

A guide to Mobile Marketing::

Mobile marketing is quickly becoming an important part of the integrated marketing mix. With the fast-paced adoption and increasing functionality of mobile devices, mobile marketing has moved beyond developing an application for the iPhone or fundraising for natural disaster relief. As consumers increasingly demand technology on the go, marketers need to reach customers where they are. It is important to consider changes in user behavior and monitor the response to new devices such as tablets and connectivity speeds.

Ways to use mobile marketing::

- Mobile websites
- Applications
- Mobile search engine optimization
- M-commerce
- QR codes
- SMS text
- Social networking

Considerations for mobile campaign development::

Variety of devices

- Screen sizes and resolutions vary per device, which can affect the way a mobile site renders.
- To build an app, it will need to be adjusted for each operating system.

Mobile Marketing Association (MMA) compliance

- Text message spam is illegal.
- Users must be able to opt-in and out of text messaging campaigns.

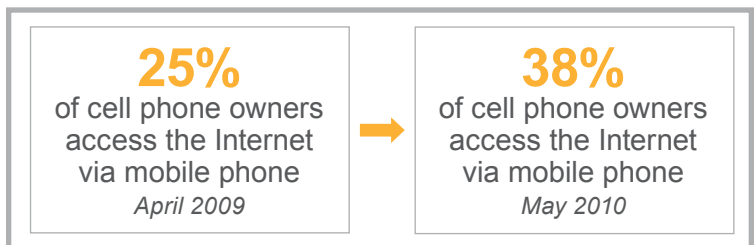
Technological advancements

- Variance in data plans and connectivity speeds exist across network providers.
- Mobile technology evolves at a rapid pace – 60% of wireless subscribers have a phone that is less than 12 months old.

Learn more::

Contact us for more information at 888.321.8422.

Mobile browsing::



A mobile website can provide the most important information in a functional way for your on-the-go audience.

