



# MOBILE MARKETING

**M. Renuka Devi**

Assistant Professor, Department of Corporate Secretaryship, PSG College of Arts and Science, Coimbatore – 14.

**T. Mohan**

Assistant Professor, Department of Corporate Secretaryship, PSG College of Arts and Science, Coimbatore – 14.

**ABSTRACT**

The purpose of this paper is to elucidate the major classification in mobile marketing. It provides the trend and common approach in mobile marketing research. The paper aims to highlight the significant area in mobile marketing research and the needs for further understanding of the mobile marketing definition and its phenomenon. This paper has significant implications in terms of understanding the classification and the mobile marketing focusing area. There is no agreement among the researchers on definition of mobile marketing and the conceptualization and phenomenon of mobile marketing remain unexplained. The value of this paper is that, it provides the fundamental guidelines for researchers on significant area to focus in the mobile marketing field and it also assists practitioners in identifying the research trend and major classifications which will assist them in designing the product and services to the right target market.

**KEYWORDS**

Mobile, Internet Facility, Consumer Satisfaction, LBS (Location-Based Service)

**Meaning:-**

Mobile marketing is promotional activity designed for delivery to phones, smart and other [handheld](#) devices, usually as a component of a multi-channel campaign. Some mobile marketing is similar to advertising delivered over other electronic channels such as text, graphic and voice messages. [SMS messaging](#) is currently the most common delivery channel for mobile marketing. Search engine marketing is the second-most common channel, followed by display-based campaigns. The expanding capabilities of mobile devices also enable new types of interactive marketing. New mobile marketing channels include:

- location-based service (LBS), which involves detecting the area the user is connecting from and sending marketing messages for businesses in that area.
- Augmented reality mobile campaigns, which overlay the users phone display with location-specific information about businesses and products.
- 2D barcodes, which are barcodes that scan vertically as well as horizontally to include much more information. A mobile user can scan barcodes in the environment to access associated information.
- GPS messaging, this involves location-specific messages that the user picks up when he comes into range.

**Mobile marketing in India**

With the growth of Indian mobile market, the mobile internet advertising segment has also seen a significant augmentation. With an increase in the number of feature phone and Smartphone users, there is an upsurge in the mobile internet usage by the consumers, especially from the Tier II & Tier III towns. With mobile devices being a primary digital access point for many consumers, the marketers now have a range of opportunities, particularly when it comes to reaching consumers who are traditionally difficult to reach.

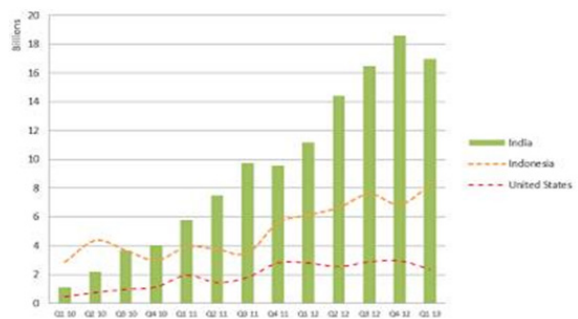
**India by the Numbers**

- 130 million: that's the current estimate of mobile internet users in India.
- 250 million: expected number of Indian mobile internet users by 2015.
- 30%: ad inventory growth on the BuzzCity Network in India over the past year.

- 861 million: total number of mobile phones in India (second highest in the world, behind China).
- 10%: the percentage of Indian mobile users who now have Smartphone's.

It is expected that there will be more Smartphone's than humans around the world, and with consumers becoming constantly connected via mobile it has a great offering for marketers.

**The following graph shows the rise in the number of ad impressions served, comparing India with Indonesia and the US:**



Source: [www.indiadigitalreview.com](http://www.indiadigitalreview.com)

**SMS marketing:-**

Marketing through cell phones' [SMS](#) (Short Message Service) became increasingly popular in the early 2000s in Europe and some parts of Asia when businesses started to collect mobile phone numbers and send off wanted (or unwanted) content. On average, SMS messages are read within four minutes, making them highly convertible.

Over the past few years SMS marketing has become a legitimate advertising channel in some parts of the world. This is because unlike email over the public internet, the carriers who police their own networks have set guidelines and best practices for the mobile media industry (including mobile advertising). The IAB (Interactive Advertising Bureau) and the

Mobile (MMA), as well, have established guidelines and are evangelizing the use of the mobile channel for marketers. While this has been fruitful in developed regions such as North America, Western Europe and some other countries, mobile SPAM messages (SMS sent to mobile subscribers without a legitimate and explicit opt-in by the subscriber) remain an issue in many other parts of the world, partly due to the carriers selling their member databases to third parties. In India, however, government's efforts of creating National Do Not Call Registry have helped cell phone users to stop SMS advertisements by sending a simple SMS or calling 1909. Mobile marketing via SMS has expanded rapidly in Europe and Asia as a new channel to reach the consumer. SMS initially received negative media coverage in many parts of Europe for being a new form of spam as some advertisers purchased lists and sent unsolicited content to consumer's phones; however, as guidelines are put in place by the mobile operators, SMS has become the most popular branch of the Mobile Marketing industry with several 100 million advertising SMS sent out every month in Europe alone.

SMS marketing services typically run off a [short code](#), but sending text messages to an email address is another methodology (though this method is not supported by the carriers). Short codes are 5 or 6 digit numbers that have been assigned by all the mobile operators in a given country for the use of brand campaign and other consumer services. One key criterion for provisioning is that the consumer opts into the service. The mobile operators demand a double opt in from the consumer and the ability for the consumer to opt out of the service at any time by sending the word STOP via SMS. These guidelines are established in the [CTIA Playbook](#) and the MMA Consumer Best Practices Guidelines which are followed by all mobile marketers in the United States. In [Canada](#), opt in will be mandatory once the [Fighting Internet and Wireless Spam Act](#) comes in force in mid-2012.

#### MMS:-

MMS mobile marketing can contain a timed slideshow of images, text, audio and video. This mobile content is delivered via [MMS](#) (Multimedia Message Service). Nearly all new phones produced with a color screen are capable of sending and receiving standard MMS message. Brands are able to both send (mobile terminated) and receive (mobile originated) rich content through MMS A2P (application-to-person) mobile networks to mobile subscribers. In some networks, brands are also able to sponsor messages that are sent P2P (person-to-person). Good examples of mobile-originated MMS marketing campaigns are [Motorola's](#) ongoing campaigns at [House of Blues](#) venues, where the brand allows the consumer to send their mobile photos to the LED board in real-time as well as blog their images online.

#### Push notification:-

Push notifications were first introduced to smart phones by [Apple](#) with the advent of the

[i Phone's](#) in 2007. They were later further popularized with the [Android](#) operational system, where the notifications are shown on the top of the screen. It has helped application owners to communicate directly with their end users in a simple and effective way. If not used wisely it can quickly alienate users as it causes interruptions to their current activities on the phone. It can be much cheaper if compared to SMS marketing for the long run, but it can become quite expensive on the short run, because the cost involved in application development. Once the application is downloading and installed provided the feature is not turned off it is practically free, because it uses internet bandwidth only. SMS and push notifications can be part of a well-developed inbound mobile marketing strategy.

#### App-based marketing:-

With the increasingly widespread use of Smart-phone's, [app](#) usage has also greatly increased. Therefore, mobile marketers have increasingly taken advantage of Smart-

phone apps as a marketing resource. This allows for direct engagement, payment, and targeted advertising.

There is a lot of competition in this field as well. However, just like other services, it is not easy anymore to rule the mobile application market.

#### In-game mobile marketing:-

There are essentially three major trends in mobile gaming right now: interactive real-time 3D games, massive multi-player games and social networking games. This means a trend towards more complex and more sophisticated, richer game play. On the other side, there are the so-called casual games, i.e. games that are very simple and very easy to play. Most mobile games today are such casual games and this will probably stay so for quite a while to come.

Brands are now delivering promotional messages within [mobile games](#) or sponsoring entire games to drive consumer engagement. This is known as mobile averaging or Ad-funded mobile game.

#### Mobile web marketing:-

Advertising on web pages specifically meant for access by mobile devices is also an option. The [Mobile Marketing Association](#) provides a set of guidelines and standards that give the recommended format of ads, presentation, and metrics used in reporting. Google, Yahoo, and other major mobile content providers have been selling advertising placement on their properties for years already as of the time of this writing. Advertising networks focused on mobile properties, SMS resellers and advertisers are also available. Additionally, web forms on web pages can be used to integrate with mobile texting sources for reminders about meetings, seminars and other important events that assume users are not always at their computers. In addition Mobile websites are another aspect of mobile web marketing and can be a tool than can be used to help make purchasing goods and services easier as well as create better communication opportunities between trades.

#### Bluetooth:-

The rise of [Bluetooth](#) started around 2003 and a few companies in Europe have started establishing successful businesses. Most of these businesses offer "hotspot" systems which consist of some kind of content-management system with a Bluetooth distribution function. This technology has the advantages that it is permission-based, has higher transfer speeds and is also a radio-based technology and can therefore not be billed (i.e. is free of charge). The likely earliest device built for mobile marketing via Bluetooth was the context tag of the [AmbieSense](#) project (2001-2004). More recently Tata Motors conducted one of the biggest Bluetooth marketing campaigns in India for its brand the Sumo Grande and more of such activities have happened for brands like Walt Disney promoting their movie [High School Musical](#).

#### Privacy concerns in mobile marketing:-

Mobile advertising has become more and more popular. However, some mobile advertising is sent without a required permission from the consumer causing privacy violations. It should be understood that irrespective of how well advertising messages are designed and how many additional possibilities they provide, if consumers do not have confidence that their privacy will be protected, this will hinder their widespread deployment.

The privacy issue became even more salient as it was before with the arrival of mobile data networks. A number of important new concerns emerged mainly stemming from the fact that mobile devices are intimately persona and are always with the user, and four major concerns can be identified: mobile spam, personal identification, location information and wireless security. Aggregate presence of mobile phone users could be tracked in a privacy-preserving fashion.

#### Conclusion:-

Even in our increasingly mobilized world, your website remains a vital hub. Given the vast array of mobile devices currently on the market and in the hands of consumers, mobile site development efforts are almost equally varied.

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