



LESSON CONTENT TEMPLATE

 <p>Erasmus+</p>	<p>Project funded by: Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.</p>
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1. Lesson Document

Topic 7: “Mobile Marketing”

Lesson 2

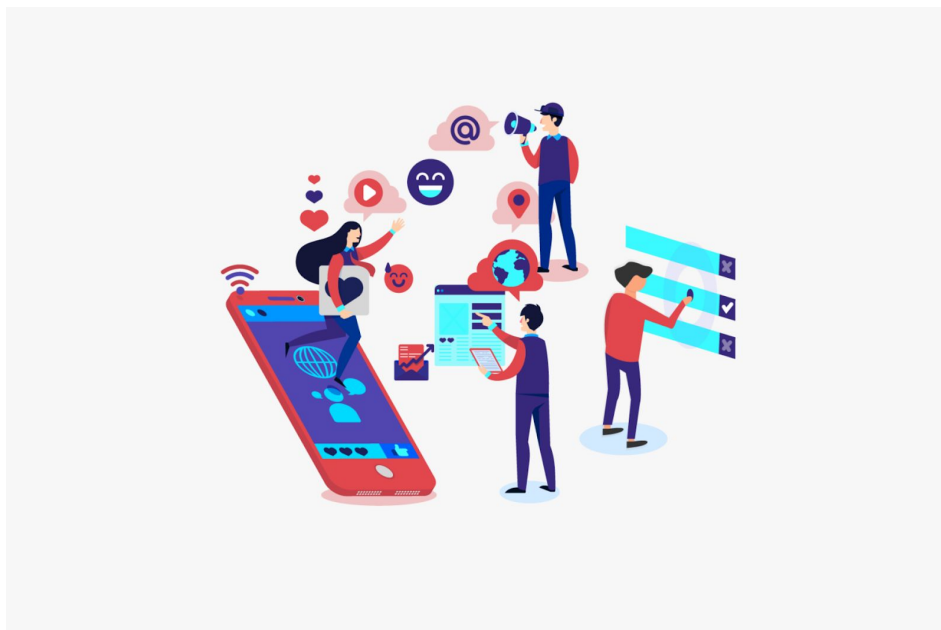
Ways you can apply Mobile Marketing

Introduction

Now that we know how Mobile Marketing works, let’s see how we can apply it in our strategy.

In this lesson, we will learn...

ways we can apply mobile marketing in our strategy.

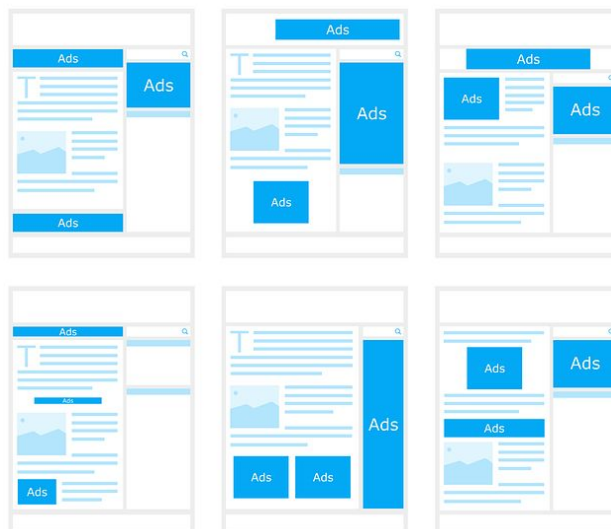


Resource: [Pixabay](#)

Ways you can apply Mobile Marketing

There are different types of mobile advertising. Depending on your target group, the industry in which you operate, but also the advertising budget, you can choose one of the following types of advertising:

1. **Ads in search engines** - This ad includes ads that are in the search engine and may include a call to action such as 'Call Us' or include a folder showing the route to you.
2. **Advertising on social networks** - In this case, we are talking about ads that you can create on social networks, include a photo or more photos, video, sound, and thus advertise your business with an appropriate call to action.
3. **Advertising in applications** - Advertising on mobile devices in applications. When we talk about the time that users spend on mobile devices, as much as 80% of the time that users spend on the phone is in one of the many applications. If you are the owner of a certain business, you do not need to have an application to advertise in the same. There are various tools, such as Google AdMob, with which you can create ads for applications.
4. **In-game advertising** - How many times have you happened to enter a game to have fun, but countless ads that stand out as if they don't want to leave you alone to play. In-game ads can appear as full-page image ads, pop-up banners, or even video ads.
5. **Location-based marketing** - These ads are based on the user's location at a given time. If your business is location-specific, you may want your ad to be hung only by people in that location and near your location.
6. **SMS** - With the help of a form or a previous purchase, registration, you can request the user's mobile phone number and from time to time send him SMS messages in which you can inform him about news or promotions current with you. This type of mobile marketing is slowly dying out.



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Conclusions

The number of users of mobile devices is increasing day by day, as well as the time they spend on those devices. Take advantage of this fact and start creating ads for mobile devices and customize your website for mobile users.