

## 7 basic Mobile Marketing concepts

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**99% of Vietnamese people think that SMS is spam, instead of remembering what SMS is useful for daily life. Do you have ATM, do you receive notice of balance via SMS? You used to transfer via SMS, you used SMS to confirm an order, place a coffee shop . that is the utility of not only Mobile Marketing but also more fully called Mobile Solution.**



### SMS, simple but not simple

SMS, everyone thinks it's simply a message, all! But how does this SMS do marketing? Have you ever received a message from some sim (+ 841XXXXXXX) sending lottery, music - picture - game ad? Or do some 8XXX head say that today the bank has a new program, then have you ever received a message that 'sender' is a certain brand, not + 841XXX or 8XXX? Such a message is called **Brand Name SMS** .

**SMS Marketing** , understand simply send ads but to make SMS Marketing is not easy: Who to send, how to send, when to send, tracking (tracking the program)?

**Never** buy an external database

**Never** enter a series of databases on the system and shoot down massively

That's spam!

A simple process in SMS Marketing that you must grasp: **Database collection - message selection - sending - tracking** .

In another article, a more thorough analysis of this process.

## **Bluetooth Marketing**

Why and when to use bluetooth marketing? Bluetooth has a disadvantage of narrow scope, so it can only be applied to classes, seminars, fairs, and shopping areas with theoretical distance of 100m, if more, it must interfere with many devices.

In a shopping mall, for example, it is difficult to know the phone number of a customer, so it is impossible to send SMS Marketing, with bluetooth, there is no need and even get the phone number of the customer.

Using SMS must have a phone number and can only send text (characters), using bluetooth marketing you can send music - pictures - games to advertise, the message will be richer.

The difficulty is how to convince customers to turn on bluetooth! Give users a benefit, they will do this for you.

## **Mobile Advertising**

This is a very broad concept, including **Mobile Web** (Wapsite), **Mobile Application** , **Mobile Game** that can put ads up. Today, Mobile is the third screen that marketers want to look after TV and computer (PC & laptop), if you mention the ad, you think you want to put the dance banner to dance on mobile, yes, but the difference The difference here is that mobile is a personal item, the most difficult thing is determining who (gender, age, income .) is watching your ad.

Mobile is always beside us and if you know well, this will be a very powerful weapon.

In Mobile Advertising, you will also get acquainted with Admob, the leading mobile advertising company, acquired by Google, and familiarize yourself with Apple's iAd model, currently a mobile ad runner-up.

## **Mobile Application**

Mobile Game is also included in Mobile Application because the nature of a game is also an application, different from being written to make games instead of doing an application.

Mobile Application was originally born to provide utilities, and on which advertising or business exploitation Content (music - image - game) is another category.

Do you have a chat with Yahoo! Messenger or skype name Mobile? Have you ever considered Facebook on Mobile? It's Mobile Application, but the most important Mobile Application that you need to understand is programming languages: Java, Symbian, 'standalone' iOS and who are claiming Android (also Google), and many other operating system .

Social networks are also classified into Mobile Application.

Make money with Mobile App which is in the Top row in Vietnam.

## IVR (Interactive Voice Response)

IVR is not developed in Vietnam, it is stopping at the level of content (music - video - game) business, usually companies will apply for 1900 numbers, record content and advertise For users to call in, every minute of such a call will charge users.

The rate of revenue distribution from the network to 1900 is less than the number of SMS, but there is an interesting thing that makes Mobile companies still want to do 1900 instead of 8XXX numbers, do you want to know why?

## Mobile Payment

In this article, I temporarily subscribe Mobile Banking to Mobile Payment because Banking also goes to the payment path. Ecommerce in general in Vietnam has not developed yet, Mobile Payment is also stopping at a potential level, however, this is also a research worthy trend because only 30% of the population uses the Internet but there are more than 100% of the population. Mobile and Mobile numbers are always beside us, there are times when you are wandering the streets, want to put somewhere to entertain, then pay always without cash, you don't bring your laptop, or not There is wifi there, Mobile is a good choice!

Currently in Vietnam there are dozens of electronic wallets, there are quite a few users owning electronic wallets, but the difficulty is that the merchant system is too few, the users do not have the opportunity to pay, not to mention the habit. Vietnamese acquaintances are like to wander sidewalks, when do pavement merchant for online payment here!

## Location-based Service

The latest trend of online industry in general: Location-based Service (LBS), LBS will become much more advantageous when uploading to mobile, because only mobile can show the necessary mobility.

No matter where you are, where to go, no wifi waves, there are GPRS, 3G . so that the system will help you realize what services you are having around: playing, entertainment, movies . and through LBS you know how many friends are around you to invite them to join you.

Not only 7, but also many other concepts in the small Mobile that you own, small but it is ' *small with martial arts* ', then you will be surprised with interesting things that you will be examined breaking in Mobile Marketing.

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