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Using Mobile Marketing Through Social Networking Sites

Simply put, one of the most important technological developments in recent years has been the advent of social networking. Allowing users to connect and interact with friends, relatives or just generally people of similar interest and hobbies, social networking platforms such as Facebook, Twitter and MySpace have become very popular in a short space of time. As mobile devices are now capable of running social networking applications, the opportunities for advertisers are exciting.

Modern day social networking services have their roots in early online communities such as geocities and other forums through which users could exchange information; often by linking email addresses to online content. Over the last decade, however, these online communities have been quickly replaced by sophisticated platforms that allow users to create a profile which letting them post content, interact with other users as well as an ever expanding array of other functions. The largest social network service is currently Facebook which has over 500 million users of which at least 100 million have access via mobile devices.

The injection of mobile technology into social networking is where it becomes really exciting for advertisers though. Recently, Red Bull used the location-based social networking service Whrrl to create the Red Bull Society as part of its promotion for the New York Air Race. Individuals who joined up to the society were able to access ticket information, drink specials or other exclusive content through their mobile phones. The notable feature about the Red Bull campaign was that the content reflected a members physical location keeping them up to date with any local developments or offers they may benefit from.

With social networking heavyweights starting to show interest in location based services, the use of social networking as a marketing tool will continue to be refined.

Giants such as Facebook have started to integrate it into their platforms and considering their reach, it is an exciting prospect for marketers. The ability to infer a user's preferences from their whereabouts will allow advertisers to tailor their content accordingly making for more relevant and effective marketing.

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