

Mobile Marketing Techniques: Strategies for Engagement and Growth

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Abstract: *Mobile marketing has evolved into one of the most powerful tools in digital marketing. With over 6 billion smartphone users worldwide, businesses have the opportunity to engage with customers directly through their mobile devices. This research explores various mobile marketing techniques, including SMS marketing, mobile apps, push notifications, and mobile-optimized websites. It analyzes their impact on consumer behavior and business growth. Both primary and secondary data are used to understand current trends and the effectiveness of these techniques in various industries. The study also provides recommendations for optimizing mobile marketing strategies to maximize customer engagement and return on investment (ROI).*

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