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# Mobile Marketing 2.0

## CREATING VALUE AND *Forging Bonds*

As mobile marketing gains momentum, brands today are only beginning to fully leverage its potential. These possibilities are illustrated by the massive anticipated growth in mobile marketing revenues, which are expected to reach \$24 billion by 2013, an almost 15-fold increase from only \$1.8 billion in 2007, according to ABI Research.

By leaps and bounds, SMS is today's most widely used medium for mobile marketing. By sending text messages to consumers who have opted in to a mobile marketing program, marketers have been able to reach large, targeted audiences on their terms.

And SMS is only the beginning.

Further growth will stem from what's known as mobile marketing 2.0, which will enable more personalized, relevant marketing experiences by leveraging tools such as enhanced messaging,

mobile web, applications and video. One-way push messaging will transition to two-way engagement, enabling brands to develop more personalized consumer relationships.

In the mobile marketing 2.0 environment, interactive, sophisticated mobile marketing programs like surveys, quizzes and polls will empower brands to interact with consumers in ways previously unattainable. And through this new form of engagement, marketers will be able to take the demographic, behavioral and psychographic information they learn to better understand their consumers.

Location-based services also will benefit both consumers and brands, ensuring messages reach the right people at the right times like never before. By opting in to a store's mobile marketing program, a shopper can receive an SMS coupon immediately upon arrival at the shopping mall where the store is located.

Another example of mobile marketing 2.0 stems from changes in mobile data rates. As operators move from unlimited to tiered data plans, consumers, unsure of usage costs, are likely to be more selective in the applications and mobile websites they use.

Therefore, brands will look for ways to create the high-value content for which consumers are willing to pay to access. Another option is for brands to sponsor data sessions and offer credits for downloading their applications, so consumers can access data relevant to their brand at no cost.

Mobile marketing as we know it today is nascent, but full of potential. Thanks to the emergence of mobile marketing 2.0, future programs will promote revenue for brands and operators, and value for consumers, while forging a strong bond between brands and their consumers. ●