A CONCEPTUAL STUDY ON MOBILE MARKETING

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Abstract

In today's world, mobile phones, particularly smart phones, are the primary means of communication. Due to the rise in middle-class consumers, the Indian mobile markets is one of the ones with the quickest growth rates. Due to this, marketers are turning to mobile marketing to be one of the greatest platforms for advertising, brand recognition, promotions, and consumer outreach since it has a far greater impact than traditional marketing communication techniques.Through the use of mobile devices for marketing, businesses may bypass temporal and geographic constraints to engage directly with potential consumers. The study is qualitative in nature, and it has mostly relied on secondary data to achieve its objectives. The necessary secondary data were gathered through online media articles, research papers, reports, and e-journals on numerous websites.The purpose of the research is tostudy the concept of mobile marketing.Additionally, considering the state of the industry at the time, the most significant problems as well as opportunities have been listed. The work is highly useful in selecting particular channels to serve the intended client group and strategically designing mobile marketing campaigns.The study aims to anticipate future developments in mobile marketing, such as the use of innovative techniques like artificial intelligence (AI) and machine learning.

Keywords: Mobile Marketing, Mobile Marketing Campaigns, Marketing, Innovative Techniques, Marketing Communication.

1. INTRODUCTION

India is the country where the majority of the world's new mobile users are added each year, providing marketers with a fantastic chance to advertise their products using mobile marketing as consumers carry their phones everywhere and have access to anything at any time.

The most revolutionary trend in contemporary business is mobility, which has an impact on every brand, every employee, and every client. Information searching, online buying, social networking, communication, and leisure activities have all been combined into a single gadget, the smartphone. A new phrase called "mobile moments" has been created to describe the situation when "a person just pulls out a mobile device to get whatever he or she wants, immediately in context." It is crucial for companies to understand what smart mobile moments are and how to take advantage of them in order to increase sales and forge even closer bonds with their clients (Vibes, 2017). This forces businesses to execute mobile efforts in a more deliberate and aggressive way.Mobile analytics, on the other hand, connects customers' virtual experiences to their real-world behaviour to deliver digital insight to build a more complete picture of consumer interactions. Due to its quick expansion and prospective uses, mobile marketing is a cutting-edge technology and a compelling study topic (Ngai and Gunasekaran, 2007; Sadeh, 2003). As a result, several studies have provided numerous distinct definitions of mobile marketing. The original definition of mobile marketing represents one-way communication from the marketers to the consumers (focused on calls and SMS) and does not address the pertinent areas covered by contemporary mobile marketing, which are highlighted in the newer definitions (video streaming, gaming, applications, etc.).

As a relatively new kind of advertising, mobile marketing has given businesses new avenues for growth. In comparison to traditional marketing promotions, marketing activities accomplished via mobile devices allow advertisers to immediately engage with potential customers at a rapid pace, regardless of their location.A rising number of people are interested in and value mobile marketing. Although there is currently little proof of the efficiency of mobile marketing, businesses all over the world are investing more money in mobile marketing initiatives. This is mostly caused by the fact that businesses are looking for strategies to maximise the return on their marketing expenditure in a continuously evolving marketing communications environment. Impersonal mass communication, particularly

media advertising, has become less effective as a result of the fragmentation of mass markets, while targeted one-to-one marketing communications have gained importance (e.g., Webster, 1992; Peppers, Rogers, & Dorf, 1999; Shaw, Subramaniam, Tan, & Welge, 2001).

Customers may be contacted through a variety of channels, but in today's world, mobile marketing communication is the type that reaches the greatest number of end users. The goal of product advertising is to spread favourable brand perception, enhance brand memory, boost sales, and raise awareness. When creating a marketing approach, marketers should consider the security and privacy demands of customers. The marketers should strike a balance between including customers in their marketing mix and attaining their marketing plan's goals. Marketers must comprehend the variables that influence customer acceptance of mobile phone commercials in order to accomplish this goal. These variables include incentives and consumer attitudes.

2.   LITERATURE REVIEW

Online marketing, which communicates with potential consumers through the internet, has evolved from direct marketing as a result of the development of internet and communication technologies (ICT) (Kotler et al., 2009). The potential buyers and sellers are electronically connected when the internet is used as a conduit for online marketing. According to (Vranesevic et al. 2006), any action that fosters and capitalises on a direct contact between the sellers and the purchasers on a personal level qualifies as direct marketing.Additionally, (Groucutt et al. 2004) contend that although targeting might be a direct marketing strategy's strength, it can also be a drawback. Success for direct marketers depends on their capacity to identify the ideal consumer for their offering at the ideal moment. Numerous routes are used in direct marketing to reach the target audience. Direct selling, direct mail, telemarketing, telemedia, TV marketing, e-mail marketing, social media marketing, and mobile marketing are a few of these channels.

With the development of mobile marketing, firms may now sell themselves in new, trendy ways while also focusing on cost-cutting, greater profitability, and a high-tech image (Saeed et al., 2018; Tunsakul, 2011). Mobile marketing is defined in a variety of ways in academic literature. M-marketing, for instance, was defined as "using mobile devices as a way of communicating advertisements to customers" (Bauer et al., 2005). Mobile marketing is defined as "using interactive wireless media to deliver users with time and location-sensitive, personalised information that offers goods, services, and ideas, thereby generating value for all stakeholders" by Carroll et al. Mobile marketing was defined as "marketing

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activities and programmes performed through mobile phone in mobile commerce" (Barutçu2008), expanding on the preceding definition.

The number of studies undertaken to comprehend consumer behaviourwith regard to mobile services and the effects of mobile marketing has significantly expanded over the past decade. The research procedures used in mobile marketing have changed throughout time in various stages. Beginning in the early 2000s, researchers largely concentrated on categorising mobile marketing application prospects, future potmarketing, mobile marketing for mobile consumers and technical consumers, and development processes of mobile marketing (Barnes and Eusebio, 2004). Later studies (Abdulrahman et al., 2018; Baber &Westmancott, 2004; Fang et al., 2005; Wong & Hsu, 2008) focused on the use of mobile service applications, including organisational aspects that influence the adoption of mobile technology in enterprises.(Dhar & Chowdhury, 2014; Dhar & Hoque, 2015; Gebauer & Shaw, 2004; Peffers &Tuunanen, 2005; Ngai et al., 2007) they were also interested in organisational aspects that influence the adoption of mobile technology in enterprises. Many people also voiced worry about organisational aspects that have an impact on consumer happiness and preferences (Liang & Yeh, 2011; Tsang et al., 2004; Chen, 2008; Jung et al., 2016).

A few of the direct marketing channels are being impacted by the concept of "permission-based marketing." According to (Varnali et al. 2011), explicit permission leads to perceived user control, which raises the possibility of positive feelings and confidence about the outcome of participating in any kind of marketing activity, including mobile marketing, social media marketing, and e-mail marketing, which is the focus of this study. In order to ensure the success of these marketing initiatives within the target audience, authorization is therefore a factor (Carroll et al., 2007).According to (Kotler et al.'s, 2009) definition of permission-based marketing, this style of marketing asks customers for their consent before sending them marketing messages. These communications may be transmitted by email, mobile phone, or interactive digital television. Additionally, according to (Brey et al. 2007), permission marketing is a general term that refers to all forms of permission-seeking. Consumers give interested marketers information about the kinds of communication they'd like to receive, and this information enables marketing managers to focus marketing communication to those who are interested.

3. OBJECTIVES OF THE STUDY

a) To study the concept of mobile marketing.

b) To understand the opportunities and challenges facedin mobile marketingCampaign.

c) To anticipate future developments in mobile marketing, such as the use of innovative techniques like artificial intelligence (AI) and machine learning.

4. CONCEPT OF MOBILE MARKETING

Although there is a substantial amount of literature on mobile marketing, there is still no consensus on its definition (Varnali& Toker, 2010; Leppäniemi, Sinisalo, &Karjaluoto, 2006). The Mobile Marketing Association (MMA), 2008 defines mobile marketing as "the set of practises that enables organisations to communicate and engage with their audience in an interactive and relevant manner through any network or mobile device."

Additionally, mobile marketing is defined by Scharl, Dickinger, and Murphy (2005) as "the use of a wireless means to provide consumers personalised information in real time, sensitive to geographical location, that seeks to promote a good, service, or idea, bringing benefits to all stakeholders." What's more intriguing is that the idea of marketing done through mobile methods has been referred to by at least four distinct labels. Mobile marketing, mobile advertising, wireless marketing, and wireless advertising are a few of them (Dehkordi et al., 2012).

Understanding the features of the gadgets that have propelled this transition in the modern world and that provide new chances for creative thinking in marketing actions is vital in order to appropriately handle the problem. These characteristics are:

a) **Ubiquity:**

Users should be able to get information and complete transactions whenever they need to, no matter where they are (Clarke, 2001). Since these devices are almost always on and that users commonly carry them with them wherever they go, this capacity is possible (Balasubramanian et al., 2002).

b) **Personalization:**

Mobile phones are incredibly private and are almost never used by anybody other than the owner (Bauer et al., 2005). Additionally, it offers personal data via its subscriber identity module (SIM), which marketing teams find quite useful (Junglas & Watson,

2003). In addition, the device becomes a means of self-expression not just because of its brand, design, and technological features, but also because it can be an object of aesthetic personalization via the tones or melodies chosen by users, as well as external protectors accessible in various Designs that reflect various personality types (Walsh & White, 2007).

c) Two-way communication:

This is a crucial component for possible marketing applications. More than any other technology, these gadgets make it possible to maintain a connection with people permanently (Schierholz, Kolbe, & Brenner, 2007). Due to this characteristic, additional devices that need a constant physical connection may be used to a larger extent, opening more options to develop memorable brand communication experiences (Neslin& Shankar, 2009).

d) Location:

It entails the capability to pinpoint a user's precise position by using the GPS signal of their mobile device (Clarke, 2001). This function is dependent on the usage of geographic location technologies, including the GPS (Global Positioning System). Marketers are now capable of being spatially target their products or services to a specific group of potential clients thanks to the use of this technology. As mentioned in recent years by writers like Bruner and Kumar (2007), it is quite expected that further applications of location-based marketing are now being created with technologies like Bluetooth and Radio Frequency Identification (RFID).

4.1 Definition of Mobile Marketing

Mobile marketing is a collection of procedures that enables businesses to communicate and share information with their audience via any handheld device or network(Moblie Marketing Association,2009). Mobile marketing uses the correct message at the right time and place to link businesses with each of their consumers through their mobile devices; it does it with the customer's express consent and/or active participation. Furthermore, as mobile becomes a more popular promotional medium among customers, permission-based marketing has advanced to a new level(Dushinski, 2009). (Leppäniemi et al., 2006) noted in their thorough analysis of the literature on mobile marketing that marketing communications in mobile media have been conceptualised as (1) mobile marketing, (2) mobile advertising, (3) wireless marketing, and (4) wireless advertising, regardless of whether it is implicit or explicitly. On

the other hand, there is an increasing level of agreement over the best definition of mobile marketing. (The Mobile Marketing Association, 2006) recently published a remark in which they described mobile marketing as "the use of wireless media as an integrated content delivery and direct-response vehicle within a cross-media marketing communications programme." We use their concept in this post and emphasise how important it is to have two-way communication and incorporate the use of mobile media into a cross-media marketing communications programme.

4.2. Importance of Mobile Marketing

Despite the fact that there are numerous definitions of marketing in mobile media in the literature, (Leppäniemi et al.) believe that since these definitions are largely based on technology, concept errors may occur. Although (Leppäniemi et al.) have defined mobile marketing as "the use of the mobile environment as a marketing communication tool" (Leppäniemi, Sini), it is apparent that consensus is growing on the definition of "use as a marketing communication programme either with multimedia or singularly as an integral content distribution and receiving direct response through wireless media" of the Mobile Marketing Association (MMA) (Leppäniemi&Karjaluoto, 2008).Mobile marketing is also described as "an interactive marketing tool used in the promotion activities of goods, services, or ideas through mobile phones (smart phones) in a manner that benefits the business and all of its stakeholders" (Scharl, Dickinger, & Murphy, 2005). Pousttchi and Wiedemann provide a definition that is comparable. Mobile marketing is described as marketing communication that is carried out with the intention of promoting goods, services, or ideas (Pousttchi& Wiedemann, 2007).

On the other hand, it has been found that scientific papers on mobile marketing are published in journals from a variety of disciplines and that they are distributed into the fields of management, marketing, commerce, engineering, information technologies, information systems, finance, and operational research. The mobile marketing notion is still unclear since there is no standard understanding of the phenomena (Varnal& Toker, 2010). However, it has been noticed that among the marketing communication techniques, mobile marketing is classified as a subset of direct marketing.

Mass text messaging (SMS) promptly comes to mind when the term "mobile marketing" is used. It will be impossible to use mobile phones effectively if mobile marketing is limited to SMS-only promotions and campaigns. Therefore, mobile marketing may be advantageous as an emerging direct marketing strategy that reaches large audiences in the most practical and

successful way and may create engagement with the target audience wherever they are and whenever they want.

Mobile phones provide more efficient completion of advertising, sales development, public relations, and direct marketing operations since they are a key promotional instrument in mobile marketing. For instance, discount coupons given out to the target market as they walk by a restaurant or business or information about campaigns provided to them may have a big impact on how people behave while making purchases. Mobile phones thus develop into a crucial marketing tool when used effectively (Howard, 2003).

The benefit of mobile marketing over Internet marketing initiatives that have an impact on organisations' marketing tactics may also help to explain why it is so significant. While just a small number of consumers may be reached through marketing efforts on the Internet, it is feasible to reach significantly bigger client numbers owing to the widespread usage of mobile phones throughout the day. Furthermore, the fact that the number of mobile phone users is growing much more quickly than the number of people using the internet has made it possible to send sales offers that are more effectively targeted to the target audience by identifying the users' personal details and the regions in which they reside.

4.3. Threats of Mobile Marketing

In India, mobile marketing is still in it's infancy but is developing, therefore it confronts some significant obstacles. The widespread use of content on mobile phones in India is hampered by a few obstacles. These include a lack of media awareness among marketers, browser issues that result in poor content quality, and high data costs for using the internet on mobile devices.

a) **Knowledge about the media:**

Despite mobile marketing has received a lot of attention to detail, numerous people are still unaware of its full potential. Consumers and marketers currently have relatively little information at their disposal about mobile media. Being aware includes not only how to use the media, yet how to approach and manage it. It is clear that Indian marketers of today still fail to recognise the importance and potential of mobile as a medium.

b) **Regulations for marketers:**

Protecting consumer rights is one of the most important ways that businesses today may keep customers' confidence and loyalty, which is why it also need legislation. Today, spam messages have spread to mobile devices as well after taking over the internet.

What we now need is a set of rules and laws that are tailored exclusively for marketers. Customer retention may be seriously threatened by this, which will also clog customers' inboxes with pointless material. Before assuming an unbreakable form, MMA has prepared itself to take on this duty.

c) **Consistency issues of execution:**

The identification of the target market for certain goods or services has been made easier by the mobile phone. The start of any marketing campaign through mobile networks is still difficult for firms. Many businesses still struggle to find and recognise their consumers. Even the decision of whether to use MMS or SMS as a marketing technique is uncertain. Given the wide variety of devices available in India, it is challenging to create a consistent campaign. Identify the user and other information like user session, browser, or device would be a monumental feat for marketers and seems a serious worry. Similar to this, companies and marketers in general are currently having trouble deciding when to deliver marketing messages.Before developing mobile media plans or launching campaigns, information on client preferences, handsets, geographic locations, etc., should be examined.

d) **Measurement and conversion rates:**

The response rates generated by mobile media have been quite encouraging. The conversion rate, however, has been quite modest. Utilising the medium through targeted advertising is urgently needed.

e) **Marketing data issues:**Companies from a variety of industries still have no idea what to do or how to use mobile devices as a marketing tool. Additionally, the absence of marketing information on consumer usage patterns, tastes, etc. makes it more cautious to use the medium for advertising.

f) **Exorbitant Internet data charges:**Almost all socioeconomic groups of consumers now use their mobile phones to access the internet. Even yet, the entrance fees are incredibly expensive. This may be the main factor holding up the implementation of mobile marketing strategy.

5. OPPORTUNITIES AND CHALLENGES OF MOBILE MARKETING CAMPAIGN

Mobile technology prompted it possible to deliver a very customised offer to a highly focused audience at an immensely advantageous moment, which has long been a huge issue for marketers. In terms of localization, consumer preferences, timeliness, personalisation, on-demand, and accessibility, there are some fantastic potential. Conversely, marketers have struggled with issues such transaction security, customer data privacy, and creating non-intrusive adverts.

There is a definite need for study on the effects of mobile advertising given the variety of mobile adverts available and the fierce rivalry that exists among them (Nittala, 2011). The most significant opportunities and difficulties are as follows:

a) **Permission-based marketing**

Any media's effectiveness and audience's trust can be diminished by inaccurate, inappropriate, or annoying information. Therefore, a company must prevent spamming with its marketing operations. Mobile marketing has been driven by customer needs, expectations, and goals, while the core need was "receiving agreement." To prevent clients from being frustrated by unsolicited messages on their smartphone devices, mobile marketers must devise tactics. For a mobile message campaign to be effective, the customer's consent is essential. These efforts will be easier to identify from spam if they explicitly ask their audience for permission before sending them marketing material. SPAM (unwanted SMS, e-mail, ads, etc.), which is more common in the e-mail world, poses a much graver danger to the effectiveness of permission-based marketing in the mobile marketing environment.

When downloading digital material, controlling alerts, or even getting SMS, e-mail, and push notifications, people are used to being prompted to opt-in to further offers or news. But it becomes crucial how many messages they can get each day, what those messages are about, and when they may receive them. The choice or authorization will produce contented and delighted customers. Companies can ask clients to subscribe to a location-specific list or SMS list rather than requesting their approval to monitor their locations or to send them advertisements. Mobile marketing is even more dependent on the choice or opt-in procedure, which is typically used in email marketing. An effective method of opting out should be included in every campaign.

b) Campaign relevance

Marketers need to use the mobile devices to share the right information, at the right time, relevant information to the target customer. For the modern advertisers, it is imperative to understand the intent and motivation of customer before deciding the how and where to best engage with those customers on mobile platforms. The possibilities for targeted marketing on mobile are huge, and mobile engagement can further improve with the power of artificial intelligence (AI) and mobile analytics.

c) Location sensitive

When a marketer is aware of a customer's preferences and specifics, such as their location, they may use an app to push notifications to keep them informed about the status of an order or to give them a special offer when they are close to a favourite brand's brick-and-mortar location. Interacting with clients in nearby places via mobile devices is proximity or location-based marketing. Examples of the same include QR codes, bluecasting, and social interactions made possible by Foursquare, Gowalla, Facebook Places, and Google Hotspot.

d) Timeliness

The immediacy and timeliness of mobile marketing platforms provide advertisers an advantage. Targeting specialised audiences is more effective at certain periods. For instance, individuals who look for eateries on their phones frequently complete instant transactions. According to Statista (2023) In India, the smartphone penetration rate is 71% in 2023, and it was predicted to reach 96% in 2040. Around 144.3 million smartphones were shipped in India in 2022.A Rakuten Insight study on Indian customers' online buying habits from June 2022 found that 83 percent of them utilised a smartphone or mobile devices to make purchases. On the other hand, just 12% of customers utilised tablets for online shopping.

e) Privacy

Many websites and mobile applications gather data, and one of the main concerns is data privacy. The user frequently questions whether these kinds of websites or mobile applications are legally permitted to capture their personal information or transaction data without their express agreement. Companies or hackers may exploit this

information for spamming or identity theft, putting users' personal and financial information at risk. Additionally, some people may think that tracking people's whereabouts and actions through websites and applications goes too far (Investopedia, 2017). In the world of marketing, data is crucial, and businesses make significant investments in acquiring and maintaining their data assets.Companies can give more accurate information and services by using more client data, which boosts sales and profitability. Customers need a choice in mobile applications and websites in order to feel more at ease giving their data. In order to designate the regions in which he is prepared to divulge his position, the marketer might provide the option of disguising the personal details of the users (Xu, 2009).

f) Security

Mobile devices share many of the same security issues that have plagued ICT-based technologies in the past. Security of sensitive systems and data need to be one of the top priorities for firms' mobile marketing strategies. The mobile application security policy should be established and provided prior to the development the life cycle rather than being a factor that is taken into account in the latter stages (Clearbridgemobile, 2017). Theft of identities or the anonymous use of personal data for fraudulent or other reasons is one of the potential hazards to consumers. Another danger is providing a false address or lying. Researchers from several fields have proposed numerous methods for improving the security of location-related data.

g) Personalisation

Personalised mobile experiences increase conversions, boost consumer loyalty, and boost the effectiveness of a marketing campaign. Personalization has expanded beyond welcome greetings to include product suggestions, offers, articles, and promotions, particularly in mobile commerce. The 'person' of the user was symbolised by a cell phone. Background information about mobile phone users is crucial for efficient customised marketing. While many businesses are having trouble using mobile measurement to get a complete picture of the client, many are setting the bar higher for everyone else.

h) Effective campaign tracking

Marketers may utilise the analytics to evaluate the success of their efforts and, as a result, regularly improve them. Online reporting tools for tracking campaigns should be made available by mobile marketing service providers. Both the aggregate and individual user levels of various metrics should be available. Aggregate data from polling totals, survey findings, total messages sent, total messages delivered, total opt-ins, total opt-outs, next user action, clickstream, and conversion to the desired outcome (purchase, subscription, enrollment, etc.) should all be included in the statistics that are collected.

6. FUTURE TRENDS AND ADVANCEMENTS

Emerging technologies continue to have an impact on the fast developing sector of mobile marketing. We must study the existing environment and consider how emerging technologies like artificial intelligence (AI) and machine learning (ML) are influencing the market in order to predict future trends and developments.

a) Personalized and Contextualized Marketing

Mobile marketers may utilize AI and machine learning (ML) algorithms to create more contextualized and personalized experiences to users as these technologies improve. The ability to identify unique tastes, behaviors, and demands allows marketers to offer personalized marketing messages at the appropriate time and in the appropriate environment.

b) Enhanced Customer Engagement

New technologies provide marketers the ability to contact with customers in more engaging and dynamic ways. Real-time help, personalized suggestions, and customer support are all capabilities of chatbots and virtual assistants driven by AI. The trust and loyalty of customers are strengthened by this kind of connection.

c) Predictive Analytics for Improved ROI

To foresee future user behavior and forecast marketing consequences, AI and ML systems can analyze enormous volumes of data and find patterns. Marketers may enhance their strategy, distribute resources wisely, and increase return on investment (ROI) by utilising predictive analytics.

d) Voice Search and Voice-Activated Marketing

Voice search is becoming more and more prevalent, as seen by the emergence of voice-activated assistants like Siri, Alexa, and Google Assistant. Marketers must modify their approaches to voice search optimisation and use voice-activated platforms to advertise their goods and services.

e) Augmented Reality (AR) and Virtual Reality (VR) Experiences

Mobile marketers have new potential because to AR and VR technology. Marketers can engage customers on a whole new level by offering immersive experiences and enabling users to communicate with virtual components in the real world. For instance, using augmented reality (AR) to enable people to visually try on clothing or see furniture in their homes may increase sales and improve brand experiences.

f) Location-Based Marketing

The use of location-based marketing will increase due to the increasing number of cellphones and better location monitoring tools. Marketers may utilise geolocation data to provide messages, offers, and promotions that are specifically tailored to a user's location at any given time. Users are more likely to become customers when exposed to this kind of marketing that is extremely relevant.

g) Privacy and Data Security

Consumers' concerns about privacy and data security increase as technology develops. By implementing in place robust data protection mechanisms and securing express authorization for data collection and use, marketers must place a priority on openness and win over customer confidence.

7. CONCLUSION

Mobile marketing is the process of advertising goods, services, or brands through portable electronic devices like smartphones and tablets.Utilising the ubiquitous use of mobile devices, it uses a variety of methods and approaches to connect with and engage users of mobile devices. Mobile marketing has become an essential part of marketing strategy for companies across sectors as a result of the rising popularity and accessibility of mobile

technology.Comparing mobile marketing to traditional marketing strategies, there are several distinct benefits. Due to the fact that mobile devices are portable and are typically always with users, it allows firms to reach a very specific demographic. Additionally, mobile marketing enables personalised and location-based targeting, giving opportunity to send consumers specialised messages and offers depending on their interests and location.

The ability to create a true consumer identity is one of the benefits provided by the usage of mobile devices. This is because mobilephone are so distinctively personal and because it's possible to gather context-sensitive data about users' actions in various settings, even in in real-time.Currently, mobile marketing initiatives play a significant part in a company's total marketing plan. The marketers have access to several mobile phone-based marketing channels, all of which have amply demonstrated their significance. To create a successful mobile marketing strategy, a proper mix and selection of the best mobile marketing channel are crucial. To determine the proper return on investment and to ensure client retention, challenges like customer reaction, tracking their activities, and delivering and updating customised marketing are crucial.In order to create personalised experiences, increase consumer engagement, optimise marketing strategies using predictive analytics, and investigate new media like as voice search, AR, and VR, the future of mobile marketing lies in harnessing emerging technologies like AI and ML.To maintain customer confidence in this dynamic environment, marketers must also place a high priority on privacy and data protection.

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