

43. MOBILE MARKETING

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On modern types of marketing written so much that knowledgeable audience seems it is impossible to surprise him with new varieties. However, in an era when mobile telephony easily allows you to receive SMS-messages using e-mail and instant messaging services via ICQ; when mobile phones become a constant companion of most people not only in large cities but also smaller settlements use of marketing practices in the area of mobile technology seems inevitable.

Mobile marketing experts in the field of advertising have become interested when their attention was attracted by the Internet — marketing. It was 5 – 7 years ago. Now, of course the situation has changed. Today is developing rapidly — a simple telephone cannot be called as too simple, and it has relatively many opportunities and potential in mobile marketing is much more than the modern Internet — marketing.

Mobile marketing involves not only the transfer of electronic information recipient, but also establishing trusting relationships with potential buyers.

The concept of mobile marketing, thus, can be divided into three subcategories: Mobile Marketing (Order a copy by SMS!); Mobile services («Your books are received. They are waiting for you in our store»), and managing relationships with customers (input distribution news or information SMS-messages).

The most popular tools for mobile marketing:

- SMS-marketing (here is worth carrying and MMS, which has not received the serious spread);
- IVR (Interactive Voice Response) — a variety of voice services;
- WAP - this includes advertising on WAP-sites, creating WAP-portals etc.;
- Content — themes, images, melodies, slideshow. All of these things are popular for a long time. They are already part of everyday life;

- Games and programs — development of branded games (here is worth carrying on-line games for mobile phones) and any additional software that can assist in the interaction with the brand;
- Advertising during the call;
- Bluetooth-marketing;

Each of these tools can solve a wide spectrum of applications. In many countries, marketers and advertising agencies are already widely used marketing with a mobile phone. Leader in mobile marketing in Europe is Finland. This status of this country is directly linked with the huge advances in the development of mobile technologies in the country.

However, companies who wish to place their ads on mobile technology will be faced with a wave of rejection by subscribers. Still — because in this case they do encroach on the only bastion which still successfully held it's against advertising positions (with the exception of advertising, which was located directly telecommunications companies that provide mobile services). In other words, even now closing in on the four walls of their homes, turning off the TV, radio and computer, the user will not be able to protect themselves from aggressive attacks of advertisers. That also disables the cell phone.

The only positive that consumers will feel after coming marketing and advertising in mobile technology — services will be somewhat cheaper. They say that under certain conditions (growth of advertising investments in mobile technology) communication services for all subscribers will be free. Well, if consumers even leave the choice they want to watch advertising, or rather prefer to pay a certain amount for its absence.

Other advantages of mobile marketing is difficult to evaluate how mobile messaging can be directed to a particular client and still be designed in accordance with his wishes and tastes, details of which can be assembled before. Mobile information easily and cost effectively gets to the desired destination, and with incredible affordability of its receipt, the efficiency of recognition and reaction on the part of the buyer is maximal.

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