

Basics of Mobile Marketing



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In this lesson, we will learn...

*basics when it comes to Mobile
Marketing.*



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Once the topic is completed and approved, learners will be able to...

Understand the basics of Mobile Marketing.



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Smartphone subscriptions per region 2015–2021

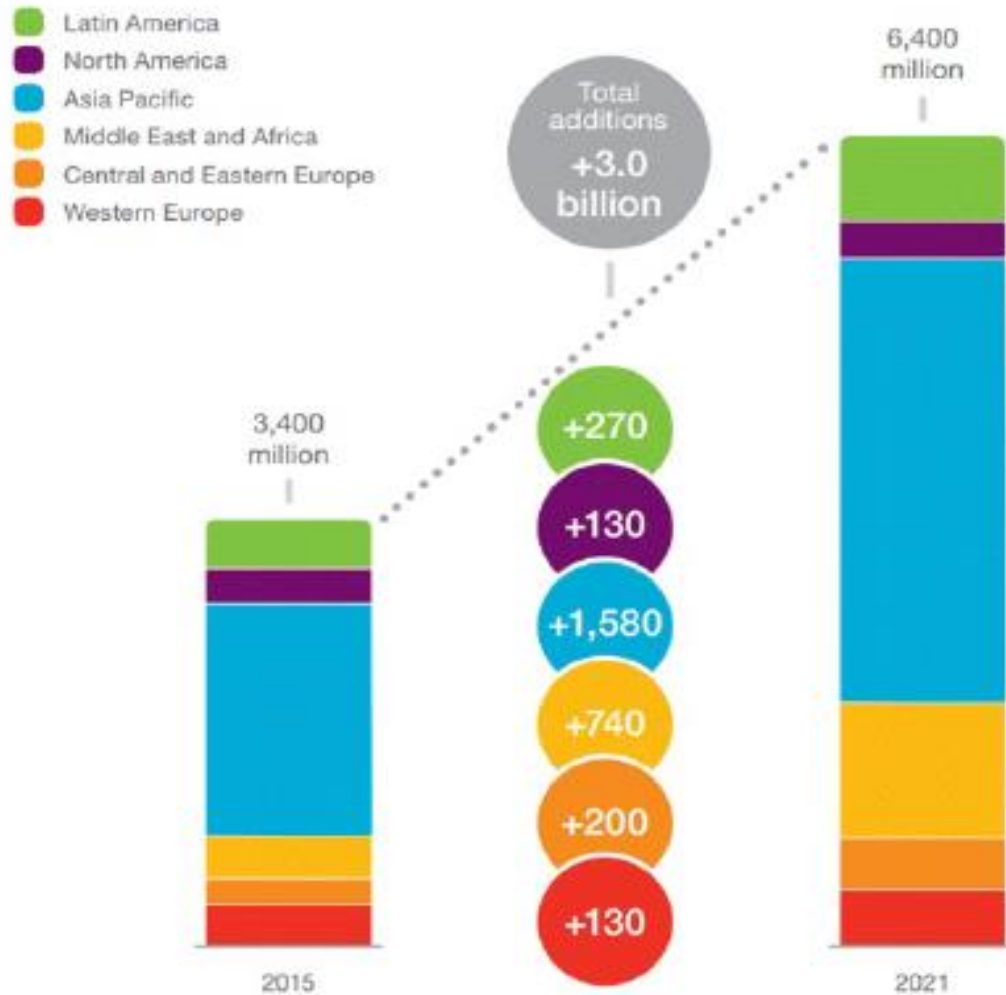


Figure 8.3 Smartphone Subscriptions Per Region 2015-2021

Source: Ericsson.

Source: Smartphone Subscriptions Per Region 2015-2021, Ericsson.



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How does mobile marketing work?

Mobile marketing is made up of ads that appear on mobile phones, tablets, and other mobile devices.

The format and style of the ad may vary, depending on the platform on which the ad is located.



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Basics of an effective mobile site

1

Make your
content a
priority, not
navigation.



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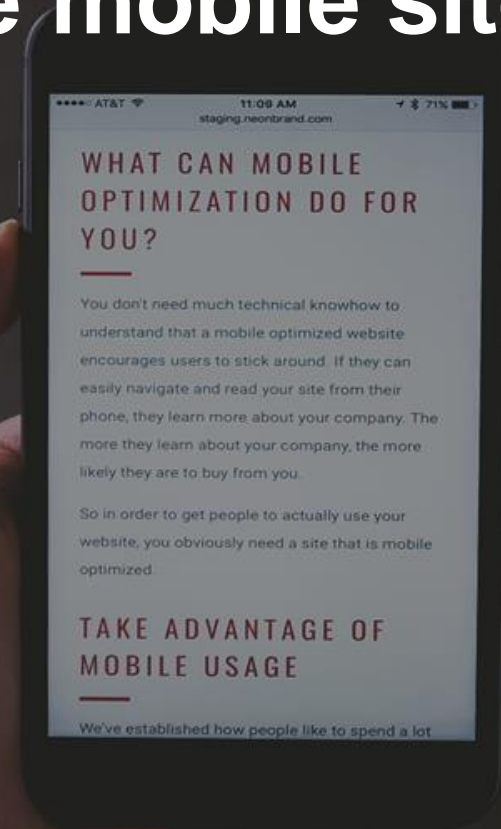
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Make your content a priority, not navigation.

2

Create fields large enough for users to click



Basics of an effective mobile site

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Create fields large enough for users to click

3

Make fast users tasks easily accessible.



AT&T 11:09 AM 71%
staging.neonbrand.com

WHAT CAN MOBILE OPTIMIZATION DO FOR YOU?

You don't need much technical knowhow to understand that a mobile optimized website encourages users to stick around. If they can easily navigate and read your site from their phone, they learn more about your company. The more they learn about your company, the more likely they are to buy from you.

So in order to get people to actually use your website, you obviously need a site that is mobile optimized.

TAKE ADVANTAGE OF MOBILE USAGE

We've established how people like to spend a lot



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4

Understand interactions (touch or click).



Conclusions

As the use of mobile phones increases, brands are also forced to adapt their communication with consumers to these devices.



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CREDITS

Content prepared by Business Incubator Novi Sad.



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