

## Mobile Partnership Marketing

*Why are we talking about mobile marketing?* There's a majority of chance that you're reading this on a mobile device. That's why. Smartphones, tablets, and other mobile devices are changing the way consumers interact with brands, and consequently, vice versa.

Virtually everything is accessible on mobile today, from e-books to e-commerce. People don't have to sit in front of a television to get entertained or watch the news. People don't need a desktop or a laptop to read emails or shop online.

That means while commuting or hanging out with friends, consumers can constantly interact with your brand, irrespective of their location. *Want to know more about mobile marketing?*

*Keep following the guide till the next page to discover*

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## What Is **Mobile Marketing**?

You can call it the most successful of all marketing campaigns. Mobile marketing is any digital marketing activity targeted at consumers on their mobile devices – smartphones, tablets, feature phones, and any other related devices, via websites, mobile apps, social media, emails, SMS, and MMS.

*Mobile marketing* campaigns usually include mobile advertising (social media, web and app ads), search optimization, mobile-friendly sites, location-based offerings, email marketing, in-app offerings, mobile coupons, QR codes, push notifications, SMS, etc.

### USPs Of Mobile Marketing

A	Low cost
B	Help in building customer relationships
C	Track user response easily
D	Boost search engine ranking
E	Target specific locations



## FIVE REASON TO MAKE **MOBILE MARKETING YOUR PRIORITY**

Mobile Marketing is the 'IT' method of advertisement. As millennials and Gen Z'ers do everything on their phones and are basically always with their phones, it is inevitably the best place for you to market your products.

Mobile Marketing generally encompasses the use of mobile marketing platforms such as Text messages, MMS, Emails, and social media platforms to advertise your product, goods, and services. And if you still aren't convinced that you should prioritize Mobile Marketing, here are five reasons you should:



# 1

## MORE ACTIVE **MOBILE USERS**

Mobile phones have become people's best friend, companion, confidant, and their go-to for boredom eradication. People read books, work, and play games with their phones. Using mobile marketing is like having someone's best friend tell them what to buy. You have access to almost every age range, every ethnicity, religion, and lifestyle.

This is because today almost everyone has a phone and they use them several times a day. There's an option to market your products on almost every app so that you can access everyone.

**2****EASY TO CREATE CAPTIVATE CONTENT ON MOBILE**

It's every marketer's dream to have a campaign they worked hard on be considered one of the best viral marketing campaigns.

But the sad truth is no one can predict with 100% accuracy whether their campaign will go viral. Customers are the only ones who have true control over something's virality. However, you can try your luck using social media.

WhatsApp, Facebook, Twitter, LinkedIn, etc. people spend hour after hour scrolling through these platforms and gaining thousands of followers/friends.

This is a place where you can reach and broadcast to millions of people at a time. Luckily, you don't have to work so hard on getting the followers yourself.

Most social media platforms have the option for you to push posts to a larger audience for a fee, help you make it a trend, and even use the social media platforms as your online store.

This is most definitely one of the most powerful mobile marketing tools. More powerful than most traditional marketing tools. If you don't take advantage of this, then you're at a loss.

**3****SMS AND MOBILE EMAILS ARE NEVER LEFT UNREAD**

In comparison to regular mail and or fliers, reading billboards, and opening the ad section of magazines and newspapers, the average smartphone user will open a text message at least 30 seconds after receiving it. So it is up to you to let your message be concise, captivating, and convey the supposed message to achieve your goals.

To properly carry out this form of mobile marketing, one would need to properly understand omnichannel and multichannel marketing.

Depending on the product/service provided, a survey should be conducted to know what has been more effective for you.

Using SMS marketing, MMS, and emails to market your products means you can reach more people in your target audience in less time. Unlike sending a thousand letters at a time that people would probably decipher what it is by looking at the address, your audience is more likely to actually open the text message or email. Add a link, and there you have it, access to your service in seconds.

## 4

YOUR BRAND CAN GO **VIRAL ON SOCIAL MEDIA**

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## 5

## A QUARTER OF ALL E-COMMERCE IS DONE ON MOBILE DEVICES

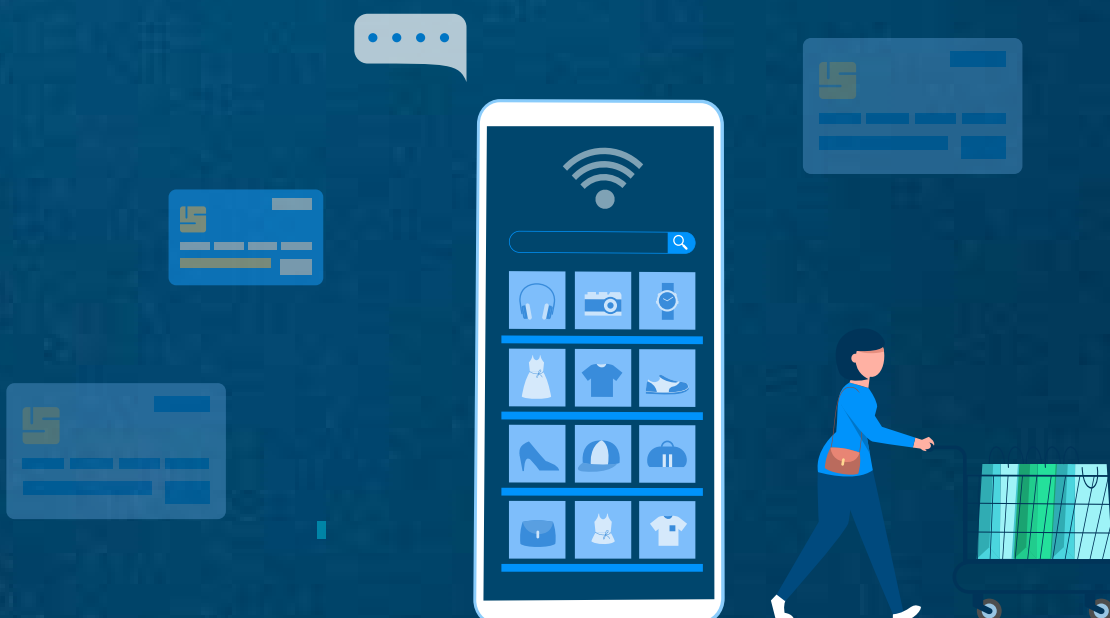
You're scrolling through your Twitter, and you see an amazing pair of shoes, their price and a link to buy them by just putting in your details before you know it, you have probably added two or three others items to your order. A shopping session in 5 minutes, seated in one spot. Boom!

The power of mobile marketing. It happens every day; you can market your products on social media platforms, games, through emails and texts, and so on. If your ad and product are good, even people who didn't plan to buy anything end up doing just that.

With tools like PPC ads and market affiliation incorporated in your mobile marketing strategy, your product could be marketed everywhere. With PPC ads, someone could be on a website about healthcare and then see your ad for toothpaste and a few clicks after purchasing or contacting you for your services through a landing page.

Mobile Marketing is power. It is a tool that everyone needs in this day and age, and you better go for it now because the more popular it gets, the more expensive it will down the road. Let's not forget that mobile marketing goes hand in hand with mobile commerce. Before going on to market your products, you should make it easily accessible using a smartphone, maybe open an online store or a website.

The quality of your mobile friendly marketing strategy and tools is imperative to whether or not you get any patronage, so please don't count pennies. The returns will be worth it. Business and advertisement are all about following trends and remaining relevant, adopting mobile advertising, and staying ahead of the game.



## Mobile Marketing Metrics and KPIs

### ○ LEADS

*How many quality leads did you get?* The keyword here is “quality” and not necessarily quantity. Quality leads will most likely lead to conversions.

### ○ CONVERSION RATE

The endpoint of having quality leads is to have conversions – that is, you need to measure how many people completed a sale or carried out an action on your page against the total number of people that visited the page.

### ○ ATTRIBUTION

Attribution helps you see the value each performance channel brings to your overall marketing result. Mobile marketing strategy is a multichannel based strategy, so you want to know the contribution of the various touchpoints in the consumer journey.

### ○ COST PER ACQUISITION (CPA)

Acquisition shows you how many leads or conversion you have acquired. So, acquisition cost or CPA is the financial implication. It is a metric that measures the revenue impact of your marketing campaigns. You can measure your CPA by understanding how much you need to spend in order to acquire or convert a quality lead.

### ○ ENGAGEMENT AND STICKINESS

Engagement is one of the most important metrics in mobile marketing and it can be measured across channels. For instance, you can measure the engagement rate for social media, as different from email, SMS and push notifications, which are all different from user engagement and stickiness for mobile applications.

### ○ LIFETIME VALUE (LTV OR CLV)

Lifetime Value (LTV) or customer lifetime value (CLV) is a very relevant metric in mobile app marketing. You can measure the total amount of revenue driven by a user from the point of app installation until the user stops engaging with your app.

### ○ RETURN ON AD SPEND (ROAS)

The total ad spend is the money spent on mobile advertising and the return on ad spend (ROAS) is your gains. A successful performance marketing campaign will mean that you have a greater return compared to the cost of advertising.

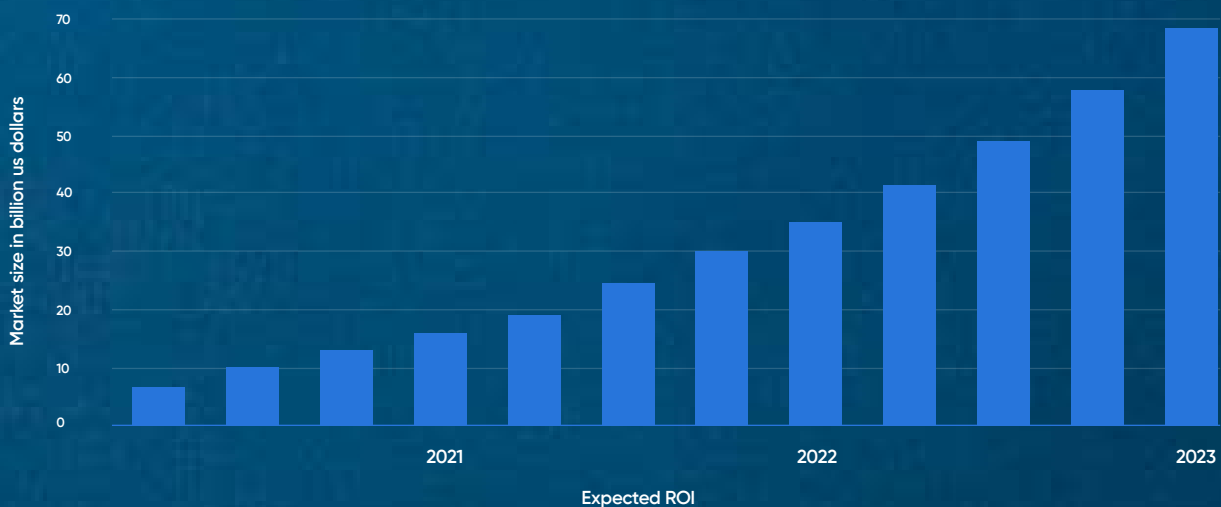
## Mobile Marketing ROI

Mobile marketing ROI varies from one channel to the other. Return on ad spend (ROAS) measures your gains against your spend in advertising. Return on investment means you have invested some money and a successful campaign is reflected by a greater return.

We have looked at some very important metrics that are useful in calculating your overall mobile marketing ROI. Cost per acquisition as we have seen will help calculate the total cost of acquiring or converting one quality lead.

Your mobile marketing ROI is not limited to the return on ad spend (ROAS) because it puts into consideration your total mobile marketing cost, which will include advertising spend, hosting fees or technology infrastructure, customer support, email marketing automation, app development, push notifications, etc.

In order to have the best results, you need to optimize your ROI in real-time. This means you will need a consistent data analysis for each performance channel in your mobile marketing campaign.



The best way to achieve this is to measure your ROI for each channel in real-time. For instance, calculate the amount spent on SMS marketing and push notifications and the returns gained from that campaign, separately from the total cost of acquiring active app users and the revenue driven by in-app activities.





## Mobile Marketing Best Practices



Best practices serve as a guide in implementing what works and avoiding pitfalls. These are some best practices in mobile marketing that you should be aware of:

### Mobile-friendliness

This is very important for website optimization. Is your website mobile-friendly or a complete put-off for mobile users? Your website should be optimized for mobile and search engines.

### Strategy

To create a successful mobile marketing strategy, you need to think like a content marketer. Essentially, mobile marketing should not be separated from a mobile-friendly content strategy. Also, personalization is very key, so your content has to be relevant, clear and targeted.

### Short and Simple

Your messaging should be driven by the keywords "short", "sharp", "simple" and "straightforward". You need to keep in mind that mobile users have a short attention span. Therefore, you should pass across your message in the shortest time possible, no matter the channel or medium.

### Push Notifications

Leverage push notifications to provide your users with timely information. With personalization and proper targeting, push notifications can also be the perfect channel to use call-to-actions.

### Targeting and Retargeting

There are several detailed criteria with which you can target and retarget your audience on mobile. You can target consumers based on their location, interests, demographics, mobile device, phone model, internet connection type, and so on.

### Visuals

Use attention-grabbing visuals, such as short videos, gifs, or a carousel of images instead of still images. Simple still images with short and pointed copies can also do the magic when done correctly.

## What is **A Mobile Marketing Platform?**

A Mobile Measurement Partner (MMP) is a third-party attribution company that collects, organizes, and presents data from marketing campaigns in order to provide brands with a unified view of their campaign performance. By tagging and standardizing mobile app data from various sources, this provides marketers with a single source of truth to analyze the overall ROI of marketing campaigns.

## Trackier MMP Helping Everyone To Automate Your **Entire Marketing in one Unified Platform**

### Attribution

- Track every user journey
- 100% precise attribution
- Event-based attribution
- Integrated with 1000+ partners
- Configurable attribution settings to KPI level

### Unlimited Data Access And Analytics

- Unified real-time reporting
- Customized data via dashboard
- Real-time data sync to your BI or S3
- Unlimited data points and custom parameters
- Advance Performance Report of UI

### Ad Fraud Protection

- Catch fraudulent activity in real time with Cloud Fare and our in-house Fraud Tool
- Protection against the most malicious fraudulent schemes
- Full transparency

### Leaders In Data Security

- GDPR compliant
- Privacy compliant
- Service headquartered in India
- Private servers

## Why **Trackier**?

### Customized Features

- Custom APK Tracking
- Customized Reports
- In App Events
- MAU
- Raw Data - Organic & Non-Organic

### Signature Support

- Same Day Response
- Support SLA
- Marketing Insights
- Training & Workshops
- Events & Webinars

### Flexible Pricing

- Custom Features & Pricing
- All Organics FOC
- No Hidden Costs

## Contact **Us**

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[www.trackier.com](http://www.trackier.com)

