Chapter 71

Integrating Mobile Marketing into the Marketing Communication:
Exemplification of Mobile Marketing Campaigns

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ABSTRACT

With the increasing growth and sophistication of mobile communications, companies integrate the mobile channel into their marketing communication and campaigns. Companies are able to execute very different and creative mobile marketing campaigns by using a wide range of mobile platforms such as Wireless Application Protocol (WAP), Short Message Service (SMS), and Multimedia Message Service (MMS). The purpose of this chapter is to review and exemplify the concepts, objectives, strategies and promotional tactics associated with mobile marketing campaigns; so that the review of relevant literature and exemplification of mobile marketing campaigns provide an insight into the nature of mobile marketing campaigns.

INTRODUCTION

Penetration of Internet all over the world, closely followed by mobile technology creates opportunities for companies to reach their potential and current customers. Developments in information and communication technology give rise to new marketing communication channels and companies integrate all these channels to communicate the value propositions to their customers. Mobile communication is a fast-growing medium in terms of penetration and usage. The worldwide mobile subscriber base is still growing, there are more than 3 billion mobile subscribers worldwide

(Wireless Intelligence, 2007). Mobile networks and infrastructure make connections better than ever and mobile handsets become better and easier to use. Therefore, mobile communication is becoming a primary means of communication channel. The emergence of high speed wireless network technologies and the increasing market penetration of mobile phones and other mobile devices highlight the potential and significance of the mobile channel for marketing.

Marketers have shown a great interest in reaching to and communicating with their customers and prospects through the mobile channel. Mobile communication enables highly targeted and timely marketing communications and it is becoming increasingly popular in the promotion of goods and services. Mobile marketing (m-marketing) campaign provides a company the ability to segment its target group based on specific criteria, to directly and efficiently reach these selected segments at anywhere and anytime (Balasubramanian, Peterson, and Järvenpää 2002; Barwise and Strong, 2002; Barnes and Scornavacca, 2004; Karjaluoto et al., 2007). Since m-marketing campaigns allow directly and efficiently targeting selected segments, it also helps to measure the effectiveness of the campaign at the individual level (Gopal and Tripathi, 2006). M-marketing creates new opportunities for the companies. Marketing has been gradually developing hand in hand with technological changes and the assortment of m-marketing campaign is also constantly changing, developing and transforming; so it is worthwhile to investigate the nature of m-marketing campaigns in a detailed way.

The main objective of this chapter is to provide an insight into the nature of m-marketing campaigns and get a comprehensive understanding about the fundamental concepts of m-marketing campaigns. Towards this end, the main concepts, strategies, objectives and tactics of m-marketing campaigns were reviewed on the basis of the relevant literature and exemplified with the real-life m-marketing campaign cases. Case study is

particularly welcome in new situations where only a little is known about the phenomenon and in situations where current theories seem inadequate (Eisenhardt, 1989). The aim of the case study is to attain a comprehensive and detailed a description of the phenomena (Eisenhardt and Graebner, 2007). In this exploratory study, certain cases were chosen from the case database of Mobile Marketing Association (MMA) in order to exemplify m-marketing campaigns. The purpose of exemplifying the m-marketing campaigns with cases is not to make a generalization and attain a generalizable result; but to have a better understanding of the nature of the m-marketing campaigns. Objectives, implementation (specific tactics that are used to reach objective of the campaign), and the results of the campaign were indicated for the cases that were used to exemplification of m-marketing campaigns.

BACKGROUND

Literature Overview

As the mobile communication has been gradually developing, popularity of m-marketing has been also increasing in the academic literature and in the business world. A substantial number of the publications about the topic of m-marketing have dealt with conceptualization of m-marketing (Leppäniemi, Karjaluoto and Sinisalo, 2006), mobile commerce development and its enabling technologies, value added applications, promises and challenges (Siau, Lim, and Shen, 2001), key success factors of m-marketing (Facchetti et al., 2005; Scharl et al. 2005), limitations of mobile communication and services such as networking problems, infrastructure constraints, security concerns and user distrust in mobile applications (Siau and Shen, 2003), consumer adoption of m-marketing channels and key factors that influence consumers' willingness to accept m-marketing (Anckar and D'Incau, 2002b; Barnes and Scor-

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