

Mobile Marketing: Where it is and where it's going
DigitalSolid

Questions

Tragedies can teach

Virginia State shootings may have been less of a tragedy

Students were informed by e-mail
Many were informed too late

"E-mail is the new snail-mail"

2 out of 5 mobile phone owners use text messaging (aka, SMS)

Excluding spam!

There were more SMS messages passed in the U.S. last year than emails

Conclusion: Match the medium to the audience

Cell phones are part of Web 3.0

What's holding us back?

Hopeful signs

Types of mobile tactics used today

SMS tactics

Appointment reminders

3rd party device tactics

Zoombak for pets

Web-based applications

Digital Pet Parade