



# Mobile Marketing

**GraphicMail White Paper 2011**

GRAPHIC MAIL 

email & mobile marketing solutions

# Contents

1. Introduction	1
1.1 Mobile Marketing ABCs	
1.2 Trends and Statistics	
1.3 The benefits of Mobile Marketing	
1.4 Mobile sites vs. Traditional sites	
2. How to create content for Mobile	11
2.1 The only option on the Mobile market	
2.2 Top 6 content tips for Mobile	
2.3 How to design for Mobile	
3. Mobile promotions	15
3.1 How to create Mobile promotions	
3.2 Mobile coupons and QR codes	
4. The Missing Link	19
5. Conclusions	21



# 1. Introduction

## **It is all about the survival of the technologically fittest...**

The ways in which we talk, walk, think and speak as human beings are constantly evolving, and so too is our technological ecology.

Mobile has catalyzed information science on a cellular level, changing the pace of communication since the 1990s. And so the adaptation from desktop to mobile communications and marketing is a natural evolution of current practices and a key paradigm shift of the next decade.

The organic transition to mobile is happening and mobile m-commerce is changing consumer behavior in the same way e-commerce has. A mobile site has the potential to reach a far larger audience than a traditional website and the increasing usage of smartphones is helping create smarter consumers, who determine for themselves when and how they want to interact with brands.

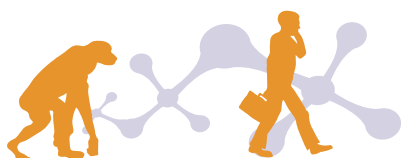
What are you doing to ensure that you don't get left behind in the constantly evolving world of mobile?

It's not enough for marketers to simply add a quick SMS campaign and sit back on the tree of evolution. They must actively seek to campaign, monitor and measure their efforts in the mobile environment to improve and optimize the mobile experience for their users.

Hesitance of marketers to jump onto unexplored branches mainly has to do with a lack of knowledge and experience. But just like when we discovered that walking on two legs greatly helps us cast an eye into the savannah, to screen it for potential predators, marketers need to make the leap of faith and adapt to these new practices or be left behind as four-legged cousins, twice removed.

## **Mobile is here and now, so be ready!**

GraphicMail shares the learnings gained from having undergone the email to-mobile cross-over in integrating desktop with palmtop. This white paper is a tool that might just alter your marketing DNA and help you take that leap.



## 1.1 Mobile Marketing ABCs

**Just getting to know the basics of mobile marketing can be intimidating, but before we can go vertical and walk in this mobile world, we need to be competent crawlers and know our hands from our heels.**

So you can launch your mobile marketing initiatives with confidence, however, only once you are familiar with some popular mobile marketing terms:

**Acquisition rate** - the total participants who were offered to opt in on a mobile marketing campaign divided by the total actual audience. The percent gives you the number of respondents who opt in.

**Aggregator** - a company who provides an intermediary service between content providers, application providers, and the mobile phone service carriers. This company can serve several purposes including campaign management, analytics, administration as well as invoicing.

**Bandwidth** - this is a measurement of how much data can be pushed through a connection. The measurement is based on the number of bits per second (bps), kilobits per second (kbps), or megabits per second (mbps).

**Call-to-Action (CTA)** - this is an instruction to the reader to act on the message that was received. The action could be to click a link, send a mobile text via a common shared code, call a phone number, or other types of actions.

**Click-through Rate (CTR)** - this is a common measurement used to determine the number of users who clicked to access more information or take action resulting from a B2B mobile marketing campaign message.

**Common Short Code (CSC)** - often called a brand's mobile marketing address, this is a short code which is the inter-carrier connection for your mobile application, and is common across many wireless service providers in the U.S. For many contests or marketing events, the target audience is asked to call a four digit or five digit number (a CSC). This is a great source of revenue for mobile operators.



**Data Collection** - this is a huge variety of metrics, demographics, and statistics gathered by marketers to analyze and plan campaigns.

**End-User** - this is the person who actually uses the product or service that is provided. The end-user is sometimes also referred to as the consumer or client.

**Information on Demand (IOD)** - this is the act of delivering messages to subscribers as the information is updated. This is common for sports scores, weather alerts, and stock alerts.

**Interactive Voice Response (IVR)** - this technology allows a user to respond to questions using voice instead of text or numeric responses on their mobile device. IVR systems have become quite sophisticated in recent years, and are very common with airlines and credit card companies.

**Location Based Services (LBS)** - depending on the geographic area of the mobile subscriber, messages can be customized to fit the location. For example the location of their nearest favorite restaurant or store.

**Non-Personally Identifiable Information (NPII)** - this is data that provides metrics and statistics, but does not provide specific information to contact or identify a specific end-user.

**Opt-In/Opt-Out** - this is a decision mechanism that allows a subscriber to become part of a campaign, or to remove the subscription from the campaign.

**QR Code** - A QR code (abbreviated from Quick Response code) is a specific matrix barcode (or two-dimensional code) that is readable by dedicated QR barcode readers and camera telephones. The code consists of black modules arranged in a square pattern on a white background. The information encoded may be text, URL, or other data.

**Real Time Streaming Protocol (RTSP)** - this method is used to provide media systems with basic control command such as pause, play, rewind, etc.

**SMS Message** - the Short Message Service (SMS) is a very common method of sending text messages through mobile devices.



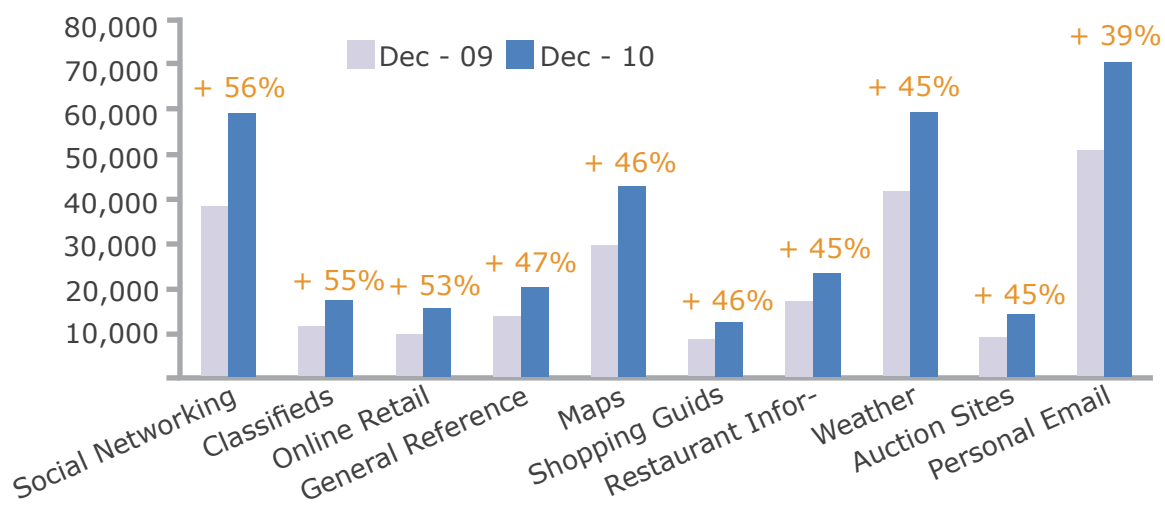
## 1.2 Trends and Statistics

**Consumers across the globe continue to spend more and more time on their mobile devices.**

Many brands are dedicating a higher percentage of their marketing budgets to engage an audience in this new channel. With more than twice as many mobile subscriptions in the developing world than anywhere else, it is clear that if you want to reach these markets, you have to take your brand onto the mobile platform.

In the emerging markets - Africa, India, China and South America - there are almost 20 mobile phones for each Internet-connected PC. 77% of the global population uses mobile phones. Experts estimated that more than half a billion people accessed mobile internet in 2009, and that this figure will have doubled by 2015. With current growth rates, Web access by people on the move — via laptops and smart mobile devices – is likely to exceed web access from desktop computers within the next five years.

The 2010 Mobile Year in Review report also indicated that checking personal email is the most popular mobile internet activity with mobile users. The use of mobile email is clearly linked to the availability of email-ready mobile devices, particularly smartphones.



# Mobile email statistics and use

According to Nov 2010 comScore data for US consumers, some 70 million mobile users accessed email through a mobile device, with 43.5 million doing so on a near-daily basis.

The same company's Mobile Year in Review 2010 report revealed that personal email was the biggest content consumption category for mobile users, with more users checking personal email on a smartphone than participating even in social networks. The proportion of all mobile users using their phones for email was 30.5% in the USA, 57.1% in Japan and 22.2% in the big five EU countries.

**Mobile email will account for 10 to 30% of email opens, depending on your target audience, product and email type. eMailmonday - "Party safe mobile email stats" (2011)**

**Mobile usage varies with the day of the week. With more than average number of opens on Fridays, the mobile email is most often used in the weekend. – Return Path "The future of mobile messaging" (2011)**

- 80% of consumers find reading marketing messages on their mobile less easy than on a PC.

**In "The future of mobile messaging" the most common complaints were:**

- Having to scroll across a page to read all the information (15%),
- Too much textual content (9%),
- Images not rendering properly (8%)
- And a complete failure for all of the information to download (7%).

**The most popular mobile promotions mentioned were:**

Special offers (27%) and vouchers (21%) were most preferred email types to receive on mobile. Marketing newsletters were the fifth most preferred type with 12% of respondents saying they like to view that email type on their mobile the most.

**The overall growth of mobile is predicted to be the most pronounced the US, which will represent 28% of the global market, and Western Europe, which will account for 25%.**



“These trends mean that mobile commerce and brand communications is becoming an everyday reality and marketers can no longer avoid migrating a sizable portion of their portfolio to the mobile platform,” - Paul Honig, CEO Cliku Mobile Marketing.

## 1.3 The benefits of Mobile Marketing

### **Mobile is the technology with the highest penetration rate globally**

While things like daily deals and social networks are creating a new type of inbox, mobile devices and technologies are also shaping the ways in which people digest content. Smartphone and tablet users are being conditioned to access a unified inbox for all digital messaging communication. The home screens of most smartphones are becoming the starting point for decision-making when a new message arrives. Facebook updates, tweets, email, and more are all arriving on the home screen, with little discernable difference.

More mobile phone users use their phones to purchase products online, and more retailers are beginning to build mobile sites to enable this.

- Mobile purchases are forecast to increase to US\$119-billion and mobile advertising revenue to \$20.6 billion globally by 2015.
- In the US, mobile advertising revenue is set to grow from \$304.3 million in 2010 to \$701.7 million in 2011, and is furthermore expected to reach \$5.8 billion by 2015.
- According to Return Path, mobile access has grown to around 16 percent of the email market share, making it a major channel when you consider that it currently garners roughly 33.6 billion of the estimated 210 billion new emails circulating daily.

Mobile email empowers consumers to read what they want, when they want on the go and in real time. Mobile users are in the loop, where desktop and its webmail services aren't. The reachability of the medium makes it a powerful extension to traditional direct email marketing campaigns.



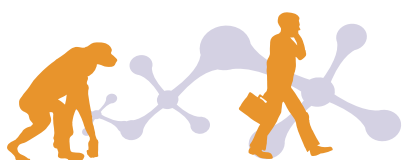
For many mobile web users, especially in developing nations, getting online on their phone is their first and primary exposure to the internet. These users consume the mobile web in a very different manner than traditional web users. They have a far greater sense of urgency and necessity for specific information.

Add to that the continuous growth of mobile as a preferred method of multichannel communication and you soon realize that marketers must embrace not only the unique rendering and functionality aspects of the mobile phone and tablets, but must also get smarter in terms of understanding the platform preferences and habits of their customers in order to remain relevant.

## 1.4 Mobile sites Vs. Traditional sites

Many marketers are treating the Internet as a one-size-fits all marketplace to connect with consumers. The fact, consumers are overloaded with content and ads and now the mobile space is capturing more and more attention, and creating more confusion. But simply putting your Internet site in the mobile space isn't enough to engage consumers.

A traditional website is not formatted for a mobile browser. Most websites include complex HTML, bigger file sizes and programs like Flash. With traditional websites, intended for viewing on PCs and laptops, content areas are configured for best display. Unless these areas are re-formatted to be mobile-specific a website won't show up properly in the smaller, mobile browser windows.



# The main differences between a mobile and a traditional site

There is no simple quick fix. A mobile internet site is very different to a traditional desktop internet site. There is no universal formula that works for both. You will have to divert from your usual approach when moving to mobile:

## **Audience**

In the first world many mobile internet users are also users and consumers of desktop internet sites, however, their habits and norms need little introduction. On the mobile web in emerging markets and developing countries, most users may never have actually run a web browser on a PC and the concept of using a personal computer is merely just that – a concept. So for many mobile web users, connectivity on their mobile phone is in fact their first and primary exposure to the internet.

## **Graphics**

Most users of the mobile Internet are paying a premium to the mobile network providers for the data they download. This means that graphics must be optimized and as light-weight as possible, and only used to illustrate and define critical information. When creating a mobile internet site, the designer must firstly understand that the viewer's network connection may not be an 8MB line, and that the consumer of the site is paying for each byte of data flowing down.

## **Layout**

An obvious difference between a traditional site versus a mobile site is that the traditional site is typically horizontal whereas the dimensional constraints of the screen mean that the mobile site is displayed vertically. This means the ideal presentation of information on the mobile is to stack parts in layers much like a cake with many fillings. Pages must be kept light and navigation should always be top to bottom and back up, rather than top to bottom and left to right.



## Message

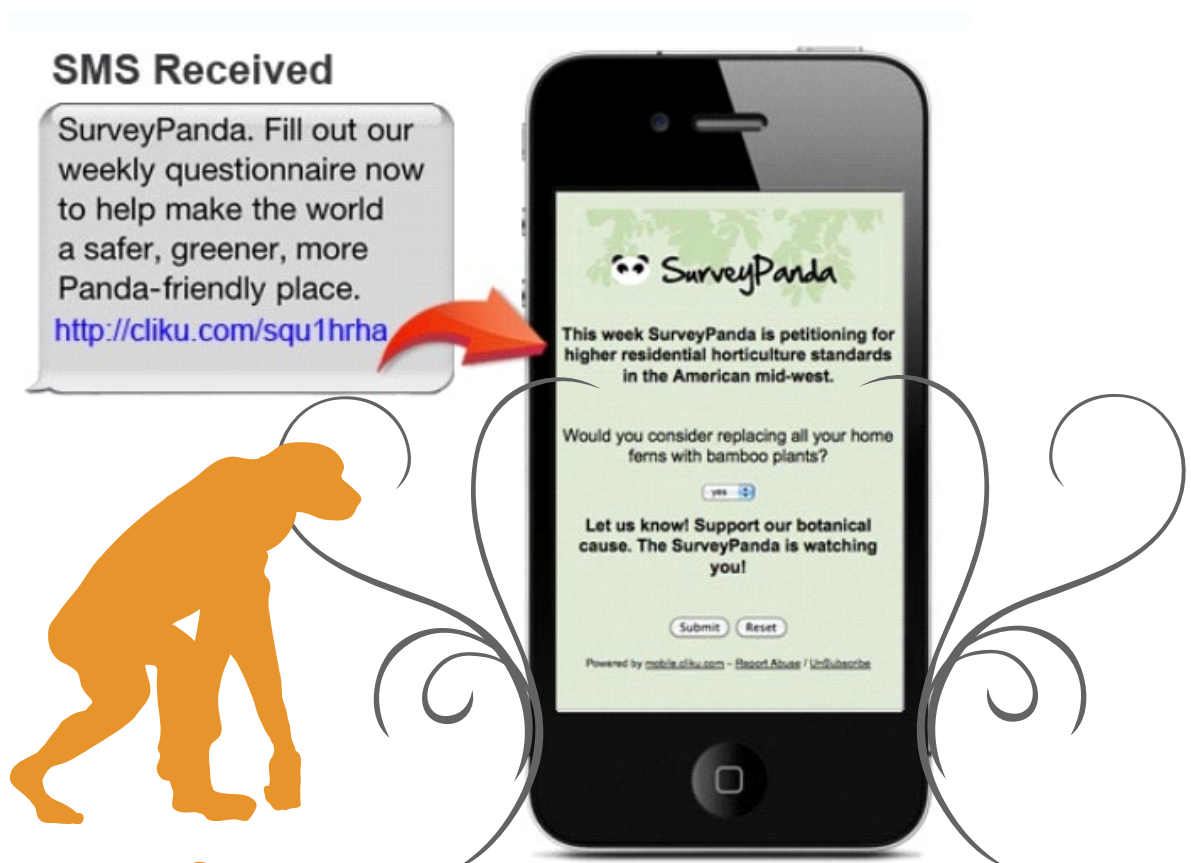
The message on a mobile site is typically terse, short and to the point. The person using the site must be able to “get” the site in the first screen displayed and not by having to scroll up, down, left and right. Language should be simple and sharp, with clear messages and paths to a successful end for both the consumer and the site owner.

## Reach

There are now far more mobile internet connected people than there are PC internet connected people. For example in India there are +- 50 million PC connected internet users vs. a potential 500 million mobile phone users, who, if not currently connected will be as soon as they do their next upgrade.

**The great thing about a mobile website is that you can include all of the content that is on a traditional website.**

A mobile website needs to include smaller file sizes and have mostly text so that all mobile browsers can download the sites quickly. You want the most pertinent information you have, as a company or individual, at the forefront of the mobile website.



# 2. How to create content for Mobile

## 2.1 The only option in the Mobile market, is to be direct.

When writing copy for any medium, it's easy to drown in a sea of lead-ins, clever anecdotes and introductory sentences. There's hardly time for that on the mobile web. Marketers don't have the luxury of leading up to anything. Writing for mobile means distilling down web copy even further than before.

Users on the web are notoriously distracted and hop around from page to page. Mobile users are distracted even further. Their devices are buzzing with push notifications from their apps, text messages, social networks, instant messaging, emails and of course, physical interruptions from the concrete jungle.

### **Mobile use in general is defined by three key factors:**

Users have just a few moments to check their phone or look up a piece of information while they're completing a primary task.

Mobile users, on the other hand, face perpetual off-device distractions - use of their mobile device is secondary.

Mobile devices have tiny screens - they simply do not fit a lot of content. It's critical that marketers keep this in mind as they write copy.

When creating mobile content, keep in mind what it represents. For many users, their phone is the headquarters of their lifestyle. It's a connection to friends, family and co-workers. Users personalize the background, download apps that fit their needs and look up information on the go. It's by their side 24/7 and their connection to the world.



## 2.2 Top 6 content tips for Mobile

### 1 - Be Goal-Oriented

The best mobile content cuts copy to a minimum and only spews out the necessities - necessities being what your target should see during those fateful two seconds that determine a click. Create content focused around your goals and avoid going on tangents.

### 2 - Use Strong Headlines

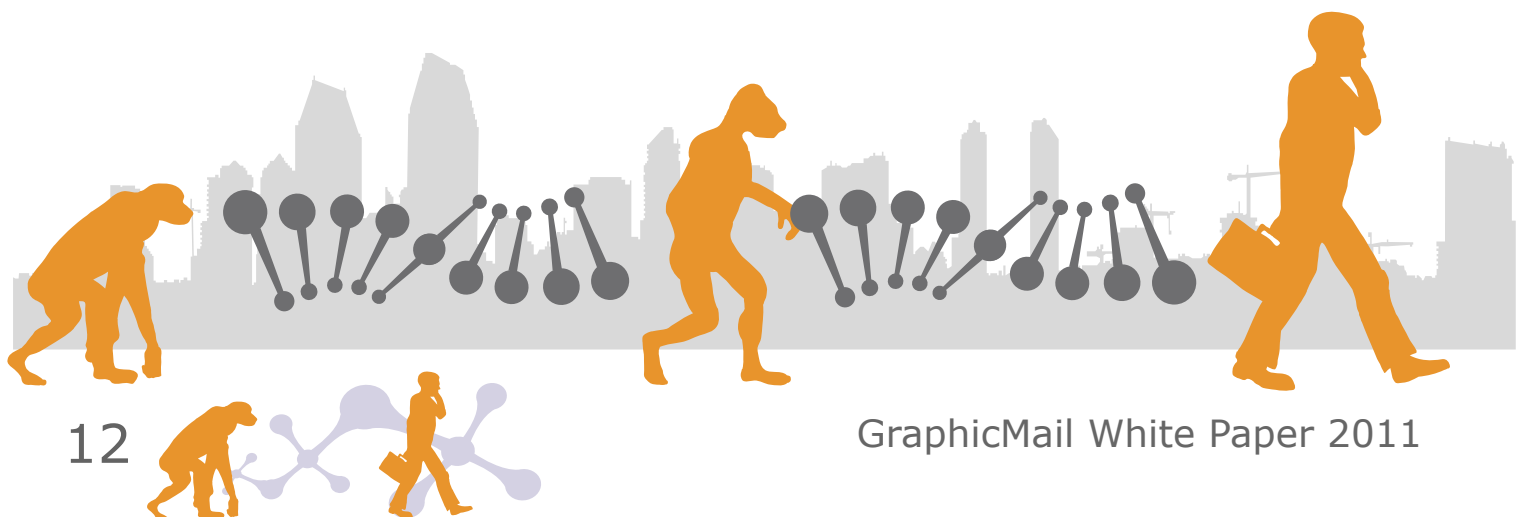
Mobile copy should be very much to the point, while sacrificing as little power as possible. Get an idea across quickly. Headlines will have to fit on one line, avoid wrapping text, and have to be quick and clear so that users get the point right away, but with enough encouragement for them to continue reading and to also share the content with others.

### 3 - Screen Sizes Vary

When writing copy for the web, space on the page allows for visual cues that can draw the readers' eye towards the marketer's objectives. Writers have to place extra consideration on being extremely direct, clear and succinct, because presentation options will likely be limited or even inconsistent across devices and platforms. Think within the confines of a small screen.

### 4 - Prioritize Your Content

It's important to put the most important content up front. Think about how readers will browse the content. Most of the time, people are only going to read headlines.



## 5 - Test Your Content

Find out what works best by testing two versions of your copy. A/B testing tools allow marketers to pit two versions of the same content against each other. The software splits users into multiple groups, showing different versions of the content to each one, and then automatically selects and implements the content that results in the most conversions, whether that is click-through rate, time on site, and so on.

## 6 - Refine your SMSs

With a limit of 160 characters, SMS is a challenging communications vessel. Calls to action should be kept simple and concise and you have to think very clearly about how to phrase your message; focusing mainly on whether it can be easily understood, remembered and acted upon. Make your point in as few words as possible without missing out on any important information. Events, new launches, urgent actions and relevant successes are all great message points for an SMS message.

Readers on the go want bite-sized information that will serve them in that very moment.

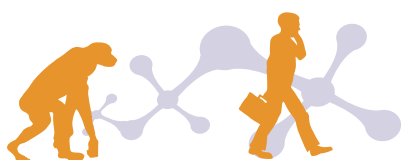
**Acknowledging and embracing that fact is key to successful copy-writing for mobile.**

## 2.3 How to design for Mobile

**Fusing email and mobile strategies together visually, can be a complicated process.**

In general, viewing HTML email on a mobile device can be fiddly, and even on the iPhone it's possible to have text automatically rescaled to a size that's nearly unreadable or in a way that can break your design.

Each and every mobile device has its own unique standard settings to take into account. BlackBerry devices, for example, don't display images by default, whereas iPhones and Android devices currently do. A mobile screen is small - at first glance no one's going to see much of your content, especially if it's designed to fit a PC screen instead.



# Design sensitivities for Mobile

## 1.) **Keep it simple**

A key element of mobile site design is simplicity. Most of your audience is in a hurry and need to find relevant information to take actions on quickly. This means that the way information is presented must be in simple text and light images, with briefness being the essential element.

## 2.) **Keep it top-down, not left-right**

Smart phones like the Apple iPhone, or Android and others are on the ascent and these have large, easy-to-navigate screens (in mobile terms) however the trusty older mobile generation with Internet access is still the predominant phone; so design your site to enable easy up-down navigation, with text that wraps to the width of the mobile screen. Use smaller fonts, and do not build the site so the user needs to scroll left, right and up, down. This will discourage readers immediately and they will move on.

## 3.) **Using images**

Remember that in some countries the mobile phone user is paying real money in terms of data charges for the images you include in your mobile website. Remember too, that these charges are pretty outrageous if you calculate them on a per MB basis. So it is essential to keep your images as lean as possible and save them to a reduced resolution, which will mean that they do not span across the screen and force the user to scroll around to view the full image – in awkward portions.

## 4.) **Not too much depth – get to the point**

A mobile Internet user is typically not sitting at a desk with a lot of bandwidth at their command; they are on the move, in a hurry and determined to find the right information right now. Make your message clear on the first screen. You can deliver deeper content on subsequent screens for those who wish to investigate further. Know what you wish to communicate and know how to capture your audience's attention.



## 5.) Navigation

Try to have all your extra information available from your main landing page. Go into detail and get feedback and responses on subsequent screens.

## 6.) Design for current devices

Build for devices that you know your market uses. Your testing should not just be on iPhones, but also on some old clunker of a phone which has Internet access. IF it works on the older device, it will most likely work on any other devices of a higher specification.

Accommodate the sparser screen by having single column design layouts, tighter subject lines, greater image vs. text balance considerations, bigger buttons for links and an overall narrower message width. Wide emails often require horizontal scrolling, especially when there's a large image involved.

# 3. Mobile promotions

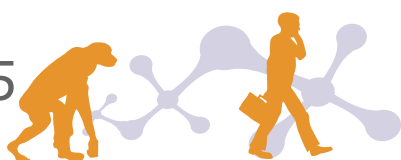
## 3.1 How to create Mobile promotions

Online commerce has come to constitute 5% of retail sales, and it is expected that this number will be reached and breached far quicker in the mobile environment with the integration of m-commerce into more businesses.

A key aspect to retain is that the consumer is the destination, and your efforts must reach them with timeous, important and relevant information; getting in touch with them quickly, easily, and with a message they wish to hear.

### **The cornerstones of an effective campaign are:**

- **Engagement** - Give subscribers something of value, but more so, listen to them and get them to actively participate in your brand. Consider asking for opinions via mobile quick polls and surveys, or ask them to submit short video clips or images, testimonials and user generated content.



- **Targeting** - Make sure you are able to reach the people you want to talk to. Build your lists of mobile subscribers and manage these lists carefully to ensure you send information to people who have actually opted in to receiving it.
- **Integration** - While some of your consumers prefer receiving brand communications via their mobile phones, others prefer their desktops to check emails or would love to get a call from you. The fact is none of us are only getting communications via a single channel. Syndicate your message via mobile phones, in offline print ads or articles with a built-in short code or QR code, or via an email campaign
- **Incentive** - Offer an incentive such as access to relevant information, real time alerts, exclusive mobile content or even a coupon to increase your mobile subscription rate and client engagement.
- **Privacy** - Wouldn't you find it annoying if you received SMSs at 6 AM in the morning from a brand trying to push their way into your bed? Your consumers would too. Be sensitive when choosing the time and day of the send. In a number of countries, this contact window has been legally framed.
- **Fun** - Mobile phones are not just our personal assistants, but also our pocket-entertainers. If you want to reach you consumers in these precious moments, make sure your message is fun, relevant and entertaining.

Fine-tuning the aspects of proper subscriber targeting, engagement, integrations, incentives, furthermore determining your goals and achievements, then building around those outcomes and enabling your campaign for all internet connected mobile devices will stand you in good stead in managing highly successful mobile promotional campaigns.

## 3.2 Social Couponing and QR barcodes

There's no doubt that you see QR codes everywhere these days — in ads, magazines, posters, etc. They bring to life a 3D experience of otherwise flat content. QR codes can be used to bring any content to life, for instance a car magazine advertising a lead article regarding their latest test drive could add a QR code to the article that opens up into a video.



Mobile coupons are the 5th most popular mobile marketing method today, though the relatively tiny \$90 million 2009 U.S market is projected to grow to \$6.5 billion by 2013. Google and Facebook have both thrown their weight behind QR (Quick Response) barcodes in promotional campaigns, so mobile coupon usage looks set to electrify digital promotions by a large increase in consumer engagement margins between 2011 and 2013.

With that said, QR codes are no different than other direct marketing tools in that you must build a strategy, tactics and plan for testing, tracking and measuring results.

**Social couponing** is a natural extension of 1-1 couponing that leverages the existing social networks of deal-hungry shoppers into powerful word-of-mouth marketing for businesses.

The value proposition for shoppers is simple. As daily deals site Tippr puts it: "Subscribe. Share. Buy." It's that simple. Subscribe to a daily deals service, share deals with your friends, and enjoy more stuff for less money.

For businesses, the attraction is the zero upfront cost for generating traffic into their stores -- unlike having to deal with the hard fixed costs associated with print advertising or the expensive conversions of paid search. Social couponing is based on the principal that if a large number of people participate in a deal, retailers can then attract new customers with discounted experiences to drive future purchase consideration.

According to a recent study by comScore, 47 percent of consumers subscribe to at least one deal of the day website. More than 63,000 deals were published in 2010, and the volume of deals is expected to more than double in 2011, according to Local Offer Network's "The Daily Deal Phenomenon: A Year in Review."

**Social couponing is becoming a serious business. The group-buying industry is expected to grow 138% to \$2.66 billion in 2011. Groupon alone has been valued at \$30 billion and expects to raise \$3 billion in its pending initial public offering (IPO) - surpassing the value of the Google IPO, The New York Times recently reported.**



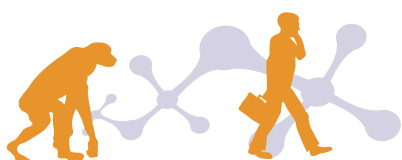
Compete, a consumer behavior survey panel and digital intelligence agency for top brands, asked mobile users about their most recent purchase with a coupon and learned that 57% would not have bought the item if they did not have one.

They also discovered that the average amount spent was about \$94 more with a coupon than without and that customers were 6% more likely to purchase from the retailer again if they used a coupon before - all of which are highly convincing statistics which will encourage more widespread use of mobile coupons and greater investments by businesses in coupon services as a promotional means.

Much of the traditional paper-based coupon practices are now moving to mobile, which is not surprising, considering the increase in efficiency and decrease of costs of having a mobile coupon text message on your cell phone.

In 2009, US businesses issued 367 billion coupons, of which consumers modestly redeemed 3.3 billion. But in less than three years from now, over 200 million Americans are projected to have redeemed a mobile coupon, which would make it a leading advertising method.

**The innovation has been met with keen interest by industry representatives as it enables small businesses, corporates, organizations and individuals to enter the mobile communications world with little effort, and at a very low cost.**



# 4. The Missing Link

Why an HTML link inside a text message is revolutionary

Many brands have used or at least considered using SMS/ text messages in their mobile marketing mix, since there is a much lower barrier to creating a bulk text campaign than to designing a mobile site or creating mobile coupons, or even creating a mobile app.

**The design of mobile apps and sites requires expertise, time and money, as most often it is outsourced to professional mobile design companies.**

In order; one has to create a mobile site or campaign page, find a server to host the site, locate an SMS gateway provider, load up numbers and then finally start sending messages. It is difficult to track and manage a campaign where the elements of the overall effort are so diverse and disjointed.

What today's marketer needs is an integrated solution which enables all of the above functions to be actioned in one place; to quickly create a test page, send it out, check subscriber responses, adapt it and then roll out the entire campaign.

What if you could combine the power of a bulk text message with a mobile site or mobile coupon experience, without any external help?

And what if you could get instant traffic to your mobile campaign via such an SMS? Most mobile sites that are being created will sit in digital limbo and never be viewed by anyone, unless stumbled upon by chance via a Google search.

**To get real mobile traction, marketers need to use a combination of old mobile technology (SMS or TEXT message) along with mobile sites:**

Pushing clients to your mobile site with a link in an SMS is an innovative mobile marketing strategy. First you create a mobile site, SMS a link to your subscribers and measure engagement with mobile campaign tools.



Engaging clients with interactive messaging direct to their mobile phones makes for richer communications. Why squeeze your entire pitch into 160 characters when you can send a link in an SMS that opens up into a mobile page with multimedia-rich messages?

**Mobile push marketing marries SMS/texting with multiple mobile sites and news pages, transforming how you communicate with your customers.**



- This enables a message to be delivered directly to targeted phones (people who you have transacted with before, members, associates etc.) and with a simple click-through on the SMS, channel viewers to an image-rich, personalized mobile site.
- Responses or sales orders or surveys or enquiries can be submitted directly from these mobile sites into the databases of the marketing company. Then afterwards, the entire process must deliver measurables that can be analyzed to determine the success of the campaign.
- Conduct mobile surveys when you quickly need to test the waters and get the gist of your subscribers' opinions, send out a mobile survey and reel in rapid client feedback, or add a poll to your mobile page. Use this consumer data to plan on-going targeted mobile campaigns.
- Post-event statistic can be readily available to determine who received and read the SMS, opened the mobile site and finally responded.



**Ideally, the entire process of creating a multiplicity of targeted, multi-faceted, track-able and manageable campaigns should be done all from within one interface.**

“The text message + link innovation is a great way for brands to get started in mobile marketing, especially if used for promotions. It is cheaper and faster to build than a mobile app or entire mobile site, and consumer engagement can be measured instantly,” says Barbara Ulmi, GraphicMail Marketing Manager

## 5. Conclusions

In today’s dynamic and fast-evolving world, it is important to be able to reach your customers anywhere and at any given time. Mobile marketing is a highly effective method of direct marketing and definitely the most personal, with its potential just now maturing and being fully realized.

The opportunities in the mobile ecology continue to expand and evolve, and as in all marketing media, there will be a constant struggle for balance between the presence of marketing messages and the tolerance your target market has for the intrusion, more so than in email – which is under duress as a channel that some suggest will atrophy with the proliferation of mobile.

**With that said, email is not a dinosaur on the edge of extinction.**

Email marketing is also becoming more relevant with mobile phone users. More people are using their mobile phones more often to read their email. This is good news for marketers, but the main issue for now is that there is room to improve on message usability and rendering across different devices.

The mobile phone is becoming an essential element in consumers’ everyday lives as they become more educated about the features and functionality of their devices and are engaging more frequently in mobile marketing campaigns. This increased dependency on the mobile phone is expected to lead to increased utilization, and a more welcoming consumer mindset to mobile promotions.

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