

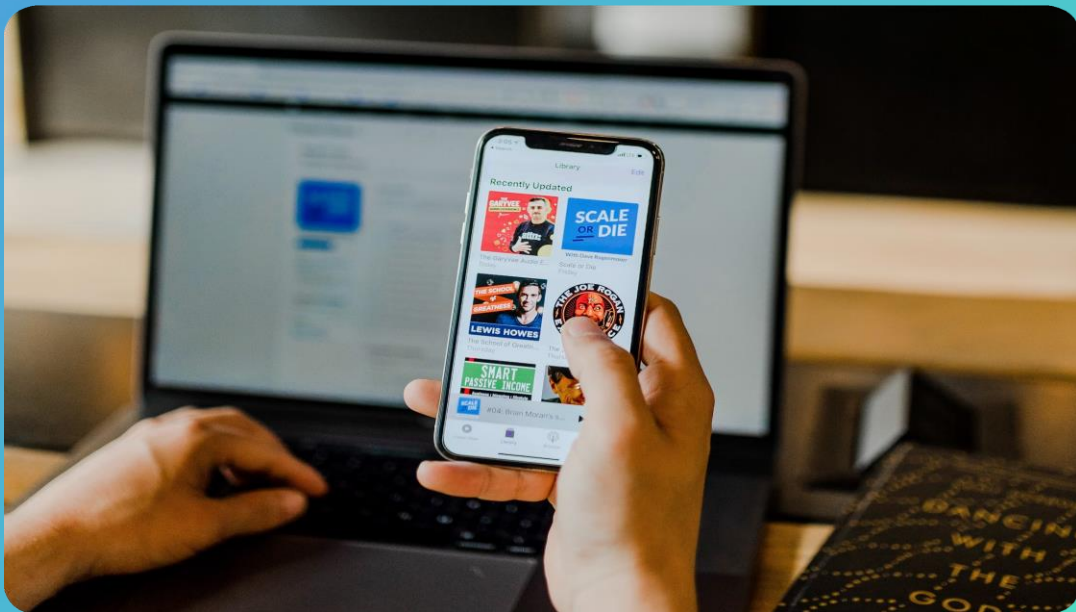
MOBLE MARKETING



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Mobile Marketing



What is Mobile Marketing?

A dynamic strategy that leverages mobile channels like SMS, MMS, smartphones, tablets, and mobile apps to effectively promote products or services to a targeted audience.

Key Takeaways:

- The primary goal is to consistently connect with consumers on their handheld devices.
- It provides a personalized and precisely targeted marketing experience.
- Critical components include responsive websites, mobile apps, social commerce, and direct SMS marketing.



How Does Mobile Marketing Work?

Mobile marketing campaigns have shifted from demographic-centric approaches to a focus on consumer behavior. While demographics still play a role, the central emphasis is on understanding and responding to users' actions.

This underscores the dynamic and behavior-driven nature of successful strategies, where **tailored and responsive content** takes precedence over generalized demographic targeting.

Types of Mobile Marketing (1/2)

- ♦ **Responsive Mobile**

Websites: Websites that adapt seamlessly to smaller screens.

- ♦ **Interactive Mobile Apps:**

Purpose-built programs with features like push notifications and loyalty programs.

- ♦ **Social Commerce:** E-Commerce features integrated into social media platforms.

- ♦ **Direct SMS Marketing:**

Promotional messages sent directly to customers' phones.

- ♦ **AI-Driven Chatbots:**

Simulated conversations to provide support and facilitate purchases.

- ♦ **Augmented Reality (AR):**

Overlaying digital content onto the real world for interactive experiences.

- ♦ **Location-Based Marketing:**

Targeting consumers based on their geographic location using GPS or beacons.



- ◆ **Optimized Social Media**

Marketing: Tailoring content for mobile viewing on social platforms.

In-Game Advertising:

Placing ads within mobile games to engage a captive audience.

Engaging Mobile Video

Ads: Visually compelling

- ◆ video ads on social media, websites, or apps. ◆

Mobile Wallet Marketing:

Using digital wallets like Apple Pay for coupons and promotions.

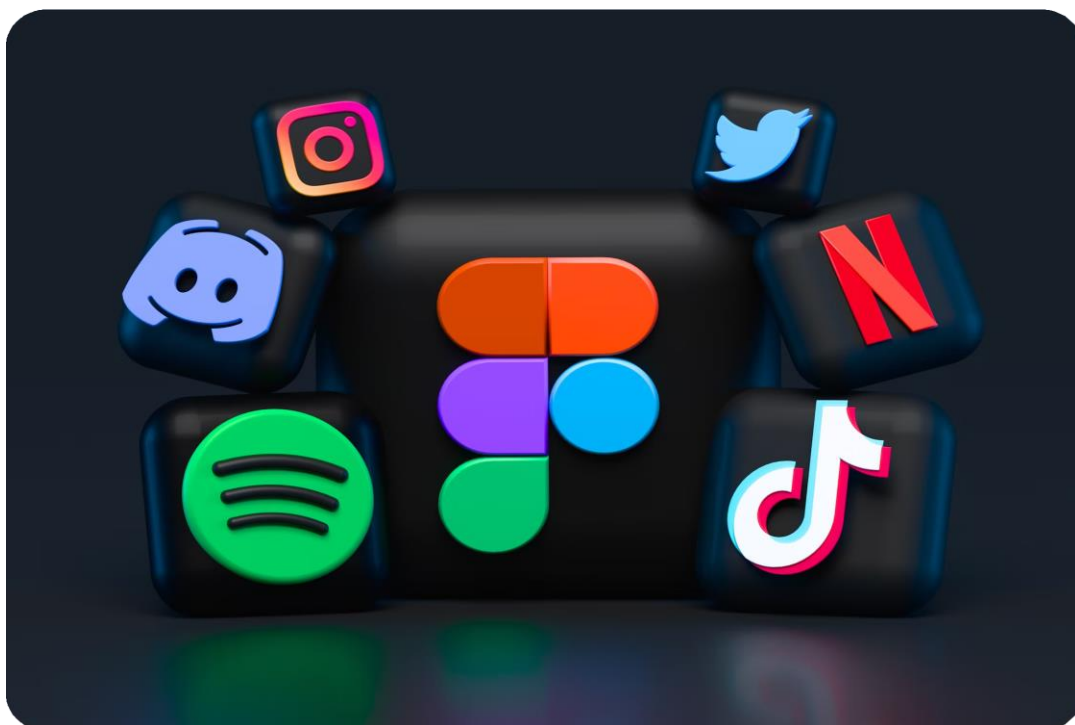
Bluetooth Proximity

Marketing: Sending targeted messages to nearby Bluetooth-enabled devices.

Voice Search Optimization:

Tailoring content for natural language queries via voice assistants.

In-App Advertising: Placing banners, videos, or native ads within mobile applications.



Why is Mobile Marketing Important?

- **Expanded Reach:** Connect with consumers on their devices, regardless of their location.
- **Precision in Targeting:** Fine-tune strategies to resonate with the right audience at the right time.
- **Enhanced User Experience:** Captivate audiences with interactive features and personalized content.
- **Geographically Targeted Outreach:** Tailor campaigns based on users' specific locations and behaviors.
- **Agile Adaptability:** Use real-time data and feedback to swiftly adapt and optimize strategies.

Advantages vs. Disadvantages

Advantages

- Expanding Audience Reach
- Lead Generation and Customer Expansion
- Sales Amplification
- Cost-Effective Campaigns

Disadvantages

- Privacy and User Data Handling Concerns
- Addressing Spam Challenges
- Navigating Creative Constraints (e.g., screen size)

- ◆ Personalization for Enhanced Engagement

- ◆ Budgeting for App Development and Maintenance

How to Start a Mobile Marketing Business

- 1. Understand your Audience:** Define their demographics, behaviors, and preferences.
 - 2. Strategically Choose Mobile Approaches:** Select a strategy that aligns with your business objectives.
 - 3. Build an Opt-In Database for SMS Campaigns:** Ensure you have consent to send messages.
 - 4. Ensure a Mobile-Friendly Website:** Optimize for responsive design, easy navigation, and fast loading.
 - 5. Explore Native Ads for Seamless Integration:** Use less disruptive ads that match the platform's feel.
 - 6. Utilize QR Codes for Engagement:** Provide a gateway for users to interact with your content.
 - 7. Monitor and Adapt with Analytics:** Track performance and use data to make informed adjustments.
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Mobile vs. Traditional Marketing

Basis	Mobile Marketing	Traditional Marketing
Interactivity	Allows for two-way communication and direct interaction between customers and businesses.	Typically one-way communication with limited interaction.
Targeting	Involves campaigns specifically targeting consumers on mobile devices, leading to a more targeted audience and higher conversion rates.	May have a broader reach but lacks specific targeting capabilities.
Cost	More affordable, as it enables businesses to reach a targeted audience with lower costs.	Can be expensive, notably for firms with limited budgets (e.g., print, TV).
Personalization	Allows for personalization based on user preferences, behaviors, and locations.	Relies on mass communication with limited personalization.
Real-time Data	Provides instant access to real-time data, empowering businesses to optimize campaigns based on immediate feedback.	May not offer the same level of real-time data and optimization.

Mobile Marketing Tools

Free Tools

- ◆ **Google Analytics 4:** For insights into app performance and user behavior.
- ◆ **Flurry Analytics:** Tracks user engagement, retention,

Paid Tools

- ◆ **AppsFlyer:** Mobile attribution and marketing analytics platform.