

### Is Mobile Marketing Largely Recession Proof?

Advertising as a whole has taken a hit along with the economy recently, but surprisingly (or not) mobile marketing seems to be holding strong amidst the downturn which raises the question- by its nature, is mobile marketing largely recession-proof? As long as people are still using their mobile devices, mobile marketing in general will always thrive. According to the Mobile Marketing Association (MMA), there are now 267 million mobile phone users in the U.S.—up from 251 million at the end of Q4 of 2007. **This means that more people in the US have a mobile phone than an Internet-connected PC.** Aside from the fact that almost every consumer now carries a mobile device of some sort, even the most simple phones will allow a consumer to access and enjoy the mobile web- and consumers are catching on. As mobile data-usage rises, so will mobile marketing efforts. ABI Research recently released the findings of a report that further supports the fact that the global economic downturn is not effecting the growth of mobile messaging (text and multimedia). In fact, the firm predicts that worldwide mobile messaging service revenues will grow from \$151 billion in 2008 to more than \$212 billion by 2013. Additionally, Nielsen's latest measure of mobile Internet usage shows an ongoing and steady rise, recording more than 100 million unique mobile subscribers and \$1.8 billion in revenues for the second quarter of 2008.

### ▼ DID U KNOW ? ▼



Many a small thing has been made large by the right kind of advertising.

*Mark Twain*

**R U Missing UR Customers?**

### M - Commerce Is On The Move!

Retailers are beginning to notice what mobile coupons and text-related ordering and marketing can do these days. It started with online retailers like Amazon and its "TextBuyIt" service, along with QVC's recent Text Ordering introduction last fall. What they're noticing is that unlike traditional e-commerce, mobile coupons and/or text ordering and marketing doesn't necessarily have to rely on a mobile website or even mobile internet access to operate since text messages flow through wireless voice connections. **SMS-based services are some of the easiest mobile marketing tactics to use these days.** Most texts today market products or offer promotions, as well as establish perhaps the closest connection possible with customers, **since most consumers are almost never without their mobile phones these days.** The biggest advancement is the fact that you can now buy things with your mobile device with no Internet access what-so-ever.

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Of course, you need a traditional e-commerce account, like Amazon, that holds your billing and shipping preferences, but then it's only a matter of inputting the UPC or barcode number of the item you wish to purchase, your email and your zip code into a text message and that's it. To me, this only represents the beginning of what's to come in terms of services available via text-message communication. For those with limited mobile internet-access, the possibilities are endless.

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