Shortcomings of mobile marketing

Mobile marketing is gaining popularity these days in the advertisement world. Along with social media marketing it is a relatively new place to market a business’s products. There are some advantages and disadvantages of mobile marketing. The customer may at times feel harassed and hopeless if there some problems in the purchase made by him. This can send out a wrong impression that the company does not care about their customers.

The margins in case of mobile commerce are not so big. This leaves very small room for errors. Even a small error can escalate costs and cause problems for the company which is already operating on paper thin margins. The basic fact taught by most marketing gurus is that if a business satisfies a customer’s needs, the sales will automatically increase. When a manufacturer is working on very small margins, it becomes very difficult to first satisfy customer and then expect the sales to go up. They feel the need to take the bull by its horns. The customer will distance themselves from such a business as it will give then the feeling of being scammed.

To avoid such conditions some steps are to be taken. A person needs to have a clear idea what he wants as mobile marketing is a vast and diverse field. A person may like to send out notifications through text messages, collect data, conduct surveys or even create an application for mobiles or a WAP website. A person needs to be very clear about his objective before diving into the world of mobile marketing. After a person has analyzed his goals and objectives, the next logical step would be the way in which one would like to advertise his products? There are a number of ways in the mobile marketing world itself for doing so. This includes MMS, SMS, Infrared, Bluetooth and web mobile marketing. Each of the method has its own advantages and disadvantages. It is up to the person who is going to advertise to decide which method is best suitable to him.

The last thing that a person needs to do is to give a look that whether advertisement campaign is meant for a global or a local public. It is important to ask mobile marketing solutions providers about how they are going to manage the whole campaign. The campaign should in itself be flexible in order to incorporate any last minute changes.