

Mobile Marketing Strategies For Promoting Business – A WIN WIN Approach

Prof.S.S.Aravinth-AP/CSE,
Knowledge Institute of
Technology,
Salem.

S.Kavitha-III CSE,
Knowledge Institute of
Technology,
Salem.

S.Tharani-III CSE,
Knowledge Institute of
Engineering,
Salem

Abstract :

Promoting our business using the social media with digital technology is called Digital Marketing. This technology gets a huge attraction recent days in extracting the good business revenues. All the industries want to promote their business models, plans and offerings through digital gadgets. In this reason, the concept of mobile marketing is being used everywhere. The usage of smart phone is increased widely. In this paper, the strategies of mobile marketing and the best practices are discussed with the use cases. Initially mobile apps are developed and then, those apps are used for people community engagement, outreach programs and online marketing. The mobile marketing approach has the following types such as SMS campaign, Mobile website marketing, Mobile apps
Keywords:

Digital Marketing, Smart Phones,
Mobile App Development, Types And Mobile
Marketing

marketing, Mobile advertising campaign, Mobile social media marketing, Mobile e mail marketing, Mobile commerce campaign and so on. This paper is divided into four sections. Section I includes the introduction and basics of digital marketing. Section II includes mobile app development practices. Section III includes the best initiatives of mobile marketing strategies and it types. Finally the IV section includes the results and comparison of various mobile marketing approaches that supports the business models, business plans of an organization. This paper helps to understand the business drivers by understanding the various customers through the mobile technology. Through this technology, the diversity of people and their needs are extracted.

INTRODUCTION

Digital Marketing is a new technology to promote the business. It has many techniques to promote a business. Enterprises are started using this promotion approaches. Mobile marketing is one of the digital marketing techniques. In this, mobile phones are used to identify and to understand the users about the product.



Fig 1 Digital Marketing



Fig 2 Mobile Marketing

MOBILE APP DEVELOPMENT:-

Mobile Applications are denoted as a application software for hand held devices. For user friendly assess, the mobile apps are being developed everywhere. Many user interfaces are deployed to support the ease of use. These applications are installed in mobile devices and processed by users. The mobile apps are designed for android and ios platforms.



MOBILE MARKETING STRGERGIES:-

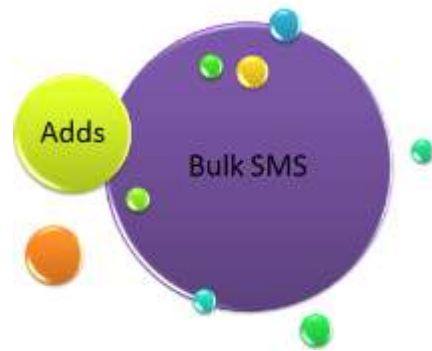
Types of Mobile Marketing

1. SMS Campaign

Bulk sms service providers are using this method. A huge amount of SMS are sent to the customers to know about the particular project.

2.Mobile Apps Campaign

Mobile apps are developed and uploaded in google play store. Based on the users views, comments and recommendations, the best apps are awarded.



Advertising

It's a process of advertising through mobile devices. It has multimedia message marketing.

2. Mobile Social Media Marketing

This technology includes business plan promotion using the mobile application software. It uses the extraction of the collective behavior of the various users to understand about their product. The mobile apps are designed as per the customer requirements and those apps are dedicated to them.

I. MOBILE MARKETING APPROACHES

1. Outreach Program

The technical app demo program is arranged for twelfth students. This app is designed and developed by students. This app name is 200/200 for scoring 200 marks in their board exam.



2. Community Engagement

Various technical and non-technical apps are developed by our students for various communities like healthcare advisors, physician and dieticians. Also fine arts related apps are developed.

3. Online Collaboration through Mobile Technology

An exclusive mobile app is developed for connecting alumni students with the organization. Through this app, the current students can interact with old students. This app has the following modules such as event notification, feedback system, recommendation for career development.

With help of this app the alumni are shared their views, ideas and plans for future development of the organization.

4. Online Promotion Schemes

A calendar app is developed in which the students with domain are identified. And also the event window is created and that is being distributed to recruiters.



CONCLUSION

As we all know that, promotion plays a major role in business strategic planning for all the organizations. To derive an actionable insight, these methods are helping towards the goals. After the advent of social media, the online business promotions are being adopted in all industries and institutions. This is one way of collecting users expectations through smart hand held devices.

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