

---

## Mobile Marketing

Dominika Hovančáková<sup>1</sup>

---

### **Abstract**

*In addition to traditional communication tools, new tools of marketing communication are currently coming into use. Mass-media and marketing communication is an important factor that may considerably influence economic development. In this these I will introduce some of them also in line with possibilities to measure their impact on marketing communication.*

### **Key words**

*Mobile marketing, SMS marketing, MMS marketing, Mobile Advertising, MMR - Mobile Marketing, mCommerce, mBanking, mWallet, mPay, Mobile Internet, Moblogging, mIM*

**JEL Classification:** M31

---

### **Introduction**

The current global trends and changes in marketing bring about new needs and procedures in marketing communication. The main goal of this work is to introduce new marketing communications tools and possibilities to improve the effect of marketing on sales activities. A considerably keener competition in each sector, a high degree of saturation in corporate markets and oversaturation with communication messages are new challenges and approaches to the creation of a company's effective communication in the market.

In addition to traditional communication tools, new tools of marketing communication are currently coming into use. Understanding changes that are currently taking place in the world is becoming particularly important. Mass-media and marketing communication is an important factor that may considerably influence economic development. But only if an essential precondition is met – processes in the area of development, production, sales, work with human resources, in association with the wishes of the customers must be understood, anticipated and satisfied.

## **1 Definitions of Mobile Marketing**

Mobile Marketing (m-marketing) is a new term designating one of the methods of direct marketing based on using mobile equipment such as mobile phones, smartphones, PDA, MDA and rarely also portable computers – notebooks. Messages with commercial or non-commercial content are distributed by technologies such as SMS, MMS, YAPs, Bluetooth, WLAN, Infrared (IRDA) and others (Bernauer, 2008).

---

<sup>1</sup> Ing. Mgr. Dominika Hovančáková; University of Economics in Bratislava, Faculty of Commerce, Department of Marketing, Dolnozemska cesta 1, 852 35 Bratislava; E-mail: hovancakova.dominika@gmail.com

The American Mobile Marketing Association (MMA) is one of the key bodies involved in defining the world of mobile marketing. It describes mobile marketing as: *"Using a wireless medium (mobile phone or PDA) for an integrated distribution of certain content and a direct response in an integrated marketing programme"*.

The term mobile marketing became first known thanks to SMS-marketing which is its part. It started after some companies operating in some European and Asian countries started collecting phone numbers and sending advertisements to them.

Anyway, over the past few years, SMSs have become a legitimate advertising channel, and individual national and international marketing and advertising associations have incorporated the rules for mobile advertising and mobile marketing into their ethical codes.

Some governments have also started to define the legal framework for mobile marketing in new legislation. However, due to the fast growth of mobile marketing's popularity, the criteria for using mobile equipment for advertising have not yet been precisely set, and therefore cases of mobile marketing misuse were recorded in some countries, such as the USA, Japan and elsewhere. In spite of some exceptional cases of misuse recorded in the history of mobile marketing, in applying mobile marketing, each company, that wants to keep its good name, attempts to adhere to generally valid morale criteria and principles and to comply with the applicable legislation in the given country that could indirectly apply to the use of the mobile marketing method (Figge, 2006).

Brand managers and marketing strategists may benefit a lot from a strategically well designed and implemented mobile marketing. Using a small piece of mobile equipment you can address customers and potential customers with a message that they wish to receive from you or that they have agreed to receive. If something goes wrong in mobile marketing, it is unsolicited advertising messages – and this is something that must be stressed very clearly (Figge, 2006). Mobiles simply are too close to the heart and the head – we like them very much and anything that is associated with them has its charm for us. If a brand or firm misused this intimacy for sending unsolicited information, it would immediately backfire against the originator. And a technological barrier in the form of e.g. SMS gateways for sending messages is an effective weapon used by mobile operators against mobile spammers. Even when there is a slight hint of discontent or complaints, mobile operators do not hesitate to simply deactivate such suspicious and unsolicited campaigns.

## **2 Situational Potential as Mobile Marketing's Success Factor**

On the back of the increasing importance of mobility and flexibility as well as the enormously high penetration of mobile terminal devices in the environment, businesses are becoming increasingly interested in using these media for marketing purposes. If marketing is defined as a market-oriented management or market-led management, then mobile marketing may be considered as market management with the use of mobile equipment.

The mobile channel offers a wide choice of customization using the mobile one-to-one approach (direct marketing). While a classical one-to-one approach uses the unique properties of its recipients, mobile marketing allows us to take advantage of unique situations of the recipients. Such situations are characterized by their macrostructure (idle time, search of information, emergency situations, quasi-stationary situations) and microstructure (current whereabouts or place of movement, time, etc.). The possibility of customization is no longer limited to the profile data of a customer database, but takes advantage of more extensive possibilities of situational data. The adequacy of the situation thus contributes to the adequacy of the customer (Bernauer, 2008).

Situational adequacy is the main success factor of mobile marketing. Situation-adequate offers bring success, i.e. are a potential source of high profits for businesses. The amount of such profit depends on the situational potential. Situational potential therefore is another important factor determining mobile marketing's success. It must be tested whether or not it is worthwhile for the company to make an offer to the customer in certain situation corresponding to the customer's situation. This aspect represents a situation assessment associated with a customer evaluation.

While situational adequacy meets the company's marketing perspective, situational potential requires a controlling view at doing business. This highlights a close relationship between marketing – market management and controlling – success management. It turns out that the success of situation offers greatly depends on the synergic effect of using mobile marketing and controlling or situational adequacy and situational potential. It would be illogical to use mobile marketing at all costs, even where it would have no effect on the success of doing business.

## **2.1 Systematization of Situations**

As mentioned above, the situational objective is very important for using mobile terminals as an information, communication and sales channel. Each person uses mobile equipment mainly when traveling and going through a changing environment. The changing environment results in the changing needs of the customer.

Subsequently, such situations must be analyzed and systemized in detail. In doing so, we distinguish between the situation macrostructure and microstructure.

The analysis is based on the premise that the basic situation (macrostructure) and specific situational factors (microstructure) determine the customer's situation that must be taken into account in order to make an adequate offer. Depending on an analysis of the customer's situation, in the ideal case it is possible to make an offer exactly matching the current situation of the mobile customer. The definition of direct marketing can thus be considerably expanded by the mobile factor.

### **2.1.1 Macrostructure**

In macroperspective, the following starting situations for using mobile terminal devices may be identified:

- idle time

- search of information
- emergency situations
- quasi-stationary situations.

The first three situations are characterized by the fact that the customer and the service provider may only communicate with each other through the mobile channel. Hence, the business that does not want to lose its potential customers must include the mobile channel into its multi-channel marketing.

An idle time is an unproductive time, e.g. during travelling. A man on a private or business trip faces a question of how to use effectively the entire time potential while travelling. Just like in the corporate-economic science, an idle time is defined as an unused or unusable time. Nevertheless, an idle time also costs something. An employee on a business trip could carry out some duties and create revenues and therefore the cost of his idle time is the opportunity cost of the unused time. In the case of a private traveler, the opportunity cost is unrealized non-material benefits of leisure time activities or contacts with other people.

The use of mobile equipment therefore offers ample opportunities for both private and business travelers to use their unproductive travelling time productively thereby eliminating idle time and associated costs. One can use all forms of communication in the area of B2B, B2C, C2C and B2E (phone calls, SMS, MMS, e-mail, mobile office).

In the case of B2B and B2E, mobile services may primarily be included in the intra- and inter-company value chain as is expressed by the term "Mobile Supply Chain Management". A typical example is the use of E-Procurement (electronic procurement). Other possibilities comprise e.g. Remote Control (remote control, management), car fleet management, job dispatch (process management) and support to external relations (Mobile CRM).

In addition to business use, travelers may enjoy many forms of mobile entertainment. A simple example is Internet access using mobile terminal equipment, use of knowledge and search tools in databases, etc. Other possibilities comprise downloading books, journals and newspapers, newsletter services, mp3, games or films and videos. Further possibilities include Internet radios or televisions, or lotteries or (sport) betting. Of course, one can also use all other forms of transactions using the Internet, if the terminal equipment enables that. Other possible uses comprise e.g. Mobile Shopping, Mobile Booking (buying tickets, hotel bookings, etc.) or Mobile Banking.

The second basic situation type for using mobile equipment is search situations that are characterized by a short duration and by the need of information and services. It typically is a traveler in a strange environment who relies on electronic and telecommunication support and is willing to pay for necessary services. This is exemplified by navigation services (way to a hotel, restaurant, filling station, offices), price information, offer and occupancy of hotels, car parks and parking houses, information about public transport or local weather forecasts. A vital component for all information and search needs is the functionality of an automated geographical positioning which uses various positioning technologies (Location Based Services), e.g. Global Positioning System (GPS), Enhanced Observed Time Difference, Cell of Origin (COO) or Cell-ID, Bluetooth (Ettelbrück, 2003).

In emergency, one involuntarily and unexpectedly needs information and search services. Such need is created by the customer by pushing a push button or is automatically detected on the basis of an evaluation of data from terminal sensors and the need is sent to the appropriate communication point. In emergency situations, such as an assault, need of a physician, burglary, theft, car accident, emergency in mountains, both alternatives are conceivable, and technologies for such cases have already been partly applied in mobile equipment.

Terminal equipment, which is now available on the market can send emergency messages to an appropriate place and automatically report its location. Systems that are currently being developed will be able to measure our physiological data (heart beat frequency, blood pressure). Car makers offer systems that automatically call for help in case of an accident or are able to find out the exact location of a stolen car and/or block it automatically against misuse.

In quasi-stationary situations, the customer has two options of Internet access: mobile and stationary. While some properties favor mobile equipment (fast, simple access), some others prefer stationary equipment (wider, deeper information searches and generous display of data). The final decision about the equipment to be used depends on variables, such as personality, product and situation characteristics.

Table 1 shows an overview of four basic situations including typical mobile options for such situations.

**Table 1** Macrostructure

	<b>Situation characteristics</b>	<b>Selected mobile options</b>
Idle time	Unproductive time during travelling Typical situation: private/business travelling by train or car	C2C, B2C, B2B, B2E communication Mobile office Mb internet (download, Internet Tv, Internet radio Mobile shopping/Booking Mobile Gaming Mobile banking Mobile Supply Chain Management Mobile CRM Remote Control Job Dispatch Car fleet management
Search	Short-term, need of information and services depending on the situation Typical situation: traveler in a strange environment	Navigation Price, services, occupancy Public transport Transport information Weather forecast
Emergency	Involuntary, unexpected need of information and services Typical situation: medical	Raising alarm in rescue service and reporting the location Measuring physiological proper-

	emergency, assault, theft, car accident	ties and reporting them to the rescue service Finding and blocking a stolen car
Quasi-stationary situations	Two options of Internet access: mobile and stationary Typical situation: home, office	Both options are considered If a mobile channel is chosen, we assume that all mobile services are possible and viable

Source: Ettlbrück, B. & Ha, S. (2003). Mobile Marketing - Chancen und Erfolgsfaktoren des mobilen Mediums als Direktmarketing-Instrument der Zukunft : Macrostructure

### 2.1.2 Microstructure: Situational Factors

A microstructure analysis shows which situational factors must be taken into account when an entrepreneur wants to create for a customer a tailor-made attractive offer adequate to the situation (Ettlbrück, 2003).

The term customization in a narrow sense which focuses solely on the properties of the person is too narrow and inadequate for the needs of mobile marketing. To adequately display customer situations and to create an adequate offer, we need a broader term of customization which, in addition to the person's properties, also pays attention to situational factors, such as the place, time, reason, knowledge, terminal equipment and operator. The possibilities and needs of customization thus are not restricted solely to customer data (Database Marketing), but also take into consideration the customer's situational data.

*A person or personality* of course has a special position, because personality properties substantially influence situational factors. First of all, these are sociodemographic characteristics, such as sex, age, marital status, family size or occupation (stored in the basic customer database). Then there are psychographic personality characteristics which include personality properties (e.g. non-smoker), hobbies (sport, music) and individual preferences, attitudes and needs. Further data of interest naturally are the data about the customer's economic strength.

The situational factor of *a place* describes the local context in which the customer is at the moment. The customer's needs result from the place (in a strange city it is navigation, in the home city it is pizza delivery). Localizing mobile customers can provide information about the stationary place where the customer is staying right now, but also about his dynamic movements during the day and the time he spends in certain places.

The place of residence is used in macro- and micro-geographic planning of sales policy. While macro-geographic planning uses administrative and postal division of regions, planning on the micro-geographic level uses the exact residence address. Micro-geographic segmenting is based on the assumption that people with homogeneous living and consumption customs stay in corresponding territories (neighborhood effect, segregation), which results in the creation of segmented quarters (student quarter). In this manner, individual homogeneous customer segments are filtered for the needs of mobile marketing (Bernauer, 2008).

The dynamic place of movements is used to determine the customer's proximity to shops, restaurants, etc. Customers are willing to pay for situational services that will

satisfy their situational needs (e.g. navigation to a selected shop or showing restaurants in the vicinity).

The *time* factor applies to the moments or periods of time when the customer has such needs. The needs may arise either rarely (emergency situations) or regularly (daily monitoring of share prices). From the time context of mobile customers, one can derive an action context (travelling to the work place, leisure time) which is then exploited for sales measures as part of mobile marketing (Ettelbrück, 2003).

The customer's situation is also influenced by another factor that is simply called *reason*. It is the objective or goal of the customer's actions. For example, the reason for his trip to the city is shopping, withdrawal of cash from an ATM or a theatre performance.

The situational factor of *knowledge* describes the customer's familiarity with or knowledge of handling of a specific problem situation. The less the customer knows, the more urgently and more extensively he needs information. On the other hand, the customer also needs to know how to use his mobile equipment for handling his situation.

The factor of *terminal equipment* answers the question of what terminal the customer uses (stationary/mobile phone, PDA or notebook) and how this equipment is equipped (GPS, UMTS). In this respect, an important role is played by technological compatibility, band and network options that must be taken into account in making situational offers.

The *means* is the means of transport used by the customer (train, car, plane, walk, bicycle). This factor also gives rise to some needs. For example, a car driver is primarily interested in navigation and traffic information, while a traveler by train or plane is interested in the means of transport (Ettelbrück, 2003).

All above-mentioned factors create the picture of the customer's situations and must be taken into consideration in the preparation of an offer of the entrepreneur's products and services. The more intense the communication between the business and the customer is, the more information can thus be obtained. When creating a customer profile one must of course comply with personal data protection laws. To obtain the customer's consent to processing his personal data, we want to show him how he will benefit from such data processing, e.g. he will save time and money if his data are automatically supplemented with additional data.

## **2.2 Integrated Situation-Oriented Customer Relationship Management**

The two most important characteristics of mobile marketing – mobile channel and situational orientation – will be placed into a mutual relationship: integrated situational Customer Relationship Management.

A precondition to a CRM system is the existence of a customer database supplemented with a database of situational information which together make up a central integration platform for a customer-oriented information system and other access points in the front-office area.

The information stored in the customer database may be divided into 4 categories as follows: basic information, information on the customer's potential, customer's action and reaction data. A continuous collection and processing of such information is used for modeling and creating customer profiles which can provide a realistic picture of the customer's behavior to date and exactly predict his possible behavior in the future. Analogically, collecting and analyzing situational data is an attempt to model situations and/or create situational profiles. Both types of profiles, customer and situational, serve as a basis for decision-making in mobile marketing (Ettelbrück, 2003).

By integrating the data in information databases about customer profiles and information in a situational database it is possible to create customized, situation-specific offers to customers that can be distributed by the push-mechanism. It is worth mentioning that the integration of situational data with action and reaction ones allows identifying patterns for a successful mobile marketing. The basic goal of marketing – offering the right product to the right customer at the right time and in the right place – can be achieved by a simultaneous use of customer and situational information.

### **2.3 Situation Assessment**

Decision-making in general as well as special decision-making calculations in marketing controlling assume that the decision-maker knows the necessary information about the issue concerned and knows possible options that may be used. The risk of a wrong decision is reduced by a decision-making model which precisely corresponds to and reflects the real conditions and models alternative actions. On the other hand, the creation of such models and options is limited by their usability and economic viability (Link, 2007).

More specifically, model precision means that all relevant information is contained in the model and all unusable information is eliminated from it. Information relevant for choosing an option in a certain decision-making situation is those data in which the action will eventually end. Information relevant for making decisions and for choosing the right option must therefore be future-oriented, its values must be determinable, controllable and assigned to particular objects that are objects of business decisions.

Objects of decision-making in marketing may be products (goods and services, brands, purchase orders) as well as recipients of services (customers, markets, regions), service providers (departments, systems, logistic channels) or actions (individual measures, campaigns, strategies). Some of these objects are in literature referred to as sales segments and so these calculations are sometimes called sales controlling. However, the term "marketing controlling" is more widely used in practice (Link, 2007).

A systemization of selected objects of decision-making is part of marketing controlling. Unlike the routinely used marketing data, situation is a completely new object in marketing controlling, which reflects the fast arrival of mobile equipment into the marketing communication environment.

A decision-making problem is correctly modeled as regards assigned aspects, if the values are assigned to the lowest possible level, wherever possible directly and without ciphering.

However, values often characterize several objects of decision-making and therefore several descriptors are used in such cases to designate the value, e.g. individual items in a purchase order may characterize a product or may apply to the whole order which may also be assigned to a particular customer or logistic channel. In doing so one should contemplate all evaluation options, while keeping in mind the cost of collecting, storing and evaluating the information.

### ***Situational Controlling***

Tasks of marketing controlling must be derived from a selective sales policy. A selective sales policy is a procedure where sales and sales measures are focused or limited to selected products, customers, purchase orders, territories, sales techniques and methods, as well as sales situations which promise a business success over a long period of time and to markets which bring competitive advantages. With this respect it should be noted that leaving some markets and obtaining freed capacities takes a rather long time during which one should take into account all cost items resulting from leaving the market (Kriewald, 2007).

As regards the time span of the results that can be obtained, one should distinguish between calculations, which only include variable costs, and calculations, which also comprise fixed and standby costs. If only variable costs have been used in a rough calculation, then the rough span only applies to a short period of time because the calculation is based on the company's existing investments.

Regarding a situation as a new marketing object, we want to explain its essence from the point of view of business actions: The practice and theory of business actions primarily focus on seeking new business opportunities. From a business point of view, opportunities and chances are interpreted as situations where profit can be made. This is mostly possible in areas where there is unsatisfied demand which the given entrepreneur can satisfy best and first. In this respect, all businesses are situation oriented. All that an entrepreneur must do is just to keep track of and analyze particular situations in the specific current market course of events until obtaining and analysis of the future business environment and framework conditions in the macro- and micro-environment, technical progress, etc.

Such monitoring is reflected in planning and controlling processes of an entire business and particularly in marketing functions. The whole process of marketing planning and controlling starts just with the activities of a situation analysis and forecasting of the development of the surrounding environment and the actions of the company itself (Link, 2007).

An assessment of particular situations and of the entire business environment is aimed at identifying the company's opportunities to make profit in specific situations. It means that a situation assessment is a compulsory part of management process and economic exchanges. An analysis of the situation of a given company will result in the company's appraisal based on the actual current market activity – action as the result of a comparison of the costs and revenues from the particular action (Kriewald, 2007).

A situational controlling identifies the total profit potential of a particular situation rather than the potential of the situation that the entrepreneur can exploit by just one

particular action in the given situation. In extreme cases, the potential of a situation consists of the following components:

1. purchasing potential of one customer in a particular product group less the costs (purchasing potential per one customer in a given situation is called the "share of customer")
2. one customer's cross-selling potential for other product groups less the costs
3. corresponding potentials of other customers who will probably be in the same situation less the costs
4. other customer's cross-selling potential for other product groups less the costs.

For example, a travelling situation has not been chosen by chance. Situation controlling plays an important role in mobile marketing as travelling situations are a typical situation for using mobile marketing. Situation controlling may be applied in two options:

- assessment of profit potentials of various types of traveling situations where profitable, time- and place-specific, automated, customer-specific offers are intermediated together with corresponding auxiliaries such as navigation assistance to the traveler, list of refreshment facilities, restaurants, filling stations, etc.
- new assessment of all profitable customer potentials using individual customer situational data (using a situational database).

The creation of an offer in CRM has so far been based on the properties of a particular product and customer. In contrast, a profitable situation in mobile marketing is based on an immediate response where the provider exploits the immediate need of the customer. For exploiting the potential of a situation, the provider must evaluate the options shown in table 2. In mobile CRM, the following main types of actions are distinguished:

- product-specific
- customer-specific
- situation-specific action (Kriewald, 2007).

**Table 2** Levels of situational controlling

	<b>1 product</b>	<b>Several / all products</b>
<b>1 customer</b>	<b>Particular customer-and product-specific situations</b> (traveller XY needs refreshment at a particular time, place and means of transport)	<b>Limited, customer-specific situational types</b> (traveller XY needs refreshment, lodging, entertainment and wellness at a particular time, place and means of transport)
<b>Several/ all customers</b>	<b>Limited product-specific situational types</b> (typical traveler who needs refreshment)	<b>General situational type</b> (typical traveler who needs refreshment, lodging, entertainment and wellness)

Source: Kriewald M. (2007). *Situationsabhängiges mobiles Customer Relationship Management. Analysen – Wettbewerbsvorteile-Beispiele: Levels of situational controlling.*

### 3 Advantages of Mobile Marketing

Thanks to the never ending technological progress, more and more functions of mobile equipment can be used for marketing purposes.

In comparison with other marketing techniques, mobile marketing has many specific features resulting from the very nature of mobile communication. Mobile phone penetration worldwide varies around 90 % and in some countries it has exceeded 100 %. Most people have mobile phones at hand and turned on 24 hours a day and they cannot imagine a life without these devices. In addition, people personalize mobile phones – adapt them to match their own image, life style or mood (ringing, wall-papers, casings, profiles, etc.).

Owing to a large number of various supplementary functions, mobile phone becomes a multi-functional device. In contrast to Internet services, people are accustomed to paying for services provided via a mobile phone, and if then do receive a service free of charge, it is usually subsidized by other form as an indirect payment from the customer (Hansson, 2005).

A mobile phone and therefore also the elements of mobile marketing can be used in every place covered by the signal. Its speed and quality are important factors as well. The best and most up-to-date content is largely first available on the mobile Internet and only later on other media. Mobile content can be updated much faster than, for instance, on printed media.

The exploitation of these advantages can be explained with the use of the following example: In each major city (such as Bratislava) each place can be reached by foot, if the walker has enough time. However, walk is very slow, and therefore, when going to a more distant place, everyone will prefer going by bus or other means of public transport and will pay the fare. Somebody who has very little time and cannot afford to wait at a bus stop or travel along a long route with numerous stops, will prefer to take a taxi and is willing to pay much more than he would under normal circumstances in order to come on time.

The same applies to information as well. Under normal circumstances, someone who wants to know what happened today in the world will turn on his TV set at home and will watch evening TV news. Or he will sacrifice a small sum of money to buy a newspaper. However, newspapers and evening news bring information with a substantial delay. Television or radio report an important event immediately, but most people do not watch TV during the day (Hansson, 2005).

In workplaces, Internet access is usually available and one can easily find necessary information on the web. Nevertheless, one who needs a piece of important information will not hesitate to pay a fee for having access to it (e.g. registration on the website). And what about the situation when someone is on a street and urgently needs certain information? He will probably call via his mobile phone to his colleagues at work, a friend or family member and will ask him to find the information in a computer, Internet, encyclopedia, etc. Or if he does not want to bother someone else, he will use a connection to WAP or 2.5G and 3G nets directly to the mobile phone. Anyway, he is willing to pay more, either the fee for a phone call or for mobile Internet connection.

## 4 Properties of Mobile Marketing

Various companies and staff engaged in mobile marketing have created diverse acronyms designating the properties of mobile marketing (Möhlenbruch, 2002), for example:

### **PAIR**

- **P**ersonal
- **A**vailable
- **I**mmEDIATE
- **R**eal time

### **MAGIC**

- **M**obile – mobile, portable
- **A**nytime – available at any time
- **G**lobally – global, distributed worldwide
- **I**ntegrated
- **C**ustomised – custom-made in accordance with the customer's wishes and needs

### **5M's (M**ovement, **M**oment, **M**e, **M**oney, **M**achines)

- **M**ovement – enables to escape from one place
- **M**oment – expands the time concept
- **M**e – highlights me and my community
- **M**oney – spends money
- **M**achines – authorizes machines to perform some activities.

These definitions characterize well mobile marketing, but even so mobile marketing in Slovakia is not functioning according to the wishes of specialized mobile marketing agencies. Even though the mobile phone penetration in Slovakia exceeds 100 %, mobile marketing's advantage is that it can target small target groups. And this becomes an obstacle. The narrower the target group and the smaller the number of people in the group, the higher the cost of a mobile campaign targeting these people. The reason is that the development of applications is far from cheap. Furthermore, it should be admitted that Slovaks as a conservative nation may often consider mobile marketing as an inappropriate intrusion into their private life, just like telemarketing (Šindler, 2003).

Hence, mobile marketing's originality, interactivity and unobtrusiveness must prevail over other attributes used in this tool. And above all the customer must be offered a service or added value, lest he regards mobile marketing as an intrusion into his privacy. So called mobile toys are popular. Logos, wallpapers, ringing tones, Java games and other accessories have won the hearts, particularly among teenagers. With mobile phones becoming increasingly technologically advanced, the user now commonly surfs on the Internet in his mobile (Möhlenbruch, 2002). Owing to various applications, a mobile phone can also become a messenger, wallet, player, radio or even a TV set. As

progress goes ahead, the use of such applications has a bright future, and therefore marketers focus their attention in this area.

## 5 Forms of Mobile Marketing

Mobile marketing comprises several forms, such as SMS marketing, MMS marketing, Mobile Advertising, MMR - Mobile Marketing Research (marketing research carried out via mobile equipment and mobile data collection), etc. We encounter terms such as mCommerce, Mobile banking (mBanking), mWallet (mobile wallet), mPay (payments made through a mobile phone), mSecurity (security in the mobile world), mBroadcasting (live television or radio broadcasting via mobile phones), Mobile Internet, Moblogging (mobile blogging), mIM (Mobile Instant Messenger), and other (Tschauder, 2005).

Unfortunately, we also encounter negative forms, such as Mobile SPAM (mSPAM), Mobile Hacking (mHacking), SMS snooping (reading news directly in operators' databases and access gateways), SMS spoofing (receiving unsolicited mail sent from Internet SMS gateways), SMS interception (listening, intercepting SMS messages sent in mobile networks) and other forms of new crime.

There is never too much creativity in mobile marketing. Although individual channels are traditional and notoriously known, their processing may be unique and very creative. We must always keep in mind the limited possibilities of data processing, the size of the group that we contact and the efficiency of the resources used. The key to success still is the recipient's interests, hence SMS messages surely should not annoy him (Tschauder, 2005).

- Opinion poll – If the number of answers to an opinion-poll question is adequate, a brief answer selected from options A, B and C can conveniently be sent by mobile phone. The question must be well formulated, efficiently using the small space of 160 characters.
- Feedback – Ask the customers how they feel by you, what changes they would appreciate, what they think about your new decisions. Reward them for information that is useful to you, for example by a contest.
- Contest – Slovaks like contests. Add a contest question to the container of your products, display it in your shop, attract their attention and arouse their desire to win. Point out that they still pay just the standard price for an SMS. SMS messages should not be sent to a private number.
- Catalogue – add an SMS code to a catalogue and wait for messages from customers. Specific questions should be answered by phone – verify a purchase order and agree the details.
- Gifts – Some people like every message coming to their mobile phone, but they will be even happier when they receive a message with an unusual gift. However, think carefully what could make the given group happy. For instance, as a reward for answering an opinion poll after the last concert you can "send" to the concertgoers a discount on the ticket to the next concert.

- Reward loyalty – Permanent customers should be offered information about your company that may be of interest to them. They will surely appreciate correct, targeted and timely information.
- Advertising – A good slogan, brief information conveyed with humour or just a simple offer. 160 characters are many or few, depending on the content of the message.

## Conclusion

It is estimated that in 2013 more users will connect to the Internet via mobiles than via classical PCs. Trends in the mobile Internet use approach this ever more closely. Mobile advertising is also used increasingly widely. A rather long time ago Google unveiled its innovative model of PPC campaigns on the mobile Internet under the name Google Mobile Ads. Its disadvantage is that for the time being it can only be used to advertise in some countries (among Slovakia's neighbours just in Austria and Poland). When planning penetration into markets such as the USA, UK, Germany, Australia, China, Japan, Russia or Spain, one can exploit the advantages of mobile advertising offered by Google. A complete list can be found on customer-support websites Google Adwords. Your advertisements may have the form of a text or picture. Advertisements are displayed during a search and in the content network. It is possible to target a selected operator, in such case advertisements are only displayed to the users that use the services of the mobile Internet provider selected by you. The advantage of the new PPC mobile system is relatively low prices per click and associated less fierce competition in comparison with the web. Further international ad networks or affiliate networks using CPC payment models (cost per click) also have the green light. Such services are provided internationally by Buzzcity (Tschauder, 2005).

Companies specialized in SEO (search engine optimization) for mobile websites are also rather abundant. Search in mobiles is the same as on the web. Having a website optimized for search engines surely pays off. Due to the mixed results of search on mobile sites and websites, it is appropriate to display them, possibly in a lower position. The bounce rate (rate of immediate launch of a website) of classical websites often increases thanks to visitors from mobiles. They seek a site usable for their mobile search engines that is easy to navigate and provides all data that they need.

## References

- Bernauer, D. (2008). *Mobile Internet - Grundlagen, Erfolgsfaktoren und Praxisbeispiele*. Vdm Verlag Dr. Müller.
- Ettelbrück, B. & Ha, S. (2003). Mobile Marketing - Chancen und Erfolgsfaktoren des mobilen Mediums als Direktmarketing-Instrument der Zukunft. In F. Keuper (Ed.), *E-Business, M-Business und T-Business: Digitale Erlebniswelten aus Sicht von Consulting-Unternehmen* (pp. 115-132). Wiesbaden.

- Figge, S. (2006). *Innovatives Mobile Marketing – Kontextabhängige Kundenabsprache mit Hilfe mobiler Geräte*. Hamburg.
- Hansson, A. (2005). How to Go Mobile - An Introduction to Mobile Marketing. In A. Oswald & G. Tauchner (Eds.), *Mobile Marketing*. Wien: Linde-Verlag.
- Kriewald M. (2007). *Situationsabhängiges mobiles Customer Relationship Management. Analysen – Wettbewerbsvorteile-Beispiele*. Hamburg: Verlag Dr. Kovač.
- Link, J. & Seidl, F. (2007). Der Situationsansatz als Erfolgsfaktor des Mobile Marketing. In H. Bauer, T. Dirks & M. Bryant (Eds.), *Erfolgsfaktoren des Mobile Marketing*. Heidelberg.
- Möhlenbruch, D. & Schmieder, U.-M. (2002). Mobile Marketing als Schlüsselgröße für Multichannel-Commerce. In G. Silber, J. Wohlfahrt & T. Wihlelm (Eds.), *Mobile Commerce – Grundlagen, Geschäftsmodelle, Erfolgsfaktoren* (pp. 67-89). Wiesbaden.
- Šindler, P. (2003). *Event marketing. Jak využít emoce v marketingové komunikaci*. Praha: Grada Publishing.
- Tschauder, Mühlbeck, Kreuzberg (2005). *Erfolgsfaktoren im Mobile Marketing*. Proximity Studies, Hamburg.