

# Role of Mobile Marketing in Business

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## ABSTRACT:

*Now a day, all people used mobile phones in our life. Mobile device occupied important place in the marketing world. Mobile marketing offers great opportunities for business. While marketers are excited by the reach and possibilities for personalization offered by mobile phones, young people associated commercial appropriation of this medium with irritation, intrusion and mistrust. Business people used mobile device communicate directly to our consumers without anytime or anywhere. This paper discussed about uses of mobile marketing, importance of mobile marketing in business and development factors of mobile marketing in our business.*

### Key words:

Mobile Marketing; Uses of Mobile Marketing; Importance of Mobile Marketing; Determining Factors.

## MEANING OF MOBILE MARKETING

Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas. In a more theoretical manner, academic Andreas Kaplan defines mobile marketing as "any marketing activity conducted through a

ubiquitous network to which consumers are constantly connected using a personal mobile device

## INTRODUCTION OF MOBILE MARKETING

In the US or Canada you could be forgiven for calling Mobile Marketing 'Cell phone' marketing at least to a point. The development of the tablet device has widened the horizon for mobile marketing. Mobile marketing could be defined as the marketing channel utilized by any marketing collateral created for impact on a portable device. As outlined above Cell phone marketing was the first premise of this arena and whilst we now have more devices to leverage the core principles remain the same.

Marketing via cell phones at the most basic level began with SMS (Short Messaging Services) which were more popular in Europe than the US and Canada for some time, due partly to the popularity of Pagers amongst North Americans. SMS advertising brought a new channel to marketers allowing them to (cautiously) target specific groups with very select campaigns. Still very effective today SMS continues as a useful opportunity. Drawbacks of SMS campaigns included

the potential for higher un-subscription rates as they can be determined as very annoying.

Banner advertising on web sites was the launch pad for on-line advertising the irritating banner flashing and moving at the top of websites all over the world was poised to be the saviour for advertising executives everywhere – to no avail clicks dwindled as more sophisticated advertising methods came around like Google Ad Words.

Mail was an old favourite for marketing departments everywhere and its cousin e-mail marketing is now in effect a form of mobile marketing – as most email is read on mobile devices by the average consumer today. Effective marketing on mobile devices requires careful planning and delivery of e-mails via this channel. Targets do not care if the message is opened on a desktop or mobile and the message should be the same for both.

What for the future? Customized advertising based on reader behaviour will come to the fore. Our GPS enabled smart phones shall offer advertising based on location. Payments too will be via the handset with NFC technology – wonder why major telecommunication companies are offering Visa Debit card services today? ....purely so they can build it into your phone soon. Whether your mobile marketing takes from the past (which is perfectly acceptable to do!) or looks bravely to the future one thing is for sure Marketing is now mobile and there are no signs that this trend shall ever turn back.

## OBJECTIVES

The following objectives are:

1. To discuss about the Reasons to Use Mobile Marketing in business.
2. To Consider the Factors before Building a Mobile Application for business.
3. To explain the importance of Mobile Marketing for our business.
4. The importance of Mobile Marketing for our business.

## REVIEWS

**Venkatesh Shankar(2010)** Mobile marketing, which involves two- or multi-way communication and promotion of an offer between a firm and its customers using the mobile, a term that refers to the mobile medium, device, channel, or technology, is growing in importance in the retailing environment. It has the potential to change the paradigm of retailing from one based on consumers entering the retailing environment to retailers entering the consumer's environment through anytime, anywhere mobile devices.

**Khomson Tunsakul(2011)** Mobile marketing gains more popularity as a number of mobile device users are on the increase. Technologies enabling mobile marketing include 3G, EDGE, GPRS, Wi-Fi, SMS, GPS and USSD. Ways of doing businesses and marketing have tremendously changed from the past. Forms of businesses using mobile marketing include mobile advertising, games, online stores, and location-based services. The changing faces of mobile advertising contents are driven by technologies such as QR code and

augmented reality. Location-based services using GPS or Google Maps have aided businesses in creating consumers' awareness, interest, desire and action. Mobile marketing still has growth potential as technological development never stops.

**Patricia Zegreanu(2012)** Mobile marketing promises a direct one-to-one approach and a targeted commercial message, but, to be really appreciated by the customers, it needs their permission for a direct communication. The acceptance of customers depends on their level of trust in the company, due to the fact that mobile phones are one of the most personal devices and mobile marketing is using them as their communication channel.

**criteria veronica s. moertini(2012)** As mobile devices are personal tools such that the services ought to be unique, in the last few years, researches have been conducted studies related to the user acceptance of mobile services and produced results. This research aims to develop a model of mobile e-commerce mobile marketing system, in the form of computer-based information system (CBIS) that addresses the recommendations or criteria formulated by researchers. In this paper, the criteria formulated by researches are presented then each of the criteria is resolved and translated into mobile services.

## REASONS TO USE MOBILE MARKETING IN BUSINESS

First things first, what is mobile marketing? Glad you asked. Essentially it is any marketing activity where a mobile device is the medium of choice. This could mean SMS text messaging, advertising on mobile web browsers,

location based marketing on mobile devices, it could even mean email marketing (formatted for mobile devices). Think messaging where engagement occurs on a mobile device.

### 1. Large Mobile Ad Networks Acquired

Late last year, Google acquired AdMob, one of the largest mobile advertising networks. While Apple responded a couple months later by acquiring Quattro Wireless.

### 2. Google Motto – Mobile First

Google CEO and Chairman of the Board Eric Schmidt recently heralded the “*mobile first in everything*” as the new rule at Google.

### 3. Click To Call

Google Recently Re-Ignited their Click to Call Program for Google Advertisers, allowing advertisers to activate phone numbers in their ads on iPhones and mobile devices will full internet browsers.

### 4. Adoption Rate of Ever More Capable Smartphones

A recent report from the folks at Nielsen show the growth in adoption of smart phone devices. It is also worth noting, with each new Palm, Blackberry, Droid, or other Smartphone released, their capabilities and power are growing significantly.

### 5. Expanding Buyer Activity by Device Owners

It would be nice to know if smartphone users are actually demonstrating buying

behavior and to what degree, right? Good news, a report by eMarketer shows how Smartphone users are demonstrating buying activity, very insightful don't you think?

#### **6. Users Willingness to Spend by Device**

The same post by eMarketer shows buying behavior by device type. Imagine how targeting to the right device type(s) could positively impact your marketing efforts. While it has been known for some time that iPhone users have a higher net income on average than other smartphone users, it is worth noting in this chart that Android users are willing to spend even more money than their iPhone counterpart.

#### **7. Adoption of Mobile Check-in Services**

Mobile services like Gowalla and Foursquare are quickly growing in popularity. In fact over a 10 day period Foursquare added 100K users. My first impressions of Foursquare are here. When Mobile check-in services mature and provide a way to serve ads, small businesses will be in a position to utilize them to drive more interest to local businesses.

### **CONSIDER THESE FACTORS BEFORE BUILDING A MOBILE APPLICATION FOR BUSINESS**

If the answer is no, should your business have its own mobile app? This is a question that many SMB owners are asking themselves as they are trying to find more effective ways to reach the

growing number of consumers that rely heavily on their mobile devices.

Did you know that 56 percent of American adults now own smart phones, and that 4 out of 5 of these consumers are using their mobile devices to shop? We've talked about how your business needs to optimize its website to become more mobile friendly, but is that enough to captivate this audience?

According to a recent article in Forbes, the decision to spring for an app versus use a mobile optimized website all depends on the data that you want to display and collect via a mobile device. While retailers with apps are said to get 5 more times the engagement than retailers without apps, the process of building an app for your business can be complex.

If you want to build a mobile app for your business, here are some factors that you'll need to consider first:

1. **Where will the data for your app come from?** For many businesses, this is something that IT will handle; however, there may be some obstacles to overcome as part of IT's job is to protect data from prying eyes. Hopefully, the format of your relevant business data is not locked up permanently and IT is able to tell you the means to access it.
2. **Does your organization have the skills to build its own app?** For many SMB owners, the answer is no, which makes it a good idea to engage a consultant with the skills and knowledge to build the right type of app for your business.

3. **How custom are your needs for the app?** Some of the more powerful app building platforms like The App Builder and Cordial that can help to save your business time in creating an app, but may look fairly generic.
4. **What is your budget?** As you already guessed, the cost to build an app is not cheap, and you need to determine whether the benefits of the app will outweigh the initial costs.

### THE IMPORTANCE OF MOBILE MARKETING FOR OUR BUSINESS

Mobile is no longer the future of marketing, it's the present. If your small business isn't utilizing the many opportunities mobile provides, you're more than missing out, you're inadvertently setting yourself up to fail for the future. When it comes to a mobile marketing plan the time to get specific is now, and here's why.

1. **More than half of all customers care (a lot) about your mobile site.**

say that over 51% of consumers are more likely to purchase from a small business website that's optimized for mobile. Not only that, but an even greater percentage say they'd take their business to a competitor's site if they encountered a bad mobile experience. What does that mean for your small business? It's time to hire a developer to get your site mobile and while you're at it, you probably need a whole-site facelift, too.

2. **In less than two years, about 85% of local ads will be delivered via mobile.**

"Local" means small business, and it's an arena you can't afford not to be competitive in. Thanks to deal sites like Groupon and LivingSocial your customers are expecting to see your brand making statements via mobile advertising, whether it's through coupons, flash deals, or even simple email blasts.

3. **Over 50% of mobile searches lead to purchases and over 90% lead to some kind of action.**

Do you need more customers reaching out to your business? Maybe you're sure you can win them over with your superior customer service if you can just get them to call in! Whatever you're planning on doing to win customers' business, you have to make them aware of you before they can do it. Mobile advertising is the fastest, most cost-effective way to do that and it really, truly works.

4. **Mobile coupons get ten times the redemption rate of traditional coupons.**

That's a staggering statistic. If your small business relies heavily on new customers in and out of the doors (maybe you provide a service or are a food business) then you can no longer rely on newspaper coupons and the like to get the job done. Particularly if you just want to promote a product or sale you were already planning on offering, mobile coupons are an effective, inexpensive way to go.



**5. By later this year, mobile usage is expected to overtake desktop usage.**

That means that in just a few short months, more people will be using their mobile to find information, research businesses, and get local deals. If you're not in front of those customers where they're looking you're simply going to get left out in the cold. Mobile marketing, at a bare minimum, gets you a ticket to the game but it takes a lot of planning and research to win.

Still not convinced? Maybe knowing that more people own a mobile phone than a toothbrush can help sway you, or maybe it's that that average consumer spends over two hours using mobile applications per day. Mobile marketing is no longer an option when it comes to your advertising plan, it's a necessity.

**CONCLUSION:**

Although the importance of mobile marketing for future marketing communications activities is widely recognized, deficiencies persist in our understanding of this topic of growing interest and importance. Conceptualizing and developing “anytime anywhere” mobile services presents simultaneously a challenge and an opportunities for the vendors from divers industries. The mobile marketing is used to save the time and also communicate easily to the consumers.

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