SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

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DEPARTMENT OF COMPUTER SCIENCE AND TECHNOLOGY

COURSE NAME: 19CS603-Mobile Application Development

III YEAR /VI SEMESTER

Unit 1.7
Mobile Marketing strategies

Mobile Marketing Strategies

Before you begin developing a mobile marketing strategy, you should figure out how it will fit with your other marketing plans. It will help you to find out what is important to your business.Is product branding a current goal? Or is customer acquisition and lead generation a priority task? Maybe it's none of these and more about social media engagement and viral marketing. Whatever it is, you must synergize your marketing strategy with the current priorities of your company. how mobile marketing is done in your industry; you can join online forums or partner with someone.

- Gather data relevant to your product or service such as case studies, research analysis reports, whitepapers, etc.; and

- Do a comparative analysis by surfing their websites, press releases, online campaign, etc.

Research for Information

Market research related to your business is the first step. Here are some tips on what kinds of research you should be doing − Research

Identify Your Target Audience

Identifying your target audience and their choices will help you to take better decisions and develop successful marketing campaign. Following are the three important steps that you need to follow while identifying your target audience −

- Make a detailed list of potential customers and give them actual names and identities.

- Conduct online surveys, emails of customers etc. to understand what questions they have.

- Create customer personas by visualizing specific attributes such as their age, profession, task they perform etc.

Define the Value of Your Offerings

One of the most significant steps before designing a mobile campaign is to have the answers ready for the following questions −

• How is your product/service beneficial to your customers?

• What are the additional benefits you are offering in comparison to your competitors?

• How is it going to fulfil their needs?

• How will it fit their budget?

Understanding the value or **unique selling proposition** (USP) of your product or service helps you to engage your customers better right from the time you first communicate with them to the time they become repeat customers.

Outline Your Goals & Objectives

What you want to achieve with your marketing efforts is one of the most important questions. It determines the budget you allocate towards marketing and the channels you choose to market your product and services. You must define it clearly what you want to accomplish. Is it more sales? Or is it more brand awareness? The outlining of your goals and objectives is the cornerstone of your marketing strategy.

Mobile Technology & Reach

Mobile technology has grown leaps and bounds over the last few decades. The journey from the clunky wireless phone to sleek smartphone has been peppered by several amazing innovations and discoveries.

With the 3G mobiles available today, users can do a lot more with their smartphones than just sending a voicemail or SMS. They can browse the web, check the weather, read a book, prepare a to-do-list, carry their favourite music around, find their way around a new city with GPRS and do much more.
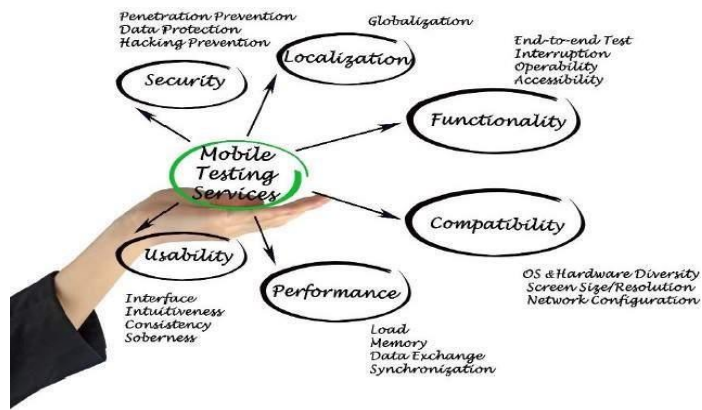
Mobile Marketing Technology & Reach

In such a scenario, every businessperson willing to practice the mobile marketing technique has to be aware about the following top 5 ways in which mobile technologies have changed the way users interact with mobile devices –Anywhere anytime access

Unlike laptops and desktops, tablet and mobile devices are easy to carry around. Users can access the internet in their mobile devices at anytime and anywhere and it has decreased use of the laptops.

Mobile Apps are easier than websites

Companies that have an online customer base for instance e-commerce portals have noticed that the sales and subscriptions they get from their apps are higher in comparison to that of their websites. This means, online purchasing from the mobile phones is easier.

Advertisements should be personalized

Most of the users feel that the mobile is more personal device than say a laptop or a desktop. Therefore, they expect that the content they receive on their mobile phones must be personalized as well.

Social media is a prime channel

Whether your customers are business professionals, students, homemakers, teenagers etc., commonly, they spend more than 3 hours a week on social media channels, such as Twitter, Facebook etc. Surprisingly, most of these customers access these channels on their smartphones. Mobiles are turning into minicomputers

Slowly but surely technicians and developers are packing the mobile phones with computer-like features. With bigger screens, faster performance, optimum storage capacity, longer battery life, and a ton of productivity booster applications. The evolution of phones from a simple calling device to multi-tasking-pocket-size computers has revolutionized the world.