



Integrated Mobile Marketing

CAUTION: This column is intended for those company directors who are looking for more effective ways to improve their revenue and their public perception.

It is also for any consumers who would like to know what to expect next in the ever-evolving world of corporate communication and marketing.

Welcome to the first in a series of articles based around the concept of Integrated Mobile Marketing. If you are relatively new to the concept then let me clear up some popular misconceptions:

- 1) Mobile marketing does not refer to putting your advertisement on the side of a bus or the back of a tuk-tuk!
- 2) Mobile marketing does not mean sending unsolicited SMS or SPAM messages to customers!

We live in an increasingly cluttered world with a seemingly endless set of demands on our time. Businesses are having to look at more sophisticated and novel ways of getting their message through to the end consumer and consumers are progressively more able to search for the information they need in order to make the purchase decisions they want.

Enter the humble mobile phone. A device we carry with us at all times, a device we trust and a device that ultimately shapes many of the decisions we make every day. It is the essential must have item for all of the most attractive demographics across generations. Effortlessly crossing the boundary from exclusive yuppie toy to essential lifestyle accessory.

As Jay Highley, Senior VP of Sprint said:

"The mobile screen has now become the 'third screen' in consumer lives after the TV and PC"

And the phone is continuing to develop, swallowing a seemingly endless array of new applications from cameras to music players offering new opportunities, new experiences and (supposedly) an enhanced lifestyle for those who keep up.

It was only to be expected that the eagle eyed marketers would eventually want a part of it. In fact Paul Cook, Director at Diageo would put it a little stronger:

"Any brand manager not actively trialing wireless marketing deserves to be sacked"

In the Tom Cruise film 'Minority Report' we were offered a vision of the future that involved marketers presenting omnipresent marketing that knew who we were and tailored adverts to us as we walked down the street. While it might make you shudder and wonder what sort of a world you will be bringing your children into, the reality is that a lot of the concepts already exist and can be applied to the mobile phone today.

"Personalised, targeted and direct marketing that is relevant to my needs, wants and desires at the time I want it in a manner I want it" - A. Consumer

This is no longer just an abstract concept for marketing students. It is a hard and fast reality that today's Marketing Directors need to wake up to. And there is only one device we all carry that offers that opportunity.



Integrated Mobile Marketing is about getting this opportunity right. It is about coupling your existing marketing concepts and embracing new technologies. *It is Direct Marketing. It is Customer Relations Management. And it is about providing value to your customers while actively improving the bottom line.*

These articles will cover everything from dealing with personalisation, dealing appropriately with privacy concerns, managing today's technology, preparing for tomorrow's technology and all the while offering a glimpse into those companies that have already successfully engaged in it.

Callum Laing was one of the founders of Wizcom, a highly successful MVAS company in Europe. He is also the founder and Managing Director of Mobile Vision in Asia.

To sign up for free weekly marketing tips SMS the word 'tips' to 06 7777 850 (Thailand Only)
To contact Callum directly please email callum@mobilevisionasia.com
www.mobilevisionasia.com

