

The Impact of Mobile on Modern Marketing Strategies

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Abstract: *Mobile technology has given both small and large businesses a profound opportunity to expose their brands to more consumers without being constrained by distance. Modernized mobile devices give businesses access to cutting-edge mobile-based marketing strategies, creating lucrative opportunities to increase lead generation and sales. The scope of digital marketing has expanded with mobile technology. Emails and e-Commerce are no longer the only topics at hand. Businesses and consumers can now connect online more quickly thanks to mobile phones. Through messaging and social media apps, sellers can now give their customers more details about their goods or services at any time in order to keep their interest. Mobile devices and business-oriented mobile technology do indeed play a significant role in effective digital marketing.*

Keywords: Mobile technology.