

TOP 10 MISCONCEPTIONS

ABOUT MOBILE MARKETING



In a world population of approximately 7 billion, more than 6 billion people have mobile phones. That's more than the number of people who have computers, televisions and radios.

On top of that, mobile web usage has increased tremendously in recent years; in fact, more than half of internet searches are performed on mobile devices.

With these kinds of numbers, it's easy to see the potential that mobile marketing can bring. However, shockingly, some businesses still aren't taking advantage of this powerful medium to expand their markets and reach their audiences more effectively.

The reason for this is that most business people have misconceptions about mobile marketing that keep them from taking advantage of it.

As a result, they watch as their technically savvy competitors branch off into various mobile marketing methods and take their share of the local market.

Mobile marketing is one of the most effective forms of staying in touch with local consumers today. Tools such as mobile-friendly websites, text message marketing, QR codes, and mobile apps have taken the marketing world by storm.

Some companies understand the positive rewards mobile can bring, but many of them still haven't taken the steps to mobilize, which is a huge mistake.

Here are 10 common misconceptions about mobile marketing that many small business owners have, along with clarifications to help you get a better understanding:

Misconception #1: **If You Have a Regular Website, You Don't Need a Mobile Version**

Due to the fact that regular websites were built to be viewed on computers, and not mobile phones, businesses should always have a mobile version of their websites.

Traditional websites require large viewing screen on computers that have a lot more processing power than small-screened mobile phones can provide.

As mentioned earlier, mobile web usage has skyrocketed and is not expected to decline anytime soon. Mobile web surfers are often frustrated when met with websites that load slowly, if they load at all.

If the site does load, but they have problems finding the information they need, they will immediately leave and likely visit a competitor's website.

So if your website isn't mobile-friendly, you are potentially losing a huge part of your audience.

In order to stay competitive in your journey for more local customers, having a mobile website is truly no longer an option.

Misconception #2: **Mobile Marketing Is Expensive**

This misconception reflects a distrust of the unknown rather than any real facts. When you compare the cost of implementing a mobile marketing campaign or building a mobile website with other traditional forms of marketing such as television and radio, you see that mobile marketing is the cheaper option.

Not only is it cheaper, but research shows that it has a higher return on investment than most mediums and gives more measurable results.

When local consumers use their mobile devices to find local products and services, they are usually looking to take some type of action right away.

Therefore, any investments you make in regards to mobile marketing are sure to improve your overall marketing strategy.

Misconception #3: **Text Message Marketing Is Spam**

Dictionary.com defines spam as, “sending unsolicited electronic mail or text messages simultaneously to a number of e-mail addresses or mobile phones.”

Text message marketing is not spam because users have to sign up to and agreed to receive messages from you before you can send them any sort of text message.

Also, unlike with spam, your prospect has the option to stop receiving your messages at any point by opting out of the service.

In other words, they want to hear from you. Many studies show that consumers today actually want to receive information, discounts, and special offers from businesses they like on their mobile phones – but they’re not getting them.

So when it comes to staying in touch with your customers and potential customers, text message marketing is a great way to get the job done.

Misconception #4: **Mobile Marketing Doesn’t Work for Small Local Businesses**

Mobile marketing has gained a reputation as being the ‘high-tech playground’ of big name brands, yet this doesn’t mean it won’t work for your small business.

In fact, it could work even better for you. Sending text messages to your customers, for example, reinforces the personal connection you have with them as a local business. This connection builds trust in your brand over time, which will lead to more sales.

Not only that, but Text Marketing, QR codes and Mobile Apps present a new way for you to engage local consumers, as well as build customer loyalty.

As mentioned earlier, a mobile-friendly website is a “must-have” for any business that wants to grow their customer-base due to the massive amount of consumer web browsing.

So, in a nutshell, mobile marketing can be just as effective for small businesses as it is for large corporations.

Misconception #5: **Consumers Only Use Their Phones for Social Media and Playing Games**

The humble cellphone has evolved drastically since it first came into the market. From simply making and receiving phone calls, it can now take high quality videos, send emails, process word documents and help you organize your life.

With each new development, mobile phones become more indispensable in our lives and people are using them for a variety of reasons. The cellphone screens are getting clearer, download speeds are getting faster and all this points toward people using their phones more often.

In addition, the convenience factor of having a lightweight device that can service all of our Internet needs will only lead to the continued growth of mobile device usage.

Misconception #6: **Mobile Marketing is Not Effective**

When done effectively, mobile marketing is one of the best ways to engage consumers who are closest to the point of purchase. Consumer buying behavior has changed dramatically over the past few years due to the growing popularity of the internet and mobile phone usage.

In order to flourish, businesses have to adapt to these changes or be left behind. Mobile marketing is the perfect vehicle to present interactive information to your audience when they need it most.

Just like any form of marketing, there’s a right way and a wrong way of doing it, but that doesn’t mean it won’t work for you. We live in an

era where consumers buy products that make them feel like part of a community; mobile marketing is one of the best ways of creating that close connection between you and your potential customers as well as existing customers.

Misconception #7: Mobile Marketing Only Works if Your Target Audience is Young

Many businesses believe that mobile phone activities, besides talking, only cater to young people. This could be because teenagers and younger people use their phones for many non-buying activities, such as playing games and engaging in social media.

However, more than half of all cellphone users are over 35 years old.

Therefore, mobile marketing works because a large portion of mobile device users are in the “buying” age group.

Misconception #8: Mobile Marketing Replaces All Other Marketing

As fantastic and effective as mobile marketing can be, it’s not a silver bullet for all of your marketing needs. When you make it a part of your overall marketing strategy, it can drastically boost results.

Certain mobile marketing methods can be added to your other marketing strategies to even improve their effectiveness. For instance, adding QR codes to your business cards, flyers, postcards, and other means can help you build a list of targeted leads.

If you are running a text message marketing campaign, your mobile opt-in call-to-action should be placed on your website, TV commercials, and others.

If you have a mobile app, be sure to let the world know about that as well.

Misconception #9: **Your Mobile Website Must Be an Exact Replica of Your Regular Website**

You don't need to worry that you'll confuse your customers if your mobile website looks different from the regular version. Your customers understand that mobile phones have different aspect ratios and that you can't fit everything on your website onto a tiny mobile screen.

Furthermore, mobile users have different needs and your mobile website should only fulfill those specific needs. For instance, many local consumers who search for products and services using their mobile devices are probably looking for very specific information, such as your phone number, your product or service list, directions to your establishment, and things like that.

So your mobile site should be designed clearly to meet these needs.

Misconception #10: **Mobile Marketing is Not Necessary Because Your Competitors Aren't Using it**

To gain the competitive edge, you need to be ahead of the curve. Just because some of your competitors are not using mobile marketing does not mean that you shouldn't use it.

The fact is that many businesses still have yet to understand the power behind mobile marketing so they have not started to use it... yet.

If you wait for your competitors to start using it, you could be setting yourself up to fail. Companies that take action first usually experience the most benefits from any form of digital marketing.

Now that you have all the facts, you can kick-start your own mobile marketing campaign and start bringing in more local leads and profits.

We specialize in helping businesses in the area understand how mobile marketing can help them increase their bottom line. Contact Cabinet Dealers Marketing at info@cabinetdealersmarketing.com for additional information or if you're ready to add mobile marketing to your funnel.