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Mobile Marketing With Traditional Advertising - Television

In a nutshell, Mobile Marketing is interactive marketing at its very best. It enables businesses to communicate and engage with their customers, in a fast, live, effective, direct way via their mobile device or network and it is very effective. But does mobile marketing effectively complement the world of Television and if so, how?

Traditional advertising such as mailers, magazines, radio and most popular, through the medium of television is an important part of American culture but going forward it is good business sense to understand mobile's role within the marketing mix. Whilst currently mobile marketing doesn't compete on the scale of television advertising for example, it is certainly making its mark and smart business are sitting up and taking note. Whilst those traditional marketing channels are without doubt experiencing various levels of decline, mobile marketing is celebrating triple-digit growth annually.

Take the very popular, high-rating American Idol reality show for example. Voters were asked to SMS their votes to eliminate singers in order to select an ultimate winner for the show. Over 20 million mobile users texted their votes in each week - a phenomenal response - demonstrating that mobiles and television can complement one another to great effect. This is interactive television viewing to get excited about and viewers did just that. Anyone who watched it would remember that AT&T was at the forefront of this campaign.

Consumers are more than ready for mobile marketing with almost 200 million active SMS users in the US. Mobile marketing is cutting edge and we are seeing more and more television networks turning more of their advertising budget over to it. Why? because it turns the traditional static campaign into an interactive one.

It seems the partnership between mobile and television, whilst still relatively in its infancy, is set to grow at a rapid rate. Consumer-driven, the possibilities are endless and it's an exciting time to be involved in mobile marketing.

Learn more about [Mobile Marketing](#). Stop by www.txt2get.com where you can find out all about TXT2GET and what it can do for you.

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