

Integrating mobile to create compelling campaigns

International research suggests that consumers in their 20s look at more than 20 different types of media per hour, in interactions with both small and large screens, from film to TV, tablet, smartphone and back again.



Global SMS aggregator, Avetio, maintains that while marketers are thinking mobile in their campaign strategies, some aren't necessarily embracing the rich mix of mobile channels to create compelling and engaging campaigns.

Integration is key and the choice of mobile channels should be identified based on research into customer user journeys. Mobile can be used in different areas of the business and the most informed decisions on channel usage are made on a case-by-case basis dependent on the business or campaign in question.

"Mobile embedded in marketing channels"

Asha Lad, director of Avetio, comments, "We are fast becoming a 'hyper-connected' society and the number of mobile devices is only going to grow.

"Mobile technologies shouldn't be used discretely but in an integrated way to create a more fulfilling customer experience. Mobile should be embedded in marketing channels in sophisticated ways to appeal to consumers in specific moments as part of a much more holistic approach."

While mobile technologies are increasingly being embraced in marketing campaigns, there is still disparity in budget allocation, particularly compared with more traditional marketing channels. Investment in mobile lags behind, and only accounts for approximately 1% of marketing spend, compared to how much time users are interacting with mobile*.

Make budgets work harder

Switched on marketers will see they can make budgets work harder if they allocate them to a carefully considered blend of mobile channels. The market is evolving all the time; so many marketers are strategizing and can be reticent about allocating budget to a mix of mobile channels.

"While it's important to research and consider the relevant channels for each campaign, if marketing professionals fail to

invest across multiple mobile channels, their campaigns may not achieve their full potential. Testing is also essential and it's not always possible to get it right first time, but with careful research into each campaign or business proposition, the results can be powerful," concludes Lad.

For more, go to www.abetio.com.

*Research from Flurry Analytics

For more, visit: <https://www.bizcommunity.com>