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WHY MOBILE MARKETING IS BECOMING EVEN MORE IMPORTANT

Article from [Revalsys Technologies](#)

This article provides
the information about the importance
of mobile marketing



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To keep up with the advances in technology, business needs to stay aware and remain updated with the latest trends. With the introduction of smart devices, people are getting more and more dependent on smartphones. We can't even think of leaving the house without our smartphones. In fact, smartphones has become part and parcel of our lives.

Checking text messages, listening to music, reading articles online, online shopping etc. is what most people do with their mobile devices. Though technology saturation is not good for the mobile users, it is a wonderful opportunity for the marketers to make better their businesses. With the incredible increase rate of mobile adoption, mobile marketing is becoming even more important.

Here are a few reasons why mobile marketing is becoming more important:

- **Time spent on mobile device**

Nearly one-third of the time is spent using mobile devices these days. With the incredible increase rate of mobile adoption along with more time spent on mobile devices, mobile marketing is becoming even more important. It offers the marketers an ample opportunity to reach their potential audiences and capture their attention.

- **Mobile marketing and mobile commerce go hand-in-hand**

As consumers are becoming mobile savvy and indulge in online shopping, no matter the e-commerce platform is large or small, businesses need to develop integrated mobile campaigns. Such campaigns should guide the consumer right from the introduction of products to sale that is going to take place. Doing so will offer a significant boost in revenue of your business.



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- **Open rate of SMS are higher**

The open rate of SMS is far better than the open rate of emails. Around 98% of people who receive a SMS open it and around 90% of those read the content of the SMS.

- **Reaches a broader market**

Smartphones are becoming extremely popular as a tool for communication as they are smaller in size and lighter in weight. To cater to different sections of people, less expensive smart phones are manufactured, as well. This development allows the marketers a golden chance to make their messages reach to a much wider audience.

- **Ads targeted to mobile users convert**

Mobile ad formats are increasing at a rapid pace and even social media ads are optimised for mobile devices. Along with making your website optimised for mobile devices, it has become important to use new methods to draw the attention of the potential audience to their mobile devices.

Unlike any other marketing channel, mobile devices allow you to reach your potential audience in real time and that too in a personal way. Almost all groups of people and businesses engage with mobile one way or the other. You can unlock the opportunities and engage a huge audience with mobile marketing.

CRM (Customer Relationship Management) should become mobile in order to stay relevant. The more the team remains updated, the better results your business receives. To keep track of contacts, projects and customer base, CRM tools are very much useful. RevalCRM offers seamless customer relations with quick service and timely support. The user-friendly feature is another best thing you could experience with RevalCRM. Mobile marketing should be central to each aspect of your marketing efforts and your efforts will become more effective with RevalCRM.



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