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5 Tips for an Effective Mobile Advertising Strategy by Darryl Hilde

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If you want to tap that part of your target market that primarily uses hand-carried devices as their information sources, hereâ€™s what you can do.

Study the mobile devices that your target market typically uses. For instance, if your target market is senior citizens, most of them probably use older devices with interfaces composed of black, blocky text and white background. In this case, itâ€™s best to stick with an SMSâ€”short message serviceâ€”form for your advertisements. On the other hand, younger people are typically more responsive to more colorful and eye-catching ads. Use MMSâ€”multimedia messaging serviceâ€”platforms for them but craft your ad carefully; which leads you to the next tip.

Make your advertisements concise. Remember that your target market is looking at a hand-sized screen. Use a simple color scheme for your ads. Make a memorable tagline that can be summed up in less than 5 words, and use powerful images that appeal to their tastes and respect their sensibilities at the same time.

Encourage customer participation. Send information only on important company events, such as promos and raffle draws. Give your customers links to downloadable apps, where they can play a game related to your product or service. Focus on what your product or service can do for your customers, rather than just providing a list of its best features. Post important announcements on causes that your target market cares about.

Take advantage of social networking platforms. A lot of people access social networking sites via mobile devices. The great thing about the use of social networks as an online marketing strategy is that they can be accessed by people with desktop and laptop computers as well. Additionally, users that share and post positive feedback related to your ad make this strategy even more effective. Most people are more likely to trust close friends and relatives for new information, rather than faceless strangers.

Partner with major telecommunications firms. Most people subscribe to a few telecommunications services, and are not likely to switch unless absolutely necessary. Contact these telecom companies for mobile marketing services they offer. If youâ€™re not sure, get help from online marketing professionals.

Mobile advertising is cost-effective and efficient if done accurately. If you want to keep up with the on-the-go lifestyle of your customers, you may find your company increasingly reliant on this type of advertising. For the latest information on mobile marketing, read mobilemarketer.com.

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