

High Quality Mobile Marketing Tricks

When it comes to mobile marketing, businesses need the right sort of tools in order to become successful and benefit from this relatively new and exciting form of marketing. Here are some of the best high quality mobile marketing tricks for businesses to help them to succeed using this sort of campaign:

Give your customers the information they need to find your business

It's no good to have a business that no one knows anything about. Therefore, business owners must share all of the relevant data on their company in as many ways as possible. This means using social media such as FourSquare check-in so that your customers and potential customers can use location based apps to find your business easier.

Use quizzes or other interactive media to interact with customers

Another way to get the attention of potential and current customers is by giving them things to interact with such as quizzes, fun contests, surveys or other similar things. People like these sorts of things because they are fun and entertaining and don't even realize they are learning things about the company sending them out. They can generate good customer feedback and at the same time give businesses valuable information on their customers' likes and dislikes. Plus it puts the business in the spotlight and helps to build brand awareness.

Don't send unnecessary messages to customers

Never bore your clients with unneeded texts. They want to see relevant and up-to-date content or fun things they can interact with like games or contests. If you start sending out worthless content, you will lose customers, not gain new ones.

Always make customers number one

All mobile marketing adverts must be based on the things your targeted audience would want to see and that meets their needs. You must learn your customers' needs in order to retain them, so get as much information as possible about your potential clients and you will be much more successful selling your products and services.

Make all mobile websites compatible with mobile devices

It's great to have a mobile website since nearly everyone has a smartphone and uses it to access the Internet for many things from messages to finding stores, getting coupons, and learning about businesses and their products. However, if you don't optimize your mobile site so that it can be seen and navigated easily by mobile users, then they will be worthless to your bottom line. Smart phones have small screens, for instance, so you need to redesign your websites when you move them to a mobile platform so they can be easily read on those sized screens.

Place mobile capable maps onto your sites

It also helps businesses gain customers when they put maps onto their sites that are usable by potential customers trying to find their stores. Plus, you can place QR codes onto posters or product packaging to do the same thing. This especially helps when a potential customer is seeking the nearest business that meets their current needs.

Offer discounts or coupons

A fantastic way to get the attention of new and current customers is by offering a coupon or some sort of discount to entice them to try your business. For instance, place an ad on your packaging that says for them to go to a particular mobile site or click onto a QR code and get a \$5 or \$10 code to use on your mobile site or to show a coupon at the counter when they go to your physical store location. It works to promote customer loyalty because you can get them to opt-in and sign up for more discounts or special messages with other relevant information.

Make it easy for customers to both opt-in and opt-out

While all marketers want to gain a list of potential customers, it doesn't do anything but annoy people and cause bad PR for your business if you make it hard for people to also opt-out of your messages. So, be sure to make it simple for your customers to either opt-in or opt-out to gain good karma for your company.

All in all, mobile marketing can be a very profitable advertising campaign for all businesses small or large. Just be sure to incorporate some of these tricks into your mobile marketing strategy.

