

Mobile Marketing Strategy

New Tool in Town



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Mobile devices are taking over computers, even laptops. They are more portable and easier to transport. Having a telephone and information-finding sources all in one device are attractive to consumers who are on-the-go. The rise in mobile phone use and technology generates the need for mobile marketing.

Mobile Marketing should now be found in the list of integrated marketing communication tools marketers use to promote. This is a legitimate tool that is becoming more powerful each day. Mobile marketing consists of many components including: mobile applications, mobile capable websites, short message service, multimedia messaging services, quick response codes, mobile offers and advertisements. Mobile marketing will be (if not already) the best way to reach consumers because of the vast array of delivery channels and tools.

Delivery Channels

M-commerce

M-commerce was one of the first means attempted to get consumers to make purchases on their mobile phones. As of November of this year,



38 percent of consumers make purchases using their mobile phones (Johnson, 2011). The majority of these purchases are digital entertainment, including songs, television shows and books. Purchases are made because the ease of convenience. The advantages of m-commerce are many, attracting consumers from all angles.

Applications

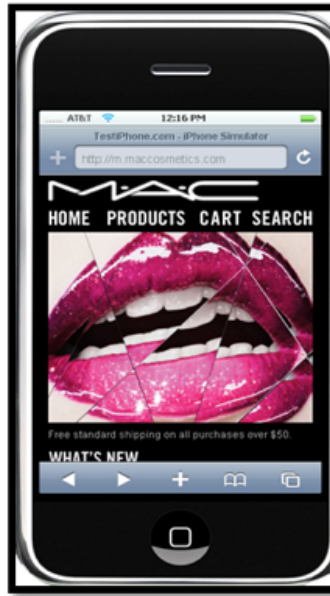
Mobile applications (apps) have become overwhelmingly popular and have dramatically changed the way marketers appeal to consumers. Market researchers have predicted that mobile app downloads will jump to 185 billion by the year 2014. Revenue for developers will see more than \$15 billion at the end of 2011 for downloads and advertising (Anthes, 2011).

The significant amount of reach that advertisers can generate to consumers is outstanding.



Mobile apps are efficient in getting a company's name out there in the mobile marketing arena. They also help consumers find out what the company is about and the benefits of being associated with them. When linking a company to an app, consumers have a mindset of "what can this company do for me?"

Whether it involves loyalty programs, games, or location finding, a company's mobile app has to effectively communicate and involve the customer in what sets them apart over others. There has to be an intriguing factor that gets customers to engage with an app.



Separating good apps from bad ones can simply be sophistication, utility, and price of the app (Anthes, 2011). Mobile apps are relatively low-cost and require little capital to get into the mobile app market. The most important thing for advertisers is to realize the importance of an operator, or operators, to maintain the mobile app.

Getting into the realm of mobile apps can be very crucial for advertisers. The increasing popularity is an indication that mobile apps are a way of the future and that advertisers should jump the gun to becoming pros in the mobile application environment. Mobile apps expand the amount of reach a company will receive from audiences in an inexpensive way. Mobile

apps are a good way to increase brand recognition and encourage users to try products or services.

Mobile Web

Advertisers are increasing the use of the mobile web in order to reach consumers. In 2007, advertising through the mobile web was valued at \$2.2 billion. About 23 percent of users have said to have made a purchase through a mobile web ad, according to a recent study (Johnson, 2011).

In order to communicate effectively with consumers, advertisers need to make it easy to obtain information from any mobile device. The display and navigation needs to be simple for consumers, that way there are no limitations or problems that hurt the company.

Delivery Tools

Short Message Service

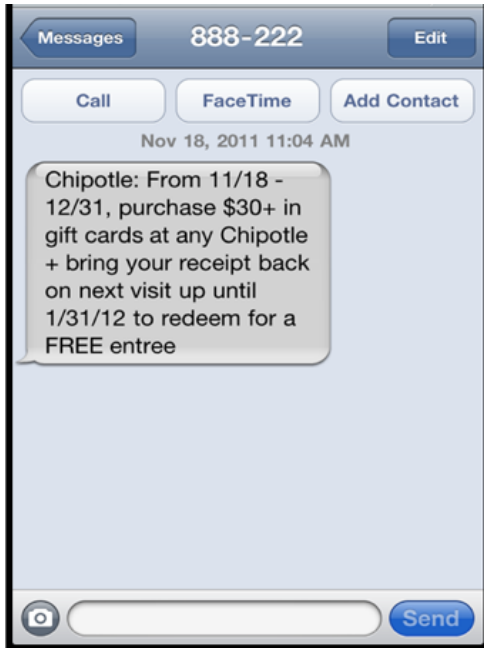
Short Message Service (SMS), also known as text messaging, continues to stay in the running as the most popular form of mobile marketing. Many people who don't have smartphones and all the extra applications are still able to send and receive text messages. People are using texting as a main form of communication on-the-go, so why not connect with them on this forum.



Texting is affordable. A short code campaign is one texting option. A short code typically provides a consumer a number to send a message to in order to opt-in on a list to obtain an incentive in return. A short code can cost \$500 to \$1,000 a month and has the ability to reach a larger audience (Neustar, 2011).

Marketers need not be frightened by the new tool. Email messages are open and read 40 percent of the time; whereas, text messages are open and read 90 percent of the time (Neustar, 2011). People always have their mobile phone with them, so they are easily contacted.

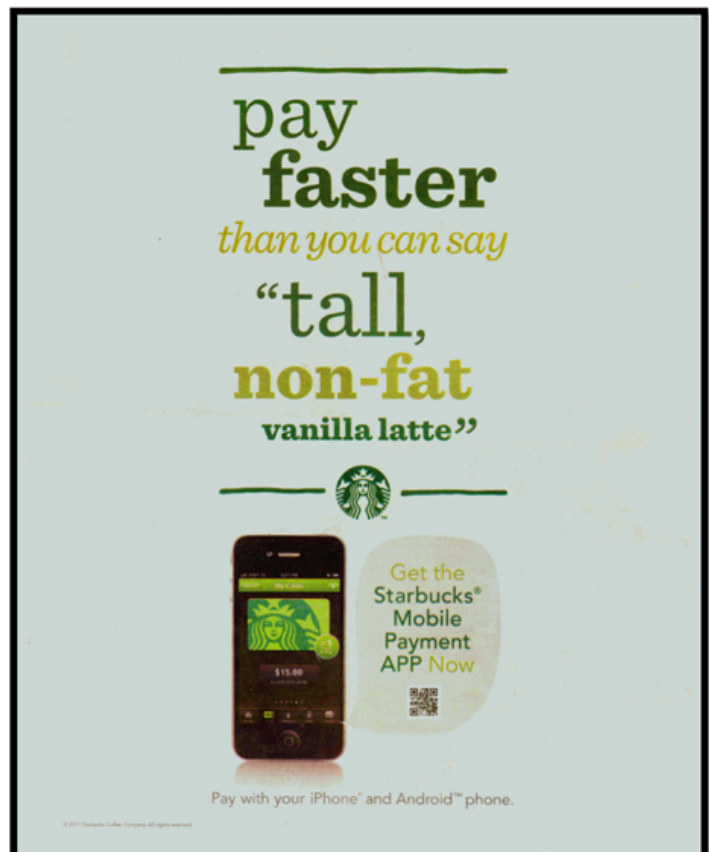
People are beginning to replace their computer with a smartphone or tablet device due to the portability and ability to get immediate access.



Text Advertisements

Sending advertisements via text messages is becoming more popular. This is the ideal way to reach a younger audience as well, since they are attached to their mobile phone. It is wise for marketers to utilize this method, since 90 percent of text messages are open and read. If you feel like you are being intrusive, don't. Consumers have the option to opt out of receiving messages at any time, just as they are with email messages.

Marketers may advertise by offering specials and coupons to consumers via text messages. Some businesses even allow consumers to show the coupon code on the phone versus requiring a printed version. Coupons build consumer/business relationships, and



promote consumers to opt in to receive text messages from businesses. Businesses also offer submissions to drawings for prizes via text messages. These offers and coupons are a great way to start the line of text message communication for businesses.

Text Alerts

Text message alerts are a smart way to develop customer loyalty. Businesses may send text alerts to consumers about latest products or specials.

Service businesses may send alerts about available appointments for services such as manicures, haircuts, massages, etc.

Text alerts are also becoming popular with businesses sending appointment reminders.

For example, doctors are sending appointment reminders via text alerts.



Multimedia Messaging Services

Multimedia messaging services (MMS) is a combination of text, photo, video, and audio that is sent out like a text message. MMS is becoming more popular, and will soon pass up the basic text message. Instead of sending a plain text message to consumers, images and videos can now be included, even full color advertisements. Marketers can use MMS to send videos of product demonstrations to consumers. This tool has many options for marketers to utilize.

MMS alerts can be sent just like SMS alerts. Both tools are very similar; however, MMS offers more. Instead of a plain text message alert from a hair stylist, it may include the business logo or a video showing the latest hair styles or a new way to style one's hair. This would be an example of a display advertisement because it shows the audience what the business is about.

MMS alerts can include on-location offers, which are sent based on the geographic location of the audience. Wi-fi or GPS-enabled services can help deliver the marketing message. This is a good way to connect and market to a more relevant audience.

MMS is on the rise and will be used just as email is used. Multimedia messages sent to consumers can include everything an email can include. MMS is more likely to reach the consumer faster and the consumer is more likely to open and read the MMS versus email.

The target audience needs to be considered for this tool. A younger audience is more accepting to this tool than an older audience.



Quick Response Codes

Quick response codes (QR codes) are now used in the mobile world and are an up and coming marketing tool. QR codes are a black and white square box that resembles a crossword puzzle. They are found on product packaging, advertisements, business cards, etc., and used to direct consumers to information after it is scanned by their mobile phone.

Consumers must download a QR code reader to their phone and then use the camera feature on the phone to scan the QR code to receive the information. The information will automatically come up on the consumer's phone.

Marketers may use QR codes to direct consumers to advertisements, business websites, coupons, sweepstakes, and the list goes on. QR codes create an interactive



experience for consumers to learn more information about a product or be part of something new and exciting when the QR code links to something fun or different.

Marketers new to QR codes may be wondering how much this new tool will cost to implement.

Good news. It's free.

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To generate a QR code there are many websites that generate the code for you, all you need is to put in the data type such as a URL link to a website, link to a fun YouTube video, business Facebook page, email message or any creative data source.

Once the QR code download is complete it can be distributed anywhere including, but not limited to, on-line, television, posters, in advertisements, on product packaging, in menus, business cards, or any location that will allow a consumer to scan it with his or her mobile phone.

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3. Neustar (2011). *Reaching the Widest Audience with Common Short Code and SMS Mobile Marketing*.



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