**Strategies for a Successful Mobile Marketing Campaign**

The most effective form of marketing these days is through the mobiles. It is generally used at the time when the amount of potential customers is the highest. This is during certain hours of the day. This way one can focus on the advertisement when observation is at its peak; he can concentrate on other things at other times. There are few important steps for a person to benefit the maximum from mobile advertisement. An advertisement should always aim at giving maximum exposure to the brand it is promoting. The advertisement should be placed at a place which is highly visible to all. A person can think of it as a mobile billboard. The advertiser should first try to understand what kind of people he wants to focus on. Then he needs to find out what the peak hours are and where they should place the advertisement. The demographics should also be identified to know whether the product is useful; for the people in that area.

A person should figure out the important events which will trigger a particular reaction in that particular area. Analyzing the data well before time is the sign of a well prepared business. The mobile billboard should be placed in the center where all the activity is taking place. A 3D billboard can bring desired attention comparatively easily. Advertisers should spread the news that a gift will be given to those who spot the advertisement carrying vehicle and inform of its correct location. The gift can also be received by putting this news up on a website or at a local magazine or a newspaper. This way the product can get the desired recognition among the masses.

A person can also go for product sampling through the vehicle. The back of the vehicle can be used for this purpose. The rules and regulations issued by the local authorities should be checked before going for this. Some space should be left so that if some change is needed to be made, it is done easily. Giving small gifts to those who pay a visit is also an effective method of doing the thing. These can introduce gift coupons or discount coupons or something exclusive to evoke the interest of people.