Five Reasons Your Business Needs to Be Using Mobile Advertising

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With more than 50 million mobile devices being used daily in the United States alone, more and more companies' advertising dollars are being allocated to joining and using a mobile ad network as part of their marketing strategy. Here are five reasons why your company needs to jump in and get started making money through mobile devices.

The use of mobile devices is increasing by around 20 percent annually which means that a year from now you're ads could be in front of a significantly larger number of consumers than they are at this very moment. Businesses need to start, if they haven't already, using mobile advertising so that they can take advantage of a larger market and learn more about this evolving segment of advertising while it's still relatively new. Here are five of the best reasons to start using mobile advertising for your business.

1. It's Inexpensive: You can send out a cleverly worded text message or use a mobile app builder to create an application for customers for far less than it costs to produce a television or print ad. By reducing your costs dramatically, you'll be able to hire top talent for creating catchy calls to action and tag lines or get a mobile app builder that creates an engaging and informative marketing tool, ensuring that customers are reminded of your existence every time they look at their mobile device.

2. It's More Effective: By joining a mobile ad network, you'll get a great return on investment through the analytics that they provide to you, which will help you to create even more, highly targeted ads to send out to people. Testing of all kinds, such as multi-campaign and split-testing, is simple to do with the help of your network. And as mobile analytics software becomes more sophisticated in the next few years, you'll be able to get a crystal clear picture of how your marketing campaigns are working.

3. There Are Millions of Buyers: With over 2 billion mobile phone users around the world, there are no shortage of eyeballs waiting to view your mobile app. Builders are available to create unique, informational apps that will give your customers value and increase your brand recognition. Apps, at this point in time, are mostly used by consumers for listening to music, locating places on a map, social media and games. This is expected to change over time and now's a good time to produce an app since the number available will only increase.

4. Mobile Users Are Eagerly Waiting: While it's easy to let your email in-box fill up with dozens of unread emails, how often do you leave a text message unread? Most people can hardly wait more than a few seconds to open the message once they know that it's waiting for them. Make sure you have a catchy slogan, so that it gets read, and provide relevant and useful information so that the recipient builds up trust with your business.

5. Keeps You To the Point: By keeping your mobile advertising campaign messages short and to the point, you'll be able to find out more easily and faster just what works and what doesn't. You'll also keep consumers opening your messages since they know that you aren't filling up their in-box with spam and useless ads. So focus on promoting just one product or service in each message that you send out to yield the best results.

Mobile advertising is here to stay and there are plenty of mobile ad networks that can help you craft and carry out your campaigns. They'll save you time and money since they are experienced and can provide up-to-date advertising solutions for driving highly-targeted traffic to your business.

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