

Three quick ways to up your mobile marketing efforts in Africa

 By [Deseré Orrill](#)

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Africa's mobile revolution has been the subject of much discussion for businesses looking to target the continent's growing consumer population using mobile phones. That does not however mean you can just have some form of mobile presence and watch the cash roll in.

To ensure your mobile marketing campaigns produce effective results within this market, I suggest adopting three simple strategies:

- Offer a reward or prize
- Provide instant gratification
- Offer consumers information

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ABOUT DESERÉ ORRILL

Deseré Orrill is a co-founder of the Ole! Media Group and is currently the group CMO as well as managing director of MobilMedia, a mobile engagement company within the group, and HoneyKome, the strategic digital consulting arm of OMG. She is intrigued by the way in which digital communication is redefining the relationship between brand and consumer, and how mobile in particular has become the catalyst for changing the traditional marketing monologue into a conversation.

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