

MYTH vs FACT

There are a number of mobile marketing myths that seem to be causing some confusion. Let us clear a few things up.

#1

MYTH

Mobile marketing is the same as mobile advertising.

FACT

“Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their mobile devices.” Mobile advertising is the method of delivery for your marketing messages

#2

MYTH

Mobile users are all young and therefore mobile content needs to be designed for the younger generations.

FACT

While the younger generations lead the way for mobile usage, people of all ages have increase their use including 88% of 30-49 year olds and 74% of 50-64 year olds.

#3

MYTH

Consumers only browse on mobile but make their purchases on desktop.

FACT

“Over two billion mobile phone or tablet users will make some form of mobile commerce transaction by the end of 2017 up from 1.6 billion.” Desktop may be leading but m-commerce is quickly growing.

#4

MYTH

Having a mobile app equals having a mobile strategy.

FACT

An app is just one piece, you need to reach consumers across multiple mobile touch-points for successful mobile marketing (ie. SMS, mobile web). Unless your app provides a reason for daily use chances are it's forgotten shortly after downloading.