

# Get shoppers connecting with mobile

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With today's mobile connected consumer, mobile marketing and mobile couponing have become an important part of the average global shopper's lifestyle. Research tells us that the global reality is that 1 in 3 smartphone owners use their device while shopping. Moreover, in South Africa, our average shoppers are not excluded from this global phenomenon.



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The average South African uses his or her mobile to research a product while walking around in the store and 45% use mobile phones to check and compare prices while in-store, with these stats applying to both male and female shoppers.

While the guys are more prone to research tech savvy gadgets and even go as far as redeeming mobile vouchers on that new flat screen TV, women tend to be more attracted to mobile coupons with a style conscience - apps that allow one to style and match the latest fashion through special redeemable offers and mobile coupons. While there are still many connected shoppers who haven't heard of a mobile coupon, the mobile coupon is an especially popular and fast growing tool for the savvy, trend wise shopper.

If you text your name and work industry to 40178 (John Doe; Advertising), you could easily become one of those well-informed, trend wise shoppers and redeem your very first free coupon. In addition, if you are a business owner and mobile marketing or mobile couponing is not yet a part of your marketing strategy, then test the above text line and witness first-hand the endless marketing possibilities this new mobile technique can offer.

The switched on, perceptive, connected mobile shopper is eager and ready to connect and interact with your brand and they can easily do this with:

- Smart, connected shopping lists
- Dynamic, targeted promotions

- Personalised purchase guides
- Versatile loyalty programmes

This is only the tip of the iceberg. The possibilities of a more defined and innovative mobile marketing strategy that engages the consumer and your brand in a more intimate and value-adding way, is endless. So, if you are still not this engaged with your consumer, what are you waiting for?

## ABOUT CRAIG ROSSOUW

Digital Manager, devising strategies, improving usability, design and content is all in a day's work. I also ensure management of the various digital platforms and responsible for online reputation. Social Media SEO Mobile Marketing Content Marketing Blog Event and charity sponsorship's  
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