

## MOBILE MARKETING: THE NEXT BIG THING IN MARKETING

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### Abstract:

The Indian mobile market is one of the growing markets it is the second largest market after china. Communication has grown to be an essential infrastructure for socio-economic development in an increasingly knowledge intensive world. The reach of telecom services to all parts of the country is integral to development of an innovative and technologically driven society, studies have shown that there is a positive correlation between the penetration of internet and mobile services on the growth of GDP of a country. The number of telephones increased from 898.02 million in the beginning of the financial year to 933.02 million at the end of March 2014. (Telecom Regulatory Authority of Indian-TRAI Annual Report, 2013-2014).

Mobile marketing has enormous capture of the entire marketing techniques. Now a day every individual have their own mobile phone and it's the best medium to connect with the persons, it gives a personal touch with the consumers. Companies doing so many practices for making a emotional bond with their customers, they wishes them on their special occasions and provide them so many offers according to their choices. With the help of mobile marketing now companies reaching to the every corner of the country and to every segment of the society.

**Key words: Mobile Marketing, Mobile advertising, Marketing techniques, Digital media, Mobile advertising, Mobile Marketing, Mobile Media, Marketing techniques, Marketing strategies, Marketing styles, Online marketing.**

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**Introduction:**

Mobile Marketing involves communicating with the consumer via cellular (or mobile) device, either to send a simple marketing message, to introduce them to a new audience participation-based campaign or to allow them to visit a mobile website. The Indian mobile market is one of the growing markets it is the second largest market after china. Communication has grown to be an essential infrastructure for socio-economic development in an increasingly knowledge intensive world. The reach of telecom services to all parts of the country is integral to development of an innovative and technologically driven society, studies have shown that there is a positive correlation between the penetration of internet and mobile services on the growth of GDP (Gross Domestic Product) of a country. The number of telephones increased from 898.02 million in the beginning of the financial year to 933.02 million at the end of March 2014. (Telecom Regulatory Authority of Indian-TRAI Annual Report, 2013-2014).

The Indian MVAS (Mobile Value-added services) are forecasted to reach Rs. 48,000 crores by 2015 with an annual growth rate of 28%, from the current size of Rs. 12,000 crores. Trends in mobile phone penetration, continuous growth in teledensity, need for differentiations in telecom services, increasing consumers demand and awareness, and advances in information and communication technology act as drivers for uninterrupted growth of MVAS (Mobile Value-added services) in the country.

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**Advantages for Using Mobile-Marketing:**

- Instantaneous: As the audience is likely to be carrying their mobile devices with them in a standby state, they are more likely to receive and absorb the message on the spot.

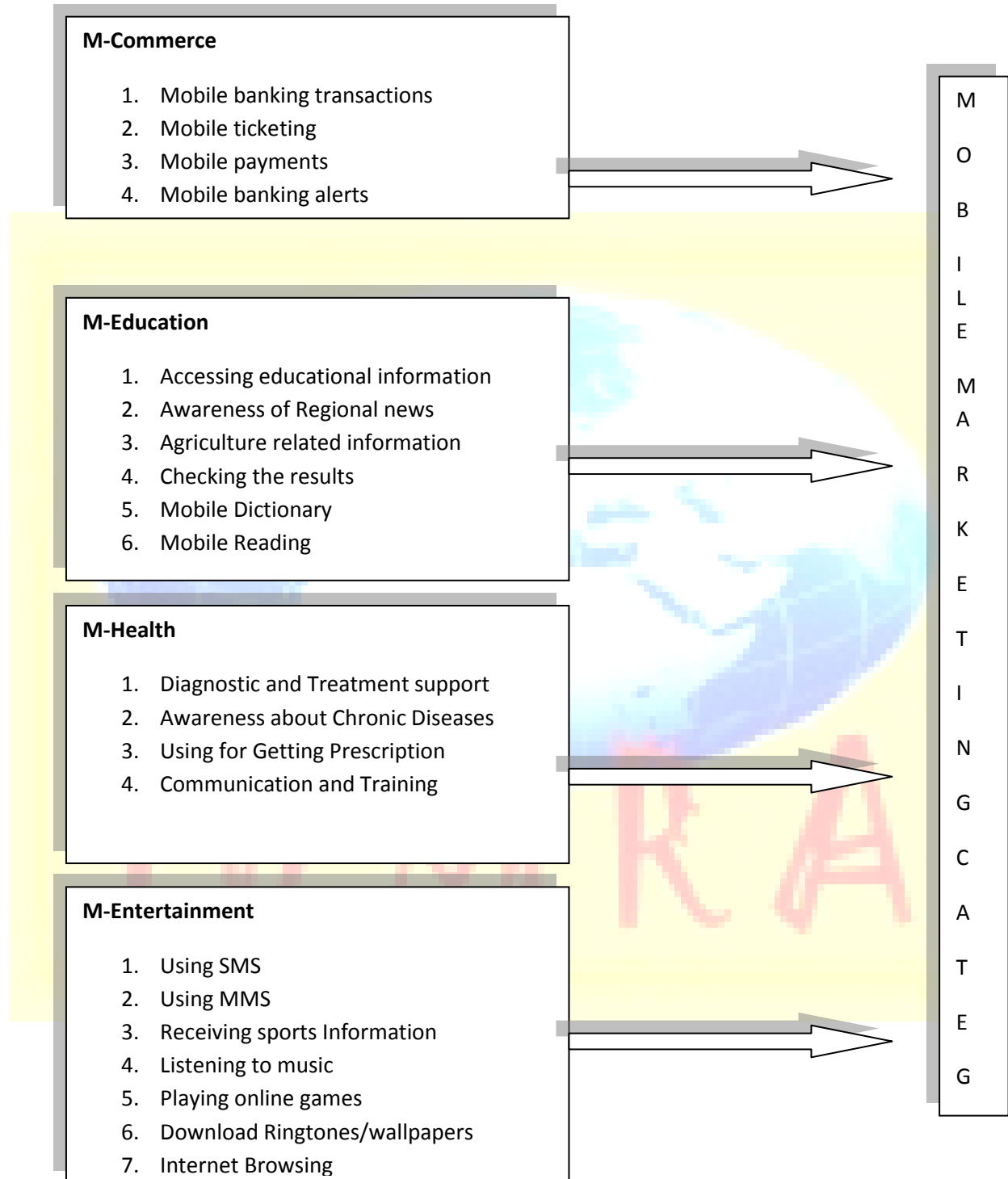
- **Efficient:** Creating content such as images or video for streamlined mobile devices is relatively inexpensive when compared to desktop or laptop systems which can handle content of the highest quality. This mobile efficiency is also great for promotions, issuing vouchers and other permission-based marketing and incentive services.
- **Convenient:** With a good idea in action, mobile campaigns can prove more convenient than traditional media, as the content is kept down to a minimum and the platforms are adaptable on a mass scale.
- **Sharing:** The Mobile Marketing have massive viral potential, but planning a campaign to go offline and then return online by using such multimedia devices such as 2D barcodes, Global Positioning System (GPS) or camera capabilities, can attract others to get involved.
- **Broad:** Potential for brand new audience who may not have much online experience, while specific target groups can be singled out.
- **Consumer Relationship Management:** As mobile technology is essentially the first mass-communication vehicle which relays messages directly to the individual wherever they are, there is an increase in relationship building potential. Mobile phones are private and relatively secure, allowing for a more personalized approach to media. Marketers can receive feedback instantly, leading to a valuable two-way conversation with their audience members.
- **Real Time Tracking:** As with the traditional Web, tracking and reporting is easy, effective and instantaneous – if the network providers play ball, that is. Quicker response times lead to increased tracking potential and market understanding.
- **Customizable Mass Communication:** Mobile Marketing is often able to reach a wider audience due to the accessibility of mobile devices when compared to the number of those who have access to traditional, desktop-based Internet – especially in developing countries such as South Africa.
- **Multimedia:** The ability to view this content is important to modern Mobile Marketing, but campaigns can also be centered on user generated multimedia content. Audience participation allows your campaign to grow exponentially, in content and influence.
- **Novel:** The Mobile Marketing industry is not yet saturated with excessive promotions. Users and advertisers both still see value in Mobile Marketing.

- **Adaptable Integration:** Mobile convenience makes it easy to cross platforms and promote other media sources by incorporating mobile elements into current campaigns.
- **Payment:** Mobile devices have the potential to replace the physical wallet as it is a relatively secure payment device. This means the consumer doesn't have to carry around wads of cold cash – but can pay via advanced mobile Web systems or even with basic USSD services (Unstructured Supplementary Service Data) or CSC services.
- **Direct, Personalized Marketing:** By the time you've finished reading this sentence, a mobile user could have received a direct marketing message. As his or her device can be used as a virtual wallet, there is potential (especially in countries such as Japan where mobile payment systems are common) for a sale to be completed at the peak of interest.

#### **Disadvantages for Using Mobile-Marketing:**

- **Few standards:** Mobile phones are even less standard than Personal Computers. Not only do phone models present a myriad of screen sizes, there are also several operating systems and browsers that are used by mobile phones.
- **Privacy and Permission:** Privacy is always in question on any network or device. Savvy marketers must be aware of the connection that users feel with their mobile phone, and offer clear instructions for opting out of marketing communications.
- **Questionable Navigation:** The mobile phone is small. This means that it has a small screen and a small keypad. While some phones have a full QWERTY keypad, many have the standard numeric keypad. When it comes to the mobile web, consider that phones do not have a mouse. There are a few models that have touch screens, but, for the most part, navigation of the mobile web is through the keypad or scroll buttons on the phone-making mobile more of an objective based exercise for the user, rather than casual browsing.
- **Education:** The use of more advanced features of phones can require an extensive education process. While mobile phones have a host of features, these devices are for the most part under-used.

**Categories of Mobile Marketing:**



MVAS (Mobile Value-added services) refers to additional services provided by the telecom operators excluding voice communication that allow customers to get entertained and informed

through their mobile phones. The VAS (Value-added services) in mobile telecom is in the form of voice mail, digital or any other method that is directly or indirectly paid by the end users. It creates a win-win situation for both customers and service providers. The categories of mobile marketing can be made on the basis of information, application and implementation, entertainment, communication, and M-commerce, and on the basis of infotainment and transactional services. Following categories were identified along with their respective activities:

- **M-Commerce:** It includes the services that facilitate transactions from mobile phone. Those services act as a powerful tool for financial inclusion and make the financial services available in remote areas. Mobile banking alerts, mobile banking transactions, mobile ticketing, information and enabling payment are the major services that customers can access through m-commerce. Mobile banking facilitates checking bank account, viewing mini-statements, paying bills, transferring funds between bank accounts, and remittance of beneficiaries. Mobile shopping facilitates order and pay for goods and services through handheld devices.
- **M-Education:** It refers to the service that supplies educational content electronically and helps the learners in acquiring knowledge regardless of time and location. It provides educational information such as exam alerts, language training, mobile reading, adult literacy and teacher training and facilities m- education dissemination. This VAS (Value-added services) has an immense potential in higher education and can be accessed with proper institutional support with an aim to facilitate tailored educational contents.
- **M-Health:** It provides health solutions for a particular medical problem vis-à-vis disseminating necessary information, alerts, and updates, digital prescriptions and performing a channel role to deliver timely and effective medical services. The role of these services will become very crucial during chronic and widespread diseases and helps in educating and generating awareness and accessibility of medical services in remote areas through telemedicine. Due to inadequate availability of medical and human resource in remote areas, mobile technology devices, such as personal digital assistant, cell phone, personal laptops and palm tops, provide healthcare services by establishing a connection between the patient and primary healthcare.

- M-Entertainment: These services are the most exciting and emerging services among all the categories with substantial future potential. This VAS (Value-added services) enhance hedonic utility by facilitating various activities such as music, ringtones, wallpapers, movies, videos, live sports, and online games.

### **M-Marketing and Customer Satisfaction:**

Customer satisfaction starts with the consumption process, inevitably a phenomenon of customer behavior, by using products, services or experiences that lead to value and satisfaction. Consumption is a process that converts time, goods, ideas or services into value and customer satisfaction refers to post-consumption phenomenon characterized by a mild, positive emotional state resulting from a favorable outcome of consumption process. Customer satisfaction is one of the critical factors for establishing a long-term relationship and sustaining profitability in general and telecom sector in particular. VAS in mobile telecommunication are considered important factors that influence the selection of a service provider, customer satisfaction, and loyalty.

- M-commerce and customer satisfaction: The customer satisfaction in MVAS (Mobile Value-added services) is associated with the service quality of mobile commerce and four factors-information quality, responsiveness, assurance and reliability-affect the service quality of mobile commerce.
- M-education and customer satisfaction: MVAS (Mobile Value-added services) are used as a source of m-education and m-learning by delivering education and training program. Many advances are made in MVAS (Mobile Value-added services) to deliver effective and usable e-education to students. The learning attitude can be changed through m-learning which significantly contributes towards improving literacy and numeracy, thus enhancing user's satisfaction.
- M-Health and customer satisfaction: it is recognized as a new vision for healthcare services, and mobile communication is an innovative tool for providing health services. Customers' readiness for paying m-health services such as SMS (Short Message Service) medication reminders, remote medical advice and phone-prompted drug delivery. M-health services affect customer satisfaction due to realization of expected benefits by using such services.

- M-Entertainment and customer satisfaction: Mobile phones are increasingly used for mass communication and entertainment. The motivation for using the m-entertainment includes time pass, which is significantly linked with playing video games, resulting in a positive impact on customer satisfaction.

### **Future of Mobile –Marketing:**

Marketers are always on the lookout for the next big thing. Being an early adopter of new technology can give a business a tremendous advantage over their competitors. But rather than look to the future for the next big thing, business owners and marketers should be looking in their pockets and purses. Mobile devices are becoming ever more important for small business and marketers are finding new and exciting ways to reach their audience. Here are some mobile trends that small business owners can use to their advantage.

The way mobile devices, like Smartphone and tablets, are quickly replacing computers as the way most people access the internet and web services.

According to Telecom Regulatory Authority of Indian-TRAI Annual Report, 2013-2014 "*Mobile to overtake fixed Internet access by 2014*" was the huge headline summarizing the bold prediction from 2008 by Mary Meeker, an analyst at Kleiner Perkins Caufield Byers who reviews technology trends annually in May.

In 2015, advertisers and publishers will increasingly turn to mobile programmatic advertising to meet their user acquisition and mobile monetization needs. In fact, advertiser spend on mobile programmatic will grow significantly in 2015, reaching an estimated \$8.4 billion, from an estimated \$4.4 billion in 2014.

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### **Key Terms and Definitions:**

1. Mobile Marketing(This is promotional activity designed for delivery to cell phones),
2. Mobile advertising (It is a form of advertising via mobile phones),
3. Marketing techniques (These are the tools used by the marketing department).
4. Digital media: Digital media are any media that are encoded in a machine-readable format; Digital media can be created, viewed, distributed, modified and preserved on computers.
5. Mobile advertising: It is a form of advertising via mobile phones.
6. Mobile Marketing: This is promotional activity designed for delivery to cell phones.

7. Mobile Media: Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.
8. Marketing techniques: These are the tools used by the marketing department.
9. Marketing strategies: An organization's strategy combines all of its marketing goals into one comprehensive plan
10. Marketing styles: Marketing strategy is the fundamental goal of increasing sales and achieving a sustainable competitive advantage.
11. Online marketing: online marketing refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from Web sites or emails.

