

Dr. Miinala Marketing Posts Article On The Importance Of Mobile Marketing

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From their offices in Mercer, PA, team members at Dr. Miinala Marketing, founded and owned by Dr. Marjukka Miinala, always ensure that their clients have the most up to date and relevant access to digital marketing services. They have now announced that Dr. Miinala has published an article about the importance of mobile marketing. She believes that mobile marketing is one of the most effective forms of online marketing available to date and should therefore be an essential part of any marketing campaign.

Dr. Miinala herself explains, "There's a good reason why mobile marketing has become so important. Most likely, you have a mobile device within arm's reach that you can access the Internet with. Right now, I'm pretty sure that within three feet of you, you have your smartphone. And that smartphone has the ability to get online. It provides you with the capability to search the web at anytime and wherever you are."

Research has shown that people who search for things online usually end up making a purchase within 24 hours. Those who use a computer, on the other hand, usually don't make a purchase for at least a week. And people who search for information through their mobile device on restaurants generally make a booking within 60 minutes. "That is what we call a purchase driven consumer," says Dr. Miinala.

Numerous ways are available for disseminating information through mobile marketing. It has to start, however, by creating a website that is mobile optimized. This is also an essential part of overall search engine optimization (SEO), with all four major search engines (Google, Bing, Yahoo, and Ask.com) ranking mobile optimized pages higher than those that are not. Doing so properly, which means there are relevant buttons for the mobile user to access certain features with ease, has a huge impact not just on SEO but also on overall consumer satisfaction.

Dr. Miinala says: "Another way to utilize mobile marketing is with SMS or text messages. With text marketing, you have to first capture the subscriber's phone number, and then you can market to them over time utilizing text messaging. Take note that only about 36% of emails get opened compared to over 92% of text messages or mobile messages. Text messages are generally read within the first few minutes of being received."

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