

Are Mobiles really effective for Internet Marketing?

Mobile marketing has been evolving rapidly, especially since recent statistics say that there are nearly six billion smart phones in the world. You can barely step outside your house without seeing someone checking their phones for messages or updating their Facebook page. Statistics show that 74% of shoppers use their smart phone to look up the facts of a product they are considering buying and nearly 90% of those searches end up in a real purchase.

Mobile marketing has been shown to have very impressive response rates from customers. For instance, 70% of all of the mobile searches conducted are reported to end up with the person taking some sort of action in the next 60 minutes, according to Mobile Marketer. By comparison, the same amount of online advertising takes readers a month to react to.

Mobile Marketing Methods Just Scratching the Surface

Just about all businesses are starting to realize just how valuable mobile marketing campaigns are to their bottom lines. In fact, as far back as 2008 more than half of mobile phone users were already responding to mobile marketing advertising, and it has only gotten better in the last five years.

However, there are many kinds of mobile devices in the world besides smart phones, and it's estimated that in the next few years everyone will be connected to the online world by everything from their phones to wearable mobile devices such as Google Glass and more. Technology changes are rapidly becoming a normal occurrence and business owners need to keep abreast of any and all innovations that involve mobile marketing campaigns.

Mobile Marketing Includes Many Different Tools

Mobile marketing can consist of using advertisements which are placed strategically beside busy interstates, on posters or buildings, at a bus stop or even on product packaging. It is found in the form of Quick Response Codes or QRs placed on these things, as well as a call to action for potential customers to download apps for their mobile devices in order to get coupons or discounts, etc.

Mobile ads can be as simple as a streaming ad on a moveable billboard or as complicated as having to download the appropriate app to make it appear. But whatever format it appears in, it is doing well and earning big profits for companies all over the world. A business has countless ways to market their

mobile ads. They can print a QR code on their business cards, or place a link to a mobile site on their blog or social media page. They can offer a free product code or other discount to get a potential customer to link to their mobile site or sponsor a contest through their product packaging.

These things make it fun for people and turn bored consumers into loyal participating potential buyers. They help to get your brand well-known and in the minds of people and that's what it takes to get traffic to your website and get people to trust your brand and recommend it to others. Mobile marketing should be kept short and sweet and get right to the point. That's what attracts today's fast paced world, not long and drawn out content.

Everyone is in a Hurry, Mobile Marketing Meets that Need

Speed seems to be everything and today's consumer grew up on fast food and instant gratification in their blood. Mobile marketing is a fast paced method of advertising and if done correctly, it will get the attention of potential customers, as well as helping your business to maintain the loyalty of old customers. They all want useful and relevant and up to date information and they want it NOW. It's up to you to come up with the mobile marketing campaign to give it to your targeted audience.

All in all, Mobile marketing is a growing trend that is here to stay. As more and more consumers use smart phones and other types of mobile devices, more businesses will jump into the mobile marketing world. Don't let this new type of advertising pass your business by. Take advantage of mobile marketing and join in the fun, and profits that this form of advertising can bring.

Premium Search

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A screenshot of the Premium Search interface. At the top, there is a search bar with the text "Is Mobile Marketing really effective for Internet Marketing?". To the right of the search bar is a blue button labeled "Premium Search". Below the search bar, the search results are displayed. The first result is titled "Is Mobile Marketing really effective for Internet Marketing?" and the snippet reads: "Mobile marketing has been evolving rapidly, especially since recent statistics say that there are nearly six billion smart phones in the world." Below the search results, there is a footer that says: "For best results, enter a web page or whole article with no more than 2,000 words. Check your entire site with batch search. Developers can also use the Premium API."

No results found for the text you pasted (704 words). ?