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The (Unexpected) Trials of First-time Mobile Marketing

[!:\http://www.webmarksolutions.com/wp-content/uploads/2011/06/AlexSpeirs0.jpg]Mobile marketing may be one of our most promising and rapidly developing industries, but it does not come without some rather gritty challenges for first time users. Mobile marketing is expanding, and there is more and more impetus on companies to get on board, and do it right. So for those new to mobile marketing, what are its main challenges?

The 'secret' is that mobile marketing is not too different from other marketing and advertising. The first steps will always be careful, quality planning. Clearly defining your target demographic is the solid base of good mobile marketing. Different target audiences need different mobile marketing features: such as different calls-to-action, transmission frequencies, and media platforms. The advantage of mobile marketing over other forms of advertising is that it allows for tailored advertising, focused more on the individual customer.

Another thing to know for those new to mobile marketing is customer awareness. With a myriad of mobile marketing providers out there, those new to the industry need to have a service difference that communicates easily. This may mean integrating mobile marketing strategy with other mediums, which usually brings in 2-3x more responses than the traditional mediums on their own.

Another challenge for those new to mobile marketing is mobile fragmentation. With a myriad of mobile devices around, it's difficult to decide which one to use in mobile marketing campaigns. It goes without saying, but successful mobile marketing uses the device that reaches most of its target audience.

Although mobile marketing may appear challenging at first, many of the issues are just rehashed struggles of any kind of advertising. By adapting general marketing principles to the nuances of mobile marketing, those new to the game may find that it's easier than they expect. Let us know!

This article was written by Alex Speirs of TXT2GET, a leading [mobile marketing](#) company. TXT2GET supply affordable SMS keywords to advertising to typically increase results by 2-3x. SMS keywords also bring measurability & accountability to advertising, because you can see the exact time and date that responses come in. Click on the link to read our tips on how [mobile marketing](#) can improve your business' advertising.

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