

# Mobile Marketing



First Floor, The Anchor Building,  
7 Quince St, The Media Mill  
Millpark, Johannesburg, 2197  
Tel: +27 (0)11 482 7380  
E-mail: [info@nicework.co.za](mailto:info@nicework.co.za)  
[www.nicework.co.za](http://www.nicework.co.za)





# Mobile Marketing: The *de facto* platform of the Information Age

## Don't miss the mobile boat

If you Google "mobile marketing" you will most likely find lofty definitions like:

*"Mobile marketing is a set of practices that enables organisations to communicate and engage with their audience in an interactive and relevant manner through any mobile device and network."*

Sounds a bit complicated, doesn't it?

Luckily, what follows is some practical information you can actually implement. Considering that there are more cellphones in Africa than computer screens, mobile technology is key to marketing your business, big or small.

When creating a mobile marketing strategy, be sure to consider the following:

### **1** Brevity

Whether in your design or content strategy, remember that devices (cellphones and tablets) are small, connectivity is limited and the audience is time poor. Make sure that your design engages from the start and your content delivers the key selling points or calls-to-action immediately.



## 2 Keep up with the Jones'

Knowing where, why and how consumers are interacting with your brand, as well as what device they are using, is key to determining your mobile strategy.

## 3 Mobile site "must haves"

Most mobile internet users are looking for specific information in the shortest time possible. In other words, mobile is less about browsing and more about getting to the point. Failing to deliver relevant, timely content could mean fewer conversions. Complex layouts, wordy copy, large videos and image files are the usual culprits.

The following features are critical when creating a mobile site:

- **Device detection** that adjusts content in real time to suit the device, delivering optimised resolution and browsing.
- **Simple navigation elements:** one-directional scrolling, single window interfaces and touch friendly buttons.
- **Standards-based, accessible code** means the site will be more likely to display properly across multiple platforms. While most desktop browsers offer some forgiveness for clunky and buggy code, mobile browsers do not.



## 4 What's in it for them?

Engage your audience through mobile-exclusive offerings. Foursquare discount coupons are a prime example of this. They are very effective at driving traffic and creating positive consumer sentiment.

Don't forget that consumers of mobile media are goal driven and have possibly even less time than conventional web users. Deliver clear, concise and unique benefits or risk alienating users and losing business.

**If you are interested in finding out more about effective mobile marketing feel free to [contact us](#). Nicework is a creative communications company with a design-driven ethos. We count ourselves lucky to be involved with people and projects we are passionate about. Our aim is to deliver client satisfaction by maintaining a high standard of design practice. Good design and nice work is simply what we stand for.**