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# AN OUTLOOK TOWARDS THE MOBILE MARKETING



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## AN OUTLOOK TOWARDS THE MOBILE MARKETING

The thesis focuses on an outlook towards the mobile marketing and different trends and theories affecting on it. The study is written by companies' point of view and it is not specialized to any specific industry.

In this thesis the qualitative research method applies in the research because it is flexible and unstructured in intention that more can be expressed. To this thesis three specialists were interviewed to provide detailed information and allow the respondents to present their opinions.

The objectives of the research were defined different types of mobile marketing platforms used currently, importance of mobile marketing and general trends affecting to the mobile marketing.

The mobile marketing is quite new subject and therefore the old marketing theories needed be adapted. Consumer buying decision process is further discussed important because the customers can follow the process everywhere and every time because the constant access to internet.

The findings of the research indicate that Big Data and Internet of Things are affecting to mobile marketing. In addition marketers use multi-channel marketing to increase brand equity and target the customers better. Furthermore different mobile marketing tools are presented.

Mobile marketing is important part of companies' marketing strategy because it can support other channels and its most important feature is its mobility.

### KEYWORDS:

Mobile Marketing, Targeting, Smartphone, Trend

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## YLEISKATSAUS MOBIILIMARKKINOINTIIN

Tämä opinnäytetyö käsittelee mobiilimarkkinointia luoden yleiskatsauksen siihen liittyvistä trendeistä ja teorioista. Opinnäytetyö on kirjoitettu yritysten näkökulmasta sekä se ei ole erikoistunut mihinkään toimialaan.

Tutkimusmenetelmäksi valittiin kvalitatiivinen tutkimus mikä soveltuu hyvin tähän opinnäytetyön aiheeseen, koska se on joustava menetelmä jolla voidaan ilmaista edemmän. Opinnäytetyöhän haastateltiin kolme asiantuntijaa jotka jakoivat mielipiteitään aiheesta.

Tutkimuksen tavoitteeksi oli määritelty havainnollistaa erilaisia mobiilimarkkinoinninkeinoja joita käytetään tällä hetkellä, mobiilimarkkinoinnin merkitys sekä yleisiä trendeja jotka vaikuttavat mobiilimarkkinoinnin kehittymiseen.

Mobiilimarkkinointi on melko uusi aih ja siksi vanhoja markkinoinnin teorioita on tutkimuksessa mukautettu. On tärkeää tarkastella kuluttajien ostopäätösprosessia tarkemmin, koska asiakkaat voivat seurata prosessia kaikkialla ja aina internetyhteyden ansiosta.

Tutkimuksen tulokset osoittavat, että "Big Data"- sekä "Internet of Things"- trendit vaikuttavat matkapuhelinmarkkinointiin. Lisäksi markkinoijat käyttää monikanavaista markkinointia lisätäkseen brändin pääomaan ja kohdentaakseen asiakasryhmiä paremmin. Lisäksi eri mobiilimarkkinoinninkeinot esitellään.

Mobile markkinointi on tärkeä osa yritysten markkinointistrategiaa, koska se voi tukea muita kanavia ja sen tärkein ominaisuus on sen liikkuvuus.

### ASIASANAT:

Mobiilimarkkinointi, Kohderyhmä, Älypuhelin, Trendi

# CONTENT

<b>LIST OF ABBREVIATIONS</b>	<b>6</b>
<b>1 INTRODUCTION</b>	<b>6</b>
1.1 Motivation	7
1.2 The objective of the thesis and research questions	7
1.3 Thesis overview	8
<b>2 THEORETICAL FRAMEWORK</b>	<b>9</b>
2.1 Mobile Marketing	9
2.1.1 MIST: Key to Mobile Success	10
2.1.2 Brand Equity	11
2.1.3 Targeting on Mobile	13
2.1.4 Customer Buying Decision Process	14
2.2 Drivers of Mobile Marketing	16
2.2.1 7th Mass media channel: Smartphone	16
2.2.2 Technology Hype Cycle	18
2.2.3 Big Data	19
2.2.4 Internet of Things	19
2.3 Mobile Marketing Tools	20
2.3.1 Mobile-Optimized Website	20
2.3.2 Search Engine Optimization (SEO)	22
2.3.3 Google AdWords and Ad Extensions	22
2.3.4 Video Ad	24
2.3.5 Mobile Applications	25
2.3.6 Location Based Services	26
2.3.7 SMS Text-Based Marketing	28
2.3.8 Telemarketing	28
<b>3 RESEARCH METHODOLOGY</b>	<b>30</b>
3.1 Research Design and Data Collection	30
3.2 Reliability, Validity and Limitations of the Research	32
<b>4 EMPIRICAL ANALYSIS OF THE RESEARCH</b>	<b>34</b>
4.1 Background of Mobile Marketing	35
4.2 Types of Mobile Marketing Tools Used Currently	37
4.3 Strengths and Weaknesses of Mobile Marketing	41
4.4 Key Drivers of Mobile Marketing	44

<b>5 CONCLUSION</b>	<b>48</b>
5.1 Research Findings	48
5.2 Suggestions for further research	50
<b>SOURCE MATERIAL</b>	<b>51</b>

## PICTURE

Picture 1. Iittala Responsive Web Design on Desktop and Mobile Sites (Fiskars Home, 2015)	21
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## FIGURES

Figure 1. MIST: Key to Mobile Success (Eslinger, 2014)	10
Figure 2. Brand Equity (Aaker and McLoughlin, 2010)	12
Figure 4. "Web-rooming" is just as important as "showrooming" (PWC, 2015)	14
Figure 3. The Five-Step Buying Process Model (Fahy and Jobber, 2012)	15
Figure 5. Smartphone Subscriptions 2010-2020. (Ericsson, 2014)	17
Figure 6. Mobile Marketing Timeline	36
Figure 7. Consumers Rate the Importance of Mobile Brand Factors (salesforce.com Inc., 2014)	42
Figure 8. Mobile Internet Ad Spending Worldwide 2012-2018 (eMarketer, 2014)	45
Figure 9. Share of mobile data traffic by application type (percentage) (Ericsson, 2014)	46

## TABLES

Table 1. Gartner's 2014 Hype Cycle for Emerging Technologies Maps the Journey to Digital Business (Gartner, 2014)	18
Table 2. SWOT-Analysis for Mobile Marketing Based On Research	49

## LIST OF ABBREVIATIONS

CE	Consumer Electronics
CTIA	The Wireless Association, an industry trade group that represents the international wireless telecommunications industry
CTR	Click-Through rate, a way of measuring the success of an online advertising
GPS	Global Positioning System
IAB	The Interactive Advertising Bureau
IoT	Internet of Things
LBA	Location-Based Advertising
MMA	The Mobile Marketing Association, the premier global non-profit trade association.
MIST	Keys for Mobile Success: Mobile, Intimate, Social and Transactional
NFC	Near-Field Communication
PPC	Pay-Per-Click
RFID	Radio Frequency Identification
RMMA	Rich Media Mobile Ad
RWD	Responsive Web Design
SEO	Search Engine Optimization

# 1 INTRODUCTION

We observe our mobile phones first thing when we wake up and last thing before we fall asleep. We carry them always everywhere we go. We are never without them. As stated by Ahonen (2010) people report a lost phone within 38 minutes but the lost credit card the next day.

The world of mobile phones has changed rapidly in the past decades after Motorola made history when the FCC approved the 8000X in 1983. This was the world's first commercial portable cell phone. It cost consumers a whopping \$3,995 at the time. (FOX News Network, 2013) The first mobile phone was just a device for making wireless phone calls but nowadays there are many more opportunities to use on phone, and the price is considerably lower. Within the past few years the amount of mobile phone users has dramatically increased and Ericsson AB (2014) predicts that by 2020, 90 percent of the world's population over 6 years old will have a mobile phone, and smartphone subscriptions are expected to top 6.1 billion.

Indicating contrast that currently, mobile phones is the smart device accompanying built on a mobile operating system, with more advanced computing capability and connectivity. "The innovation of the mobile market is being driven by four key factors: richer content, network access for communications and content, increased bandwidth to enable this access, and new technologies." (Heisterberg and Verma, 2014, 169) Additionally, the technology is driven by trends. Current megatrends modify our lives. They increase the importance of the internet.

This thesis focuses to understand an outlook of mobile marketing in addition to why mobile marketing is crucial part of companies' multi-channel marketing. According to Eslinger (2014) keys to mobile marketing success is "MIST" because m-marketing is Mobile, Intimate, Social and Transactional. Addressing the issue that technology is constantly improving and bringing new opportunities to connect with the customer. Twenty first century strategic goals are grow revenue, reduce cost, and manage risk. Mobile marketing provides all of these because ads can be better targeted, in the right time and right place. (Eslinger, 2014)

Smart phone have already changed peoples' lifestyles; stated by Heisterberg and Verma (2014) mobile technologies and smart devices are influencing our social, cultural and business patterns. According to Salesforce's 2014 Mobile Behavior Report (2014) people aged 18-24 spent an average of 5, 2 hours a day on their smartphones. It is a significant amount of time and it has some

advantages for marketers. The research indicated by PayPal Inc. (2014) supports the claim that 24 per cent of respondents NEVER would leave their house without smartphone over cash and even credit cards.

Mobile's biggest advantage is its mobility this is why marketers take advantage of portable, personal and potential devices.

## 1.1 Motivation

I became interested in this topic due to my studies and practical experiences. During my internship at Continental Automotive Group, a worldwide leading German Tier 1 supplier within the automotive industry. Some of my key tasks were implementing marketing analysis and research relating to the development of trends in the fields of smartphone applications. Therefore I realized how important mobile marketing is and what kind of huge potential it has.

The opportunities in mobile marketing are impressive. As mentioned previously, mobile phone's biggest feature is its mobility. I believe the importance of mobile marketing will rise in upcoming years and, to support this statement, the amount of smartphone users will increase even more. Prices of smartphones are going down making it affordable for a broad based clientele.

As stated by (Eslinger, 2014) 29 percent of mobile phone owners describe their device as: something they cannot live without. I personally belong to this category as well as my closest friends. Trends predict that smartphones will someday replace keys and wallets, making it not just a calling device. Opportunities that it will give for marketers are impressive.

During my academic studies I have had a passion for marketing because of its fascinating marketing classes at school. Moreover I possess technical interest and innovation that has always been close to my heart. As a student of international business administration this thesis is a great opportunity for me to combine my knowledge and interests because in the near future I wish to work in this field.

## 1.2 The Objective of the Thesis and Research Questions

The objective of this thesis is to analyze trends and improved technology effects on mobile marketing. Showing what kind of new prospects it brings to marketers and why they should consider the power of mobile marketing in their cross channel marketing plan. On this thesis is used time scale approximately from 10 years ago to upcoming 5 years in the future.



In this manner, approach of this thesis is to combine existing theory and practical knowledge. Research objectives are focusing the research and let the reader know what the aim of the study is.

The thesis is designed to define following research objectives:

1. Different types of mobile marketing tools used currently
2. Importance of mobile marketing
3. General trends affecting to the mobile marketing

### 1.3 Thesis overview

The first part of the thesis is the Theoretical Framework (Chapter 2.) which connects existing knowledge and theories which were chosen based on their principality and relevance to the subject such theories of marketing, trends and the different mobile marketing tools.

The following chapter is about Research Methodology (Chapter 3.) which introduces the research method used to meet the research objectives in this thesis. It consists research design; data collection as well as reliability, validity and generalization of this thesis are discussed and argued.

The third part of the thesis discusses the research findings and compares the results with the theory from Chapter 2 analyzing the answers for research questions stated in the beginning.

In the final chapter the conclusion of the thesis is defined in addition to answer for these research questions shown in the chapter 3. Furthermore, recommendations for further studies are stated in the end.

## 2 THEORETICAL FRAMEWORK

### 2.1 Mobile Marketing

MMA -The Mobile Marketing Association- (2009) defines mobile marketing as follows: “Mobile marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through and with any mobile device or network.” These set of practices are a way to communicate with the customer building up a deep relationship with a generally high customer orientation.

Mobile is both push as well as pull marketing strategies. In pull marketing the customer is already aware of the brand (see section 2.1.2) or product. The marketer is getting the customer to come to company purchasing a product or service. For instance Customer Relationship Management (CRM) is a good example of pull strategy which can be also called inbound marketing.

Push marketing instead is typically that the buyer is being targeted. The buyer may not be aware of the product or service until the information about it is pushed at them through the marketing channel. (TMR Direct, 2013) For instance direct selling to customers face to face is a good example because marketers take the product to customer. More about targeting is discussed in the section 2.1.3.

Marketers need to have knowledge of customer behaviors in order to understand the customer and how The Customer Buying Decision Process goes (Fahy and Jobber, 2012) which is discussed in section 2.1.4. Mobile technologies enable digital marketers to engage customers at every stage of the purchase path. (Gartner, Inc., 2014)

In addition to mobile marketing can be part of the multi-channel marketing which involves using a variety of engagement points to create a seamless shopping experience for customers. Those engagement points include: brick-and-mortar stores, websites, tablets, kiosks, smartphones, digital signage, call centers and social media. (Bagal, 2012) In the other words companies use two or more marketing channels to reach two or more customer segments.

According to Gartner Inc. (2014) multichannel marketing represents a coordinated program across digital and traditional media to acquire and retain customers, extend the brand, condition the market and engage communities.

This includes continuous updates of the merchandise management, care of the cross-channel customers' data base as well as the choice and design of the entire marketing mix. As noted by Fahy and Jobber (2012) marketing mix is a designed tool to help marketing planning and execution, consisting four Ps: price, product, promotion, and place.

“Apart from the customers' convenience in shopping from home or workplace at their convenient time, the electronic channel offers many benefits such as extensive information search in less time and less efforts, personalization, problem-solving information, etc.” (Dhotre, 2010, 203)

Reported by Heisterberg and Verma (2014) mobile commerce is a vital link between channels, especially for customers 18 to 34 years old, because smartphones are capable of doing things such as completing in-store and online purchases, special offers, and notifying the retailers when the customer enters a store. This is called as a more seamless and personalized cross-channel experience. Mobile commerce is part of e-business with e-commerce.

### 2.1.1 MIST: Key to Mobile Success

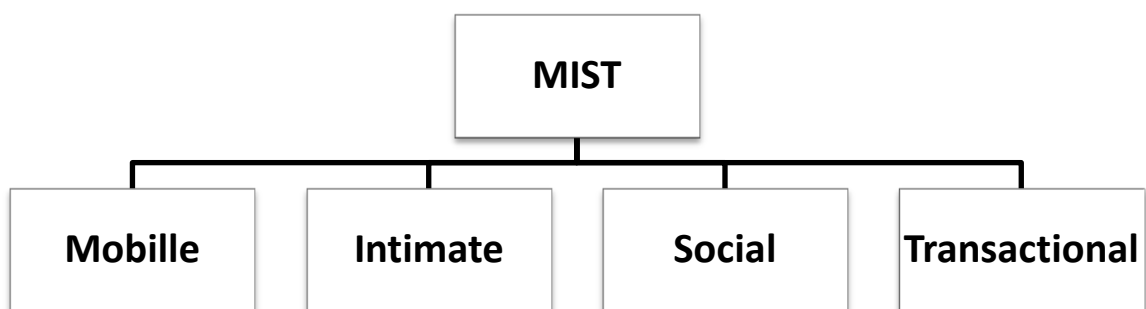


Figure 1. MIST: Key to Mobile Success (Eslinger, 2014)

According to Eslinger (2014) the acronym MIST; mobile, intimate, social and transactional are the keys for a success in mobile marketing. These four keys are the main drivers what consumers expect from their mobile devices. “Every

aspect of your marketing should center around these keys.” (Eslinger, 2014, 37).

The figure 1 shows the first letter “M” stands for mobile and according to Eslinger (2014) companies should start the premise that people are not static. Companies have to think customers’ needs and want to be able to deliver the right content when needed. “I” refers to intimate to provide personalized messages and the third social is according to Eslinger (2014) making it easy for people to forward, earmark, re-post, like and share marketers content in social networks. The last point stands for the transactional meaning that marketers should build two-way communication with the customers.

Every aspect of the MIST need to be: personal, portable and potent. Personal refers for information gathered about the customers to target (see section 2.1.3) personalized messages to make customers feel needed. Potent refers for the possible reaction from the customers to react to marketers’ mobile marketing. With potent is not just meant that customer can carry the phone but also how marketer’s brand is carried. (Eslinger, 2014) More about branding in mobile is discussed in following section.

### 2.1.2 Brand Equity

Brand is defined as follows: “A Distinctive product offering created by the use of a name, symbol, design, packaging, or some combination of these, intended to differentiate it from its competitors.” (Fahy and Jobber, 2012, 142) Branding is the verb making the brand differentiated in the presence market.

Mobile marketing can bring brand equity. Figure 2 shows that Brand Equity is the set of assets and liabilities linked to the brand. (Aaker and McLoughlin, 2010) In other words it shows the value of the brand and if it increases the value also the company does, and same happen if some of the following variables increases the value.

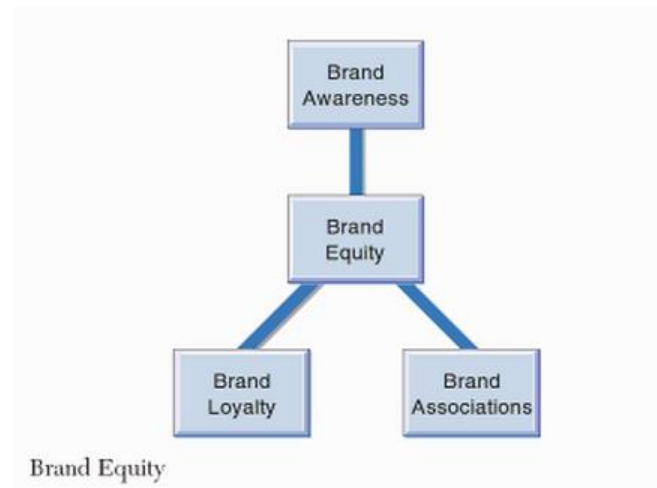


Figure 2. Brand Equity (Aaker and McLoughlin, 2010)

As well stated by Aaker and McLoughlin (2010) brand loyalty is keeping existing customers happy and reducing their motivation to change is usually considerably less expensive than trying to reach new customers and persuading them to try other brand. For instance marketers can increase brand loyalty creating mobile apps (see section 2.3.5) where the current customers can easily receive offers about products they are interested in.

The third variable in the figure 2 is brand associations which according to Keller (2012) play an important role in determining a consumer's differential positive or negative response to one brand over another. Brand associations play an important role in consumer choice and loyalty. (Ross, 2006) According to Pousttchi (2010) brand Image alternately refers to the perceptions about the brand as reflected by the compound held in consumer memory. This means adding some added value that transmits the valuable brand image for instance luxury brands' added value is the brand image what brand provides meaning is not just about the product.

It is important to companies to distinguish themselves from the competitors and for this reason the brand awareness is important. According to Aaker and McLoughlin (2010) brand awareness provides three main advantages providing customers a sense of familiarity, the salience of a brand as well as name awareness, which can be a signal of presence and commitment. To raise brand awareness in mobile marketing marketers can use for instance Google AdWords (see section 2.3.3) to reach new potential customers. It is important to

reach right audience in right time and therefore marketers need to target their customers in different segments which are discussed in following section.

### 2.1.3 Targeting on Mobile

Target marketing refers to the choice of specific segments to serve, and is a key element in marketing strategy according to Fahy and Jobber. (2012) Targeting mobile defines answers how to target the audience through the advanced smart device discussed on section 2.2.1.

According to Krum (2010) targeting in mobile refers to both identifying key demographics and psychographics of marketer's intended audience, and adapting marketing messages to meet their needs. The goal of targeting in mobile marketing is to create a suited advertising stimulus referring to the customers' online behavior. Thereby a maximum relevance of promotional messages can be provided.

Marketers distinguish the consumers to so called segment groups based on customers' similarities. According to Abduljalil and Huam (2011) there are three ways to segment the target groups: "Those segmentations are forward, backward and simultaneous. Forward segmentation starts with relating to similarities of consumption products or services, backward segmentation starts by considering of similarities of consumers' traits, and simultaneous is based on relationship between consumers' traits and situation specific consumption patterns. It is distinguished that two categories of consumers' traits which they are general and specific. The general characteristics are demographic, lifestyle and personality, whereas specific characteristics form with their attitudes, opinions, perceptions and preferences." (Abduljalil and Huam, 2011, 7)

After the target group was determined and analyzed. Since an optimized appropriate marketing campaign can be implemented. Usually, the online targeting is often based on the use of cookies to gain information about the customers on internet and then right kind of targeting is chosen.

Summing up it is undisputed that targeting is vital for online dominated companies. More notable is the fact that for how long and in what form will targeting still be practiced. According to Renner (2013, 43) political obstacles may change the targeting cause, “yet the provisions of the proposed EU data protection regulation is not fixed but it is clear that the obstacle for targeting will be higher.”

#### 2.1.4 Customer Buying Decision Process



Figure 3. The Five-Step Buying Process Model (Fahy and Jobber, 2012)

The figure 2 shows the five-step buying process model from Fahy and Jobber (2012) shows the buying process of customers. It is highly important for the marketers to understand how their customers' behave to be able to make them buy their products. Smartphones have made the process harder to marketers because people are constantly online.

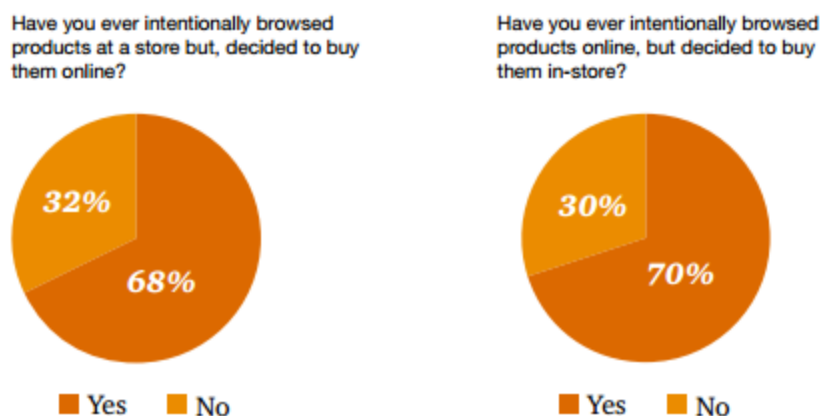
In the first stage marketers have to make customers aware of problem for instance it might be banner ad in Google AdWords. According to Fahy and Jobber (2012) a marketer needs to be aware of the needs of customers and the problems they face as well inhibitors which effect people to move on for the next step of the buying process. For instance marketers can effect on customers feelings with promise to lose weight but the cost can prevent customer to move on next step of the buying process. With mobile marketing marketers can target the ads more efficient as discussed in earlier chapter about targeting.

Marketing online has changed the patterns of searching information and evaluating the options. According to Ferrell and Hartline (2014) the amount of time, effort, and expense dedicated to the search for information depends on the degree of risk involved in the purchase, the amount of experience the

consumer has with the product category, and actual cost of the search in terms of time and money.

Potential customers can search for the products even inside the competitor's store to weight different options. Stated by Ferrell and Hartline (2014) consumers evaluate products as bundles of attributes that have varying abilities to satisfy their needs. In mobile marketing customers can be everywhere what makes it tricky to marketers. Smartphones have given huge advantage for customers to search information and compare the data because of the constant access to internet. For this reason companies should consider to use some of later defined mobile marketing tools (see section 2.3) that they are visible anywhere and anytime.

In the fourth step of the model customers make a purchases and it can be as well everywhere and anytime through the possibilities of mobile marketing. A figure 4 displays how many people have first watched the product on physical store but ended up to buy it online, called as "showrooming". Study compares as well the results how many people did the process reverse that they first searched product online but in the end bought in the physical store, this process is called as "web-rooming" shown in the right pie chart. As seen in the both results that customers have been making purchases in both ways and around 70 per cent of 19 000 respondents answered yes.



Source: Global PwC 2015 Total Retail Survey  
Base: 19,068

Figure 4. "Web-rooming" is just as important as "showrooming" (PWC, 2015)



Mobile marketers have to keep special attention to post-purchase evaluation of decision, since everything in the internet is easy to spread fast and rapidly. If even one customer shares negative feedback it may effect on next potential buyers' buying decision.

## 2.2 Drivers of Mobile Marketing

Change is continual in technology and businesses need to follow the trends to enable business equity. Innovation is the process of translating an idea or invention into a product or service meaning the idea itself is not innovation.

Megatrends connectivity, female shift, aging society, urbanization, globalization, new learning, individuality, health, sustainability and megacities These megatrends already exist and will affect our lives for many years and also will change the world. (Zukunfts Intstitut, 2012) The biggest trends effecting mobile marketing is connectivity which includes further explained Internet of Things (IoT) and Big Data.

### 2.2.1 7th Mass media channel: Smartphone

“The mobile device stands to be latest and greatest evolution of the media revolution (considered the 7th mass media) – it imbibes the best from all three screens (cinema, TV, and the PC) and integrates and converges all six historical mass media: printing (1500s), recording (1900s), cinema (1910s), radio (1920s), TV (1950s), and the internet (1990s).” (Gambhir, 2013)

The first smartphone was the Nokia Communicator (Ahonen, 2013) and it was mostly targeted for business use. Over the decade later, in 2007 the iPhone significantly changed the industry. The mobile device itself has transformed from a mere communication device (or handset) to lifestyle phenomenon with convergence and also divergence to some extent as noted by Gambhir. (2013) Ericsson AB (2014) predicts that by 2016 the number of smartphone subscriptions will exceed those for basic phones.

Mobile is actually a distinct mass medium and offers plenty of opportunities that the legacy internet cannot deliver. (Ahonen, 2013) According to Gambhir (2013) Convergence across screens – primarily TV, PC, and mobile device – it is critical to offer seamless access. This has caused that original Consumer Electronics (CE) devices should be modified as smart devices instead because they are connected to internet. Main drivers for popularity of smart phones are discussed in following sections considering to Big Data (section 2.2.3) and Internet of Things (section 2.2.4).

“Mobile was the fastest industry ever to go from zero to \$1 trillion dollars in annual revenues.” (Ahonen, 2013, 30) As figure 5 made by Ericsson AB (2014) supports that in 2014 there were 2.7 billion smartphone subscribers and the same research predicts that in 2020 there would be 6.1 billion smartphones described. This means that there would be over double the amount of smartphone subscribers in six years. One big reason for huge increase is that there will be cheaper smartphones and this causes emerging markets in addition.

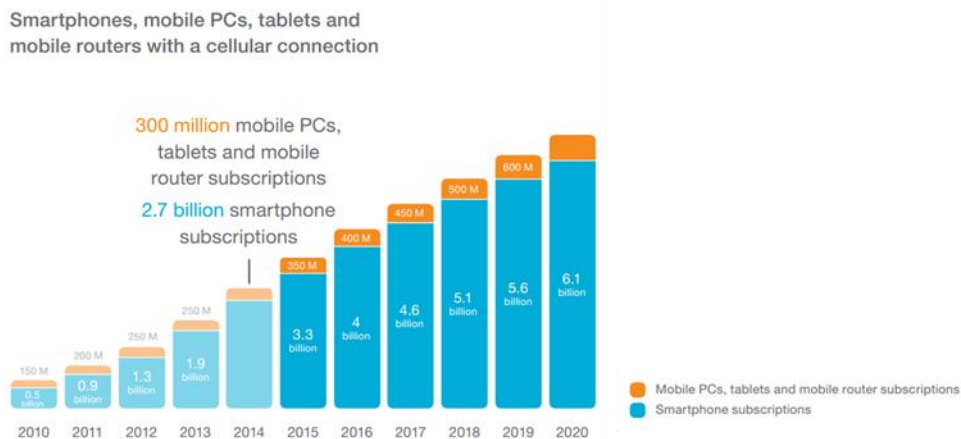


Figure 5. Smartphone Subscriptions 2010-2020. (Ericsson, 2014)

### 2.2.2 Technology Hype Cycle

Gartner’s Technology Hype Cycle (see table 1) shows some of the major milestones of technology adaption. In the table 1 Gartner (2014) has analyzed forecast for different types of technologies in the manner of time and expectations.

The technology hype cycle has five major stages and the first one is technology trigger which are mostly product prototypes. The next one the peak of inflated expectations are real products noticed by early adopters. In the third stage, trough of disillusionment, a proof of concept is missing and causing a downward slope. Slope of enlightenment technology will become more broadly understood and in the stage plateau of productivity the technology becomes widely implemented for everyone.

Enterprises should use this Hype Cycle to identify which technologies are emerging and use the concept of digital business transformation to identify which business trends may result. (Gartner, 2014)

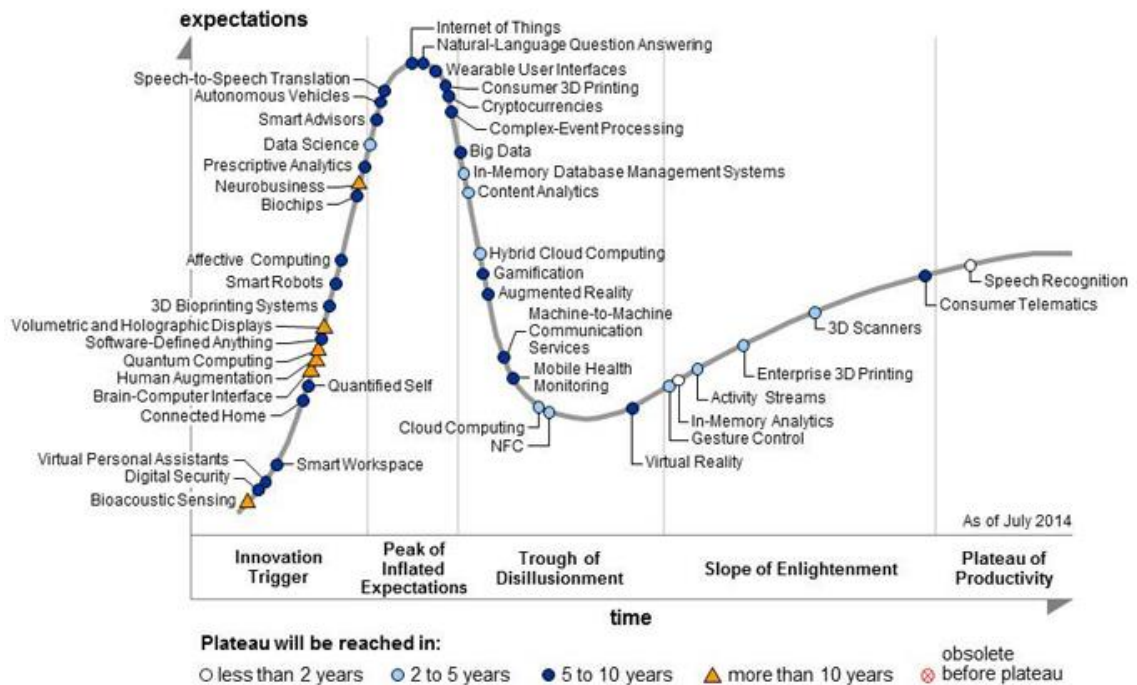


Table 1. Gartner's 2014 Hype Cycle for Emerging Technologies Maps the Journey to Digital Business (Gartner, 2014)

### 2.2.3 Big Data

Big Data refers to the masses of information collected from interactions across the web and devices. In table 1 is shown is currently in the beginning of trough of disillusionment- stage where is still searching proof of concept and it is expected to be widely spread in 5 to 10 years.

“Big Data is defined by its size, comprising a large, complex and independent collection of data sets, each with the potential to interact. In addition, an important aspect of Big Data is the fact that it cannot be handled with standard data management techniques due to the inconsistency and unpredictability of the possible combinations.” (Apostu, A. 2012, 4)

Big Data offers substantial value to companies willing to adopt it, but at the same time poses a considerable number of challenges for the realization of such added value. According to Assuncao (2014) companies willing to use analytics technology frequently acquire expensive software licenses; employs large computing infrastructure; and pays for consulting hours of analysts who work with the company to better understand its business, organize its data, and integrate it for analytics. This joint effort of company and analysts often aims to help the company understand its customers' needs, behaviors, and future demands for new products or marketing strategies.

Stated by Eslinger (2014) the key to Big Data is to create small, intimate moments that build highly targeted relationships with customers on an individual level.

### 2.2.4 Internet of Things

Internet of things is currently in its peak of inflated expectations (see table 1) where early adopters have recognized the real products. It is predicted that it takes at least 5 years before it will plateau when trend is widely spread.

This trend is all about making people's lives easier. Heisterberg and Verma (2014) defines that Internet of Things (IoT) refers to uniquely identifiable objects

and their virtual representations in an Internet-like structure. In the other words: bringing the digital world into physical. For instance robots with embedded sensors belong to earlier mentioned Mega Trend which effect extremely mobile marketing field.

As defined: “The Internet of Things continues to affirm its important position in the context of information and communication technologies and the development of society. Whereas concepts and basic foundations have been elaborated and reached maturity, further efforts are necessary for unleashing the full potential and federating systems and actors.” (Friess and Vermasan, 2013, 6)

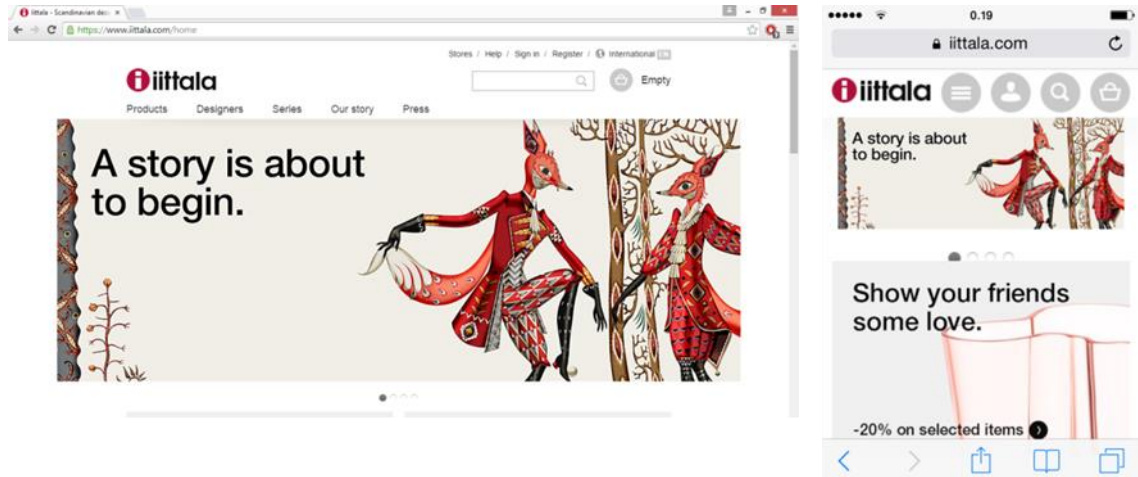
### 2.3 Mobile Marketing Tools

This section presents an overview of the most used mobile marketing tools. All of the tools are not directly only about mobile marketing but have to remember smart phone (see section 2.2.1) is connected to internet making some of online marketing tools necessary to introduce.

#### 2.3.1 Mobile-Optimized Website

Mobile-Optimized website is a website designed to be used in mobile devices. It is important for business to have different website in desktop and mobile since the screens are quite different sizes. It can be frustrating to customer when the website is not easy to navigate and then as a result customer leaves the site without wanted input.

There are two different types make site mobile-friendly: either to build a brand new site for mobile or use Responsive Web Design (RWD) which one design works in all kinds of devices: mobile, tablet and desktop. It means both websites; desktop and mobile are controlled with same program. The picture 1 shows an example about the RWD where websites are almost identical even the screen sizes are different. Then design in both devices is clean without too much added information. Most times on this design is needed to roll-down to see more information as seen in the picture 1.



Picture 1. Iittala Responsive Web Design on Desktop and Mobile Sites (Fiskars Home, 2015)

According to Google Developers (2014) the top three things to know when building the mobile site are: make it easy for customers, measure the effectiveness and elect a mobile template, theme, or design that's consistent for all devices. Marketer needs to make it easy to use for customers that they can easily read homepage anywhere with their mobiles finding the necessary information. Mobile sites should have larger navigation buttons than desktop sites and when there is no need to "zoom in" in order to read the content, as a result having less detailed text-blocks and focusing more on the key points. Then the website is comfortably readable and immediately usable.

Having fewer graphics is not important only because of design but that websites with graphics are faster to download. Companies should always design their sites for all the devices that customer have. In order to have an enjoyable experience in information search stages and in the buying decision process. This will make the next stage a purchase. "Sites that are optimized and built for mobile will naturally have better mobile search results and get the right information on-screen in the right format." (Eslinger, 2014) On next (section 2.3.2) is discussed more about the search results and search engine optimization.

### 2.3.2 Search Engine Optimization (SEO)

Search Engine Optimization (SEO) helps companies easily find and make new customers. SEO gets traffic from search results on search engines as Google. It is not just targeting web sites because it can be multimedia search or even news search depending what the search engine assumes to be most relevant to searcher. (Nunney, 2014)

The most important is to find customer in right time, place and context as identified by Eslinger (2014). To make this happen marketers use commonly named “Keywords” which are words which pump out from the crowd. “Google uses over 200 factors to decide what order to display the matching pages.” (Nunney, 2014)

Google AdWords is a paid research program when instead Search Engine optimization is for free of charge. These free ads are located under the paid searches. Mobile search is a location-aware as seen on the right side. Sources are located nearby where the search is made.

It is highly important to use the right key words in the research. According to Eslinger (2014) marketer need to start erasing the line between branding, products and the content. It is important not just to share advertisement space in product category but also to think about what customers need or could want. For instance if one is searching for a specific travel destination hotels could be used as matching key words. This method is typically used in the tourism industry. In the following sections below paid searches will be profoundly discussed.

### 2.3.3 Google AdWords and Ad Extensions

Google AdWords is Google's advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results. (WordStream, Inc., 2011) With Google AdWords marketers are able to advertise effectively in the right place at the right time. Generally advertisers are charged merely when the ad is clicked, and getting passed on the target

website, via pay-per-click (PPC) method. Google AdWords can be text, image and video formats.

There are multiple ways to use AdWords and one of them is using ad extensions. “Ad extensions allow you to append additional information to your text ads. Not only do these extensions help your ads stand out from other ads on the page, but also direct visitors into different sections of your site or even perform actions on the search page.” (Geddes, 2014)

A good advertisement uses many ad extensions at the same time to provide different options for customers. As noted by Geddes (2014) marketer should pick at least one and possible three to four different extensions to include with companies’ ads. By using ad extensions there will be usually be higher CTRs and the conversion rates because ad as can convey more information to searcher. “This allows you to promote your business to mobile users differently than to desktop users and control the message for each device.” (Geddes, 2014, 261) For mobile advertisers’ sitelink, call and location extensions are the most important. A Sitelink allows marketers to add additional links to ads that customer can easily locate into their website. Call extension rather is the phone number shown in the ad which is clickable making the call. For instance this is expedient when a customer is searching for restaurants nearby and it is easy to make phone call for a reservation.

Other kinds of AdWords extension are seller ratings, social, review and app extensions. Seller ratings and review extensions allow the ad show ratings and reviews given by earlier customers. “For local companies, reviews can also show up, and then get reviews on those same sites.” (Geddes, 2014, 128) This way would combine location and ratings extensions. Review extension uses a third-party reviews which are mostly mentioned in the ad. The app extension is exclusive for companies that offer smartphone applications. With this extension, marketer can feature app on the devices in which marketer’s app can be installed. (Geddes, 2014) Advertising in mobile applications are further discussed in the section 2.3.5.



The AdWords supports also image and video ads besides the text. Creating more media can be useful for marketer because pictures can tell more than a thousand words, however messages in advertisement should be easy to receive. To create effective banner ads it is important to put focus on the image which can increase awareness effectively. Advertisement needs to take the viewer's focus and provide problem awareness (see section 2.1.2) as earlier mentioned in section 2.1.4 the first step of Five-Step Buying Process. It should also contain call-to-action to give order to customer to understand use and its ad extensions. Using video as rich media is discussed in next section 2.3.4.

#### 2.3.4 Video Ad

Google AdWords can be also used in video advertisements which use both audio and video to send a message. Probably one of the biggest channel using video ads in mobile is using a video-sharing website YouTube which has over billion unique users visit YouTube each month and mobile generates almost 40% of YouTube's global watch time. (YouTube, 2015)

Making a video ad is crucial to have engaging first image that user will start playing the video. Most of the video ads are not autoplay so first advertiser has to get customer play the video. Video content should not be too long that it keeps receivers focus and it stays on focus. According to Geddes (2014) customer should be able immediately to know exactly what is being advertised without having to study it in order that information should be clear and concise. There are several different video ad formats available which are briefly introduced next.

In YouTube advertisers can use in addition to TrueView In-Search video ads which are shown in the search results. TrueView In-Display Video Ads are presented before video content which user is streaming online. YouTube offers this kind of advertisement type where user can choose to watch full ad or skip it after some specific time depending if ad allows.

To relate to this is In-Stream Video ads where the content can be shown also in the middle of the wanted streaming video, for instance a TV commercial. For instance Finnish broadcasting group Nelonen Media is using this kind of advertisement type in its Ruutu.fi streaming channel. Also banners can be used in video advertising but it can be very disturbing for the user and leave a negative effect to customer. This type of advertisement is called as In-Video Static Image Ads or in the other hand Companion Banner feature. As well YouTube does support these banners.

Another type of video ad is Hover-to-Play ad which can be in any mobile website. Engagement ads work in similar way but then ad will open in full screen. Geddes (2014) indicates that rich media ads not only increase branded volume, but they can also improve search performance metrics.

### 2.3.5 Mobile Applications

CTIA- the Wireless Association (2012) defines mobile applications as follows: "Downloadable tools, resources, games, social networks or almost anything that adds a function or feature to a wireless device that are available for free or a fee. Some applications may also offer users the ability to purchase content or enhanced features within the application." It can be even briefer explained as an actual program which is downloaded to the phone. Marketers can use apps for advertising or creating an own app. They can use the ad networks or integrate with specific app developer who is more engaged.

An app needs to focus in user experience that uses different features on mobile phone making users lives easier and in such a manner provide users effective brand experiences. According to Eslinger (2014) advertiser should keep the app design simple, keep it in context and keep it functional. Creating an own app needs more commitment to maintain it and also advertise the app itself. Referring to the text written by Hasen (2012) the downsides include that mobile user need find an app, then choose to download it and not to mention use the app. Hasen (2012) also ads that average time app lasted on a phone is less than days. Marketer should also think about the price point, if the app is free or

paid when minimum price for the app is 99cents. Or should even sell advertising place for external advertisers.

Mobile ads can be located in multiple places within the app. Referring to guidelines made by Mobile Marketing Association (2011) In-App Display Advertising Units contains three different forms: Mobile Application Banner Ad, Mobile Application Interstitial Ad and Rich Media Mobile Ad (RMMA). Mobile Application Banner Ad is regular banner app within the app which may content different types of call-to-actions or rich media. Mobile app interstitial ad instead of is a full screen advertisement shown within the app and rich media ad interacts when user moves a mouse on it or clicks the ad. Other types which can be used are in app alert and notifications.

Most of the app ads contain click-to-action content “Open Link”, “Use App”, “Watch Video”, “Shop Now”, or “Listen Now”; depending on what actions you want users to take and what fits your app’s functionality. (FacebookDevelopers, 2014) This ads more functionality for the advertisement and makes it easy to the user to navigate.

### 2.3.6 Location Based Services

Location based services are defined as follows: “An information, advertising or entertainment service that uses the geographical position of a cell phone.” (CTIA, 2011)

A good example of location based services is Geofencing which Janssen explains as a technology that defines a virtual boundary around a real-world geographical area. In doing so, a radius of interest is established that can trigger an action in a geo-enabled phone or other portable electronic device. The used technologies are global positioning system (GPS) or radio frequency identification (RFID). Geofencing is good technology for marketer for instance offering short time offers to customers when they are close by their store. Check-In services can be likewise adapted to this advertising strategy that customer has one condition to get discount: to share location in social media.

Third location based service is Near Field Communication (NFC) which is technology behind wireless connectivity. "For years, NFC has been hailed as the technology we need to enable transactions, data exchange, and wireless connections between two devices in proximity to each other." (Hasen, 2012, 147) This technology can be used in bank card and mobile wallets when the user just has to bring the thing nearby receiver. Mobile wallet is paying method in mobile device where the cash is virtual money using different kinds of mobile banking services like for instance PayPal. This provides seamless and faster shopping experience for the customer.

Location-Based Advertising (LBA) uses all of these earlier mentioned technologies to reach and building the relationship with consumers based on their location. It may be social media, the internet and other media to build a customer relationship specific places with specific offerings.

QR codes are quick response codes which are also called as 2D barcodes. These codes are used in the advertisements which customer can scan with their smart phones and then be easily to be linked to advertiser's website or multimedia. Therefore customer can receive valuable information about the product or service. There are also other types of barcodes but QR is the most popular in advertising.

Using the bar codes requires that receivers smart phone has ability to read the bar codes. According to Hasen (2012) this technology can be embedded by the handset manufacturer or downloaded by cell phone owner. These bar codes can be used almost in everywhere from packaging to billboards. For instance Swedish fashion retailer H&M has in its price tags QR code in case of store is missing the size that customer could order it seamlessly from online shop; this is so called "showrooming" discussed in section 2.1.4. Abilities with QR codes are endless but main focus is to share more product information in multiple channels as also called as multi-channel marketing discussed in the section 2.1.

### 2.3.7 SMS Text-Based Marketing

Text-based marketing, called in other words SMS marketing, does not always needed to be used in smart phone. It is more traditional type of mobile advertising but it can be associated with other type of media within the links to website or call-to-action. With this style marketer can easily reach its audience because it is researched that 90% customers will see the received SMS within 3 minutes. (Tatango Inc., 2013). Marketer should always ask permission first because to some customers it may feel disturbing and this way causes the effective effect.

One popular way is offering coupons for the customers which can be codes or link to QR that can be scanned. For instance Swedish fashion retailer KappAhl is offering discounts to its club members by SMS and the customer can use these discounts when they show the text message in the counter. The text content can be informative such as product information, informative tips, polls or trivia questions. (Wiener, 2010) SMS can also use other multimedia such images as a content but marketer have to first make sure is it necessary because it can limited the target audience.

To make SMS is more informative for customer advertiser can add link to website to give easy access for more information. Links can be also to maps, such as for store locators. Certainly marketer can be use few SMS contents in same message like offering free coffee for lunch buyer to all customers who buy within the hours. Then it is very informative also share location of the store in case of it is limited time offer and if needed to ad Click-to-call links, leading customers to make table reservations.

### 2.3.8 Telemarketing

Telemarketing is other traditional mobile marketing tool and can be also known as inside sales activities. "Telemarketing refers to the use of telecommunications in marketing and sales activities." (Fahy and Jobber, 2012,

261) Advantage of telemarketing is that it is two-way communication. There are existing two types of telemarketing: inbound and outbound.

Outbound marketing is more building up new customer relations when inbound is maintaining and updating these accounts arranging new sales visits. Outbound telemarketing involves calling prospects and selling products/services over the telephone, making collection calls, or setting up appointments for a salesperson to make an in-person sales call. (Bendremer, 2003, 25) Mostly, it is called as direct selling and supports the field's sales force.

### 3 RESEARCH METHODOLOGY

This part of the thesis consist information about the theory of how research is undertaken. As identified by Saunders, Lewis and Thornhill (2011) method refers to techniques and procedures used to obtain and analyze data which supports answering to the research questions. These questions are filling the requirements of being “SMART” which stands for Specific, Measurable, Achievable, Realistic and Time. (Fahy and Jobber, 2012) On this thesis is used time scale approximately from 10 years ago to upcoming 5 years in the future.

This research is designed to answer the following questions:

1. What kinds of mobile marketing tools marketers are using?
2. Why mobile marketing is important for the companies?
3. What general trends are affecting to the mobile marketing?

As suggest by Polonsky and Waller (2011) research objectives are the specific components of the research problem. It is therefore important that the research objectives are clear and achievable, and that they will directly assist in answering the research questions. The objectives of this thesis are to identify different ways of mobile marketing in the past and the future, strength of mobile marketing as well as identify general trends effecting to peoples' lives. In addition highlight the importance of mobile marketing in multichannel marketing.

Since this research is not made for any specific industry or company, it doesn't have any specific sector to be focused.

#### 3.1 Research Design and Data Collection

Qualitative research method applies in the research because it is flexible and unstructured in intention that more can be expressed. It provides more detailed information and allows the respondents to present their opinions. As noted by Robson (2002) qualitative data are associated with such concepts and are characterized by their richness and fullness based on writer's opportunity to explore a subject in as real as manner as is possible.

The research is executed by 3 semi-structured and in-depth interviews to give the researcher opportunity to “probe” answers as well as collecting quantifiable data (Saunders, Lewis and Thornhill, 2011). However, most of the topics and questions are defined beforehand still leaving freedom to interviewer, while executing the interviews, asking new questions in the context of research situation what refers to the definition of a semi-structured interview (Saunders, Lewis and Thornhill, 2011). These 3 interviewees are chosen from different industries and positions to understand concept of mobile marketing and give different insights. The interviewees were Mr. Tero Karkinen (Co-Founder and CEO of Terveysmarket Oy), Mr. Frederik Höppner (Online Marketing Manager of Rosenthal) and Mr. Ulrich Ries (Junior Account Manager of GFK). The further introductions about the interviewees are located in the beginning of the chapter 4. Empirical Analysis of the research.

Two of three interviews were hold on telephone when one was held in Skype meeting because of demographical issues. Since all interviewees were located across Germany or Finland. Another thing worth mentioning that two interviews were held in English and the other one was held in the authors’ mother tongue Finnish. Duration of each interview was about 20-30 minutes and they are audio recorded which allowed the interviewer to concentrate on questioning and listening and to be able to re-listen to the interview. The interviews were directly transited to text by summarizing the thoughts to the paper. The results will be utilized to bear the theory and writers own expertise.

Thesis contents also quantitative data -the numerical data- in statistics which is secondary data. According to The University of Maryland (2014) “Secondary sources are less easily defined than primary sources. Generally, they are accounts written after the fact with the benefit of hindsight. They are interpretations and evaluations of primary sources“. As Stated by Burns and Burns (2008) the use of both quantitative and qualitative methods can bring advantages to a study since they complement each other in the form of knowledge. The statistics used are used to show historical changes as well support statements made by author and interweaved people. To stress out



statistics are not made by the thesis author but copied from reliable primary and secondary sources such as company reports as well as books.

This research approach is designed to support the theory and writers own opinions. To be able to reach this goal it is important to use different channels to gain information. When making an exploratory study it is a valuable means of finding out "what is happening; to seek new insights; to ask questions and to assess phenomena in a new light" according to Saunders, Lewis and Thornhill. (2011)

### 3.2 Reliability, Validity and Limitations of the Research

Reliability is defined by Easterby-Smith, Thorpe and Lowe (2008) that reliability refers to the extent to which data collection techniques or analysis procedures will yield consistent findings. As previously mentioned, the questionnaires had been provided beforehand to the interviewees a day before the interviews were conducted on February 2015, in order to increase the awareness and understanding of the questions. Therefore a convenient preparation time for each were given to raise the quality of the answers. In the interview situation more questions were asked to be sure quality of answers are valuable for the research.

Having experts from different hierarchy levels, ranked from a CEO to a senior online marketer to a junior marketing consultant, as well as different business areas made sure to strengthen the significance of the replies. Just as receiving different perspectives of the gained research underlined the reliability of the questionnaires.

The amount of interviewees could effect to reliability of the research. The interviewees were thought carefully but the time was limited and it can be hard to get people share their valuable information for free. In the other hand it was valuable to get different opinions to research to understand mobile marketing from different perspectives.

In order to avoid invalidity of this research potential interview partners were asked within the invitation of participation if they own expertise in the field of mobile marketing and being familiar with related topics. Additionally, some example questions referring to the questionnaire were addressed to proven their specialist knowledge. Due to this fact the three mentioned experts where chosen exhibiting the most amount of knowledge.

The received data through the interviews had been given by three mobile marketing experts who had not focused on numeric data as on qualitative. Due this fact the limitations are going to be identified and their importance will be explained. As a result these limitations need to be justified and suggestions how such limitations could be overcome in the future will be made.

As well other sources where used in the research and author used only reliable sources to support the statements.

## 4 EMPIRICAL ANALYSIS OF THE RESEARCH

The Author has used qualitative research method interviewing three experts from different industries as well as different hierarchy levels. The following sections discuss the research findings and compare the results with the theory from chapter 2.

### 4.1 Introduction and General Background

Each interviewee was provided before the interview with personalized questions relating to their positions but addressing the similar issues. Those questions give an overlook of the interview for interviewees which contained following three sections. The first were defined the current tools used in mobile marketing and then followed the information about the importance of mobile marketing: strengths, opportunities, weaknesses and threats. And the last part defined which megatrends are affecting to mobile marketing giving an overview of the potential future mobile marketing trends. Due to the fact the interviews were semi-structured (see chapter 3) more questions were asked to ensure the quality of the research.

The first interviewee was entrepreneur Mr. Tero Karkinen from Naantali, Finland. He is the founder and CEO of Terveysmarket Oy. The company sells dietary supplements and beauty care online. Soon the company will extend its business in physical locations in March 2015. He is only focusing to the B2C model and his online business is the leading business for food supplements in Finland. He provided an entrepreneurial point of view to mobile marketing. In the past Mr. Karkinen had worked as database specialist at ADM-telemarkkinointi Oy which is a telemarketing company.

Another expert was Mr. Frederik Höppner, senior online marketing manager of international porcelain manufacturer Rosenthal AG which headquarters are based in Selb, Germany. Rosenthal manufactures and distributes luxury household goods cooperating with companies such Iittala and fashion designer Versace. He is a senior online marketing expert who has knowledge setting up

mobile marketing campaigns. He shared his knowledge in the interview being in charge of online distribution channel.

Mr. Ulrich Ries was questioned at last, being a junior marketing consultant of a market research company named GFK which is focusing in various different industries such as automotive, fashion, technology and retail. According to GFK website (2015) it is the fifth market research organization worldwide and the biggest in Germany. The interview with Mr. Ries from GFK location in Nuremberg, Germany and his expertise gave an opportunity to understand a wider image of the mobile marketing industry and understand trends behind the wheel.

The following sections discuss the research findings and compare the results with the theory from chapter 2 analyzing the answers for research questions defined in chapter 3.

#### 4.1 Background of Mobile Marketing

The mobile industry is in its 30s and the technology has improved significantly on this short time period providing new opportunities for marketers. It is important to analyze the past and current mobile marketing tools as well as potential possibilities to give an outlook for the future. As defined in the section 2.1 mobile marketing is a set of practices that enable organizations to communicate and engage with their audience in an interactive and relevant manner through and with any mobile device or network.

The first mobile marketing was telemarketing (see section 2.3.8) where companies had their sales force making phone calls to reach their potential customers. The first interviewee Mr. Tero Karkinen from Terveysmarket Oy had earlier experience working in the telemarketing company and he believes that there is no need any more for this business model in B2C business. He stated: "These times are over, because new technologies have provided some cheaper ways to contact with the customer than hiring an expensive workforce. And customers feel it very disturbed getting phone calls from sales force everywhere

they are, they might be busy at work and not interested being advertised about some product.” As seen the technology has replaced the work force.

Few years later mobile developed an opportunity to write and receive the text-based message adding to companies’ new ways to communicate with the customers. The several of different opportunities are discussed in section 2.3.7 and Mr. Höppner from Rosenthal stated that even it has many opportunities to connect with other mobile marketing channels; it seems to need more effort from customers. He gave an example that even there is call-to-action to advertiser’s website the response rate is pretty low according the researches he had studied.

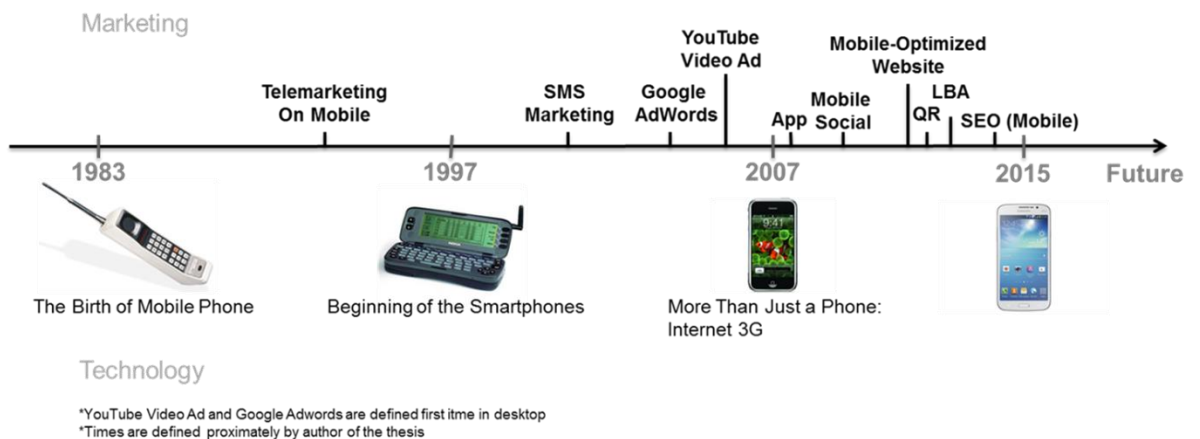


Figure 6. Mobile Marketing Timeline

Mobile phone has rapidly changed in the past few years: it is 7th mass media channel (see section 2.2.1) which is unique compared to six first mass media channels because it combines many of these qualities. All three interviewees agreed to the fact that a mobile phone is not just device making phone calls: it is smart device discussed in section 2.2.1. Mr. Karkinen further added: “Mobile phone is nowadays a smart device meaning it is connected to internet. It is more a pocket size of computer with calling opportunities than phone with the internet.” New devices mean new features which bring new opportunities and ways to get connected with the customers. As seen in the figure 6 since 2007, after first iPhone was published, mobile marketing has expended to various different channels.

“People use the desktop to interact with mobile related media just as much as they use mobile to do things that were desktop first.” (Eslinger, 2014, 116)

#### 4.2 Types of Mobile Marketing Tools Used Currently

In the first part of the interviews the author of the thesis wanted to show an overlook about the interviewees' general experience and knowledge about the subject. The goal was to define different types of mobile marketing tools Terveysmarket Oy and Rosenthal AG are currently applying a multi-channel marketing plan (see section 2.1) to understand importance using multiple mobile marketing channels.

In 2014 Terveysmarket Oy was awarded as the best national Google advertiser in Finland. Mr. Karkinen is advertising for different devices using Google AdWords (see section 2.3.3) and believes the importance of mobile in overall multi-channel marketing: “40 percent of Terveysmarket's page visitors enter to site with smartphone, 15 percent tablet and rest of it desktop.” It is important to provide many channels to because customers can be in internet with many different consumer devices (see section 2.2.1). According to a research made by Google (The new multiscreen World: Understanding Cross-platform Consumer Behavior, 2012) customers time is spread between 4 primary media devices mobile: 17minutes, tablet: 30minutes, computer: 39minutes and television 43minutes a day.

Terveysmarket Oy uses mostly product images in the ads to get customers notice. Mr. Karkinen said: “I believe that images are important in my ads because Terveysmarket Oy is advertising products from supplier's well-known brands and that transfers also visibility to online store.” This increases the brand awareness (see section 2.1.2) which is a sense of familiarity, the salience of a brand as well as name awareness, which can be a signal of presence and commitment. The brand awareness is important to reach new customers so it is important use something recognizable in the ads. Terveysmarket Oy uses bright colors which reflect to the health what is the main aim to his customers. He also

strongly pointed out: “It is important to add different ad-extensions (defined in section 2.3.3) to make customers easily to access to the marketers’ website.”

Mr. Höppner from Rosenthal as well agreed to Mr. Karkinen that it is important to use different marketing channels. Rosenthal does not use images in AdWords because they are not advertising any specific products and these ads are smaller to not to be disturbing too much in recognizable small mobile screen. Mr. Höppner explained: “Rosenthal is well-known brand and we want to increase brand awareness to get new customers and then we need to use many channels.” Increasing brand awareness and familiarity the brand increases brand equity (see section 2.1.2) which increases the value of the brand. When value of the brand grows then also companies gains more revenue.

Rosenthal is also additionally using YouTube (see section 2.3.4) to reach new customers. In YouTube Rosenthal has a video ad running branding the company. Mr. Höppner added: “The video is very effective way to affect customers’ feelings and adding the ad extensions is highly important that customers can seamlessly locate to their website.” Video ads are very effective especially if companies’ aim at reaching new customers because companies can easily educate them.

Both interviewees, Mr. Karkinen and Mr. Höppner, agreed that using Google AdWords in mobile is very important to their companies because of the branding and next section 4.3 further discuss about the benefits of the mobile marketing.

Search engine optimization (SEO) is used in many devices (see section 2.3.2) and it can be also location-based (section 2.3.6) what is important for mobile marketers with physical store locations as well as online businesses when customer is making a purchase through the mobile device or is comparing the products in competitors’ store. Mr. Höppner from Rosenthal thinks that it is highly important to be one of the firsts in search results when customers are making a search on the street because of this way customer can easily to

navigate to the store. As stated the most important is to find customer in right time, place and context as identified by Eslinger (2014).

Mr. Karkinen from Terveysmarket Oy stressed out that the most important channel to his company is direct marketing on E-mail. He added: "E-mail will become mobile-first channel in the next 3 years. I use monthly newsletters because it gives me advantage to have a 100 per cent customer target as well as it is good channel to maintain the customer relationship." More about targeting is discussed in following section 4.3 when strengths of mobile marketing are discussed. It is important to share e-mails where ad extensions (see section 2.3.3) Mr. Karkinen noted: "The most important is to provide seamless customer experience." He advertises monthly offers which are easily to be added to shopping basket when entering to website. According to research by Salesforce.com Inc. (2014) 80 per cent of the answerers subscribe to emails because of receiving offers.

All the three interviewees do not have personal experience according to create a mobile application (section 2.3.5) but Terveysmarket is using other websites marketing his products, such as Iltasanomat and Iltalehti. These news sites have their own mobile applications tools as well as mobile optimized websites. These way consumers can easily get access to advertisers' websites. When asked from Mr. Karkinen about why he doesn't have an own mobile app: "The problem is that marketer have to first make customer interested to download the app before thinking the next stage of consumer buying process."

As well Rosenthal is advertising in other app providers to be available also offline. Mr. Höppner said: "We in Rosenthal believe in localized advertising and using different shopping apps is cheap way to do it. These way customers can find us anywhere they are." As previously mentioned it is important to make customers easily to navigate to the store. Advantage of using the other app provider is that there is now need to maintain ne program by themselves.

Both companies are using social media as well which have own phone applications. According to all the interviewees it is necessary to have at least an



own company profile in the biggest social medias like for instance in Facebook. Mr. Karkinen is also advertising in Facebook and tells that Facebook had even requested him to be part of their test new call-to-action tool: "Buy." Both experts agree that in app is also important to have Call-to-Action get people to their website.

Since one of the respondents Mr. Ries who is a marketing consultant at an internationally renowned research company, he was asked what kind of mobile marketing channels he is suggesting to his customers. He recommends his customers such Samsung, to use as many marketing channels as possible if they are solvent and have time and capacity to maintain these channels to keep relationships with the customers seamless and effortless.

When asked about Mr. Ries' personal favorite mobile marketing channels his answer were QR-codes since it has magnificent opportunities to have multi-channel marketing (see section 2.1) experience. Although, he added that currently QR-codes are not used that much by customers. He added: "I think the reason for this because for the most of the smartphones need to be downloaded mobile app to be able to scan these QR-codes and customers are not willing to do this afford." Marketers have not found the way the trick the customers even these codes seem to be nowadays everywhere. He stressed out that it is the same thing than Mr. Karkinen previously stated, that marketers have to first make customer interested to download the app before thinking the next step.

One of the questions asked from all interviewees was about the minimum of mobile marketing which companies should have in their marketing plan. All the three interviewees argued in the similar way: it depends about what business marketer is in although all companies should have at least mobile-optimized website. Still currently Rosenthal and Terveysmarket Oy are both using responsive web design (explained in section 2.3.1) however Terveysmarket is planning to create mobile-optimized website in the near future because he believes it is more mobile-friendly solution thought. It is important to have a

mobile friendly site as discussed in the section 2.1.4 customers can look for information anywhere and anytime.

As seen, there are multiple ways to use mobile marketing part of marketing plan. Most of the tools can be confused with online marketing because mobile has capacity to be connected to internet. All the companies are individuals depending which mobile marketing methods should be used. It may also depend on the budget, effort and time as well as target audience. To some cases using traditional SMS can be best when to some is to use as fashion forward methods than possible.

### 4.3 Strengths and Weaknesses of Mobile Marketing

The next sections of the research define SWOT-analysis (Fahy and Jobber, 2012) of mobile marketing which defines the strengths, weaknesses, opportunities and strengths: the second and third objectives of the research.

Mr. Ries from GFK believes that the biggest opportunity of mobile marketing is "Big Data" (see section 2.2.3). This issue is highly important for the companies that they can learn who the customers are and how they behave. All the possible data about the customers are collected and sold forward, for instance Facebook and Google sells the valuable customer data to marketers to gain more revenue. To gain the information about the customer it is crucial to be able to target (see section 2.1.3) the customers in different segments. According to Mr. Ries: "Segmentation is in the online world a new target because of targeting is targeted modulation of digital advertising through automated procedures." More about Big Data is discussed in following section when key drivers of mobile marketing are defined.

There are various different types of targeting on mobile and here is an example about behavioral targeting on mobile. This form is aimed at the user's behavior. For the specific target groups displaying ads as many aspects as possible are used by which a profile for the user behavior can be created. To play e.g. the operating systems used, as well as the geographic position of the user, a role

for the subsequent alignment of the advertising. The so-called predictive behavioral targeting complements the data base finally to statistics to predict the user behavior. An example of behavioral targeting is the in-game advertising, the ads via marketing in computer games.

As mentioned, the strength in mobile marketing is “MIST” that mobile is Mobile, Intimate, Social and Transactional. (Section 2.1.1) When a company knows its customers it can provide personalized campaigns for the customer making all these keys happen. All steps of the MIST need to be Personal, Portable and Potent; for instance is “I” (intimate) from MIST tailored to wanted audience (Personal), is all the information available where ever needed (Portable) and information personalized without being pushy (Potent.) Big Data makes everything possible because marketers have gained the crucial information about the customers.

Mr. Höppner as well as Mr. Karkinen highlighted in their answers that biggest strength of mobile marketing is its mobility and opportunity to connect with the customer everywhere and every time and smart phones has made this happen. Referring to Mr. Karkinen: “Mobile is literally opening always-on channel with customers: 24/7 Anytime Anywhere” The research made by Salesforce.com Inc. (see figure 7) shows that importance being mobile that 59 per cent of the respondents believe that it is very important to access to content any way that consumers want.

How Consumers Rate the Importance of Mobile Brand Factors (N = 470)

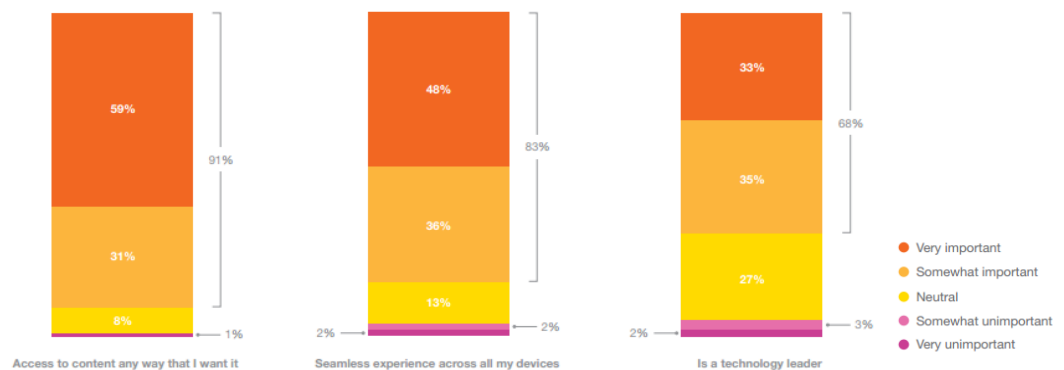


Figure 7. Consumers Rate the Importance of Mobile Brand Factors (salesforce.com Inc., 2014)

Both Mr. Karkinen as well as Mr. Höppner accidentally used similar examples defining strengths of mobile marketing as it is simply mobile and customer can use the mobile device in the bus searching the product. This step of the Customer Buying Decision Process (see section 2.1.4) is the second, Information Search before they move to next step to compare different products. There is a high risk that customer returns back to stage one if the consumers do not feel satisfied to research. According to Mr. Karkinen 50 per cent of his customers would not continue the process further after arrived back home by their desktops. Though it is important to offer both channels because as the figure 4 shows that people “showroom” and “reverse showroom” almost equally.

It is significant for building an interactive brand (see 2.1.2) and so on brand loyalty. Big Data makes possible that marketer can provide “intimate” (2.1.1) messages to customers. When companies know their customer they are able to provide them intimate messages to make customers feel needed and wanted. Marketers does not need to provide all the customers an own message but magic is that the targeting (see section 2.1.3) has identified groups so well that messages feel personal to the receiver.

Intimate can also prefer to MIST-model’s to third key social meaning that companies need to communicate with their customers but that customers also share companies content easily. Stated by Mr. Karkinen “Customers’ trust most to word-to-word marketing because some of theirs friends are recommending and having an experience.” All these three companies use this method on their website and social networking site when they have “share” bottom available. It is crucial to make it easy to customer that it does not feel like a job.

Transactional is the fourth key of the MIST model (see section 2.1.1) and it gives opportunities to customer communicate back to business to build an interactive and two-way communication. This can be in some form of feedback or writing a blog about if a product works or does not. Both Mr. Karkinen as well as Mr. Höppner used social channels like bloggers, which can be read on mobile optimized websites or apps.

As well other interviewees agreed that the one of the most benefit is being able to identify the customers in different segments. Mr. Karkinen added that it is highly important especially for branding which is discussed following. All the three interviewees say that the strengths of mobile marketing are earlier discussed branding and targeting. According to Mr. Höppner the Rosenthal is currently targeting people starting age of early twenties even the main customers are over 40 years old women. Mr. Höppner said: "Currently we are trying to change our brand image that should make young people to want our products." Brand image (see section 2.1.2) instead refers to the perceptions about the brand as reflected by the compound held in consumer memory. Mr. Karkinen instead of highlighted the importance of customer awareness to reach new customers.

According to Mr. Karkinen and Mr. Höppner mobile marketing is still very young marketing channel. The weakness is that it can be very time consuming and expensive to companies ad new channel in their multichannel marketing.

And not to forget the technology is smart phones is still improving and battery age is still very short. The screen size is also very small compared to other devices so it is highly important to marketers make effective mobile marketing campaigns which do not disturb the customer and cause the negative effect. The design discussed in section 2.3.1 becomes therefore very important issue.

Shortly, mobile marketing is important because marketer can collect the relevant and accurate customer data and then understand who the customer and what are his/her needs and wants. With mobile marketing marketers are able to target better than ever before as well build the brand everywhere in any time. The goal is to increase sales, get new customers, promotion and maintain the customer relationship.

#### 4.4 Key Drivers of Mobile Marketing

This part of the analyses focuses on the third research question stated in chapter 3. Interviewees were asked about the interviewees' opinions about

which mobile marketing trend will be popular in the near future; as well opportunities and threats are defined.

As stated in section 4.1 the mobile marketing has changed rapidly in the last few years and there is expected to be new technologies coming up in within next years on mobile. The new technologies mean new opportunities to marketers to connect with the customers.

Mr. Karkinen believes one big opportunity is the usage of smart phones which is all the time increasing as seen in the figure 5 where is expected continues increasing on smartphone describers in upcoming five years. Karkinen added: “The increase use of smartphones gives an overview for the future if it is important to make an investment for mobile marketing.” Also the recent research by eMarketer (2014) shown in the figure 8 presents companies are expected to invest more and more to mobile marketing.

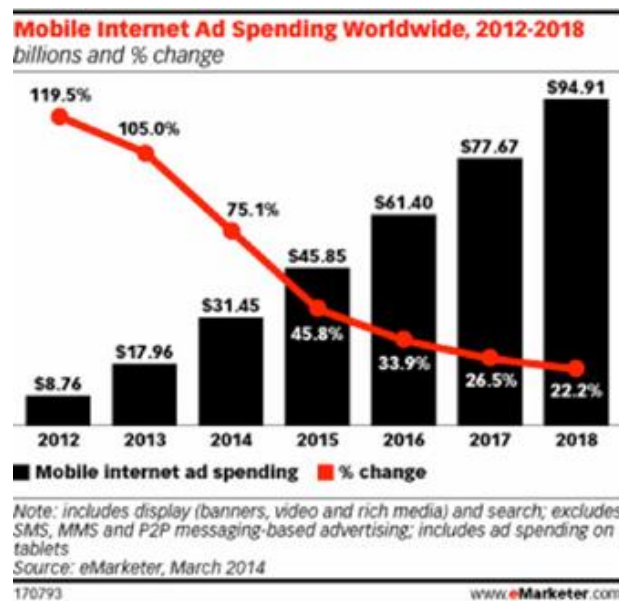
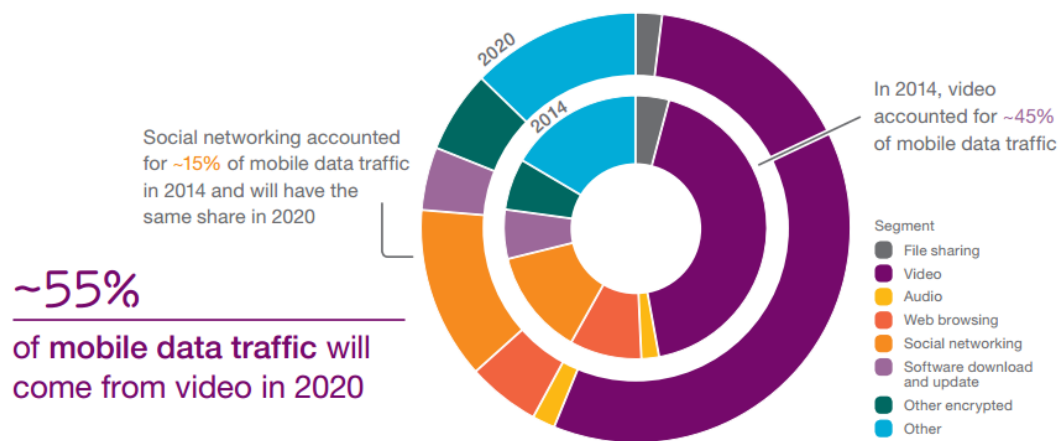


Figure 8. Mobile Internet Ad Spending Worldwide 2012-2018 (eMarketer, 2014)

Interviewees Mr. Karkinen as well Mr. Höppner both believe that the video marketing (see section 2.3.4) will increase rapidly. As seen in the figure 9 traffic coming from streaming the video on mobile will increase in within next 5 years from 45 per cent to 55 per cent. Both experts refers that video marketing will have much more marketing opportunities than currently and Mr. Karkinen even said: “Video marketing is still in the babies shoes.”



Video is also likely to form a major part of file sharing traffic in addition to the identified application type 'video'. By encrypted traffic we mean encryption on the network layer (e.g. VPNs) or transport layer (e.g. TLS/SSL). Application layer encryption, such as DRM for video content, is not included.

<sup>1</sup> This is based on Ericsson measurements in a selected number of commercial networks in Asia, Europe and the Americas.

Figure 9. Share of mobile data traffic by application type (percentage) (Ericsson, 2014)

The last parts of the interviews were about the interviewees' opinions about what trends they believe to effect on mobile marketing in the near future. As earlier sections of analysis has stated the importance of Big Data (see section 2.2.3) is driving the mobile marketing. According to Gartner's Technology Hype Curve the table 1 Big Data is located in the end of the peak of inflated expectations and will reach plateau in 5-10 years. In overall Big Data is the key to make MIST possible because without information about the customers there would not be mobile, intimate, social and transactional messages to the customers. As mentioned earlier of the analysis part that marketers are already using a Big Data and all of the three interviewees believe it will increase the value even in the future.

Mr. Karkinen as well as Mr. Höppner both believe Big Data is one of the main drivers for mobile marketing. According to Mr. Karkinen: "The Mobile marketing is highly affected by Big Data because same happened with the online marketing and both are connected to internet. Marketers want to know everything about customers on internet to be able to target better way in the future." For this reason Mr. Ries stated strongly: "Customers does not even want to know how much companies knows about them because it creeps them out." This brings the concern of privacy issue and as stated in section of 2.1.3

“yet the provisions of the proposed EU data protection regulation is not fixed but it is clear that the obstacle for targeting will be higher.” (Renner, 2013, 43)

New regulations might narrow how much the marketers can really know about customers and that causes targeting being more difficult. As well other concern is privacy on the phone itself according to Eslinger (2014) viruses became more and more popular on mobile phones. When compared the mobile phone to computer there are lot of similarities on these devices so why the viruses would not also widely spread as well on mobile. Currently there are already exist anti-virus programs for phones.

Mr. Ries wanted to highlight that marketers will not use Big Data insights to cross the barriers of privacy: “Think the way like there would be customer analyzers within the store following customers how they behave. Big Data is pretty much the same thing but now there is not physical location instead of the where the internet is accessed.”

Other megatrend Internet of Things (see section 2.2.4) is located in the main peak of the inflated expectations. It brings the digital world to physical and runs attitude where everything is “always on.” Most of the smartphones are connected to internet keeping people online. Internet of Things will affect how the people handle the money when NFC payment method (see section 2.3.6) more popular. In Mr. Ries’ opinion the mobile phones has started to replace wallets so marketers should also consider adding new payment methods. According to research made by Ericsson (2014) 48per cent of the smartphone owners would rather use their phone to pay for goods and services and 80 per cent of the people believe that the smartphone will replace their entire purse by 2020. Though there are few issues to be fixing first in privacy and battery age of smartphone. What would happen then if users run out of battery and cannot enter home any more or buy anything even there is money in the account.

To conclude video marketing will expend when trends Big Data and Internet of Things will increase values, but the privacy issues might slow the development.



## 5 CONCLUSION

### 5.1 Research Findings

The objective of the research was to have an outlook towards the mobile marketing. The research questions were set created to define the objective of the research. Following research questions were used:

1. What kinds of mobile marketing tools marketers are using?
2. Why mobile marketing is important for the companies?
3. What general trends are affecting to the mobile marketing?

The first questions objective was to define what kinds of mobile marketing channels marketers are currently using. The importance in the results was to notice that most of the time marketers will not stuck just with one channel. It is important for the customers to be available through a few channels because mobile is a 24/7 channel. Marketers' primary objective is to generate more profits with its resources, which is accomplished by improving both effectiveness and efficiency.

As noted, mobile phones have rapidly changed in the past few years: it is 7th mass media channel. Smartphones can be thought as a gadget what everyone has and it brings different opportunities for the marketers. The pretty much all of the mobile marketing tools are used in the internet and the Google is the main player of the field. Different mobile marketing channels are different Google's services such Google AdWords, mobile optimized website, apps, location based services, text- and telemarketing.

The second question's objective was to define strengths and weaknesses the mobile marketing. The figure 10 shows the conclusion as a table. The biggest strength of mobile marketing is that marketers can learn who the customers are as well as what are their needs and wants. With mobile marketing marketers are able to target the market better than ever before as well as to build the

brand everywhere in any time. The other big strength of mobile marketing to mention its mobility what other devices cannot beat.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Personal</li> <li>• Potent</li> <li>• Portable</li> <li>• Part of Multi-Channel Marketing</li> <li>• Increases Brand Equity</li> <li>• Effective Targeting</li> <li>• Many different tools</li> <li>• “Always On”</li> </ul>	<ul style="list-style-type: none"> <li>• Smartphone battery age</li> <li>• Screen size</li> <li>• Still young channel</li> <li>• Can be expensive to create</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• LBA services</li> <li>• “Mobile purse”</li> <li>• Trends: Big Data and Internet of Things</li> <li>• New technologies</li> <li>• Expected new users of smartphones</li> </ul>	<ul style="list-style-type: none"> <li>• Privacy Issues</li> <li>• Viruses</li> <li>• Government laws</li> </ul>

Figure 10. SWOT-Analysis for Mobile Marketing Based On Research

The last question’s objective was to define trends behind the mobile marketing. The trends like Big Data and Internet of Things (IoT) are the main drivers of this trend because customers are always online. People carry their smartphones everywhere they go and marketers should think that as a biggest advantage of using mobile marketing. Currently is expected that video marketing on mobile will increase in within few years.

As noted the mobile marketing is quite new channel. This has caused that there are not that many theories only based on mobile marketing meaning author needed to use old theories and apply somehow mobility factor on them.

Moreover it is shown that mobile marketing is important part of companies' multi-channel marketing is it online or physical store.

## 5.2 Suggestions for further research

Mobile marketing is such a big topic and due to the reason bachelor thesis' length, only small part of the channels as well as theories are mentioned which would effect on mobile marketing.

This research was made by marketer's point of view but it would be also interesting researching the subject from the customers' point of view.

Because of the fact that mobile marketing has so much potential the author suggests to other researchers to choose one channel of mobile marketing as a research topic to narrow the field.

For instance very interesting research could be about the how mobile is affecting to the customers' needs to shop in physical location. In the section 2.1.4 were discussed how many people "showroom" the products first inside the store but in the end buy it online. The reason for this would be very interesting to know from customers' perspective.

As discussed on this research customers are searching information and evaluating the products with mobile device and it would be interesting to know especially what kinds of products are they searching and for what specific reason. On this research was stated for instance price is the factor but it the products more often electrics.

As well it would be fascinating to search for how companies use mobile marketing in their multi-channel marketing what unfortunately this research did not have space to examine. For instance QR codes are providing number of different options. These would be location based services which are expected to have high importance in the future so whole subject seem to have a huge potential for further research.

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