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A CLASSIC GUIDE

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Classic Guide to Mobile Advertising



Gap between consumer mobile adoption and brand readiness

By Dan Roselli

A general lack of confidence and readiness exists among major U.S. brands in developing grounded and effective mobile marketing strategies.

Mobile marketing's rise and acceleration in the United States is undeniable. The most recent statistics put the number of total mobile subscribers in the U.S. at around 255 million.

U.S. consumers' staggering adoption and heavy data usage with mobile emphasize the need to address the gap between consumer mobile adoption and brand readiness, especially given that more than 350 billion SMS text messages are sent annually.

Also, there are nearly 33 million active mobile Internet users in the U.S. alone.

There is great potential for mobile to accelerate as a key marketing channel for brands.

New research from Forrester Research reveals that 83 percent of marketers believe the effectiveness of mobile marketing will increase over the next three years.

However, according to research done by Mobisix, an alarming 69 percent of brands are not confident in their mobile strategies today.

In addition, only 14 percent of respondents are very confident about their brand's strategy to integrate mobile into their marketing plans.

Mobisix's research included Fortune 1000 companies, with respondents from brands like Dell, Blockbuster, Sony and Charles Schwab.

The research revealed that more than half (54 percent) of the brands do not even have a dedicated team or person focused on mobile.

Only one-third of brands surveyed are actively engaged in mobile marketing. Though budgets are being established for investment in this emerging channel, many brands are just not sure where to start.

Like sleeping giants, brands not getting into mobile are missing an amazing opportunity to reach consumers with the most personal media channel yet.

And while mobile marketing may not hit its tipping point in 2008, the mobile device is proving itself as the ultimate direct response vehicle and clearly has the power to make all media interactive.

With a deep connection to data and analytics, mobile has the opportunity not only to reach consumers where they are, but also to create and deliver grounded, compelling and ROI-driven marketing solutions.

As brands race to catch up with consumers, when it comes to mobile, they must heed the warnings.

Brands must open their eyes to the inevitable – while they realize mobile marketing is coming and will be all the more effective with time, they must be getting ready, if not already.

As mobile marketers, as we fill the increasing need to educate our clients and help ease the uneasiness obviously pervasive with mobile marketing, let's not forget that the foundations of smart marketing still apply. ■



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