



"बेटी बचाओ, बेटी पढ़ाओ"

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Session No. & Name – Mobile Advertising

Academic Day starts with –

- Greeting with saying 'Namaste' by joining Hands together following by 2-3 Minutes Happy session, Celebrating birthday of any student of respective class and **National Anthem.**

Chapter 2.

Mobile Advertising

❖ **What is Mobile Advertising**

By definition, mobile advertising refers to any type of advertising that appears on smartphones and mobile devices such as tablets and e-readers. It includes all interactive channels used by advertisers to communicate or promote brand information, news or offers through mobile devices or networks.

Mobile advertising can include SMS offers, banner ads on websites, ads on downloaded apps and games, and more. Marketers here aim to ensure continuous engagement with consumers through various types of updates.

I. Types of mobile advertising

There are several types of mobile ads, the most important of which are:

- **Push notifications:** Pop-ups that appear on mobile devices are delivered when the user is active on the app and even when the user is not active.
- **Banner ads:** The most common type of mobile ads that can be viewed embedded on a website or app. These include text ads, images, graphics, or a combination of the three.
- **Interstitial ads:** These are full-screen videos or graphics that are typically placed at app transition points. Have you ever seen an image or short video appear while watching a video or playing a game? These are interstitial mobile ads.
- **Video ads:** Video ads are a very powerful tool for any company to help users in the decision making process. Interactive mobile video advertising provides an immersive visual experience, allowing the user to feel closer to the product or service in question.
- **Native ads:** Native ads are similar to banner ads but appear in the natural environment of the app so they blend in with the flow and are less likely to be perceived as ads.
- **Location-based ads:** These are marketing messages that are sent to website or app visitors based on the visitor's geographic location.
- **SMS Ads:** SMS ads are efficient for broadcast purposes for wide reach, as they are supported by major network carriers and are compatible on most mobile phones. SMS ads are also easier to create and understand by consumers.

Mobile advertising is a practical and cost-effective strategy that delivers positive results without reducing campaign quality. Consumers are always scanning ad placement space through their daily mobile usage, so brands need to be present there. it's that easy. And with the increasing

level of creativity available, mobile advertising is what you call an essential strategy in this digital age that will help you grow your business.

II. Some examples of mobile advertising

Mobile advertising is very common in our daily lives, sometimes obvious and sometimes not so obvious. Examples of mobile ads include Instagram Story ads that appear in your connection's stories, text and image ads on Facebook, carousel ads, Snapchat filters and ads, video ads on YouTube, ads in between videos or game play, our downloaded notifications. Let's pop up between. While browsing apps, mobile websites and much more.

III. Objectives of mobile advertising-

The increasing use of mobile has defined a number of objectives for mobile advertising, which can range anywhere from new lead generation through new offers to customer retention by sending relevant news to consumers in detail about a particular product or service. Brand engagement activities like information, quizzes and competitions and more. Marketers here aim to ensure continuous engagement with consumers through various types of updates.

❖ Benefits of mobile advertising-

- **Larger audience:** Research shows that 79% of people always have their smartphone with them. Furthermore, it is no surprise that most of us are always online through mobile devices, be it social media, online shopping, email or anything else. This creates a huge potential customer base that brands can target.
- **Low cost:** The cost of mobile advertising is very low compared to traditional channels like TV or print media. There are many types of mobile media you can use to cost-effectively engage with your brand.
- **Easy Tracking:** With the advancement of technology, tracking the performance of your mobile ad campaign has now become very easy. It provides quick and complete analysis of data metrics like impressions, click-through rates, likes, shares, audience demographics and more.

- **Quick response:** Since the target audience is almost always near the devices, or looking at the screen, the response time is very fast. Ads will either be actioned or rejected in a short time frame.
- **Geographic targeting:** Once you have analysed the data obtained and user demographics, it becomes much easier to selectively target the segment of your audience that is more likely to respond or engage with a particular ad. .
- **High conversion rates:** Thanks to advanced targeting options, consumers receive ads that

❖ **Impact of mobile advertising on consumers.**

The high penetration rate of mobile phones globally has increased the use of handheld devices for delivery of products and services. Advertisement. As with mobile advertising, a substantial amount of research has been driven by the emergence of the Internet as a medium for advertising and communication. In this perspective, Tsang, Ho, Liang (2004) discuss the channel of marketing created by the rapid proliferation of mobile phones and the popularity of SMS service to reach the customer, which is used as a medium of one-to-one marketing. Is considered in.

Research study examines consumers' attitudes toward mobile advertising. It also examines the relationship between consumer attitudes and behavior in this regard. To measure mobile advertising variables and consumer attitudes toward advertising, the research study conducts a survey and uses an instrument.

According to the results, without specific consent from consumers, attitudes are generally negative towards mobile advertising. It is also found that the relationship between consumer behavior and consumer attitude is positive. Therefore, without prior permission, using SMS advertising to attract potential customers is not a good idea.

• **Why use mobile advertising**

Mobile marketing keeps brands and advertisers connected with customers 24X7. In a world where consumers are always online, a good ad campaign focusing on mobile audiences can easily become a success mantra for a brand. Customers are no longer confined to their homes or

offices and brands also need to be present where their customers are. Mobile advertising helps brands communicate with customers on the go.

Mobile advertising, more than anything else, is a personalized form of marketing. This gives advertisers a glimpse inside the consumer's lifestyle and lets them exploit it with any type of relevant media. By being closer to consumers, brands increase the chances of converting audiences into paying customers.

Mobile advertising uses a lot of ad types and styles to create user-friendly ads to promote brand names. It is more flexible, allows higher personalization and gives better results.