

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.

I. INTRODUCTION

Mobile marketing is any marketing campaign that promotes products or services through mobile devices. By connecting with customers through mobile devices, you can create a cohesive customer experience. Most people always have their phones with them, allowing you to connect with customers in real time. Mobile marketing is used to attract customers in an interactive and personalized way. Mobile marketing allows you to reach more specific customer segments in comparison to traditional marketing which only reaches a general audience. Engage your audience: Mobile marketing provides opportunities to interact with customers in real-time and on a more personal level.

Types of Mobile Marketing

Mobile marketing works by connecting with customers through their mobile devices encouraging them to interact with your brand. Here are some types of mobile marketing:

In-App Marketing

In-app marketing is marketing through mobile apps. In-app marketing can be either for your own brand or for other brands. For your own brand, In-App marketing refers to the use of banners, overlays, and inbox messaging to market your products to your app users. You can engage customers who are active users of your brand's app and guide their user experience in your app. For other brands, ads can be included on popular apps or your brand's app. The ads can be banners, a full page, or videos. In-app marketing also allows you to increase your customer base through advertisements on popular apps.

Mobile Push Marketing

Mobile push marketing sends marketing messages on mobile devices using push technology. It allows you to deliver relevant information to users even if they are not on your website or app. Mobile push notifications allow you to communicate with existing and potential customers in a simple and effective way.

SMS Marketing

SMS marketing is a marketing campaign via text message. You can send promotions, alerts, offers, and more to current and potential customers' phones. Text marketing campaigns can be successful because most people have their phones with them, and it is difficult to ignore push notifications.

Social Media Marketing

Social media platforms typically have billions of users, making social media a great place to advertise and promote your business. Social media marketing allows you to make a more personal connection with consumers through Facebook ads, promoted tweets, or shoppable pins on Pinterest.

Location-Based Marketing

Location-based marketing allows you to target a customer on their mobile device based on their location. You can create specific marketing campaigns based on your customers' location, making the marketing campaign more relevant.

QR Code Marketing

QR code marketing allows you to create a link to your website, download your app, review your business, or sign up for your newsletter. Customers can scan the QR code with the camera on their smartphones and it is simple to use. QR code marketing allows you to engage more customers and can be used for almost any marketing purpose.

The Impact of Mobile on Modern Marketing Strategies

Statistics says that as of June 2021, the number of smartphone users had already surpassed its prediction of 6 billion users. However, in 2026, the numbers are expected to soar to almost 8 billion. This suggests that mobile technology will increasingly permeate people's daily lives. Similar to this, mobile technology is increasingly important in the new era of digital marketing. Businesses should reconsider their mobile marketing strategies in light of consumers' increased reliance on mobile Internet. For those who haven't started yet, the statistic is convincing evidence that you are passing up a significant chance to expand your business.

Mobile technology's use in digital marketing: its scope

We can now access the World Wide Web without a computer. In the last ten years, mobile technology has advanced quickly, and we can now access the internet through tablets, car AVN, and other sophisticated gadgets like smartwatches. Even washing machines and refrigerators now come equipped with WiFi, allowing them to connect to the internet. In conclusion, mobile technology has made it possible to access the internet from anywhere at any time. With such a large market, companies that are not utilising the power of smart devices are losing out on numerous chances to increase their profits. They are forgoing the opportunity to interact with billions, not just millions, of users of smart devices. As a result, investing in mobile technology is one of the most important things that businesses can do today.

1. How mobile technology is modifying the world of digital marketing

However, it's critical for businesses to comprehend how intuitive smart devices are to use so they can develop marketing plans that address the causes of consumer device addiction. To ensure greater engagement, they should focus on the channels where consumers are already consuming content. And once you've identified the cause of the smartphone craze, your company will undoubtedly reap several advantages. Here is a list of the ways mobile technology has, so far, transformed businesses and the marketing landscape.

Businesses can reach a wider audience thanks to mobile phones It's clear

People are becoming dependent on how intelligent the newest generation of technology can be. You can voice-command them. They are able to produce photos and videos that are on par with those made by DSLRs. Also serve as entry points to various websites for shopping and financing. The apps offer practical payment options. Not to mention, they offer unrestricted access to the biggest online photo and video libraries. Smartphones are viewed as the new generational necessity for a wide variety of reasons. Given these details, businesses ought to seize the opportunity to improve their mobile presence.

The first step in making their websites mobile-friendly is to optimize them. Websites behave differently on a mobile phone compared to a traditional desktop computer or laptop. Users will struggle to access all of your website's features or to view all of the content on your web pages if your website isn't mobile-friendly. Additionally, the speed will be significantly slower, which will turn off mobile users. One thing to keep in mind is that people are now more likely to browse the Internet on their mobile devices than on their laptops because it should be more convenient. The slow loading of web pages is one of the main causes of the higher bounce rate among mobile users. When a website is not

mobile-friendly, this can happen. The takeaway from this is to design a mobile version of your website to avoid turning away leads.

2. Increased conversion thanks to mobile app convenience

People prefer using their mobile phones because of the convenience they offer. People want to complete all of their shopping and bill payments wherever they are because they are constantly busy. They are unable to do this using their desktop or laptop computers. Just picture a customer using his laptop inside the CR to conduct bank transfers.

Mobile applications facilitates the mobility convenience. While almost any task could be completed more quickly using the internet, mobile apps have made it possible to do so even more quickly. Take banking as an example. Banks now permit their customers to access their accounts online and perform a few transactions, such as online credit card, bill, and money transfer payments. While this is going on, mobile banking apps outperform bank web portals by generating QR codes that enable much faster money transfers. Account numbers and account names don't need to be typed repeatedly for each new transaction.

Another mobile technology that elevates marketing strategies is messaging apps. Consumers use a wide variety of messaging apps these days, including WhatsApp, Facebook Messenger, Skype, Zoom, MS Teams, and Google Meet. If you have an account on these apps, your leads may be closer to you. Additionally, they are more effective than SMS because they offer more cutting-edge features like voice messages, file attachments, and video conferences.

Additionally, they connect quickly with your emails, making email marketing simpler. When it comes to communication, social media apps are undoubtedly important to mention. Facebook, Instagram, and Twitter are the sites where majority of the time is spent. So, companies, in an effort to gain attention and establish an audience, have taken to social media platforms as the most effective way of marketing.

3. User experience is improved by user friendliness

To improve the customer experience, convenience and usability go hand in hand. This new generation of mobile phones is more advanced than previous ones; they include features and apps that enable consumers to shop quickly and easily. For this reason, we suggested making your website mobile-friendly. Consumers prefer mobile apps to desktop browsing, so your company should invest in mobile apps and phone-based marketing strategies to build a strong customer base.

4. Greater access to email-based campaigns

In the modern era, email marketing is still applicable and will continue to be a successful digital marketing tactic. One of the many reasons they're here to stay is customization. Businesses using the best PDF editors for 2021 are producing ebooks and flyers to pique interest and build stronger relationships with their clients and prospects. The good news is that email platforms have long produced mobile apps that allow users to access their service while on the go. Your email marketing efforts won't be in vain because people can access their emails at any time of the day from wherever they may be. Users are alerted when a new email arrives thanks to the push email feature that comes with email apps.

5. Mobile phone innovation: greater use of social networking

Do you still recall MySpace and Friendster? These were some of the first social media platforms to emerge, but they were abandoned so quickly. Then, as new generations of mobile devices started to appear, Facebook and Instagram appeared. These social media platforms survived the digital revolution and are still around because the timing was so ideal. We are well aware that mobile users spend their days glued to their phones because they are so preoccupied with social media apps. And it is for this reason that mobile marketing is worthwhile. In actuality, social media platforms changed from being merely places for socialising to being places for marketing. On Instagram, business owners are luring customers with gruesomely realistic product images. In relation to that, the development of high-resolution phone cameras has significantly aided businesses in presenting their products in the most appealing manner online.

6. Mobile advertising has a greater market reach

All demographics are increasingly using smartphones and tablets as communication tools. Compared to computers and laptops, they are more portable, lighter, smaller, and less expensive. Additionally, in response to consumer demand, manufacturers are creating mobile devices that are faster, more powerful, and more affordable. These developments give marketers a fantastic opportunity to deliver their marketing messages directly to consumers, and mobile allows them to do so while also reaching a much larger audience. Mobile marketing is a crucial component of the ever-evolving digital marketing strategy. Businesses must ensure they have a comprehensive mobile marketing strategy in place to reach out to those digital consumers as the trend toward mobile devices continues.

Advantages and Disadvantages of Mobile Marketing

Let's face it — our phones are by our sides most of the day. Further, the average user spends over an hour per day on the top five social media apps and will tap, swipe and click their phone over 2,600 times a day. And among users ages 18 to 29, more than half say they check their smartphones a few times per hour — and over 20% say they check them every few minutes. All of these are reasons why you should focus on mobile marketing. The accessibility of phones will ensure that your ads/campaigns can be easily seen by users, including your ideal audience.

Location and personalization

With mobile marketing, you can reach people at any place, at any time — at work, at home or even on vacations. (We don't usually encourage this last one.) And by using location-based marketing, a lot of information can be gathered about user preferences, all because of their phones. This helps with ad personalization — targeted advertising that can be adjusted to speak directly to one person, based on things like purchase history and location.

Viral potential

Let's admit it — we like to share things with our families and friends, especially if the ad or content is good, interesting or has other value. Mobile marketing enhances the potential for things to “go viral.” And if your content or ad does, you will get a lot more exposure with no extra effort or cost.

Instant transactions

Mobile is your friend if you are an impulse buyer — and subsequently, of course, if you're a seller. Think of it like being in line at your local favorite retail store: Items are there to grab your attention while waiting, and could hopefully lead to a purchase. Mobile advertising does the same thing. We all use our smartphones as a form of entertainment, and boredom can create interest in something new. And as a seller with online offerings, you are able to fill a consumer need.

Cost effectiveness

This is probably one of the most important advantages of mobile marketing, and there are a couple of ways to look at it. Because the screen size of mobile devices is smaller than with a desktop or laptop, the available area for ads is limited, and the needed content is much smaller in size and cost, as well. To that end, the cost of mobile advertising is much less when compared to something like radio or TV advertising. Targeting is a big contributor to this, as well. You can focus on targeted advertising to reach customers who want and need to see your ad(s). And if it's not working, you can save money by just stopping your campaign.

Disadvantages of Mobile Marketing

1. Little room for errors up front

First impressions are everything. If your ads give viewers a negative first impression, unfortunately, that is the one that will matter most. So be sure to make your ad or content error-free. It's very hard to fix a mistake before it's seen, as mobile advertising is very fast in nature.

2. Potential for bad user experiences

This piggybacks the first disadvantage. You know how we said above to “let it go viral”? Well, bad ads or content can go viral just as easily as good ones can. Review your ad or content carefully, perhaps even have multiple people review it — and try to make sure that your ad will not be received in a bad way.

3. Possible navigation issues

Consider this when designing mobile ads: About 80% of mobile phones owned in the U.S. are smartphones, which means that around 20% of consumers are using standard cellphones. While the user might be interested in your ad, some might not be able to access it.

User costs

This is one disadvantage that shouldn't be overlooked. Although we see advertisements about unlimited data, that doesn't mean that everyone has an unlimited plan. Standard data and texting charges may apply to some of those seeing your ads, so be mindful of that.

There is really is no ignoring the rise of mobile marketing, as the advantages mentioned above would indicate. Mobile marketing is a necessity for a growing brand, especially considering that people are spending more and more time on their mobile devices. So if you haven't already optimized your website for mobile or thought about how your online marketing strategy should account for people using smartphones.

II. CONCLUSION

Mobile marketing channels that include all the channels a marketer needs to deliver a personalized customer experience. Brands can create mobile push notifications, customize in-app messages, create web push messages, leverage geophones and beacon technology, and use deferred deep linking to targeted market segments. With Optimize, customers can consolidate marketing efforts to plan, execute, and measure marketing campaigns in one place.

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