



# Mobile Marketing

Presented by: Prof. Tapas Kr. Mondal



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# Mobile Marketing is Always On



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# BENEFITS OF MOBILE MARKETING

- - Low-Cost
- - Helps in building customer relationship
- - Track user response easily
- - Target specific location
- - Boosts Search Engine Rankings



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# Mobile marketing techniques



**In-app  
marketing**



**Social media  
marketing**



**Location-based  
marketing**



**Search engine  
marketing**



**SMS  
marketing**



**Display ads**



**QR code  
marketing**



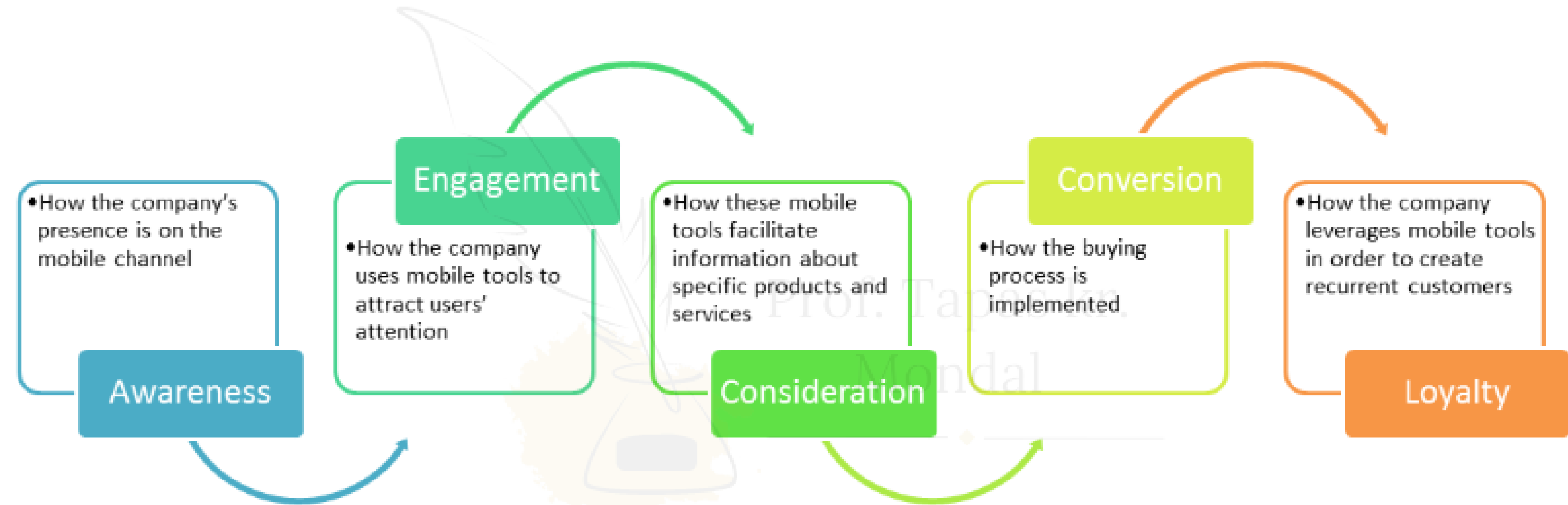
**Push notification  
marketing**



**Email  
marketing**

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# The mobile marketing strategy



# Define mobile marketing campaign objectives

The following slide depicts the key goals of mobile marketing campaign to plan launch actions and achieve the desired results. It includes elements such as raise brand awareness, boost sales, drive more website traffic, increase customer satisfaction etc.

## Goal – To Launch Educational Mobile Application for Users

### Objectives

#### To Raise Brand Awareness

- › Connect users at personal levels
- › Reward loyal customers
- › Add text here



#### To Boost Sales

- › Leverage SMS or text marketing tactics
- › Run paid ad campaigns
- › Add text here
- › Add text here
- › Add text here



#### To Drive Website Traffic

- › Make mobile friendly website
- › Optimize organic searches
- › Add text here
- › Add text here

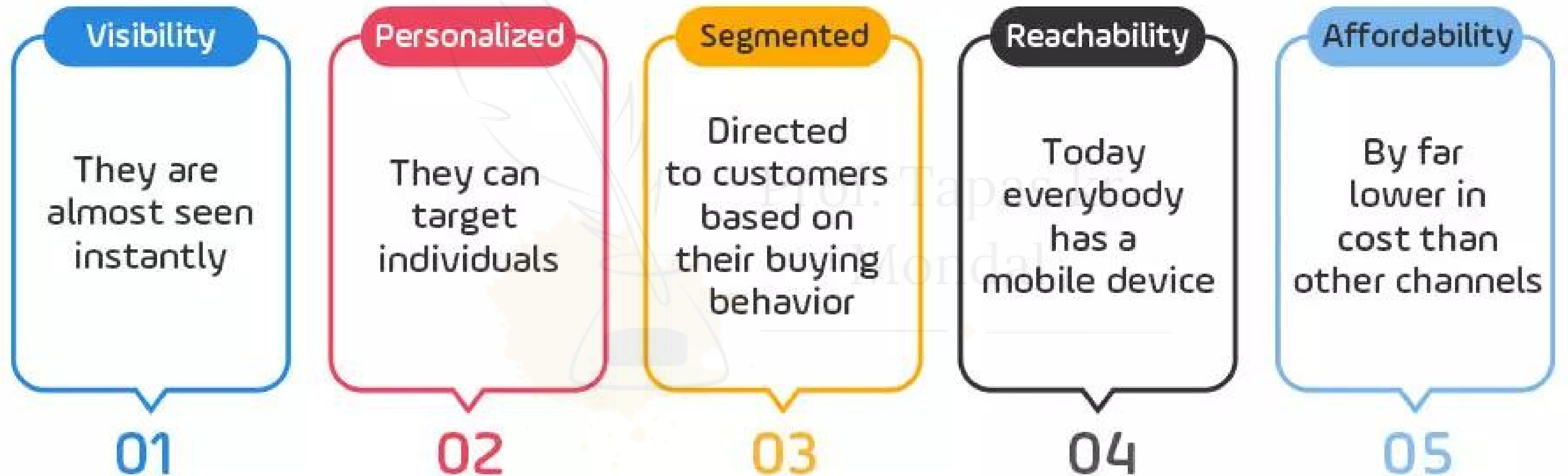


#### To Increase Customer Satisfaction

- › Deliver personalized email content
- › Regularly asks and work on customer's feedback
- › Add text here
- › Add text here



# Advantages of Mobile Marketing Campaign



# Growth Marketers Need to Embrace Programmatic Mobile Advertising Campaigns

Determine Your **Target Persona**



1

**Choose An Audience** That Matches Your Persona



**Design** Ads That Will Be Effective



3

Determine Your **Budget**



Decide How You Will **Measure Success**

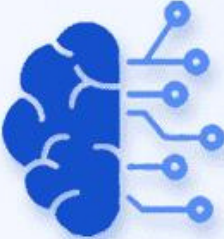


5

Determine **Where** Your Ads Will Show



Using Machine Learning, Your Ad Gets **Optimized**



7

Review Results And Determine If The Campaign was **Successful**

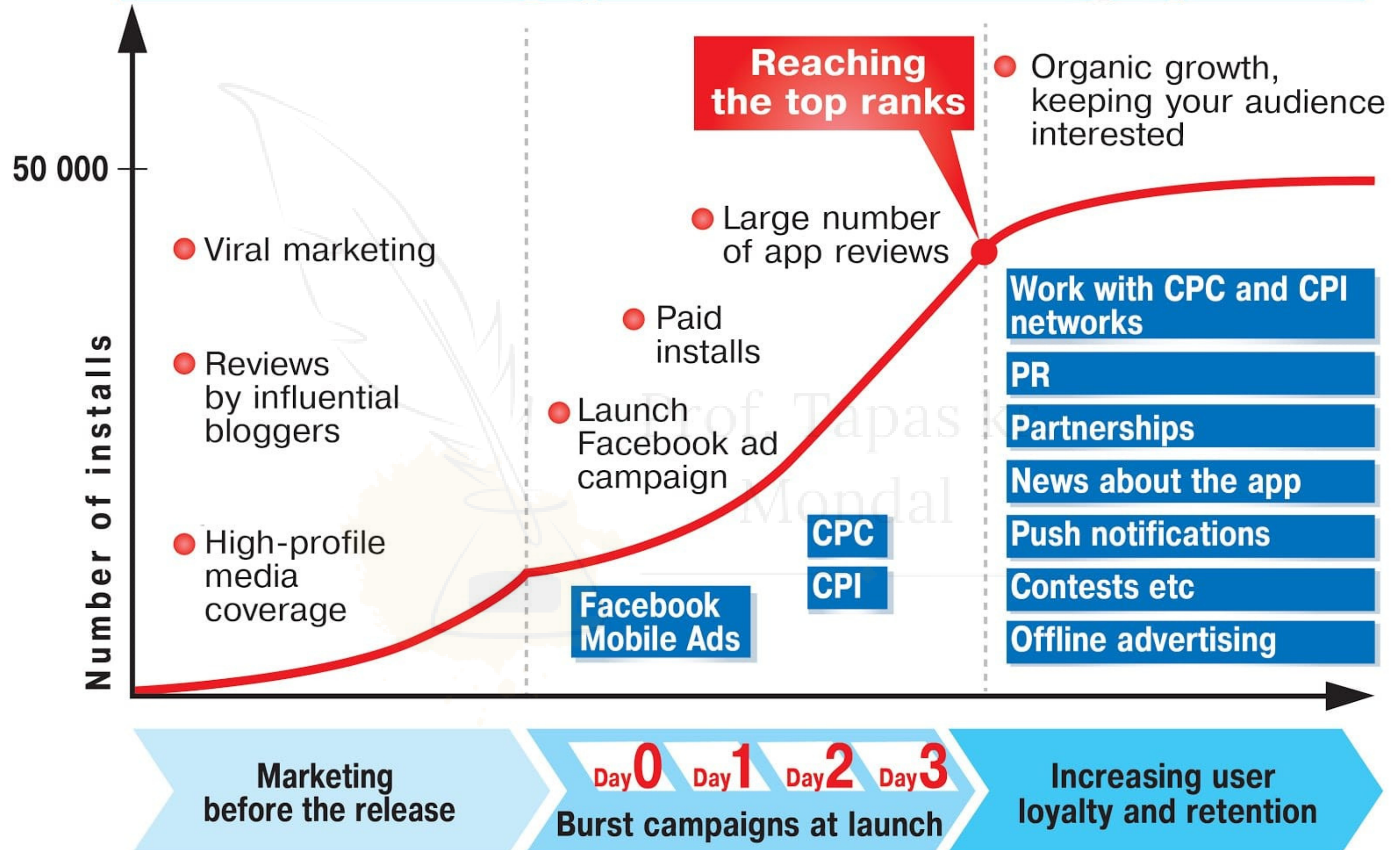


8

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# Mobile app marketing plan



# SMS MARKETING



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# Benefits of SMS marketing

## **Affordable and scalable**

Send as many messages as you need

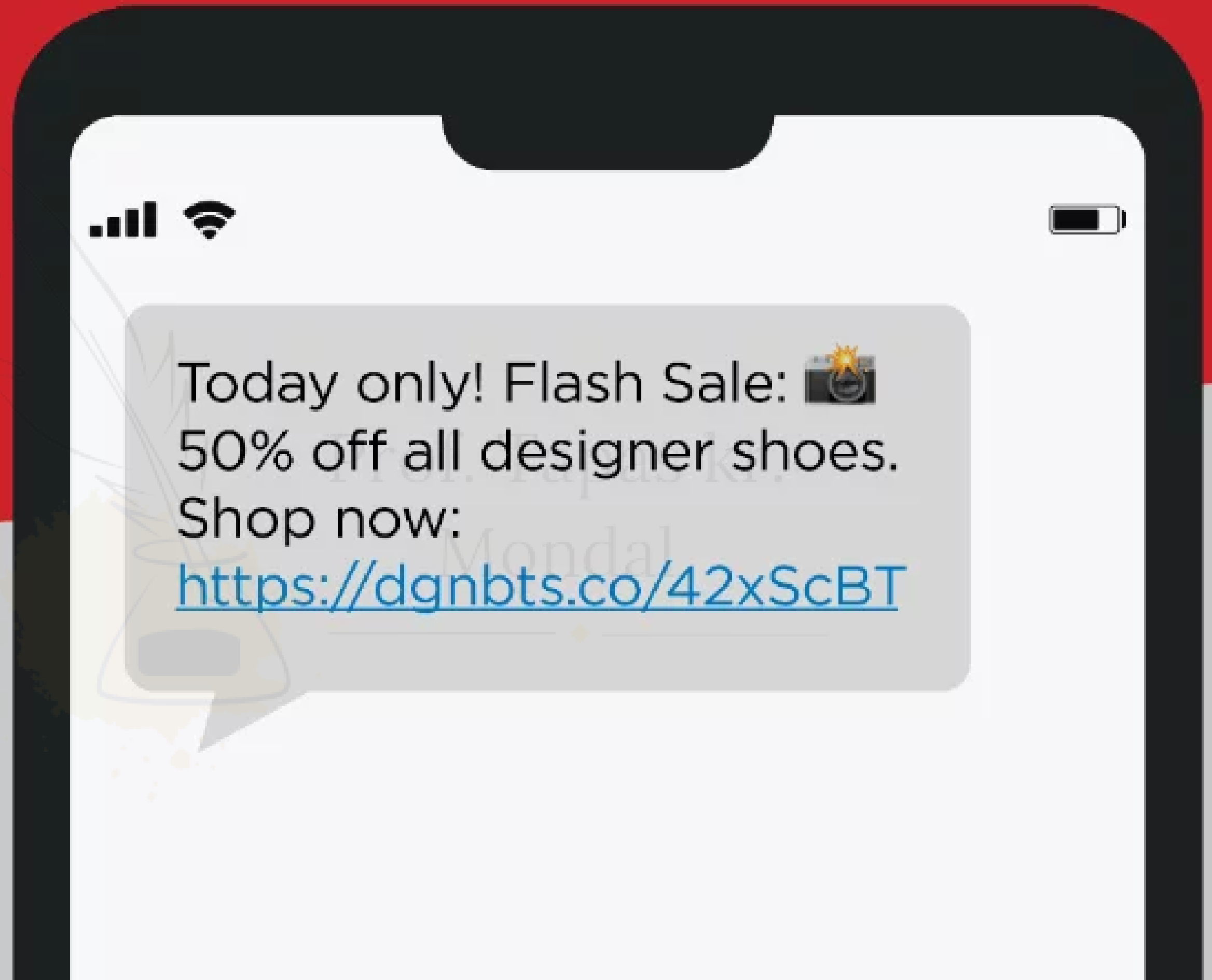
## **Engaging multimedia**

Include links, images, and videos

## **Excellent KPIs**

Open rates as high as 98% with a 19% CTR



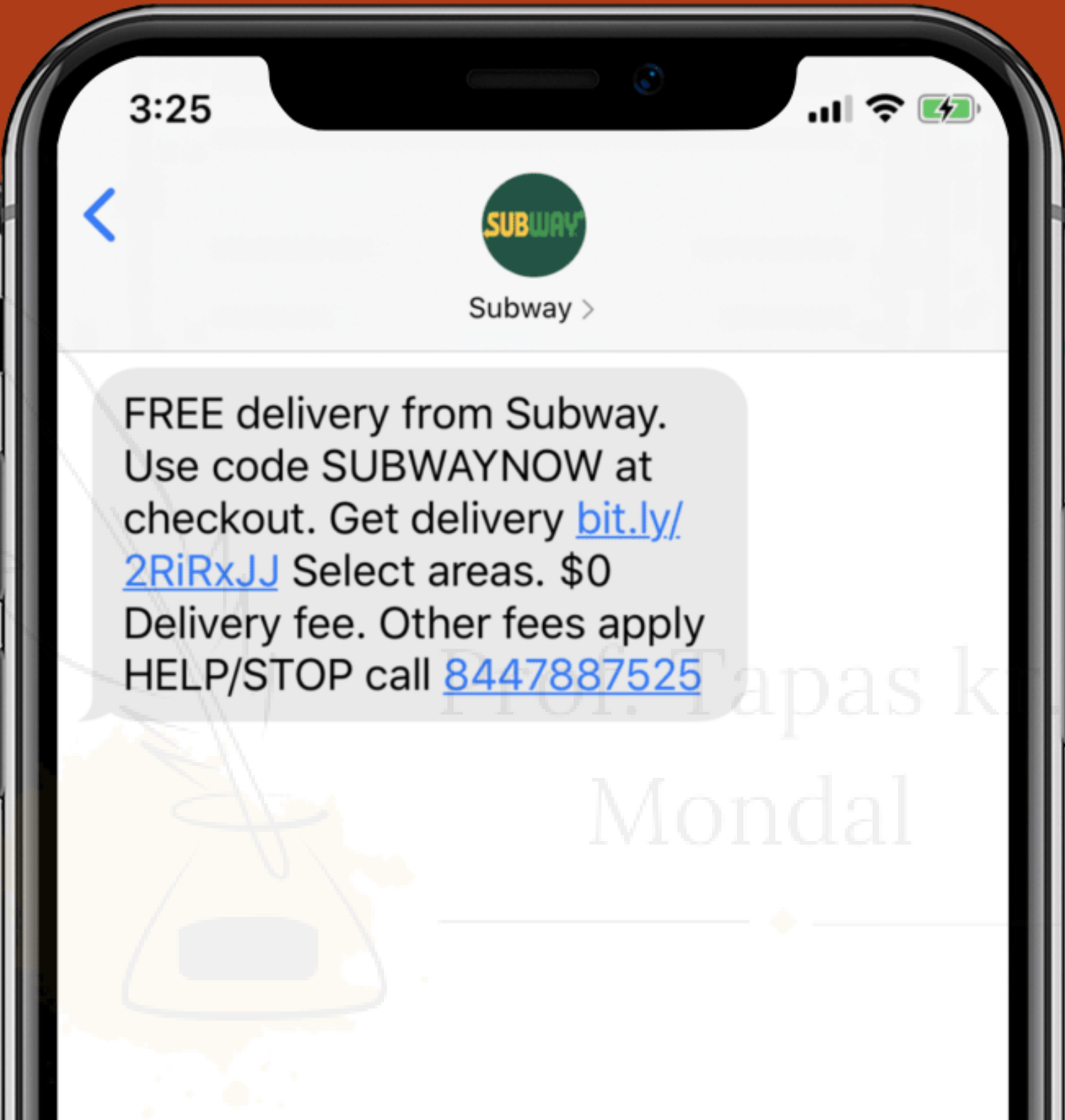


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# Thank You



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