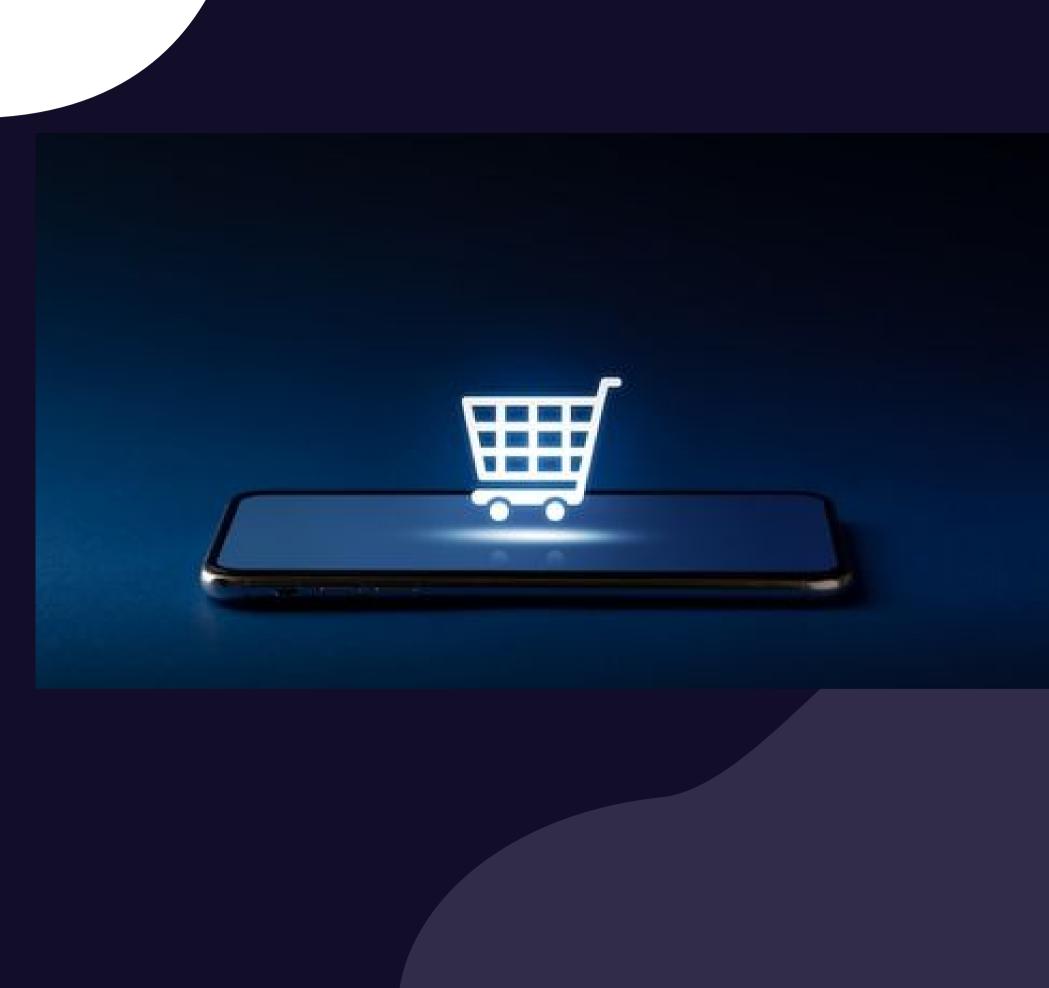# MOBILE MARKETING

Sub topics

- What is Mobile Marketing all about?

- Mobile Marketing Channels

- Location and mobile

- Mobile Commerce

- Intergrating mobile into online marketing

What Is Mobile Marketing all about ?

Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smartphones.

It makes use of features of modern mobile technology, including location services, to tailor marketing campaigns based on an individual's location.

How it works?

Mobile marketing may include promotions sent through SMS text messaging, MMS multimedia messaging, through downloaded apps using push notifications, through in-app or in-game marketing, through mobile websites, or by using a mobile device to scan QR codes

Mobile advertising targets audiences not so much by demographics but by behaviors such as Safeboda, Jumia, MTN & Airtel

→

Why Mobile Marketing?

- Real-time access to potential customers.Push notifications, SMS messages, and in-app messaging can instantly reach users, making it an effective channel for time-sensitive promotions or announcements.
- There's a wide spread reach due to a variety of   smart phones across regions.
- Higher user engagement: Mobile users are often highly engaged with their devices, checking them frequently throughout the day.
- Personalization: Personalized content tends to be more engaging and effective.

Types/Channels of Mobile Marketing

■ 01   SMS Marketing

■ 02   Mobile App Marketing

■ 03   Social Media Marketing

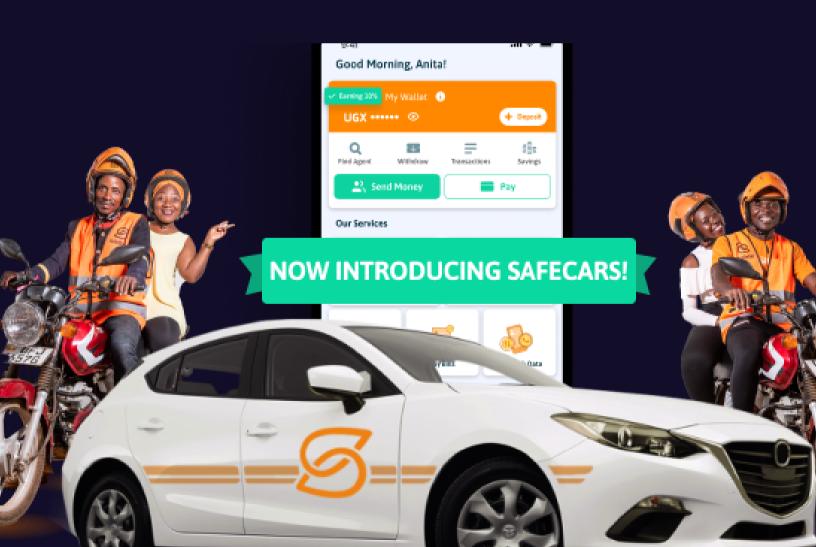■ 04   Location Based Marketing

■ 05   Mobile Search Marketing

SMS Marketing

Also known as text message marketing, is a digital marketing strategy that involves sending promotional messages or alerts to a targeted group of recipients via SMS (Short Message Service) or text messages.

This marketing approach leverages the ubiquity of mobile phones and the high open and response rates associated with text messages to reach and engage with customers.

Mobile App Marketing

- This is a specialized branch of digital marketing that focuses on promoting and increasing the visibility of mobile applications (apps) to attract users, drive downloads, and enhance user engagement

- The goal of mobile app marketing is to encourage users to install and regularly use the app, ultimately achieving specific business objectives, such as generating revenue, increasing brand awareness, or delivering valuable content or services.

NOW INTRODUCING SAFECARS!

Social Media Marketing

- This is a digital marketing strategy that involves using social media platforms and networks to promote products, services, brands, or content

- Targets social platforms like Facebook, Instagram, TikTok for brand promotion, target audience growth, driving website traffic, and increasing sales

NB:Notes in regards to this channel of mobile marketing,please refer to the lecture notes given in class

Location based Marketing

This is a strategy used by businesses to target customers within a specified geographic region. In this strategy, data from mobile devices with location services enabled is gathered to help pinpoint customers in a certain area.

The primary goal is to reach consumers when they are in proximity to a specific physical location or point of interest, allowing businesses to deliver timely and location-specific information.

Features of Location Based Marketing

1 Geotargeting

involves defining specific geographic areas, such as a store, event venue, or neighborhood, where marketing messages will be delivered to mobile device users within that area

2 Geofencing

creates virtual boundaries around physical locations. When a user enters or exits these boundaries, they receive notifications or marketing messages. Geofencing can be used for a variety of purposes, including sending offers when customers are near a store or providing location-based content at a specific event.
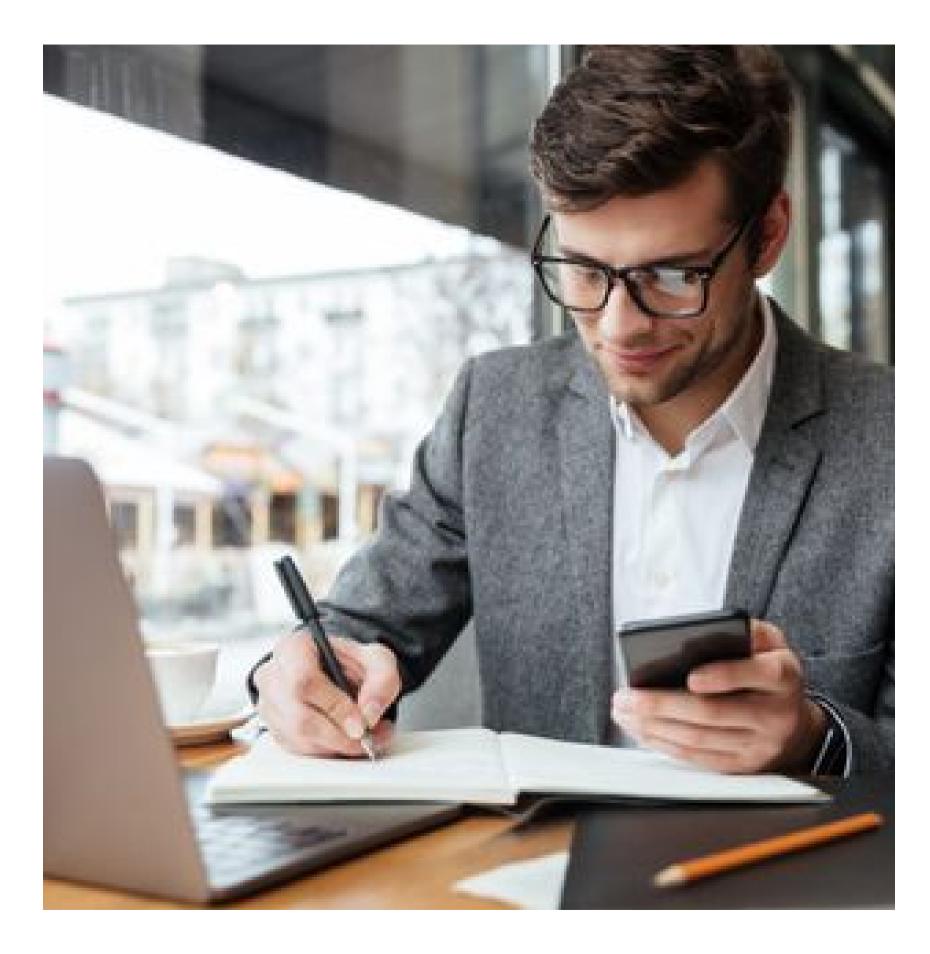
3 Proximity Marketing

Proximity marketing focuses on delivering content, promotions, or information to users based on their immediate proximity to a location or object,Proximity marketing is the use of mobile technology to deliver messages and ads to customers within a highly specific area. While other location-based strategies target broader areas, proximity marketing focuses on as exact of a location as a user's phone will allow.

Questions of self study

Why is sms marketing often associated with high levels of audience engagement?

As a Digital marketer for URA,advise the company on how it can use its sms marketing to be intergrated with other marketing channels such as email marketing /social media to create a multichannel strategy inorder to encourage its clients in payment of taxes for this quarter?