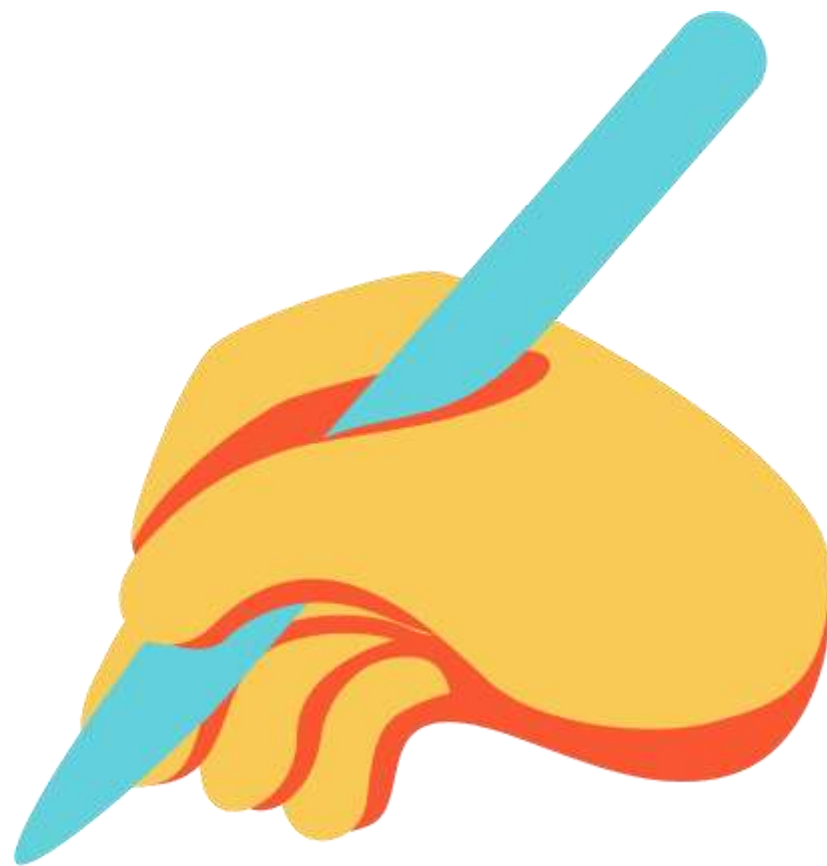


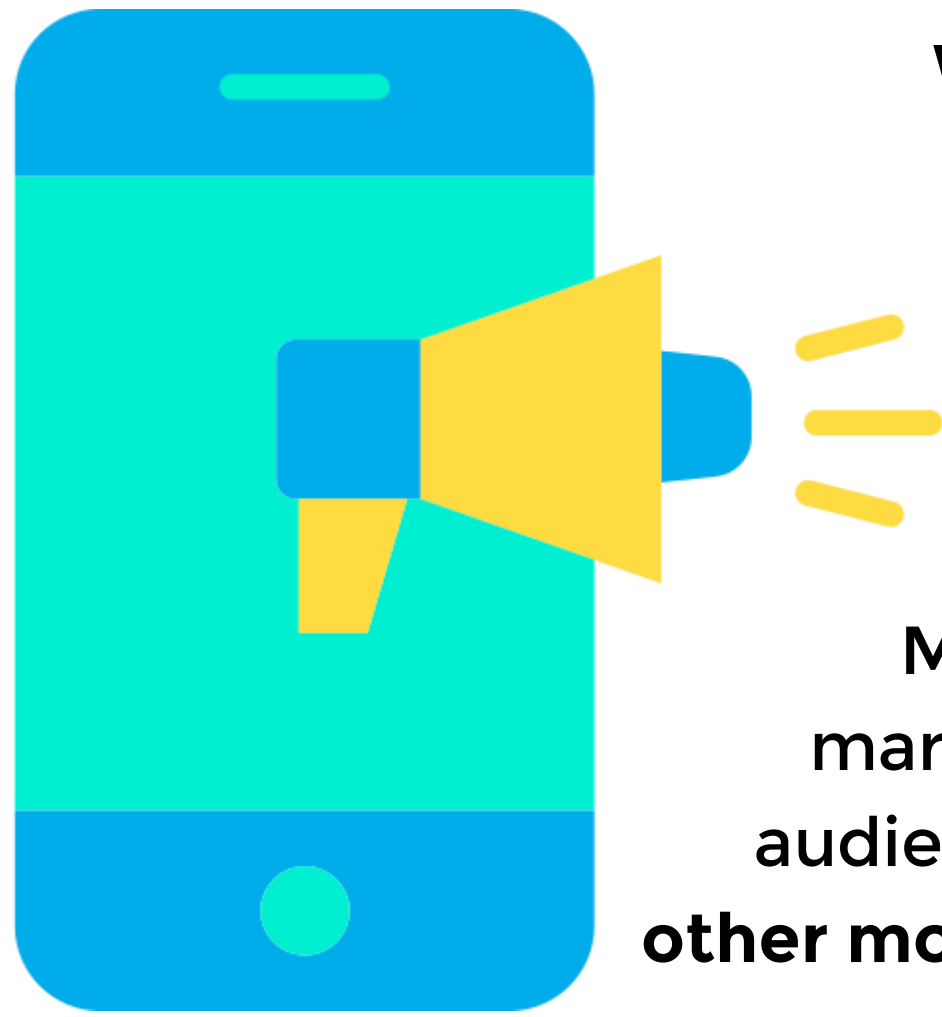
Dynamisers Solutions

Mobile Marketing

Sudipti Dhawan



Web Development, App Development,
Social Media, Digital Marketing, Video
Development, Workshops



What is Mobile Marketing

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their **smartphones, tablets, and/or other mobile devices**, via websites, email, SMS and MMS, social media, and apps.

Why? What?

80% of internet users own a smartphone.

Mobile platforms, such as smartphones and tablets, host up to **60%** of digital media time for users in the U.S.

Effective mobile advertising means understanding your mobile audience, designing content with mobile platforms in mind, and making strategic use of SMS/MMS marketing and mobile apps.

Mobile Marketing Technology & Reach

Anywhere
anytime access

Mobile Apps
are easier than
websites

Advertisements
should be
personalized

Social media is
a prime
channel

Mobiles are
turning into
mini-computers

Strategy?

Whaaaaat?

how it will fit with your other marketing plans?

Research for Information

- Research how mobile marketing is done in your industry, you can join online forums or partner with someone;
- Gather data relevant to your product or service such as case studies, research analysis reports, whitepapers, etc.; and
- Do a comparative analysis by surfing their websites, press releases, online campaign, etc.

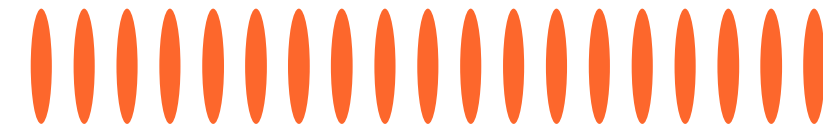
Targeting Audience

List of
potential
customers

Conduct
survey to
understand
their
requirements

Virtual
customer –
with
demographics

Define USPs

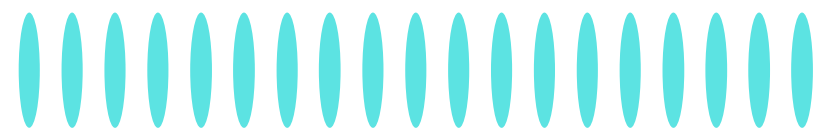


How is your product/service
beneficial to your customers?

What are the additional
benefits you are offering in
comparison to your
competitors?

How is it going to fulfill their
needs?

How will it fit their budget?



For Instagram

The second and third components--workflow and governance--work hand in hand. This is where the strategists plot the methodology for delivering the message effectively. Meanwhile, governance refers to the team's hierarchy. It also identifies the decision makers.

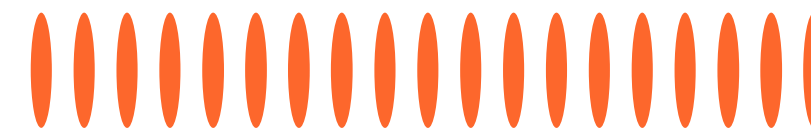


Social Media Platforms

Content strategy can be broken down into four components: The first deals with substance--the actual message being conveyed. Strategists need to determine the communications and how it should be conveyed. Strategists are commonly involved in its creation as well.

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For Facebook



The last component is structure. This involves choosing the best way to present the content via research. This is also the step where apps, platforms, metadata, and tags are chosen.

For the website

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Quarterly Plans

Content strategy refers to the management of useful, usable content for media. This begins with the planning stages, moving on to the actual development, before heading off to governance.



Conclusion

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