

Mobile Marketing....

The future is here now!!!

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About 2M

- Newly Launched mobile marketing business based in St Kitts
- Owned by Burchell M. Crooke - Qualified Telecommunications Engineer, Masters Degree in Technology Management, Member of Institute of British Engineers (MInstBE), Member of Engineering Council (IEng)
Served as Director of Information & Technology (SKN)
Board Member ECTEL , Head of Technical Operations of Cable & Wireless St. Kitts and Nevis

2M

- Why Mobile Marketing?
- How?



Mobile Facts

- 140% penetration in St. Kitts and Nevis
- 4.5 billion mobile users vs. 1.5 billion internet users
- Always on
- Always Present
- Very Personal
- 97% of all SMS messages read within 1 hour
- Mobile use - Sending and receiving text 2nd to taking pictures
- Mobile Application development fastest growing area in ICT
- Mobile Marketing most cost effective



Mobile Facts

- Accessing breaking news-
 - 30.30 % via mobile
 - 29.29 % via computer
 - 12.21 % via television
 - 12.12 % via radio
 - 4% via magazines
 - 3% via news paper



Quality of Life Issue

- 47% of US teens say social life worsens w/o cell phone
- 57% credits mobile phone for improving their life
- 4 of every 5 teens carry a mobile device



What is Mobile Marketing

- Means of marketing products and services directly to customers using mobile phone technology and have them respond in a specific manner.
- It can satisfy the need of any marketing activity required by businesses today.

MobileMarketing

Modes of Mobile Marketing

- SMS
- MMS
- Mobile Web
- Banners
- Flash Movies
- Flash SMS



Strategies

- Push – Bulk sms
- Pull – interactive sms or on-demand



Practical Applications

- Polling – customer satisfaction
- Trivia Games
- Loyalty Reward system
- Announcements
- Information channel
- Lottery draw
- Any other use that can be conceived



Thank you for your attention

