

# Benefits of Mobile Marketing

## ✔ Immediacy

Mobile Campaigns are easy to create and message delivery to recipients can be done in a matter of seconds.

## ✔ High Reach

The number of mobile phone subscribers is growing at a phenomenal rate. More than 70% of the population carries their phone with them at all times.

## ✔ High Response

Research shows that mobile marketing receives a response rate of 20-70% depending on the campaign and audience. Traditional direct mailing for instance receives a 1% response rate.

## ✔ Cost Effective

The cost for mobile marketing is very affordable. The amount of money saved includes that which you would pay for printing, mailing, office staff, etc.

## ✔ Mobility

Customers will receive your message anytime, anywhere.

## ✔ Engaging

The interactive nature of mobile marketing makes it one of the most engaging mediums available. A great example is American Idol and their use of mobile marketing to engage fans with voting.

## ✔ Powerful Database

People are given the option to opt-in to a mobile marketing campaign. By opting-in these potential customers are not only showing interest in your current promotion, you now have a database of potential customers for future promotions.

## ✔ Cutting Edge

Customers appreciate companies that are innovative and offer something new and different. It is a great way to separate you from the competition.

## MOBILE PHONE FACTOID

There are more mobile phones in use in the United States than Televisions and personal computers combined.