EMERGING TRENDS IN MOBILE MARKETING COMMUNICATION

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ABSTRACT

The growth of internet usage among consumers is changing the way firms market themselves. The changes have been fast, and to reach upmarket and professional audiences, the internet has to be a core part of the strategy. The mobile is moving well beyond its role as a phone and even as a communication device. More broadly, it is becoming an enabler for a wide range of experiences, from TV viewing to shopping to banking. Change is happening at an astonishing scale and speed. The drivers of change include the shift to 4G, the millions more consumers getting connected, and the rapid spread of machine-to-machine communication. Mobile devices have the potential to revolutionize transactions. This mobile-informed outlook makes consumers socially connected and constantly stimulated than any generation before—presenting a new challenge for marketers looking to engage with them. Marketers are emphasizing on mobile as an important channel to disseminate the brand message. Many brands have already started adopting the mobile as a major tool in their communication strategy knowing the potential that the mobile as a medium offers. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. Rich content will be at the heart of digital communications. Visual storytelling will continue to rise. Micro-videos and infographics will become the norm for brands to share ideas and concepts. Organizations will seek more measured value out of platforms and channels. This paper presents a snapshot of how smart marketers are keeping up with this pace of change and using the capabilities of the mobile phone to deliver an engaging experience to consumers worldwide.
KEYWORDS: Digital channels, Visual storytelling, Micro-videos, Infographics, QR codes.

INTRODUCTION

Of the six billion people on the planet, 4.8 billion have a mobile phone according to research from the Mobile Marketing Association of Asia – further demonstrating just how pervasive mobile technology has become. Mobile is one of the greatest technological and cultural transformations in history. It has revolutionized communication as we know it, and will have equal impact on how and when we gather and send information. On an individual level, the mobile is a tool that can help users do everything from basic chores to acquiring knowledge to running micro-businesses—leading many in emerging regions to see it as enabling upward mobility and a better life.

OBJECTIVES OF THE STUDY

This paper attempts to study the challenges faced by marketers in meeting consumer needs meaningfully through mobile marketing communication. The paper further seeks to study the current and emerging trends in mobile advertising. Some of the innovative mobile marketing and advertising strategies practiced by leading firms to gain competitive advantage are discussed.

MOBILE MARKETING

Mobile marketing is marketing on or with a mobile device, such as a smartphone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas. Mobile is the fastest way to get offers to customers and using it also offers a significant advantage over other channels in its immediacy in both delivery and redemption. It is the most personal of all channels used largely for communication with friends and family. It is essential, therefore, that marketers gain consumers’ trust to gain their attention. In an age where acceptance rates for promotional marketing received over mobile are lower than for promotions in general and where consumers are still skeptical about engaging with marketing promotions through their phones, marketers are struggling to penetrate into the consumer’s mind space or to gain permission to do so. Marketers are developing innovative strategies to gain attention. Mobile presents particular challenges for advertisers because they don’t have the same retargeting tools (like cookies) that they have online, the screens are smaller, and ads have the potential to be more intrusive than on the desktop. Advertisers are using various marketing communication tools such as video, animation, photo galleries and interactive elements, which can make mobile advertising more like a TV commercial or a slick magazine to give consumers a more immersive experience.

Consumers are tapping into mobile resources as they discover and research goods and services, order and pay, share purchases with social networks, rate products and experiences, and engage with brands post-purchase. Unique mobile technologies like geolocation, augmented reality and NFC (Near Field Communication) will help further integrate mobile into each step of the
consumer journey. This is empowering both consumers (especially in-store shoppers) and brands, which are gaining new opportunities along the consumer path.

**TYPES OF MOBILE ADVERTISING**

Mobile advertising may take the form of static or rich media display ads, SMS (Short Message Service) or MMS (Multimedia Messaging Service) ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games (such as interstitial ads, “advergaming,” or application sponsorship).

**ADVANTAGES OF MOBILE ADVERTISING**

As a medium, mobile is fundamentally different and superior to other media on all counts that matter to advertisers - availability, targeting, engagement and measurement.

- **AVAILABILITY** - The mobile is an extremely personal device that most of us tend to access every moment we are awake. This gives advertisers access to their target audience nearly 24x7.

- **TARGETING** - Mobile offers targeting like no medium can. Advertisers can target their audience by mobile device, operator and operating system in addition to the usual targeting and segmentation variables that exist for other media.

- **ENGAGEMENT** - Today, mobiles have immense computing power, 4.3" screens, touch screen capability and sensors such as accelerometers, gyros in addition to technologies such as GPS. All these elements allow for creative ad formats and immersive engagement.

- **MEASUREMENT** - Mobile enables tracking and measurement at a far granular level compared to traditional medium. For example, advertisers can track the number of seconds a consumer spent viewing a video, or the percentage of consumers that chose a particular product variant.

**TYPES OF ADVERTISERS ON MOBILE**

We see three kinds of advertisers on the mobile platform:

1. Mobile First or businesses that are entirely mobile centric – primarily mobile app and gaming companies such as Rovio, the maker of Angry Birds.

2. Online First or businesses that are largely online and are looking at ways to acquire consumers through the mobile medium. E-commerce firms are a good example of this category.

3. Offline First or traditional businesses that are looking at ways to engage consumers in the mobile medium. These would include brands that have traditionally advertised on TV and in print such as automobile, mobile operators, cell phone manufacturers, Finance, Retail & FMCG companies.
STRATEGIES IN MOBILE ADVERTISING

Brands wanting to engage busy, overwhelmed consumers in a fast-paced world must utilize context-specific, personalized creative campaigns – where the true power of the creative is seen by the right audience at the right time. When executed correctly, rates of engagement are very high in these targeted, personalized campaigns. However, creatives should ensure they don’t overwhelm consumers by attempting to deliver too much in one experience, a tactic that can often alienate.

Less is definitely more in the case of mobile – a simple campaign is more effective for engaging consumers with a brand. Campaigns that deliver too much, too fast and in too personalized a way can have an adverse effect and can unsettle a user, alienating them from any brand perceived as too intrusive.

Ads should be clever, drawing in the user visually with appealing, eye-catching design. They must be seductive, compelling the user to interact with the ad, and the call to action should be intuitive. A simple but innovative, well-designed ad will connect the dots between mobile ad creatives and consumers.

Apps can also play an important role in building brands, with global downloads set to grow to 160 billion on consumer handsets and tablets in 2017. With smartphone users spending more time on apps than internet browsing, they mustn’t go unnoticed in the marketing campaign mix. But for an app to be successful, it must deliver engaging content, otherwise it could do more harm than good for a brand.

Mobile advertisers must look to deliver engaging, targeted, context-specific content that is also accessible in a format that continues to align itself and support campaigns delivered through other media.

Advertisers need to add convenience. Most airlines have mobile apps that allow customers to check in and to monitor their flights’ status. Most banks have mobile apps that let people track their bank balances and pay bills. ESPN’s app lets sports fans check scores. People can also do these things on desktop computers or from a mobile browser, but the smartphone apps function more quickly and smoothly, so most customers prefer them. And every time a consumer uses one of these apps—or even glimpses it on the screen while swiping to find something else—it increases his/her exposure to the brand.

Marketers must offer unique value. Some apps take advantage of mobile capabilities to do things traditional desktop computers can’t. In South Korea, where the UK-based retailer Tesco has a grocery delivery business called Home Plus, the chain plastered the walls of subway stations with life-size, high-resolution photos of products on store shelves, complete with QR codes that can be scanned with a smartphone. This allows consumers to shop and arrange for delivery while waiting for their trains.

Nike, similarly, has capitalized on mobile’s distinctive abilities. In 2006 it unveiled Nike+, an app (originally for iPods, now available for most smartphones) that works with a special chip in
runners’ shoes to monitor speed, distance, and calories burned. Although the app itself is free, people must buy either a sensor-equipped Nike sneaker or a shoe-mounted sensor in order to use it. Nike credits the app with having driven growth of 30% in its running division as of 2012, and it has expanded Nike+ to include apps and accessories that track other activities, from playing basketball to sleeping. Neither the Home Plus app nor Nike+ feels like a traditional marketing communication—mobile users don’t want ads; they want apps that deliver unique benefits.

Marketers must also provide social value. Facebook added its billionth user in October 2012; its app is one of the most used in the mobile world. Yet Facebook, like other social media companies, has struggled to monetize its user base through advertising. Marketers question the effectiveness of ads on social media sites, because ads interrupt the user experience of connecting with friends.

Mobile Wallet Media and its founder and chief editor, Randy Smith, introduced an innovative concept of mobile or digital wallet or payment linked offers tied to a 'Universal Offer Platform and Marketing Methodology.' His innovation works by simply linking any ad to a mobile wallet or card in a manner similar to a Facebook or Twitter promotion by a business or organization. In the future rather than just saying “Find us on Facebook and follow us on Twitter,” you’ll hear or see the tag line in ads “No need to print or clip coupon. Just pay with mobile wallet or 'Big Bank' card to redeem offer.”

CURRENT TRENDS IN MOBILE ADVERTISING

MARKETING VIA SMS/MMS: SMS/MMS remain one of the most important components in a strong mobile strategy and compliance builds a strong foundation for a successful long-term engagement with consumers.

WAP BANNER ADS: Wireless Application Protocol ads are pay-per-click ads that are displayed on Bing and Yahoo mobile search results pages. The ads are displayed only to people who search using mobile phones that don’t have full web browsers.

VIDEO ADS ON CELL PHONES: Currently, only 10% of domestic mobile handsets are video-enabled, and it remains unclear if the average user is willing to pay for video services.

IN-GAME ADVERTISING: Product placement isn’t only used in TV shows. Now advertisers are working with startups to insert their brands into mobile games.

ONLINE COUPONS: People carry their phones, and their mobile coupons, everywhere. This method of advertising holds considerable promise in the future.

INTERSTITIAL ADS: Interstitials are ads that play during the dead time during downloads. They’re unobtrusive. When implemented effectively, they actually provide information that is both useful and immediately actionable.

SOCIAL CALLS TO ACTION: Current trends in mobile advertising involve major use of social media such as Twitter and Facebook. Mobile advertising show mobile ads incorporating social connectivity options. Including a social call to action with full page ads is increasing
consumers’ interactivity. There is a huge boost to engagement by using the social component in mobile.

**FULL-PAGE ADS:** More and more companies are using full-screen mobile ads which are helping developers and publishers earn five times more than banner ads. Full-screen ads offer 100 percent on-screen share of voice, which greatly reduces the number of false clicks that small banners commonly generate. The full-screen format also allows publishers to show fewer ads and does not take up valuable screen space with a banner.

**CONTEXTUAL ADS:** Contextual placement has been shown to drive an increase in click-through rates for online display ads.

**PRE-CLICK ENGAGEMENT:** Advertisers are using rich media in the mobile environment which starts with a user tapping on a banner and is presented with a video or some other content. However, consumers often ignore these banners ads or shy away because they do not know what they are going to find once they click through. Advertisers are therefore delivering banners that feature animation, video and other rich media in the banner itself.

**RESPONSIVE WEB DESIGN:** Another important mobile trend is responsive web design, where the website is designed to adapt to the size of the screen that it’s being viewed from, whether it is an iPhone, iPad, etc. It makes navigation easier for the user and saves you the trouble of having to redesign an entire site for a specific device.

**MOBILE APPS:** Marketers are communicating through various mobile apps (applications). Apps will trump traditional ads in part because consumers don’t perceive them as advertising—they value them for their functionality and thus don’t find them intrusive. For marketers, apps will also be attractive because they’re actually more cost-efficient than traditional ads, and they sometimes create entirely new revenue streams. These apps are Games and entertainment, Social networks (especially Facebook), Utilities including maps, clocks, calendars, cameras, and e-mail; apps for Yelp, TripAdvisor, and Flixster.

**DISPLAY ADS:** Display ads are prominently used, in part because advertisers can buy in standard formats, like they’re used to doing online. But the units are problematic on small screens because they can trigger more accidental clicks.

**LOCATION-BASED ADVERTISING:** Location based advertising is one of the most promising trend of mobile advertising because it leverages the mobility of smartphones and tablets. But the effort has been slower to take off, in part because ads delivered via geo-fencing or proximity don’t necessarily catch people at a time when they want to act or don’t factor in a person’s preferences.

**OTHERS:** There are some other approaches adopted by advertisers apart from placing a basic ad somewhere in an app or website. Companies reward people after achievements and milestones during games and apps. Pontiflex lets people sign up to receive ads and offers from brands they select. Appssavvy allows advertisers to place ads alongside activities inside apps and websites.
Tapjoy helps people earn in-app rewards for watching videos, installing apps or subscribing to services.

FUTURE TRENDS

With the advent of in-car 4G, built-in Wi-Fi and ever more partnerships between apps and automakers, the automobile is turning into a speedy smartphone. The potential that advanced connectivity brings to cars—for improved safety, myriad entertainment options, geo-local advertising, etc. is enormous. As we come to take the convenience of smartphones for granted, we’ll want the next level of convenience: not having to pull out a device, unlock it and open the relevant app. Accessories like glasses and wristbands, along with in-car connectivity, will enable a more seamless and discreet experience, infusing the technology into daily routines. Additionally, mobile will extend beyond the confines of the device screen to become more human-centered. Visual storytelling will continue to rise. Micro-videos and infographics will become the norm for brands to share ideas and concepts.

Brand engagement in all its forms will come under the scanner of ROI. Chief Marketing Officers and organizations will seek more measured value out of platforms and channels. Instant Messaging (IM) and chat-based social networks such as Whatsapp, WeChat, SnapChat, LINE and others will be utilized for brand communications, as a way to carry branded content to audiences in a targeted manner. Wherever possible, mobile advertising and other forms of brand engagement across IM platforms will become a dominant feature of digital plans.

Brands will continue to struggle to cope with customer reactions in real-time. Social CRM will become truly meaningful in the context of the allied growth in big-data systems, predictive analysis modeling for brands, and social-driven e-commerce. ‘Social Care’ will be the new mainstream of service-lead communications; only a lot smarter, more insightful and linked inextricably to the traditional CRM and customer loyalty solutions of brands and businesses.

The coming years will witness omni-channel, transmedia campaigns as the new paradigm in how communications and marketing works. Importantly, multi-channel campaigns will be mapped against how consumers consume branded content to make decisions and form opinions around brand consideration, advocacy and purchase. Technology-aided interventions will get stronger through compelling storytelling that delivers brand, customer experiences and targeted product content more seamlessly.

Marketing and communications teams within organizations and agencies across Asia-Pacific will become hybrid in 2014 – to bring in diverse skill sets while collaborating across the development of transmedia, omni-channel brand campaigns.

LEADING MOBILE MARKETERS

STARBUCKS CORPORATION

Starbucks Corporation, the largest coffeehouse company in the world was Mobile Marketer of the Year, 2012, the highest accolade in mobile advertising, marketing and media. Instead of following in the steps of competitors, the coffee giant has implemented its own mobile-first
strategy that is unlike any other and features the latest technology such as QR codes and augmented reality, as well as traditional channels including SMS, mobile advertising and applications. What makes Starbucks a clear winner is the company’s comprehensive, 360-degree mobile marketing strategy that offers a number of different functions and creates an ongoing relationship between the brand and its customers. Instead of putting its focus on one single channel, Starbucks makes sure it has a presence on each and every one. Over the past year, Starbucks has used SMS quite a bit, not only to build its ‘My Starbucks Rewards’ program, but also to keep opted-in consumers in-the-know about the latest offers and discounts. SMS is at the heart of the coffee giant’s ‘My Starbucks Rewards’. To participate, consumers are encouraged to text the keyword GOLD to the short code 697289. Furthermore, to drive as many opt-ins as possible, Starbucks has relied on in-store signage and email to help ramp up its SMS program efforts. Through the ‘My Starbucks Rewards’ program, consumers can earn rewards when they pay with their Starbucks Card. Free drinks and refills are one of the perks of the program.

In addition to SMS, Starbucks has used QR codes heavily. The company’s approach to QR codes is quite different than other marketers. Instead of placing them on anything and everything, Starbucks strategically positioned the mobile bar codes where they would be visible to consumers. To promote its Blonde, Medium and Dark roasts earlier this year, Starbucks placed QR codes on bookmark fliers that were handed out to consumers. When scanned, the mobile bar codes took coffee lovers to the company’s mobile-optimized site where they were able to watch a video and learn more about the company’s coffee.

Another factor that sets Starbucks apart from other marketers is the company’s involvement in mobile payments. The coffee giant is one of the biggest players in mobile commerce. Starbucks unveiled its mobile payments and loyalty application in 2010. Using the Starbucks Card mobile app, consumers can check their balance, reload their card and view transactions. Moreover, Starbucks has mobile apps on a variety of platforms such as iPhone, iPad and Google Play, which are continuously refreshed to keep consumers up-to-date.

MONDELĒZ INTERNATIONAL

Mondelēz International, an American multinational confectionery, food and beverage conglomerate, was adjudged Mobile Marketer of the Year 2013, the highest accolade in mobile advertising, marketing and media. The snack food giant has rolled out mobile advertising, applications, sites, augmented reality and search initiatives that are tailored to each of its more than 50 brands. The goal of the company’s pilot programs was to prove that mobile works at driving impulse sales within retail stores.

Its gum brand Stride picked mobile navigation app Waze to better understand shopping behavior by driving consumers to a grocery store. Deerfield, IL-based Mondelēz International then spun out different mobile initiatives to take each of its brands' marketing programs up a notch through mobile. Oreo partnered with Nokia on a mobile messaging app that was exclusive to the Lumia Windows Phone. The Oreo Skies app leveraged the device’s built-in motion sensors, date and time to replicate the constellations of the northern hemisphere. Each star could be tapped on to open up a message to a consumer’s friend on Facebook. Instead of rolling out a basic mobile
app, the goal behind Oreo Skies was to test out the native features of the device and then target consumers through mobile messaging.

Oreo also teamed up with Trident and Ritz crackers on a massive implementation of an augmented reality app that brought static packaging to life as part of a sponsorship of musical group One Direction’s 2013 North American tour. In 2013, Stride rolled out an innovative app that leverages motion detection to control a mobile game.

MACY’S

Macy’s is a mid-range to upscale chain of department stores owned by American Multinational Corporation Macy’s Inc. From Apple’s iAd to rich media, gaming and exclusive launch sponsorships of music streaming services, Macy’s is ahead of others in mobile advertising. Each mobile advertisement is different from the other and is tailored to either drive in-store or online traffic. For every holiday or occasion, Macy’s taps mobile advertising in some way to get the word out about time-sensitive sales and events. Macy’s has used mobile advertising to publicize a variety of promotions including one-day, Christmas, Labor Day and Mother’s Day sales. Moreover, these campaigns are increasingly becoming more sophisticated at closing the gap between digital and in-store. For example, Macy’s ran an iAd campaign to promote its Mother’s Day sales. The ad included a variety of interactive features, including a map and the ability to save a coupon to the iBooks mobile application, which helped the retailer incentivize in-store traffic. Macy’s has also been the first to market as launch sponsors of mobile music streaming services such as Spotify, Clear Channel’s iHeartRadio and iTunes Radio. The retailer was one of the launch advertisers on Apple’s new iTunes Radio and ran a variety of audio and video ads to promote different sales.

Macy’s also developed a branded radio station within the iHeartRadio app that targets millennials to keep its brand top of mind throughout their day-to-day lives. For Macy’s, mobile advertising is all about engagement. Macy’s incorporated a mobile game into an advertising campaign that used word association to build brand awareness. Consumers could type in words such as “bag,” “Macy’s” and “shoe,” and by guessing the word correctly consumers could then shop a one-day sale on Macy’s mobile site. Instead of simply linking a mobile ad to commerce, consumers always get something new when they click on a Macy’s ad.

COCA COLA

The Coca-Cola Co., U.S.A, manufacturer of carbonated soft drinks which are sold throughout the world, is deeply invested in mobile advertising. It has strategic mobile efforts in different parts of the world that leverage the power of advertising to influence and drive desired marketing and retail activity. Coca-Cola had a long-term partnership with the World Wildlife Fund mobile in a text-to-donate promotion. To participate, consumers could text product-specific short codes to a keyword to donate money towards the Arctic Home fund, which is an organization created by Coca-Cola and the WWF to save polar bears. The campaign, which included white Coke cans, included a mix of digital, broadcast and mobile initiatives. The primary goal with Arctic Home was to expand awareness and generate funds to help protect the polar bear and its habitat. The codes for donating were found on select Coca-Cola cans and bottles, which were identified with
white packaging. Users could text the keyword found on packaging to the short code 357357 to donate $1 towards the Arctic Home foundation. The donation was automatically added to consumers’ monthly bills via their carrier.

The marketer is also experimenting with Google Wallet where consumers can use their mobile device to pay for a drink at 200 of its vending machines across the United States. Coca-Cola also uses SMS as a key trigger for many of its promotions, especially because it can reach everyone – from users of feature phones to smartphones. Coca-Cola used mobile advertising to ramp up its Facebook presence and further engage beverage lovers with its brand. The company’s mobile banner ads could be seen within the TV Guide iPhone app. They led consumers to a mobile version of its Facebook page. Coca-Cola uses mobile to enhance almost every marketing effort it conducts.

SOME OF THE TOP MARKETING AND ADVERTISING CAMPAIGNS THROUGH MOBILE

Adidas Philippines campaign Adidas Philippines decided to use rich media (web page ad that uses advanced technology such as streaming video) to highlight a new product launch. To promote its new Boost shoe, Adidas launched a rich media campaign that let consumers play a mobile game. The game was meant to stimulate the different types of terrain and conditions that the shoe can hold up in. The athletic shoe brand partnered with iProspect Philippines and InMobi on the campaign with findings pointing towards the effectiveness of rich media in keeping consumers’ attention.

McDonald’s showcases Instagram campaign through mobile McDonald’s -the fast food giant launched a campaign that encouraged consumers to snap pictures of their favourite meals and share them on Instagram as part of a marketing campaign to relaunch its famous Big Macs to a young, social media-heavy audience. In addition to sharing pictures on Instagram, consumers could also browse through a gallery of photos. McDonald’s worked with Kargo and OMD Chicago to execute the campaign, and ads ran within mobile sites of publications including US Magazine, Spin and Billboard.

Pinkberry drives in-store product launch trial via mobile advertising Frozen yogurt chain Pinkberry launched a location-based ad campaign that served up mobile coupons to lure nearby consumers into stores. The ads ran within the Pandora iPhone app with creative that showed consumers how many miles away they were from a Pinkberry location. When clicked on, a landing page presented an offer for $1 off of a Greek yogurt product. The landing page also included directions and a click-to-call option. The coupon was redeemable by showing a screen grab of the ad at the point-of-sale. In Pinkberry’s case, consumers were more inclined to interact with the banner ad since it ties together an offer with a specific location.

Target leverages Facebook to bolster downloads for new mobile deals app Target Corporation – American retailing company, has invested in mobile advertising for quite some time and is one of the brands that is taking advantage of Facebook’s mobile app install units. To get the word out about its new mobile deal Cartwheel app, the big box retailer planted sponsored posts within consumers’ mobile Facebook feeds. The call-to-action showed consumers if any of their friends
already used the app, and a click-through pulled in Apple’s App Store where consumers could instantly download it to their device. Through the Cartwheel app, consumers can sign-up for customized deals for products and show a bar code in-store to redeem them. The more consumers use the app, the more benefits they unlock.

Taco Bell and the iAd campaign Taco Bell-American chain of fast food restaurants- ran an iAd campaign to push awareness of its “Happier Hour” promotion, which offers discounts on drinks in the afternoon. The ad unit included several tabs to remind consumers about the promotion. For example, a location-based tab could be clicked on to remind consumers of the discounted drinks when they were nearby to a store. The ad also let consumers save a reminder to their device’s calendar or share the promotion to friends and family via an animated GIF email.

CONCLUSIONS

Since members of today’s younger generation take mobile connectivity for granted, they have come to expect everything—information, products, friends, entertainment—to be instantly available in the palm of their hand. This mobile-informed outlook makes them more impatient, socially connected and constantly stimulated than any generation before—presenting a new challenge for marketers looking to engage with them.

The new consumer is an individual but with a powerful social voice, as illustrated by the fact that even within our private lives we are always connected, allowing us to go social with our opinions with the click of a button. In this complicated zone, advertising will need to meet these complex expectations and deliver personally relevant brand experiences in order to succeed.

Consumers expect more: more fun, more entertainment, more access, more information and more value. As a result, creative matters more than ever before and a ‘mobile first’ mentality will be essential for brands to reach, engage and keep consumers active. The combination of clever design, intuitive engagement and a distinct call to action are leading to higher engagement results than industry standards. Mobile is the most direct, intimate link with a consumer that a brand can have and marketers need to know how to use it. Consumers today are becoming accustomed to seeing advertisements and content encouraging consumers to search on the go, or to use QR code readers on their mobile phones. However, many of these search terms and QR codes take consumers to websites that are not optimized for the mobile experience – indeed, only a third of websites currently have optimized versions for mobile. Brands must turn this around in the coming years if they want to engage with consumers on the go. Marketers must ensure that their websites are optimized for use on mobile and provide good quality apps to make sure the mobile experience is smooth and offers the same level of functionality as the standard website.

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