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Mobile Marketing

Do you still have any friends who do not have mobile devices or smart phones? In the past, having a mobile device was regarded as a kind of luxury; however, this situation has changed. According to a survey conducted by Pew Research Center's Internet & American Life Project (2013), 91 percent of American adults have cell phones, 55 percent of American adults have smartphones, 44 percent of cell owners sleep with their phones next to their beds, and 36 percent of smart phone owners describe their phones as “something they can’t imagine living without.” Mobile marketing is an extremely promising marketing tool providing the opportunity to target messages at customers in much better ways than presenting mass media types. Mobile marketing has become more important in the future for marketers, because this strategy provides several opportunities to build personal one-to-one relationships with customers via mobile devices.

Historical Review of Mobile Marketing

American Marketing Association(AMA) marketing defined Mobile Marketing as “the process of planning and executing the conception, pricing,promotion, and distribution of ideas goods, and services to create exchanges that satisfy individual and

organizational objectives”(AMA,1995.). In other words, mobile marketing uses mobile communication methods to promote goods, services and concepts. The following listed are some important dates that have impacted the mobile marketing.

- 1876 First telephone invented by Alexander Graham Bell
- 1973 The first cell phone is tried
- 1993 Text messaging is developed
- 2002 The first smart phone is invented
- 2005The first major SMS campaign by Nike and Pontiac is launched
- 2007 The Apple iPhone is released
- 2010 Quick response (QR codes) begin widely used for mobile marketing to bring users to a specific mobile website.
- 2011 Mobile marketing becomes a 14 billion dollars industry.

It seems obvious that mobile marketing will keep blooming in the future and some predicted that in 2014 mobile internet usage will overtake desktop internet usage. In 2015, 81 percent of U.S. mobile customers will have smartphones. Mobile marketing will generate \$400 billion in sales and marketers will spend \$19.8 billion on mobile marketing, up from \$6.7 billion in 2012.(Bendict, K. 2013).

Types of Mobile marketing methods

Advanced and mature wireless and mobile technologies facilitate internet marketing conducted from a wired network to a wireless network. Mobile marketing can be viewed as a stretch of internet marketing.

A mobile websites is one of the common method to create mobile marketing campaigns, which means it created a mobile version of your official web page or promotion advertisement that is easy to read on mobile devices. Second, QR code allows users to assess a webpage by scanning a 2D barcode that automatically enters in the website instead of the user having to type it. Third, SMS marketing involves capturing a user's phone number and sending a text regarding the offers. However, the kind of methods has been considered an old fashion way and replaced by numerous coupon applications. Lastly, in-apps-ads, an in-apps-ads can appear as banner pop-ups in applications and full-page image ads or even video ads that show up between loading screens. With the growing number of apps, it has a great potential that people start to see marketing within the field.

Objectives in Mobile Marketing

Analyzing a mobile marketing from a theoretical point of views, a mobile marketing provides several benefits to the marketer, building brand awareness, sales promotion, and customer database and enhancing brand loyalty.(Pousttchi, K.& Wiedemann,G. 2006). According to a survey conducted by ComScore 2013, mobile commerce, or m-commerce in Unite States is growing at a rate of 30 percent a year.

Cases

In 2011, Dunkin' Donuts tested consumers a knowledge of its brand via an interactive mobile advertising a banner that let them find out their coffee IQs and learn more about the company. This mobile marketing plan used in-apps banner ads. Mobile users were encouraged to click on the ad to test. After users picked the answer they want,

they were then redirected to another page that let them know whether their answer was right or wrong and let them move on to the next question. In addition to testing their coffee skills, consumers could like Dunkin' Donut's Facebook page or follow them on Twitter.

In the case, Dunkin' Donuts not only built brand awareness, but also chose New York Time as their In-apps banner ads. They reached considerable New York Time's reader and increased their customer database by having more followers on Facebook and Twitter.

The crucial element to their success is that they understand the costumers. Most smartphone users use their devices for entertainment purposes. Most of the time, entertainment is one mobile service that produces a value to customers. Consumers are willing to do a fun quiz during apps loading or waiting in line. As a result, having an interesting content will assist you in mobile users spending more time reading about your products or services.

Lexicon

I identified 7 words from last term: message, connection, visibility, access, culture, environment, need and consumer. In my opinion, those words are highly related to mobile marketing. The reasons to support my stance are in the following paragraphs.

Message, by definition is information that people use to communication with one another in a language. According to many of the classes, a successful marketing plan is about conveying a message to your target audience. Some of them mentioned an clear and concise message which is the key to make your events or products to be remembered.

In mobile marketing, message including texts, images, and video and it is the only elements to the audience. On one hand, unlike other marketing strategies, mobile marketing might not have the chance to talk to the audience. On the other hand, every message they conducted was directly to the audience. The important key is to choose a message that stands out, because there are thousands of messages popping up in people's phones everyday. How can you attract people to read your message and how to create eye catching apps and ads is crucial?

A mobile phone undoubtedly increased our ability to connect with one another. According to Meredith *"Connection is the relationship between two or more people. It involves an emotional, physical, and spiritual compatibility that is related to establishing trust and safety between individuals"*. Many reports show that human **connection** is getting weaker and weaker with the advancement of technology. However, mobile marketing is able to take an advantage of this fact that people rely on their phones more than before.

In a prior study, with messages sent by friends or people you know, you gain more credibility than those coming directly from the self-interested advertiser, which means when the more relationship with people, the more connection to reach out to your audience.

Visibility is the key to determine the sales numbers. The more products seen, the more the chance of being purchased. In Stephanie's words, visibility *"To see or to be seen"*.

Marketing experts consider the mobile device an extremely promising marketing tool as it supports them to cope with their major challenge: getting time and attention from customers(Pousttchi, K., & Wiedemann,G. 2006). This means in plenty of marketing tools, mobile marketing has more visibility than others. While marketing can

help people become aware of your app and increase downloads, what determines if they'll actually engage with it is the quality of the app and what the user gets out of quality of the design including color, font, image, and layout.

Access is to show what demographic is being reached and what demographic is not. Many of the classes described as access refer to how easy it is for an individual or a community to participate in the arts, how approachable to the public or what demographic is being reached and what demographic is not.

To mobile marketing, access contains many different scales of work. Several reasons to contribute to continued growth of mobile marketing: high global penetration of mobile devices, adoption of mobile devices with larger screens, and higher connection speed through 3G. Those factors build up the multi-platform device that allow mobile marketing growing. Also the groundbreaking characteristics of mobile communication techniques accomplished the flourish of mobile marketing .

Culture and **Environment** refer to the space we live in. Some of the classes refer culture to literature, music, art, and food. Others mentioned that culture is human behavior patterns in certain areas, nations, or races. As a matter of fact, the environment we live in today is surrounded by technology and media. As Zach said *“Environment leads me to think about both the physical as well as the digital realms we live in. Whether that be in a classroom or on a WordPress blog, our environment is our canvas, our template, for creating our art.”* Mobile device is certainly in part of our culture and environment, as the survey mentions before 91 percent of American adults have a cell phone, and the number is keep growing annually. This affects every organization from local to global to confront the truth that mobile marketing has become the most efficient matter to reach out people.

In Japan, QR code is a leading mobile marketing method. In 1994, QR code was invented by Japanese company and now penetrated in every corner in Japan. From local supermarket to world known brand like Sony, nearly every organization utilized QR code. As a result, these 2D images are in every part of human's living environment. Furthermore, it changed human's behavior pattern. Before, when we designed a poster, we chose carefully what kind of information we should not miss because that poster could be the only information that audience could obtain, but since the mobile device and QR code are more and more common, designer and organizers care whether the QR code is placed properly or clearly enough for a consumer to scan. Hence, this changed the culture or knowledge of poster design.

Need and **Consumer** have a hand-in-hand relationship. **Need** is something that a person must have or something that is needed in order to live, succeed, be happy. As Emily mentioned "*need could also refer to a marketing strategy that suggests consumers need to experience what the organization is selling.*" In other words, discovering potential consumer is persuading or creating their needs and desire. When needs are identified, the target group will emerge.

Consumer in the society is a role that purchases a product. In a market, the consumer is the customer. In legislation, consumers have rights and in society, consumers can be research objects to observe the supply and demand.

Nowadays, in terms of mobile marketing, one major reason of using mobile phone is to connect to people you care about, not only by phone call and text, but also by using social media apps. Therefore, mobile ads that incorporate social connectivity options perform better than other mobile ads.

In conclusion, smart phones and other mobile electronic communication tools represent the most significant technologies and indeed cultural revolutions in history. Mobile marketing is to present the message to reveal the consumer's needs in the living environment. Providing the visibility of your products or services gave consumers the access to what you are selling. Making sure about the connection between your service and individual is clear. Therefore, using mobile marketing will be an useful tool in the future.

Reference

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