

Are big companies using Mobile Marketing?

When it comes to using Mobile Marketing methods, it's not only small businesses that do so. In fact, many well-known big businesses have branched out into using mobile marketing and it has worked out extremely well for them. Here are some examples of how big companies are using mobile marketing:

Hilton Hotels

The Hilton hotels chain efficiently uses text messaging to attract potential and regular customers. They use this opportunity to give people information on things like discounts and reduced rates that can only be accessed through the texts. They also take advantage of sending these out at a time of the day when people are likely to be looking for hotels for both business and leisure travel.

McDonald's Restaurants

McDonald's restaurants uses mobile marketing by printing things like QR codes onto their food packaging. When a customer clicks on it with their smart phone they sometimes win a prize or get a coupon or a lot of other types of things. This promotes customer loyalty.

Walmart Stores

Wal-Mart stores have mobile marketing tools that in the form of apps that help their customers to shop and find prices of things, etc. They also use mobile marketing to get people interested in upcoming sales and promotions.

Pepsi

Pepsi uses mobile marketing such as texts to get people interested in events that they sponsor such as the last Super Bowl game. People can vote using the texts or download wall paper for their phones or watch videos on their phones all through the Pepsi promotions. This helps build Pepsi's brand and loyalty of their customers.

Heineken Beer

Heineken uses mobile marketing somewhat like Pepsi does so people can access their features while watching things on TV like football games. They let customers

play games during a real game to predict things that happen in the game. This is fun for customers and helped brand image and recognition.

Cornetto Projection Mapping

Overseas companies also use mobile marketing to help their big businesses. In Cornetto, Turkey an ice cream company called Cornetto Ice Creams started a projection mapping game for their customers. Five people could play at once and if they won they got a code for free ice cream. It didn't need an app so it was easy for all mobile users to access and play.

Danoo Interactive Content

Another form of mobile marketing uses on-street experience. Danoo is a digital advertising solutions company and they used Bluetooth technology on their digital screens to let people download the same content they were watching on the TVs. They also gave them this content for free. Then, they could view it and it gave potential customers an idea of the type of work Danoo did and they could decide if they wanted to hire them. The screens were located in busy areas like cafes and airports. It was fairly successful and almost a third of the people downloaded the content.

AMC Theaters

The AMC theater chain offers customer a mobile application to buy tickets from their phones, watch trailers for movies, manage their loyalty accounts and find AMC theater locations. They say they do it because they want their customers to know that they can be wherever their patrons happen to be.

Paramount Pictures

Paramount Pictures used NFC technology to get fans to tap their smartphones onto a screen at airports to download exclusive mobile marketing content about the Star Trek Into Darkness movie. This is like the technology that some people can use to pay for items at the checkout by tapping their phones on a display.

Mercedes-Benz India

The car company produced a mobile website that allowed their patrons to get information on their products, see pictures of the new vehicles in a gallery, and see

pricing information and see information on area service centers. Plus they could easily get from their regular website to a mobile one.

Ford Motor

Ford has a My Ford app and it works with the Ford Focus electric cars. Owners can monitor the battery on their car, use mapquest, lock or unlock the car with their phones, and even find their car in a busy parking lot.

So, big companies definitely are using mobile marketing to their advantage.

The screenshot shows a Firefox browser window with multiple tabs open. The active tab is 'Copyscape - Premium Search'. The address bar shows 'www.copyscape.com/prosearch.php'. The page header includes the Copyscape logo and navigation links: 'Products | Plagiarism | Help | About | Copyscape Premium | Log Out'. The main heading is 'Premium Search'. Below it, a message states: 'You have 114 credits remaining. [Purchase more...](#) These credits will expire on Jan 15, 2015.' A text input field contains the text: 'Are big companies using Mobile Marketing? When it comes to using Mobile Marketing methods, it's not only small businesses that do so. In fact, many well-known big businesses have branched out into using mobile marketing and it'. To the right of the input field is a 'Premium Search' button. Below the input field, a message reads: 'No results found for the text you pasted (712 words). ?'. At the bottom of the page, a footer states: 'Copyscape © 2014 Indigo Stream Technologies, providers of Giga Alert and Siteliner. All rights reserved.' The Windows taskbar at the bottom shows various application icons and the system clock indicating 4:42 PM on 2/13/2014.