

Sales RUSH – Customer Connected Adrenaline

A wide range of opinions exist about mobile advertising and its potential. The reality is clear to companies that are right in the trenches of mobile advertising and already seeing outstanding results: it is no longer a medium with great potential — it's real, it's here, and it is growing exponentially. But mobile advertising varies in significant ways from the "traditional," PC-based form of online advertising, which may explain why it has been so hard for analysts and ad-industry watchers to track its rise. The differences between advertising on the mobile Internet and the PC-based Internet are due to the physical differences between the devices — most notably the limited size of the interface, which creates new user habits and necessitates innovative approaches for those advertising on the mobile screen. This may seem obvious, but advertisers who recognize how to turn these differences to their advantage are far ahead of the game in mobile advertising.

Because of the limited "real estate" on mobile phone screens, the real key to mobile advertising is scale. Advertisers need to be seen as many times and on as many mobile Web pages as possible, which on the surface seems like a daunting problem for those seeking to advertise on the mobile device. However, there is a relatively easy answer for this quandary — partnering with and running mobile campaigns through an established mobile advertising network that can show ads on thousands of relevant mobile sites — this can give an advertiser the scale necessary to tap the power and effectiveness of mobile advertising.

▼ DID U KNOW ? ▼



"A good ad which is not run never produces sales".

Leo Burnett

Companies large and small have been taking

advantage of the mobile advertising network approach, and reaping the rewards. There are some other big differences between ad campaigns on the wired Internet and those via mobile phone that need to be considered when planning a mobile campaign. Mobile phones are both highly personal and interactive, in many ways much more so than the wired Internet. Also think about the active nature of using the mobile phone — unlike the PC, where the Web browser often stays open and connected, even when the user isn't browsing the Internet, mobile phone users more often have a specific purpose in mind when they use the interactive features on their devices, and are actively texting or seeking specific information on the mobile Web. If you think about it, this is about an ideal of an environment as exists for advertisers to reach motivated customers, as long as you can target your campaigns to the types of customers you want to reach. True to the personal nature of the mobile device, users decorate their screens with customized screensavers, and download unique identifiers like ring tones.

Some marketers may ask themselves why they

should even bother with mobile advertising. Well, it all comes down to the fact that mobile is affordable, and has great reach and penetration. I'm not going to rattle off the wide ranging numbers analysts have come up with about the potential of the medium. What is really compelling is just how fast mobile communication is expanding in the real world. Just think of how many people have mobile phones now that didn't just a decade ago. Think of how many people are texting now, compared to just a few years ago when only teenagers and hipsters were utilizing SMS. Also think about how many big consumer brands are now starting to dabble in mobile Internet marketing as a way to more effectively target new customers. Finally, consider that the tools are in place now to succeed at mobile advertising and position your business or clients ahead of the curve.

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