

## **Can you really make money using Mobile Marketing?**

There are more than 250 million mobile subscribers in just the United States, and millions more in other countries all over the world. Mobile phones outnumber computers and that means that mobile marketing is set to become the next evolution in marketing schemes, as well as one of the strongest and most powerful marketing tools for all kinds of businesses. It is well on its way already in developing into a way to make billions of dollars.

Mobile Marketing is becoming a very popular and appealing type of advertising that many businesses small and large are using to keep in sync with today's fast paced world. Since just about everyone has a smart phone, it's a super way for your company to get in touch with your targeted audiences and convince them to become your newest customers!

Recent research shows that more than half of all smart phone users use their phones to look up a product online they are considering buying, with more than a third of them going ahead and buying the item using their phones. That shows that the mobile marketing strategy you use could definitely work to garner more sales and profits if you do it right! But the main thing is that all businesses need a mobile marketing plan or they will be losing out to possible profits to be made using this newest form of selling their products and services.

## **You Need a Good Database of Phone Numbers**

Before you can make any money with mobile marketing, you need to build a good sized database of cell phone numbers. You can do this by collecting your potential customer's cell phone numbers via an online opt-in form on your website or that was sent through email or texts. You can put the form also onto your social network pages in Twitter, Facebook or Google Plus, etc.

It's best to make sure that any ads you sent out to your potential customers doesn't seem spammy or pushy, otherwise they won't pay attention to your marketing scheme and will just delete any correspondence they get from you. So, make it short and precise and of real value to your potential customers. This will help to grow your brand the right way and make you more trustworthy.

## **Use Certain Kinds of Information to Attract Customers**

Be sure there is a mobile version of your website and that is what you use when using mobile marketing methods to send out ads. These are specially created so

that your business website works well on a mobile platform. Some information that people like to see includes maps, and other things that help them to find your location. Be sure that your site loads well and looks good on all kind of mobile devices for best results.

## Mobile Market Projected to Skyrocket

One of the main reasons that mobile marketing is expected to do so well in the future is because today's culture makes all things mobile a vital part of our lives. People are always looking for ways to make better use of their time, plus they carry their phones around with them everywhere they go and already are aware of how accessible things like the online world can be using them instead of using old methods like print, radio or even using the Internet on a laptop or desktop.

Mobile devices have completely changed the way we perceive all kinds of communication and businesses need to get on board with these new technologies so they know how to send their messages through media like text, graphics, video, etc. for mobile phones and other types of personal communication tools.

So, in answering if you can really make money using Mobile Marketing, the answer is yes, a thousand times yes!