Article published on March 21st 2012 | Business

Be it a sport event, concert, television show or some other occasion, organisers have always looked for new ways through which they can engage their audience. It is not enough anymore to feed information to a passive audience but essential that they feel engaged in the occasion. Mobile technology is one effective way of achieving this.

Using mobile marketing to help promote events is not a new practice but it is one that will continue to evolve and improve. With the emergence of smart phones capable of an extraordinary range of functions, the future integration of mobile technology into organised events is certainly exciting.

Television has proved to be an effective user mobile technology as a way to further engage its audience. Shows such as American Idol who allow viewers to vote for their favourite contestants have been at the forefront of mobile use on television. Certainly, Idol owes its consistent number one rating in part to its engagement of viewers in allowing them to decide each season's winner.

The popularity of using mobile technology in television has translated to other types of event. Recently, the US Open tennis tournament made use of text marketing to fill in the downtime between matches. Prompts that appeared throughout the day on the replay screen called for the crowd to vote on such things as the upcoming song, trivia questions or just allowing patrons to message in why they love tennis. Organisers have said that future editions of the tournament will continue to use the system while also giving those who text in the opportunity to receive alerts on match scores and other relevant updates.

While new and innovative uses for text messaging are still being developed, the growing popularity of smart phones has given event organisers a far greater range of tools with which they can communicate to their audiences with. Applications for one allow organisers to create content that ties into their events. The US Open particular offered an application that allowed users to keep track of match scores and tournament information.

The social networking capabilities of phones though is something that organisers are particularly excited about. The recent Red Bull Air Show used the social networking service, Whrrl, to create a society which interested parties could access from their phones. Because Whrrl takes account of a users physical location, those who joined the society were able to access exclusive content which tailored for them based upon their physical location.

Article Source:
http://www.articleside.com/business-articles/mobile-marketing-and-events.htm - Article Side

DanielSmith - About Author:
For more information about a Mobile Marketing Please visit a http://www.txt2get.com/

Article Keywords:
Mobile Marketing

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!