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How Mobile marketing is beneficial for your business by [Puneet Gupta](#)

Article published on April 25th 2012 | [Marketing](#)

It is important for any business to stay current with how customers go about finding their products and services. Today, the most popular trend is the use of SMART phones. These phones are no longer being used just for calling and text messaging. They are now being used for marketing on a regular basis.

Earlier people used to use computers and laptops to find almost anything online. These days, things have changed. People are now using their SMART phones more often than anything else for search purposes as well as communication. This is the main reason why mobile marketing is so successful.

This way, it is easy to see how profitable this method of marketing can be. In essence, one can equate mobile searches with local searches. When you think of it in these terms it becomes easy to see that through marketing this way you would be able to get these mobile users to find your business when they are seeking you out. On the other hand, a great way to get the message across to the customers very quickly is through text messaging. When you compare this type of marketing with email marketing, there is no contest.

Marketing strategies that incorporate mobility help attract even more customers and the success of modern businesses depends on being able to adapt to this strategy. Some of the key elements in mobile marketing are:

Mobile-Optimized Website or Landing Page

The first step for being successful in mobile marketing is setting up your website so that it can show up properly on a client's mobile phone. If one has a Google Place Page Search page, then Google will have already set up a mobile page. If a person is hosting the website elsewhere, such as with WordPress, there are plugins that will detect a mobile visitor and direct them to the mobile version of the page.

Connect Your Mobile Site to Google Maps

If a person is trying to reach mobile customers, they should be able to find the office no matter where they are. The best way is to sync the business with Google Maps, as it will help people get directions.

Click-to-Call

The most important feature of mobile technology is that people can contact each other at any time and from anywhere. To keep the mobile marketing strategy working, it's better to have a click-to-call option on the mobile page. Set it up so that when a customer sees your phone number on your page, all he or she has to do is click the link to automatically call your business.

SMS Marketing

The text messaging technology can also be used to send advertisements straight to individual consumers. A good example is to send messages to your client base about discounts or sales on certain products. This strategy is beneficial in the sense that it is a direct form of advertisement and costs almost nothing.

MMS Marketing

Multimedia messaging services takes the SMS strategy further by allowing one to send pictures and videos of the products. Anyone with a mobile phone with a colour screen can receive an MMS, and this strategy is much more effective simply because visual ads are more effective than text-based ads.

Using a mobile marketing strategy is one of the smartest things that small and large businesses can do to advertise successfully. The great thing is that setting oneself up for mobile marketing is simple, fast and cheap.

Today, Smartphone, a mobile device has changed the trends of web requirements by providing the latest mobile application development to the business. But, most important thing is that all the applications are compatible with Smartphone names like an iPhone, iPad and more. Business owners now purchase iPhone not only because of its features but also because they can add various applications which are helpful for their business.

Many Mobile Application Development companies offer iPhone Web Development, iPhone Application Development, iPhone Game Development, iPhone Website Development services that are helpful and beneficial for the clients.

A leading Mobile Application Development company offers various types of software and application development services for iPhone, iPad and other devices. A mobile marketing company helps to target customers for business on mobile.

Article Source:

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[Puneet Gupta](#) - About Author:

The author of this article is Puneet Gupta and He is an internet marketer and has strong passion about a [digital marketing strategies](#) and a [Social marketing](#).

Article Keywords:

Mobile marketing company, mobile marketing, mobile application development, mobile application development companies

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