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UNIT OBJECTIVES

After studying this unit, you will be able to:

- Understand the concept of mobile marketing.
- Describe the different formats of mobile marketing.
- Create a research for mobile marketing.

INTRODUCTION

Mobile marketing is one of the most exciting areas of marketing today and incorporates a broad range of marketing elements. With billions of mobile devices being used around the planet, mobile marketing has emerged as a key part of any marketing campaign.

There are hard numbers to back up the hype around mobile marketing. Consider the following: mobile devices are used for over 40% of online transactions, last year U.S. businesses dedicated 9.4% of their marketing budget toward mobile marketing, and this year a full 16% of U.S. internet users use mobile phones exclusively to go online, according to eMarketer and Statista.

Report On Mobile Marketing And Advertising

Yan, Zheng



Report On Mobile Marketing And Advertising:

Handbook of Research on Mobile Marketing Management Pousttchi, Key, Wiedemann, Dietmar G., 2009-11-30 This book provides a compelling collection of innovative mobile marketing thoughts and practices Provided by publisher Mobile Marketing Rachel Pasqua, Noah Elkin, 2012-12-19 A step by step guide to successful mobile marketing strategies Go from zero to sixty with this practical book that helps you craft and deploy mobile marketing strategies for everything from brand building to lead generation and sales As part of the popular do it yourself Hour A Day series this new book is full of advice practical tips and step by step tactics you can put to use right away Start leveraging location based marketing via Foursquare and Yelp see how to set up and manage mobile commerce and try such technologies as QR codes ambient communication RFID and Bluetooth mobile broadcasting and more Take action now and mobile loving customers will soon find you thanks to these successful ideas and strategies from expert mobile marketers Rachel Pasqua and Noah Elkin Shows you step by step how to develop implement and measure a successful mobile marketing strategy Pares down a complex process into approachable bite sized tasks you can tackle in an hour a day Covers vital mobile marketing weapons like messaging mobile websites apps and mobile advertising to help you achieve your goals Gets you up to speed on location based marketing via Foursquare and Yelp using mobile commerce and leveraging technologies such as as QR codes ambient communication RFID and Bluetooth and mobile broadcasting Mobile Marketing An Hour A Day is a must have resource for marketers and advertisers who want a compelling mobile presence *Mobile Marketing* James Seligman, Mobile Marketing Daniel Rowles, 2017-02-03 Mobile Marketing is a clear practical guide to harnessing the mobile consumer and tackling the rising challenges of divided user attention across multiple screens at the same time It demystifies the vast spectrum of tools and techniques now available and explains how to optimize these dynamics into an innovative and effective mobile marketing strategy Now that website search rankings take into account mobile optimization no serious marketer can do without a thorough understanding of mobile The first edition of Mobile Marketing won the Judge s Choice Award in Social Media at the Small Business Trend s 2014 Book Awards This fully revised 2nd edition includes straightforward explanations on mobile optimized content app development social media and proximity based marketing It has also expanded to include two brand new chapters on mobile and email and on location based devices plus cutting edge updates on advances in wearable technology mobile payments virtual reality and strategies for the changing user journey Integrated with tactical checklists easy application frameworks and powerful case study insights such as Heineken WordPress MailChimp Nike Training Club NTC Google Play and Moz it provides a full overview from service provision and technology integration to content strategy ready to capture fast moving consumers on the go Online resources include a digital marketing instructors manual supporting lecture slides example exam and self test questions and a content calendar template A Beginner's Guide to Mobile Marketing Karen Mishra, Molly Garriss, 2014-12-30 This book is for marketers from newbies to CMO level who want to

learn why and how to use mobile marketing to engage and convert consumers A Beginner's Guide to Mobile Marketing will teach you about the exploding opportunities that mobile marketing offers and why it is so important to embrace it in your integrated marketing strategy Cell phones are no longer just for calling people Based on the latest trends in consumer behavior on mobiles the authors introduce ways that marketers can use smartphone popularity to reach people with tactics like mobile apps mobile web social media mobile advertising and more Exercises are included to ensure that the reader understands the material as well as how to apply it in the real world The Definitive Guide to Google AdWords Bart Weller,Lori Calcott,2012-07-13 There is one simple way to exponentially increase the amount of traffic coming to your website and the number of people aware of your product or service through the use of Google AdWords and related marketing technologies The Definitive Guide to Google AdWords will walk you through every step needed to maximize your marketing and advertising power Everything related to the platforms are covered in detail account setup campaign creation reporting optimization analytics ad creation mobile advertising and much more Learn to take full advantage of all of the marketing options available through AdWords including Geo targeting distribution and placement of ads Advanced account management and budget strategies Keywords metrics and ROI management Tools such as Keywords Editor Website Optimizer and Conversion Optimizer Mobile marketing implementations and strategies Working with the various APIs available for developers With The Definitive Guide to Google AdWords you will learn how AdWords works and how you can harness its power to increase your visibility and dramatically impact your potential for increased revenue

Machine-to-Machine Marketing (M3) via Anonymous Advertising Apps Anywhere Anytime (A5) Jesus Mena,2016-04-19 In today's wireless environment marketing is more frequently occurring at the server to device level with that device being anything from a laptop or phone to a TV or car In this real time digital marketplace human attributes such as income marital status and age are not the most reliable attributes for modeling consumer behaviors A more effective Essentials of Marketing Management Geoffrey Lancaster,Lester Massingham,2017-08-24 The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs With an array of examples and case studies from around the world Lancaster and Massingham's vital study offers an alternative to the traditional American focused teaching materials currently available This second edition has been fully revised and updated including a new chapter on digital marketing written by Dr Wilson Ouzem Topics covered include consumer and organizational buyer behaviour product and innovation strategies direct marketing Social media marketing Designed and written for undergraduate MBA and masters students in marketing management classes Essentials of Marketing Management builds on the successful earlier edition to provide a solid foundation to understanding this core topic **Applicability of Mobile Marketing in the Marketing Mix of Trade Fair Organizers** Immo Prenzel,2010-04-21 Inhaltsangabe Introduction Trade fair organizers face a number of ongoing changes and an intensified intra and inter industry competition that reshape the

structure of their markets and value chains Until the 80s trade fair organizers had a huge market and little competition They were solely administering their spaces On this seller s market trade fair organizers could pick the companies they would allow to exhibit at their fairs Since then more and more trade fair organizations have entered the market and invested heavily in new venues and hall capacities The traditional venue owners increased their hall capacities tremendously and new regional venues emerged in the Near East and Asian markets The driver of the inter industrial competition is the increasing number of communication information and sales opportunities such as road shows in house exhibitions or virtual information channels like the internet that constitute alternatives compared to the cost intensive trade fair participation These developments have made the market a buyer s market Consequently the customer group s requirements towards trade fair efficiency are getting increasingly higher Trade fair organizers need to face these developments and rethink and reshape their marketing strategies and respective marketing mix to match them to the new environment in order to stay competitive They need to implement instruments with which they can improve the communication and service offer and thus satisfy the customer s requirements Mobile marketing is such an instrument It is the new trend in the modern direct marketing that offers numerous possibilities for personalized customer communication and the provision of an increased service portfolio via mobile devices Mobile marketing is the answer to the increasingly mobile society as it allows a location and time independent reach of the customer The question if and to which extend mobile marketing can be applied in the marketing mix of trade fair organizers is the research objective of this thesis The approach to reach this goal is illustrated in figure 3 in the appendix and will be set as follows chapter two will focus on the theoretical basics of mobile marketing in order to illustrate its potentials capabilities and limitations In chapter three the basics about trade fairs its functions and participants are introduced The analysis of the goals and needs of the exhibitors and visitors is the focus of Encyclopedia of Mobile Phone Behavior Yan, Zheng, 2015-03-31 The rise of mobile phones has brought about a new era of technological attachment as an increasing number of people rely on their personal mobile devices to conduct their daily activities Due to the ubiquitous nature of mobile phones the impact of these devices on human behavior interaction and cognition has become a widely studied topic The Encyclopedia of Mobile Phone Behavior is an authoritative source for scholarly research on the use of mobile phones and how these devices are revolutionizing the way individuals learn work and interact with one another Featuring exhaustive coverage on a variety of topics relating to mobile phone use behavior and the impact of mobile devices on society and human interaction this multi volume encyclopedia is an essential reference source for students researchers IT specialists and professionals seeking current research on the use and impact of mobile technologies on contemporary culture

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