

Published based on [The Beginning Of Mobile Advertising](#)

The Beginning Of Mobile Advertising

Mobile Advertising all began by having an American telecommunications company operating out of Schaumburg, Illinois. Motorola is a manufacturer of wireless telephone handsets that are used around the globe today. This company has a long history of manufacturing various electronic devices from radios in the 1940's to the invention of the first ever prototype of a digital cellular system in the 1990's. Soon the prototype was perfected and this result in the debut of the first generation of cell phones worldwide market. Though functionality was limited during that time, this didn't do anything whatsoever to deter its rising popularity among people.

Because of the rising availability of their cellular phones, Motorola opted to popularize another invention, one that could allow users to receive text messages and e-mail, better known as the two way pager. However, the two-way pager only enjoyed a short time of success because the Finland based company of Radiolinja soon released their own second generation of mobile telecom. The second generation had more functionality built into them because now, users can enjoy services like SMS text messaging. This gained more popularity over the two-way pager and truly marked the beginning of mobile marketing.

In 1994, the year when the first person to person text message was used, its popularity soon overshadowed even that of the first generation cell phones. Seeing the newest strategic window presented by this new media channel advertising companies soon began to make their move. In Finland, these businesses started their move by providing people with free news headlines via SMS. These free headlines that the advertising companies provided allowed them to generate more income through advertising. This move by the advertising soon result in the first ever experimentation of mobile advertising and mobile marketing.

The experiments concerning the two soon culminated in the world's first conference to discuss both mobile marketing and mobile marketing. This conference was held in London in the United Kingdom on February 2001. The Wireless Advertising Association, an international non-profit trade group that aims to establish a global guideline for mobile marketing, sponsored the conference. The association itself has made a lot of success. They were able to formulate different guidelines for mobile marketing like: The code of conduct for mobile marketing, the client recommendations guidelines.

Nowadays mobile advertising is such a massive phenomenon and the Wireless Advertising Association better known today, as the Mobile Marketing Association is required to keep consumers satisfied and protected. There are over 2.4 billion users of SMS as of the year 2007. This means that over 3 billion cell phones of the same year because not all cell phone users are active users of SMS. There is such a wide array of information going through the system and privacy has always been an issue regarding this new media channel but with the Mobile Marketing Association, privacy is protected. Other issues usually revolve around the viral online marketing strategy wherein there is mostly a message that is sent to a single person with a cell phone, the message then replicates itself and is sent to everybody in that person's phonebook.

Looking to find the best deal on [Mobile Advertising](#), then visit www.mobileadpartners.com to find the best advice on [Mobile Ads](#) for you.

You can also find this article published on [The Beginning Of Mobile Advertising](#), and on the tag pages [Advertising](#), [affiliate marketing](#), [mobile advertising](#), [mobile marketing](#), [online promotion](#).