

Mobile Internet Marketing Strategy Research

Noureldin

School of marketing, Greenwich University, Arkansas, 71953, America

Abstract: Along with the integration of Internet and mobile terminal, the mobile Internet market rapid growth, facing the huge mobile terminal user groups, enterprises should according to the characteristics of mobile Internet, make full use of mobile Internet, actively carry out marketing activities, create a good marketing benefits.

Keywords: Mobile Internet; Mobile Internet Marketing; Analysys

1. Introduction

According to Analysys International report shows, in 2011 the national mobile phone users reached 986 million, an increase of 14.8%, mobile phone penetration rate of more than 70%, the 3G users reached 128 million, a penetration rate of 13%, and is expected to 2012 China 3G user groups will be rapid growth, number of users or will be more than 3 million. As of June 2012, the size of China's mobile phone users reached 388 million, the proportion of Internet users with mobile phone access to the Internet has reached 72.2%, for the first time more than desktop computers, the Internet has become the largest Internet users in china. With smart mobile internet terminal high-speed growth of permeability, the mobile Internet is rapidly becoming one of the hottest nouns, mobile Internet application is from the past mobile reading, mobile music, mobile entertainment field, to mobile commerce, mobile information technology, mobile payments and other emerging areas into, the vigorous development and the magnificent blueprint to the enterprise provides an infinite space to imagine. In the face of such a huge user groups, how to use the mobile Internet business marketing, naturally become worth people to think about the problem.

2. Mobile Internet Marketing and its Characteristics

Mobile internet marketing is refers to the use of mobile phones, PDA, notebook computers, mobile communications equipment and wireless internet access technology combined with, at the same time, the international advanced mobile information technology, all kinds of Web sites, business information, and a variety of business into the mobile Internet, for the enterprise to build a suitable for the need of business management mobile information application platform, provide a full range, standardization, a station type of enterprise mobile commerce services

and e-commerce is a kind of new marketing strategies. Due to the mobile Internet has a high degree of portability, flexibility, interactivity, target audience with high accuracy and precision, arrival rate is high, relatively low cost, and flexible monitoring features, making mobile internet marketing has become one of the most personalized, more accurate, more timely, more sustainable and more intelligent network direct marketing approach, make the enterprise at any time to master the market trends, understand consumer demand, to provide services to consumers, required to purchase the product. Although the mobile internet marketing is very powerful, but it is not suitable for all companies, for any marketing activities, whether the use of mobile internet marketing needs to be carefully examined and evaluated in advance. If the company does not have enough resources, there is no clear goal, there is no suitable technical capacity, there is no certain personnel reserves, it is not suitable to carry out mobile Internet marketing.

3. Mobile Internet Marketing Way

Mobile internet marketing is using SMS, MMS, WAP, two-dimensional code, mobile client and other mobile phones and the Internet technology, providing products and services for the mobile internet marketing, mobile commerce and industry application for enterprise customers.

3.1. Short message

Since the rise of the short message service, the marketing of mobile phone equipment has become increasingly popular, businesses began to collect mobile phone numbers, and then send these users want to sell their own content. Although some text messages are spam, but there are advertisers to pay for it. At present, some of the leading mobile operators in place, SMS has become the most popular marketing method, it can bring hundreds of

millions of dollars of advertising messages in the mobile marketing industry.

3.2. Mms

MMS can include pictures, text, audio and video timing slides, which is mobile content through multimedia information service to provide. Brand through the mobile network can send SMS rich content (such as confirmation of advertising and sales, financial services, information, booking information, booking SMS, SMS marketing, message management and so on) to the mobile user, you can also from the mobile user receiving short message application rich content. In some networks, the brand can also be the sponsor of the individual to send personal information.

3.3. Game

At present, the mobile phone games are mainly interactive real-time 3D games, large multiplayer games, social network games and casual games, etc.. Now the brand through the mobile phone game to provide promotional messages or sponsor the entire game to drive consumer participation.

3.4. Mobile advertising

Mobile advertising is when the mobile apps and mobile web page is accessed via mobile devices display advertising, including pictures, text, advertising spots, HTML5, gravity induction advertisement etc.. At present, there are two forms of mobile advertising mainly Admob and Iad. Admob is mainly embedded in the application of banner (banner), click on the ad will open the web page through the browser. Iad Apple has inherited the elegant, do not open the browser, directly display in the application of cool advertising. The advantage of mobile advertising is positioning, location related advertising can effectively improve the ad Click rate.

3.5. Location based mobile marketing

Also known as location services, is refers to through the cooperation of mobile terminal and mobile network to determine the actual geographic location of mobile users, thus providing integration of user needs and location related information services of a mobile communications and navigation services in the form of. From the user point of view, based on the location of the mobile marketing needs are specific areas of advertising, specific area around the shopping malls, travel or travel query tool and through mobile phone and current to locate regions of advertising for mutual dynamic, participation, etc.. From the business point of view, based on the application of mobile marketing position mainly to assist local businesses to promote the use of map and checkins, discount coupons, location information, advertising; business entities and social networking sites combined,

strengthen loyalty, such as Starbucks and American geographic information and micro-blog social networking website Foursquare cooperation, launched the "Mayor award program. Users only need to enter the Foursquare site and build your own community, and in the community" checked in "Starbucks coffee shop, if the user enters a number to get the network community" mayor "of the title, it can simply enjoy a discount of \$1 reward in the Starbucks coffee shop shopping and traditional industries; (such as logistics, transportation, tourism, security, city planning, agriculture and forestry and fishery etc.) to promote accurate information fusion, many traditional industries Management, derived unlimited value, closer to the public life.

3.6. Mobile applications (APP)

Is a program that can be executed on a mobile operating system, including a mobile terminal, a platform, and an environment. From the form of performance, the mobile application has the main form of client and browser. Client needs to be installed on the phone after the end of the use, Ios/Android, etc.; browser form is through the phone comes with a browser or third party browser access, also known as WebApp, such as HTML5. From the content, according to the classification standard of the Apple App store, including 21 kinds of applications of newspapers, magazines, financial, reference, navigation, tools, health, education, travel, business, social, photography, life, sports, weather, books, efficiency, news, health, music, games, entertainment and other. But usually, mainly divided into basic, such as a web browser; tools, such as downloading tool. Games, such as angry birds; media, such as information or audio-visual media player; life service, such as public comment, flight steward; business class, such as phone Taobao, where the cell phone off and so on. At present, measuring the user data of mobile applications are installed capacity, monthly active users, daily active user number, each PV (page view), daily advertising PV number, effective CPM (ECPM) and advertising filling rate.

3.7. Mobile search marketing

Mobile search refers to the mobile devices (mainly mobile phones) for the terminal, the Internet is a universal search, so as to achieve high-speed, accurate information resources. At present, the mobile search engine operators are mainly divided into two categories: Is to search information such as WAP Portal, ringtones, information, entertainment, games based general search engines. Its content mainly to entertain the service, such as ringtone download, online games, gossip and consulting, replication similar and web entertainment portal; another search is in a field of professional information, also known as vertical search. Vertical search is a kind of mass information in a particular type of information to be integrated, is

a search subdivision and extension of the cable engine. Such as Japan's thumb culture life of vertical search has the breakdown of extremely fine, such as you at a friend's party, picked up a bottle of wine on the table, wine in the mobile search engine, enter the name, immediately can obtained with this bottle of wine related large amounts of information, including their raw materials, manufacturers, packaging, as the sale of. In this complex in the information, the user needs to search for a variety of diverse and increasingly complex generation. Mobile search market in more and more precise and detailed at the same time, more people to provide easy and convenient access to information services, to bring more convenient and colorful life.

3.8. QR code

Two dimensional code is a kind of black and white graphic record data symbols which are used to record the data of black and white, which are distributed on the plane of two-dimensional direction in a certain regular pattern. Using several geometry corresponding to the binary to represent the text value of information, through the image input device or optical scan equipment automatic recognition to achieve automatic processing of information. In the mobile Internet, the use of mobile phones to scan the two-dimensional code is to use the phone to take pictures function to scan the two-dimensional code, fast access to the information stored in the two-dimensional bar code. Handset two-dimensional code can not only printed in newspapers, magazines, advertising, books, packaging and personal business cards, the user can also through the mobile phone to scan two-dimensional code, or input two-dimensional code below the number can realize the Internet, send text messages and dial, information exchange, automatic text input function, and at any time download text, understand the enterprise product information.

In addition to the above-mentioned mobile internet marketing way, but also can be based on Web site, search, e-mail, online marketing and television, radio, print media, such as online marketing network marketing.

4. New Strategies for Mobile Internet Marketing

4.1. Marketing information communication strategy

Mobile Internet breaks through the restriction of time and space dimension, and it can realize the real-time transmission of marketing information, and it can realize the instant release and reception. The service providers think that the best form of mobile internet marketing information dissemination is Internet SMS + mobile + + mms mobile email and the information are of interest to the user can click or link to a wireless network, which can not only access to real-time information, and real-time

transmit a message to the others, naturally, this is on the mobile Internet produced real-time marketing communication opportunities.

4.2. Product and brand strategy

Enterprise in the design of mobile internet marketing process should be the product information content, form and consumer interest match or are similar, then the specified to send marketing information to the target consumers, let the target consumers take the initiative to use and involved in the marketing of the interaction. Nike, for example, through the development Nike+GPS the tracking user travel fashion mobile applications to create brand exposure rate, not only can let users have a favorable impression of the brand, and efficacy in stimulating users purchasing desire is no less than that of advertising banners.

4.3. Price strategy

At present, the user through the online shopping, in a certain extent is affected by the price of online products is relatively low impact. Therefore, in the mobile information, should give customers a certain discount and discount. Network operators should be as soon as possible to reduce the user to receive information service charges, in order to promote the development of mobile Internet marketing. In addition, the advertisers should also reduce the charges, such as the effect of charges, according to the rate of click rate, in order to reduce the cost of enterprise marketing.

4.4. Distribution strategy

Mobile Internet allows location-based services to generate marketing value, making the consumer's shopping behavior more directly. With the change in the user's location, the enterprise can provide targeted. Because of geographical location information to join, and intelligent terminal merges into one organic whole, become a node of a mobile network, and between each node are more likely to form a fast and accurate information interaction, better more convenient to meet the information needs of users. For example, a media can be customized for different locations of thousands of different customer service. Mobile Internet to promote mobile virtual shopping, European retail giant Tesco's chain of South Korean supermarket Homeplus recently in the subway station of South Korea launched a new electronic virtual supermarket, virtual supermarket display all goods are just pictures, seemingly advertising light boxes, in a real supermarket sale of goods can be on the screen is easy to find, customers simply open the smart phone camera alignment after each item comes with quick response code scanning, smart phones installed in Tesco shopping applications can directly the item into an electronic shopping cart, in the customer through the phone bank ac-

counts, the purchase of goods will be in the evening about time to be sent directly to the customer's home.

4.5. Promotion strategy

Mobile terminal equipment evolution is driven by the mobile advertising in the form of evolution, today's mobile advertising from some small text and banner ads to more sophisticated form. For example, some mobile advertising is a mini game, interactive gadgets and competition to grab the user's eye, there are some according to the user where the location provides some special incentives to show their own advantage. For example, Apple's Iad is probably the most famous interactive advertising service, which supports users in advertising to explore a micro world, watch videos, participate in competition, experience the game, etc.. Mobile Internet and outdoor digital media, television and other traditional media, combined with the location of the service, can guide more consumers to the sales terminal, or to participate in brand activities on the Internet, which the integration of a kind of cross border can make the advertising targeted at the lower mass media become a personalized marketing based on the use of mobile internet. And as for all the company's rice net buy site on the first anniversary of announced and points all the media launch interactive advertising and based on the location information of buy, net of polished glutinous rice on the focus media building advertising advertising. These ads from office at the periphery of the merchants, consumers after seeing the ad, can use mobile phone induction to obtain detailed information of products involved in advertising, then according to the needs of the download coupons or through the mobile payment directly to buy rice coupons, eventually to businesses to complete the final consumption. In addition, the mobile Internet to eliminate the partition between different media, to achieve a large media convergence, the digital multimedia terminal, both to receive audio, video, and receive text, data. Enterprises can use the text, pictures, images, sound and other one or several combinations to carry out promotional information dissemination activities, so that the mobile Internet has become a platform for the spread of all media elements.

4.6. Customer relationship strategy

Consumers in the mobile Internet era has the right to express their views and opinions at any time and place, so there is a vision of the enterprise should be as far as possible to encourage consumers to make immediate feedback. Portable mobile terminal devices have become the microphone of the consumer, if consumers use mobile publishing platform, instant sharing and dissemination of their products, services and brands. Universal theater, for example, the use of a text message recovery platform to get the audience for the film's comments and ratings, instant reply so that the theater more accurate understanding of the audience for the film's feedback. Mobile Internet has set new consumers in relation to the formation and the maintenance mode, before a lot of people may be on work, relatives, friends, paradigmatic relations, or rely on PC SNS, instant communication tools, such as the establishment and paradigmatic relations, but with the mobile Internet to consumers based on geographical location, based on interest, behavior based on paradigmatic relation, and has higher commercial value. For example, mobile terminal can anytime, anywhere for consumers collected around all data analysis, make consumers and around people better interaction, for example, according to the location in the organization to buy; according to the travel path, composed of similar interest in the mountaineering team etc.. This interaction and trust based on human and human interaction and trust recommended to achieve the spread of information sharing and social relations, to further enlarge the marketing revenue.

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