

7 Ways to Use Mobile Marketing

Send ads to mobile phone users through text messages and push notifications.

On average, SMS text messages have a 98% open rate, and are read within 3 minutes.

SOURCE: WIKIPEDIA



2

Mobile in-app targeting

allows marketers to reach audiences with specific interests or demographic markers. In-app targeting can also be location specific.

3

Mobile search engine advertising

allows businesses to bid for ad placement in a search engine's sponsored links. These links appear at the top of the results list when someone searches for a keyword related to the advertiser's offering.

4

Mobile display ads

utilize static images, GIFs, or video. These banner ads are served to the audience of your choice on a search engine's web pages.

5

Geofencing allows messages to be broadcast to all mobile users in a specified geographical area (or geofence). Ads can be sent via text message or displayed within apps when a user's phone data indicates they've entered the virtual boundary line.



6

Geotargeted ad campaigns target specific audiences in specific locations with campaign messaging. This granular specificity diminishes wasted ad spend significantly.

7



QR codes contain more information than conventional barcodes.

They can be placed on visual media of all sorts, including postcards, newspapers, magazines, signage, packaging, TV ads, and internet ads. Viewers scan QR codes using their mobile phone. They're then directed to a website or app download link or given other important information.