

Why Businesses should definitely use Mobile Marketing

Mobile marketing is doing wonders for all kinds of businesses large and small. One reason for that is because studies have shown that about one in four people world-wide either own or have access to smart phones or some other sort of mobile device. With a market this large, it would be crazy for any business to ignore such a great opportunity to use mobile marketing campaigns.

Statistics are Huge for Mobile Device Usage

Studies from 2012 showed that 80 percent of smart phone owners never leave home without it. Smartphones have become the norm and you see them literally everywhere whether it is at home, in the airport, in stores, while waiting at the bank or doctor, etc. In fact, the study went on to say that more than one-third would rather give up their television instead of having to turn in their smartphone!

Nearly two thirds of the smartphone owners access the Internet on it several times a day and then use it to send emails, search for things on Google, go to social networking accounts or go to video sharing sites. All of this makes it simple for all kinds of companies to do mass types of advertising and get the attention of a targeted audience through mobile marketing methods.

Mobile Marketing has higher conversion rates

Mobile marketing allows businesses to promote their products to targeted audiences easier. This is in part because they can reach their audiences in real time instantaneously and do things like present relevant content during a live event such as the Super Bowl where they can offer products relating to the event or give their audience a chance to play games or contests related to the event to win things like free pizza if it's a pizza company.

Plus, businesses can do Facebook chats or other instant communications to help build their brands quicker and easier. All of this translates into loyal customer and a better return on investment for marketers. Engaging the customer this way has been shown to help build a brand much faster than other forms of advertising, and it's much cheaper too. A marketer learns their customer's needs, likes, dislikes, etc. and can use that info to develop better products and services.

Strategies of the Best Mobile Marketers

The best mobile marketers are use progressive strategies. This means that they start small with sending texts to their customers and letting them opt-in for getting more content in the future. Then, they may use pre-programmed calling to selected customers, and progress on to allowing them to download content like videos on their mobile websites. All of this helps to build a company's network.

In order to use mobile marketing successfully you must put together a good database. In order to make it more than just a huge number of cell phone numbers, you should get your customers and potential customers to opt-in so you can send them frequent texts or other content. You can entice new customers to do this by putting QR codes on your packaging or on posters in stores or at airports and bus stops. Then, they can download coupons or discounts and that can get them hooked into going to your website and possibly becoming paying customers.

Mobile marketing strategies can fail if you merely randomly send content to people. They will get annoyed and that doesn't build good customer relations. Customer want interesting information, along with coupons, discounts, funny little greetings, etc. Act like a friend, not a no-name business person. It will help your ROI increase, as well as make for happier clients.

Mobile marketing strategies are an effective way to broaden your customer base; however, in order for these strategies to be successful, they have to work on multiple mobile platforms. If not, you risk losing customers due to technical problems.

Use Mobile Apps to Direct Customers

Another great thing for businesses is all the new and available mobile apps. If you want more customers then create a mobile app that is able to be used by customers that gives customers something they can use. For instance, Barnes and Noble offers free WiFi in their bookstores, but if you have one of their mobile e-reader Nook devices, it can also pick up exclusive content about the store and be used to download e-books, etc.

The bottom line is that yes, Mobile Marketing is effective for all types of companies and they need to get on the bandwagon and develop a mobile campaign now!

