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[Mobile marketing](#) Leeds is somewhat of an ambiguous term for those who aren't sure of its meaning. It's difficult to simply drop straight in and start your campaigns without knowing the major utilities at your disposal and just how far they reach. Incorrectly distributed resources can potentially leave you in trouble, while well distributed resources can leave you with thousands of potential customers considering your products.

Traditional

Mobile phones allow for short code and long code messages to be sent to their phones. It's an effective way to advertise, as it can vary in terms of distribution. Short code focuses on using locational advertising, such as the consumer needing to be at the brand's event or store. When there, they will receive the appropriate messages. Short codes consist of 5 or 6 digit numbers assigned to individual mobile operators for use in their brand campaign. Additionally, all campaigns are checked out before distribution.

Long code is simply the use of the full international phone number format, allowing businesses to use their own numbers, instead of having to share it with other brands. It's primary function is for non-premium inbound messages, allow it to replace short code in that respect.

Untapped

Bluetooth allows for hotspot-oriented content distribution, though it requires permission before the actual transfer begins. It has many benefits though, such as high-speed transfer and the technology is based on radio signals, meaning it is free of charge. While it is still in its infantile stages, some companies are beginning to make full use of this method of marketing.

iPhone

The iPhone has brought about new methods of [marketing](#) in the mobile genre, as it effectively combines the Internet and the mobile phone into a single device. Previous phones capable of this didn't have the popularity, nor the technology, to do so as incredibly well as the iPhone and as such, it's become a good location for marketing. Taking advantage of the software such as the sliding system, marketers can create campaigns specific to it. Additionally, it is also possible to use the app store to deliver content through, either directly or through the apps being sold there.

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