

MANAGEMENT IN DIGITAL ERA



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Edited by

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MOBILE MARKETING

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A mobile marketing strategy is not a stand-alone effort, but it is a large chunk of any long-term or short-term marketing campaign—and its importance is only growing. From email, to PPC, to SEO, to content, to social media marketing, there is a mobile marketing channel to reach every part of audience where they are most comfortable.

Optimizing website and email sends for mobile devices, taking advantage of the SMS and MMS channels, and building a native app for most highly engaged audience are all big projects. So, starting by updating buyer personas to get a better idea of where the majority of your target audience spends its mobile time. That will give a start line, and the rest will fall into a logical order.

Mobile technology is not a fad that's going away any time soon. Optimizing marketing strategy for mobile will give the brand an edge over the competition.

Mobile apps can support many business goals, including product extension, driving engagement, and even supporting e-commerce. To maximize an app's impact on marketing, marketers will want to be involved in the entire process, from app development through implementation.

Just like any other marketing channel, it's important to consider how the app can be used for acquisition. Marketer may offer extra features or more mobile content in exchange for a user's contact information, similar to how you would gate content on your website for the same purpose. The company will also want to make sure the app encourages user engagement in order to build relationships and loyalty, and—of course—drive conversions.

Those conversations are driven by two types of messages: push notifications and in-app notifications. Both communicate directly to your audience, so both should be considered strategic marketing channels.