

# Mobile marketing

Since the smartphone became the vehicle of communication and online interaction for countless consumers worldwide, many companies have resorted to it as an innovative means to distribute promotional messages to customers through wireless networks.

Mobile marketing is an extension of Internet marketing and companies use it in a variety of ways to target their potential consumers directly (one-to-one marketing). However, it requires their express consent to receive messages and not all people are willing to give their private numbers to advertisers. Thus, they skilfully obtain contact details either while delivering a service, or by promising rewards, special discounts, or daily coupons to subscribers who agree to receive messages.

Some common mobile marketing channels are:

- **Short message service (SMS)**;
- **Location-based service (LBS)**, which is offered by some cell phone networks to send advertising and other information to subscribers based on their current location;
- **Twitter**, which is a primary indirect marketing player in a variety of businesses;
- **GPS messaging**, which is transmitted based on business proximity to user local area;



- **MMS mobile marketing**, which integrates business and product data with live videos, images, texts, audios in an Augmented Reality (AR) context;
- **In-game mobile marketing**, which delivers promotional messages within mobile video games;
- **App-based marketing**, which increases the visibility of a product and supports e-commerce through apps;
- **Push promotional notifications**, which are delivered by an app and shown on the top of the screen;
- **QR codes**, which allow a customer to visit a web page address by scanning a 2D image with their phone's camera, instead of manually entering a URL;
- **Bluetooth technology**, which distributes advertising content to enabled devices associated with a particular place.

Mobile marketing can be classified into categories depending on how much companies know about the consumers (high or low knowledge) and how they approach them (**push communication** – when it starts from the organisation – and **pull communication** – from the consumer) into:

- **stranger** (low knowledge/push), organisations broadcast a general message to a large number of mobile users but they don't know which customers have ultimately been reached by the message;
- **groupie** (low knowledge/pull), customers opt to receive information but do not identify themselves;
- **victim** (high knowledge/push), organisations know their customers and send them messages and information without first asking for permission;
- **patron** (high knowledge/pull), customers give permission to be contacted and provide personal information about themselves, which allows for one-to-one communication without running the risk of being annoyed.



**1 Match some common mobile marketing channels to their descriptions.**



- 1. A location-based service uses
- 2. Twitter
- 3. Push promotional notifications
- 4. MMS mobile marketing
- 5. App-based marketing
- 6. In-game mobile marketing
- 7. QR codes
- 8. Short message service
- 9. GPS messaging
- 10. Bluetooth technology



- a. is an interconnection between devices using a short-range wireless connection.
- b. banner pop-ups, full-page image ads or even videos appear between loading screens.
- c. mobile ads appear within third-party mobile apps.
- d. is a timed slideshow of images, text, audio and videos.
- e. are shortcut codes to eliminate the need of keying in a web address.
- f. it is the delivery of information from a software application to a computing device without a specific request.
- g. is a wireless messaging system for location-specific receivers.
- h. service for sending texts of up to 160 characters to mobile devices.
- i. is a free social networking service that allows registered members to broadcast short posts.
- j. information on the geographical position of the mobile device.



**2 Fill in the summary with the missing words. There are three extra words.**



strategies ■ subscribe ■ effective ■ strengthened ■ marketers ■ past ■ opinions ■ improved ■ consumers ■ audience ■ promotions ■ communication ■ discounts ■ media ■ buying ■ messages ■ campaign ■ over ■ lotteries ■ attention ■ research ■ feedback ■ sales

A successful brand **1**. ..... can only be realised if the target **2**. ..... hears, sees and reads the same information over and **3**. ..... again, through different **4**. .... Therefore, mobile marketing is one of the most **5**. ..... means for companies to reach potential **6**. ..... on their smart phones and tablets and to make sure that their advertising **7**. ....., sent out through other mass media too, are reinforced and **8**. ..... on an essential communication tool.

One of the best ways to attract the **9**. ..... of potential clients is by introducing a number of offers and **10**. .... If companies constantly run trivia competitions or even **11**. ..... through mobile operators, it won't take long before the market will be switched in their favour. Some businesses even offer **12**. ..... on products and services for clients who **13**. .....

This is a great way to grab users' interest and engage them while also gathering behavioural data and insight on their **14**. ..... habits.

Mobile marketing, in fact, reaches out to the market and offers a two-way channel of **15**. ..... that allows customers to interact and get involved in the market **16**. .... On the contrary, one of the common mistakes some businesses committed in the **17**. ..... was to make marketing a one-way kind of communication. Mobile marketing gathers a **18**. ..... from consumers, who share their **19**. ..... on how production or even marketing strategies can be **20**. .....



**3** Listen to these people giving opinions on mobile marketing and complete the table.

	For/against	Reason	Effect
Speaker 1			
Speaker 2			
Speaker 3			



**4** **PAIR WORK** In pairs, take note of how many examples of mobile marketing you find when you use your smartphone. Identify the type of product/s, the advertised brand, the position on the screen, the kind of strategies used to attract the consumer. Do you consider yourself a victim, a stranger, a groupie or a patron of mobile marketing?

