

## MOBILE MARKETING

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**Abstract.** *The paper is about the use of the IT world (web-pages, mobile phones, etc) as a way through which companies try to improve their business. The development of electronics and the companies' interests to get more customers and to obtain more profit, led to the development of a new concept in marketing – mobile marketing.*

**Keywords:** *mobile marketing, SMS, MMS, IT, web, user privacy.*

### I. Introduction

The marketing concepts and techniques became very popular, being used in different activity fields and in different ways. One from “the last, but not the least” approaches is mobile marketing.

There are various definitions for the concept of mobile marketing, no commonly accepted definition exists, but in November 2009, the Mobile Marketing Association updated its definition:

**Mobile Marketing** is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.

Another definition comes from marketing professor Andreas Kaplan who defines mobile marketing as “any marketing activity conducted through a ubiquitous network to which consumers are constantly connected using a personal mobile device”. Mobile marketing is commonly known as wireless marketing; however wireless is not necessarily mobile.

### II. An overview on mobile marketing

Marketing on a mobile phone known as **SMS Marketing** has become increasingly popular ever since the rise of SMS in the early 2000s in Europe and some parts of Asia when businesses started to collect mobile phone numbers and send off wanted (or unwanted) content. On average, SMS messages are read within four minutes, making them highly convertible.

Over the past few years SMS Marketing has become a legitimate advertising channel in some parts of the world. This is because unlike email over the public internet, the carriers who police their own networks have set guidelines and best practices for the mobile media industry (including mobile advertising). The Interactive Advertising Bureau and the Mobile Marketing Association, as well, have established guidelines and are evangelizing the use of the mobile channel for marketers. While this has been fruitful in developed regions such as North America, Western Europe and some other countries, mobile SPAM messages remain an issue in many other parts of the world, partly due to the carriers selling their member databases to third parties.

**MMS mobile marketing** can contain a timed slideshow of images, text, audio and video. This mobile content is delivered via MMS. Nearly all new phones produced with a color screen are capable of sending and receiving standard MMS message. Brands are able to both send (mobile terminated) and receive (mobile originated) rich content through MMS A2P mobile networks to mobile subscribers. In some networks, brands are also able to sponsor messages that are sent P2P.

**Advertising on web pages** specifically meant for access by mobile devices is also an option. The Mobile Marketing Association provides a set of guidelines and standards that give the

recommended format of ads, presentation, and metrics used in reporting. Google, Yahoo, and other major mobile content providers have been selling advertising placement on their properties for years already as of the time of this writing. Advertising networks focused on mobile properties and advertisers are also available. Additionally, web forms on web pages can be used to integrate with mobile texting sources for reminders about meetings, seminars and other important events that assume users are not always at their computers.

The rise of *Bluetooth* started around 2003 and a few companies in Europe have started establishing successful businesses. Most of these businesses offer "hotspot" systems which consist of some kind of content-management system with a Bluetooth distribution function. This technology has the advantages that it is permission-based, has higher transfer speeds and is also a radio-based technology and can therefore not be billed (i.e. is free of charge).

*Mobile marketing via Proximity Systems*, also referred to as Proximity Marketing, relies on GSM 03.41 which defines the Short Message Service - Cell Broadcast, that allows messages (advertising, public information, etc.) to be broadcast to all mobile users in a specified geographical area.

*Location-based services* (LBS) are offered by some cell phone networks as a way to send custom advertising and other information to cell-phone subscribers based on their current location. The cell-phone service provider gets the location from a GPS chip built into the phone, or using radiolocation and trilateration based on the signal-strength of the closest cell-phone towers (for phones without GPS features). In the UK, networks do not use trilateration; LBS services use a single base station, with a 'radius' of inaccuracy, to determine a phone's location.

Mobile marketing differs from most other forms of marketing communication in that it is often user initiated message, and requires the express consent of the consumer to receive future communications. A call delivered from a server (business) to a user (consumer) is called a mobile terminated message. This infrastructure points to a trend set by mobile marketing of *consumer controlled marketing* communications.

### III. Conclusion

Mobile advertising has become more and more popular, giving to the companies the possibility to use mobile networks, or in general terms – the IT world, to achieve their goals. However, some mobile advertising is sent without a required permission from the consumer causing privacy violations. It should be understood that irrespective of how well advertising messages are designed and how many additional possibilities they provide if consumers do not have confidence that their privacy will be protected, this will hinder their widespread deployment.

So, the marketing department of a company, which provide its interests, should remember that the success can be achieved only through the satisfying of customer requirements.

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