

Published based on [Meredith Uses Mobile Marketing For Its Marketing](#)

# **Meredith Uses Mobile Marketing For Its Marketing**

The growing importance of mobile marketing as a vital tool in advertising was highlighted by the purchase of a mobile marketing start-up by a major American media company.

The move by the company was to capture a piece of the growing market and to allow them to bring the critical part of the marketing strategy in house.

Meredith, which produces a range of subscription magazines and websites, previously owned a minority share in the mobile marketing company, before buying it to expand their integrated marketing division, which offers both internal and external clients marketing solutions.

However, integrating mobile marketing into a business's advertising campaign is a lot easier than buying another company. Mobile marketing campaigns are easy to set up and manage, and they provide great results without having to take part in corporate takeovers.

Many mobile marketing companies have the facility for businesses to set up their new campaign online, providing a simple solution to integrating this valuable tool into their marketing plan. Most businesses find the hardest part of their campaign is trying to choose the key word that they want as part of the SMS response.

Making the keyword and SMS text number a prominent part of television, radio and print campaigns allows a business to provide an easy and effective way to interact with customers. Integrating it into a marketing campaign ensures a business is making the most of their air time and optimizing their advertising spend.

Make sure your business is ahead of competitors by including this rapidly growing and valuable tool in your future campaigns.

Visit [www.txt2get.com.au](http://www.txt2get.com.au) to take a look at [mobile marketing](#) made simple and how this growing tool can work for you..

You can also find this article published on [Meredith Uses Mobile Marketing For Its Marketing](#), and on the tag pages [Advertising](#), [big companies](#), [brand name](#), [major brands](#), [marketing](#), [media companies](#), [Meredith](#), [mobile](#), [mobile marketing](#), [sms](#), [SMS marketing](#), [text](#), [text marketing](#).