

## **MOBILE MARKETING**

Marketing is an important tool for small businesses to have at their disposal, but traditional marketing techniques can be expensive. Being innovative and using new technologies can ensure that small businesses market to their target audience without spending large amounts of money.

The combination of website and mobile marketing can make targeting your audience so much easier. These types of digital marketing are more cost effective than print, as material costs are not an issue. This allows for more experimentation and more personal communication, as it is easier and quicker to change text within a digital format than it is on printed material.

Marketing using mobile phones has taken the music industry by storm, with clubs using SMS to advertise nights and companies making music and images downloadable from their websites. Awareness of a company is an important part of marketing, if a company offers a high quality product through their website then visitors will recommend it by name to their friends or colleagues.

Website and mobile marketing work hand in hand; not only are music, ringtones and images downloadable from the web but websites also provide the method by which a small business can collect potential customer's data (name, email address, mobile number etc.), and hence have usable data for mobile marketing campaigns.

### **Legal considerations**

Collecting people's details as part of a marketing campaign needs to be done in accordance with legal guidelines. It's a good idea to consult Data Protection Act before proceeding. At its simplest The Data Protection Act states that all the data that you collect must be: obtained and used only for specified and lawful purposes; adequate, relevant and not excessive; accurate, and where necessary, kept up to date; kept for no longer than necessary; kept on secure servers, safe from people who would abuse the data.

### **Branded Digital Accessories**

The three most popular digital accessories for mobiles (ringtones, wallpaper and games) can be branded with your business's logo or can be identified as yours in other ways and can easily be downloaded from a website. On some phones, games can be downloaded from websites but creating these games, or making them unique, can be expensive and requires special skills. Creating ringtones and wallpaper for download requires very little special equipment beyond a computer and

Internet connection. Depending on the volume you require to deliver distributing the ringtones or pictures can be done using a specialist company such as Deltica, who deliver text messages on behalf of thousands of customers worldwide.

When we talk about Mobile Marketing in this instance we are talking about mobile phones, although PDAs can also fall into this category. PDAs are primarily relevant within the music industry if you are offering MP3 downloads. Ministry of Sound are currently offering 1,000s of tracks for download from their website, for instance.

### **Marketing in action**

Q: What's the first question you ask a friend when you hear their great new ringtone?

A: "Where did you get that?"

The Drum & Bass Arena, a UK based website, set-up by 'The Risky' in 1996, provides Drum & Bass to the world. This site has downloads of unsigned bands, details of club nights and just about everything you want to know about the D&B scene in the UK. They have a large selection of new tracks downloadable as polyphonic and mono ringtones all provided by the labels and artists that advertise through the website. They also have backgrounds, picture messages, animations and logos so that mobile phones can be branded with company logos or band names.

Drum & Bass Arena publish a daily newsletter that details club nights, music downloads and new accessories for mobile phones, their list of registrants is above 50,000 people. They know their target audience is 16 - 25 year olds; this matches the highest take up of new mobile phones, which is 18 - 24 year olds. The method they have chosen to use to market themselves and the labels and artists on their site matches the lifestyle of their target audience perfectly and is, therefore, almost guaranteed to be a huge success.

### **Making people smile**

In London the radio station Kiss 100 has targeted mobile phone users in a unique way. The station is encouraging people to register their details, listen to Kiss and answer their phone with the words "Hello Sexy", every time the phone rings. If it is a Kiss DJ calling them they could win a huge prize. This type of marketing works because it is fun, it makes people feel good and can be funny. It also creates word of mouth marketing for Kiss 100. If someone answers the phone with the words "Hello Sexy" to anyone other than a DJ they will have to explain themselves. And when they explain themselves, of course they are going to have to mention the name of the radio station. The radio station assumes that this person will then want to find out more and will hopefully tune in to listen.

### **Digital flyers create no litter**

A lot of clubs increasingly use email and SMS in place of paper flyers. They are easier to distribute, more environmentally friendly and the club knows that the person to whom the SMS flyer is being sent actually wants to receive the information because they will have registered their mobile number with the club. The percentage of people who go to a club after receiving a paper flyer is about 2 or 3% where as the number of people who go to a club that received an SMS flyer can be as much as 10%.

Clubs collect their data in a very simple way, by creating a membership to that club. Members are given special privileges including cheap tickets and a first chance to buy tickets. The membership details collected are usually name, address, email address and a mobile number, which gives the club a number of ways to contact their members.

### **Can mobile marketing work for you?**

The challenge is standing out. How do you stop people becoming annoyed when they receive yet another SMS that is not from a friend? It is important to be unique, stand out and not send too many messages. Send messages regularly, e.g. on the same day each week, but do not bug your audience; they will quickly become annoyed and ask to be removed from your mailing list.

To stand out within a crowded music industry market you will have to have a fabulous product and intelligent and innovative marketing. You will need to regularly spend time thinking of new ways to capture the imagination of your customers and potential customers and on researching what produces the best results for your business.