number of people who own a toothbrush and **4** billion are the number of people who own a smartphone.
- ? **95%** of consumers are reached by brands using the SMS.
- ? **74%** of people use their smartphones while they shop.
- ? **50%** of people scan the QR codes they receive.
- ? **189** million people are mobile – only Facebook users.
- ? **30%** of Facebook's revenue comes from mobile users.
- ? **50%** of B2B vendors sell through the mobile.

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