

# MobileMarketing



**Fundamental Mobile Marketing Practices Keep Your Brand Perpetually Connected with Customers**

*Connect, Engage and Provide Your Expertise Whenever and Wherever Your Audience Needs You*

The rapidly growing popularity of smartphones and tablets have opened new, incredible opportunities to be – quite literally – within arm's reach of your customers at any given time or place. A great **mobile marketing strategy** has become as much of a necessity as mobile devices are to consumers around the globe.

Any time your customers are on-the-go, your brand now has the potential to be right there beside them, fully aware of their online behaviour and buying habits. Today's technological advancements make it easier than ever to know where and when your campaigns will garner the most success. It's the kind of insight into your customer base that simply cannot be ignored.

**A customized mobile marketing strategy helps your team realize that mobile is more than just a channel. It's a playing field that facilitates 2-way interaction between businesses and consumers. A customized strategy can help you hone in on this power with features like:**

- ▶ Complete assessment and upgrade of your online properties' mobile search engine optimization
- ▶ All-inclusive overhaul of current ads to ensure mobile enhanced content and compatibility
- ▶ Leveraging location-based tracking technologies that will increase the relevance of ads while providing better customer service
- ▶ Mobile traffic analysis to identify user demographics, commonly used devices and browsing behaviour
- ▶ Planning, executing and managing targeted SMS and MMS campaigns
- ▶ Leveraging mobile payment technologies in order to interact with customers through Apple's passbook and Google Wallet

**Mobile marketing is an instrumental solution for giving your products and services an omnipresence in consumers' lives. Within seconds, you can connect and interact as if they were standing in your store or office.**

**Target and Stay Personal:**

Customize brand messages for diversified audiences and specific individuals. Open up the communication channels in order to interact and build the kind of relationships that retain customers and attract new ones.

**Augment Your Entire Digital Strategy:**

Easily integrate your mobile marketing initiatives with the rest of your digital campaigns, like your communication strategies or social media efforts.

**Become Conveniently Viral:**

Establishing a strong presence on your customers' small screens easily qualifies your content as easy-to-share. Just by making your content mobile-ready, audiences become more likely to spread the word.

**Track the Action:**

Analytics are instantaneous, enabling you to better analyze user behaviour and ensure you know which elements of your campaigns are working and which need improvement.

**Develop a New Mobile Marketing Strategy Now and Begin Interacting With the Right Target Audience at Precisely the Right Time.**

**For more information on how to develop a mobile marketing strategy tailored to your business needs, contact our team now!**



Mobile Marketing is just one of the many ways  
WSI can help you reach your business goals.

We specialize in various digital marketing solutions including:

- ▶ Pay-Per-Click Advertising
- ▶ Social Media Marketing
- ▶ Web Analytics
- ▶ Social Selling
- ▶ Content Marketing
- ▶ Email Marketing
- ▶ Display Advertising
- ▶ eCommerce
- ▶ Landing Page Optimization
- ▶ Video Marketing
- ▶ Responsive Web Design
- ▶ Search Engine Optimization
- ▶ Inbound Marketing
- ▶ Competitive Analysis
- ▶ Marketing Automation

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Contact us today so you can experience how we take digital marketing to the next level.

