

## **The most effective ways to use Mobile Marketing**

Mobile marketing is a form of direct marketing via mobile devices that can connect to the Internet. It is the very popular and one of the most powerful advertising mediums due to its very personal nature. It can be a great boon to both large and small businesses, but you must learn to use it effectively.

### **Why is Mobile Marketing so Special?**

As more and more people get mobile devices, and at last count approximately six billion people all over the world have or have access to a mobile device, mobile marketing is going to just keep getting bigger and stronger. People are very attached to their phones and other mobile devices and rarely go anywhere without them and it's estimated that 80 percent of smart phone owners are never without it.

Mobile Marketing is faster than other forms of advertising. People tend to actually read the texts they get on their phones, and are less likely to avoid them or delete them like they do email. If a message is timed properly, a business can immediately snag a new customer by sending them a coupon for a restaurant around lunchtime, or by sending them an advertisement about a hotel right around the time people go on spring break or a holiday vacation.

### **Benefits of Mobile Marketing**

Mobile marketing makes it easier to get interaction into your message to your customers and potential customers. You can form these mobile messages so that all your customer needs to do is click a link on their phones or point their smart phones to a handy QR code on your packaging while they eat their breakfast in the morning. It hits the customer where they live, work or play and you can't say that about every type of advertising campaign. That makes mobile marketing special.

However, you do have to learn how to better use mobile marketing strategies. For instance, you have less space since the screen on a smart phone is so small. You have to make sure to get that valuable message across in a short and sweet fashion and hit the important factors. If you don't get their attention, then you may not get that all important sale. However, if you do it right, then studies say that more than 70 percent of all mobile searches turn into a sale or other action in less than an hour! This is much quicker than old-fashioned print, broadcast or even online media efforts.

### **Mobile marketing is good for local businesses**

With apps like Fourscore and other check-in apps, local businesses are racking in the profits by mobile users. There are several types of apps, as well as other things like getting listed on the local sections of Google and the other search engines. So if you aren't on these directories, you had better do it now or risk losing patrons.

Google reports that more than 95 percent of people with smart phones use them to look up local businesses and then nearly 88 percent of them go there to take some sort of action, possibly even a sale. Customers can merely text their zip code to a specific code for a retailer and obtain a text showing all of their nearest locations.

### **Customers Stay Loyal**

All effective mobile marketing campaigns must be directed to a specific target audience. Once you do that, they normally stay loyal customers, especially if you do things like enter them into fun contests when they opt-in with their information, and then you can use that data to send them future data on sales, give them exclusive content and discounts, and other customer loyalty type of things.

Mobile marketing invites feedback from customers, and this can work to your advantage or disadvantage, depending on how you treat your clients. Therefore, always remember that you have to give those targeted customers good customer service. Be sure to answer questions, give help, etc. You can lead them to things like your social media sites to provide feedback, or even to other venues like a blog or website.

The bottom line is that Mobile marketing is here to stay and its power is only just becoming understood, so get with the crowd and use it in your advertising campaigns.

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