

Published based on [Put Advertisements To Your Phone Leave Mine Alone](#)

# **Put Advertisements To Your Phone Leave Mine Alone**

I am not declaring marketers can't obtain understanding from the experiences of the pioneers. Recently we sat down with Frederick Ghahramani, one of the proprietors with AirG, to try to understand what type of advertising and marketing works on cell phones. Even though there are lots of start-ups on the market pledging to be the next Yahoo and google for the cellular device, Ghahramani believes a much better model for cellular is much more retro: radio.[metacafe:5320836/;link:mobile marketing];http://www.metacafe.com/watch/5320836/]

In the world of radio stations, Ghahramani argues, this 15 and 30-second places are not always the very best types of messaging, but rather, the contests and the in-store appearances by disk jockeys, and on the air competitions - fun-based activities that build human relationships with consumers and deliver some thing of value for them based on their passions and age.

Similarly, AirG offers advertisers banner ads, but some of their most successful campaigns involve contests and other loyalty-building initiatives. Some time ago, it helped create a national campaign to promote Boost's Hookt, a mobile social network site published by AirG, and West Coast Customs, a custom car shop well known to viewers of MTV's "Pimp My Ride". Included in the contest, Hookt users could apply to win a new Dodge Charger tricked out by West Coast Customs. Modifications included "Pimp My Ride" luxuries like Lexani Sterling Rims, Toyo Tires and a Rex Billet grill.

Consumers could enter the contest by way of Boost or by postal mail or even the World wide web. More than ninety eight percent of that 1.six million contest entries came through cellular. There's a lot of slots readily available, Ghahramani states, referring to the advertising stock in the mobile world, however right now there is much more money to be earned being creative.

The main mistake inside mobile marketing is simply not understanding the relationship of a consumer and their particular cellular gadget, if you're able to reach a possible buyer with an offer that is both interesting and useful you have not just gained a customer but a trustworthy digital follower. Which will out weigh and complicated advertising campaign from the largest ad organization with deep-pockets

[Mobile marketing](#) is five times bigger than the internet, with this new ad platform you can build huge subscriber list and generate a massive online business earning \$1100 wkly or more!!! Free reprint available from: [Put Advertisements To Your Phone Leave Mine Alone](#).

You can also find this article published on [Put Advertisements To Your Phone Leave Mine Alone](#), and on the tag pages [Advertising](#), [affiliate marketing](#), [home based business](#), [marketing](#).