

# Mobile Marketing Magnet



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Mobile Marketing Has Arrived! And only those who take advantage of this new advertising tool can stay on top of their competitors. Marketing products and services using mobile devices is taking over more traditional forms of advertising, the same way internet marketing did during the early 90s. The CTIA Wireless Association, which is an international organization for the wireless communications industry's recent survey said that in the U.S. alone, wireless subscribers total roughly 292.8 million. There were 1.8 trillion messages sent in 2010 and SMS-ready mobile devices went up to 243.7M. This presents a marketing opportunity that any smart businessman should not ignore. Here are more interesting statistics: About 80 or more than 250 million people in the US are mobile users. Four out of five teenagers own a mobile device, and they use their gadgets such as mobile phones and tablets not just for communicating, but more so for entertainment - to download music, games, watch videos or check out the latest gossips through their social networks. However, this revolution is not just taking place in the US alone! There are now 30 countries in the world that have topped the 100 mobile device to population ratio. About 4 billion people globally are now mobile subscribers, with China (not surprisingly) having the most subscribers at about 400 million. By 2013, it is predicted that the number of mobile users will exceed the 5 billion mark! The phenomenal growth of mobile users has opened many opportunities for online marketers and even for small businessmen who give this new technology some serious thought and use it to their advantage.

Based on the figures given above, it is clear that mobile marketing is the new wave of advertising and it can no longer be ignored. Doing so will put you and your business at a disadvantage! So read on and find out how you can use mobile marketing as a tool to expand your customer base and grow your business.

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