

Mobile Technology Enabled Marketing

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VISION:

**WE WANT TO BE A FULL-SERVICE
EMEDIA COMPANY WHO OFFERS
HER SERVICES TO THE REST OF
THE WORLD**

**SPANG MAKANDRA
WILL BE
THE COMPANY THAT
EMPOWERS
THE CREATIVE INDUSTRY
TO CREATE
SUSTAINABLE IMPACT**

MISSION:

WE INVEST IN EACH LINK OF THE CHAIN





spangmakandra®
consult · collaborate · realize

**CUSTOMER
INTIMACY**

**AWESOME
TEAM**

**JOINED
FORCES**

**CONTEMPORARY
LEADERSHIP**

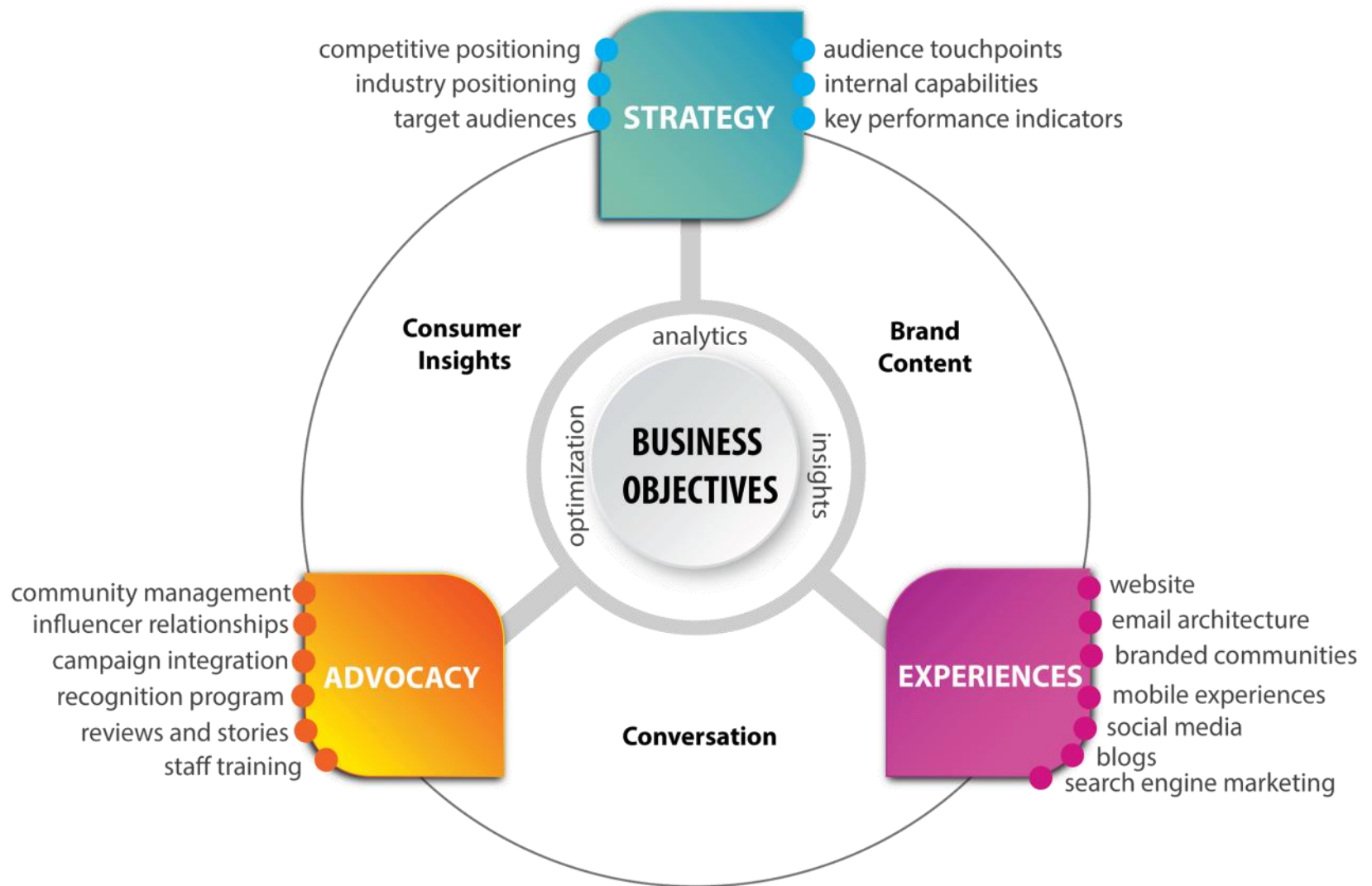
**INTRA-
PRENEURS**

**ENTRE-
PRENEURS**

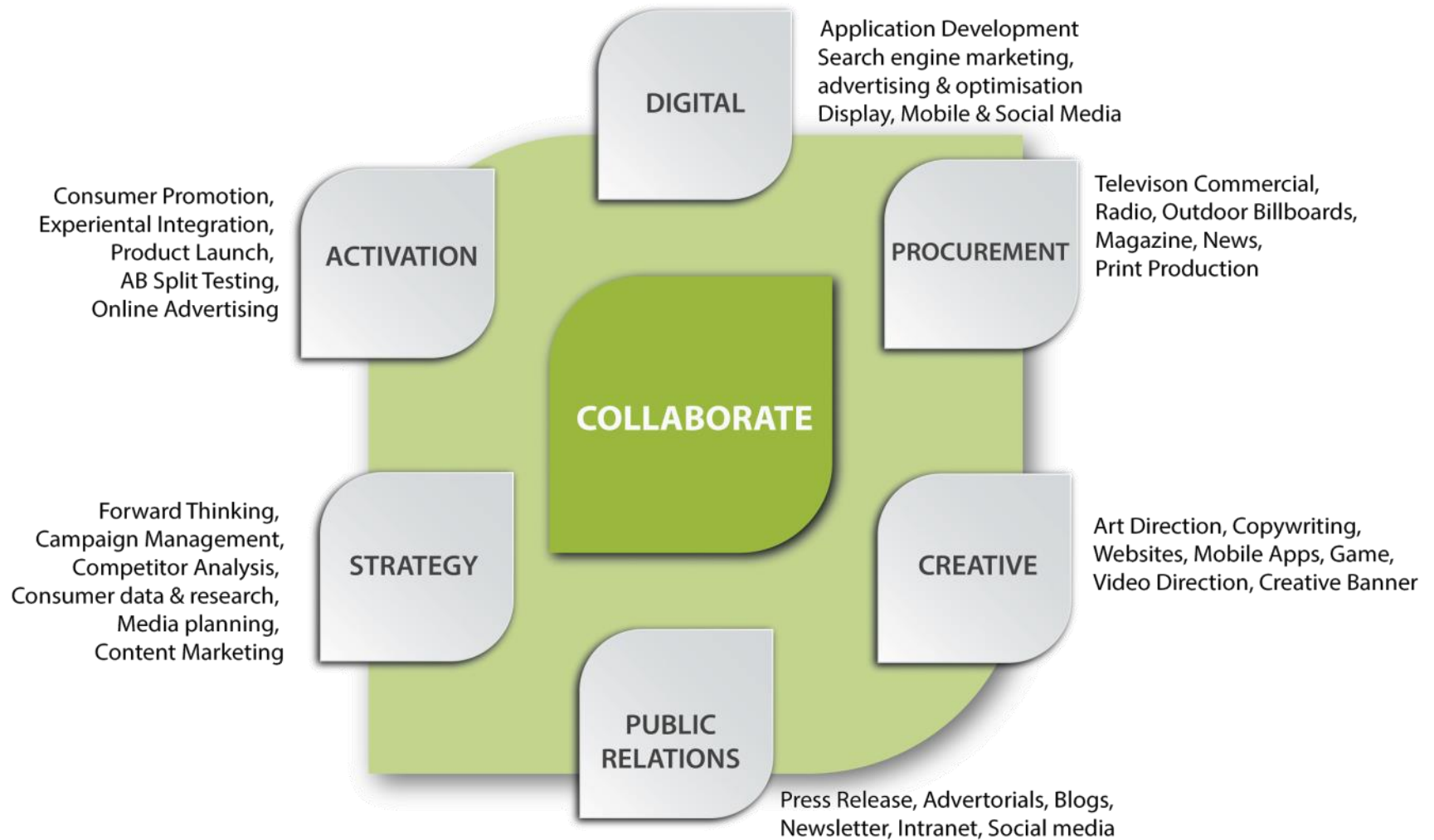
**MULTI TALENTED
PROFESSIONALS**

CREATIVES

DIGITAL ECOSYSTEM



CROSS PLATFORM ADVERTISING



What's tomorrow's weather?

Is our flight on time?

Where's the nearest store?

Is this product cheaper there?

What's next on the program?



© Spang Event: Annual Creative Week

the expectation that I can get what I want, anytime, in my immediate context.



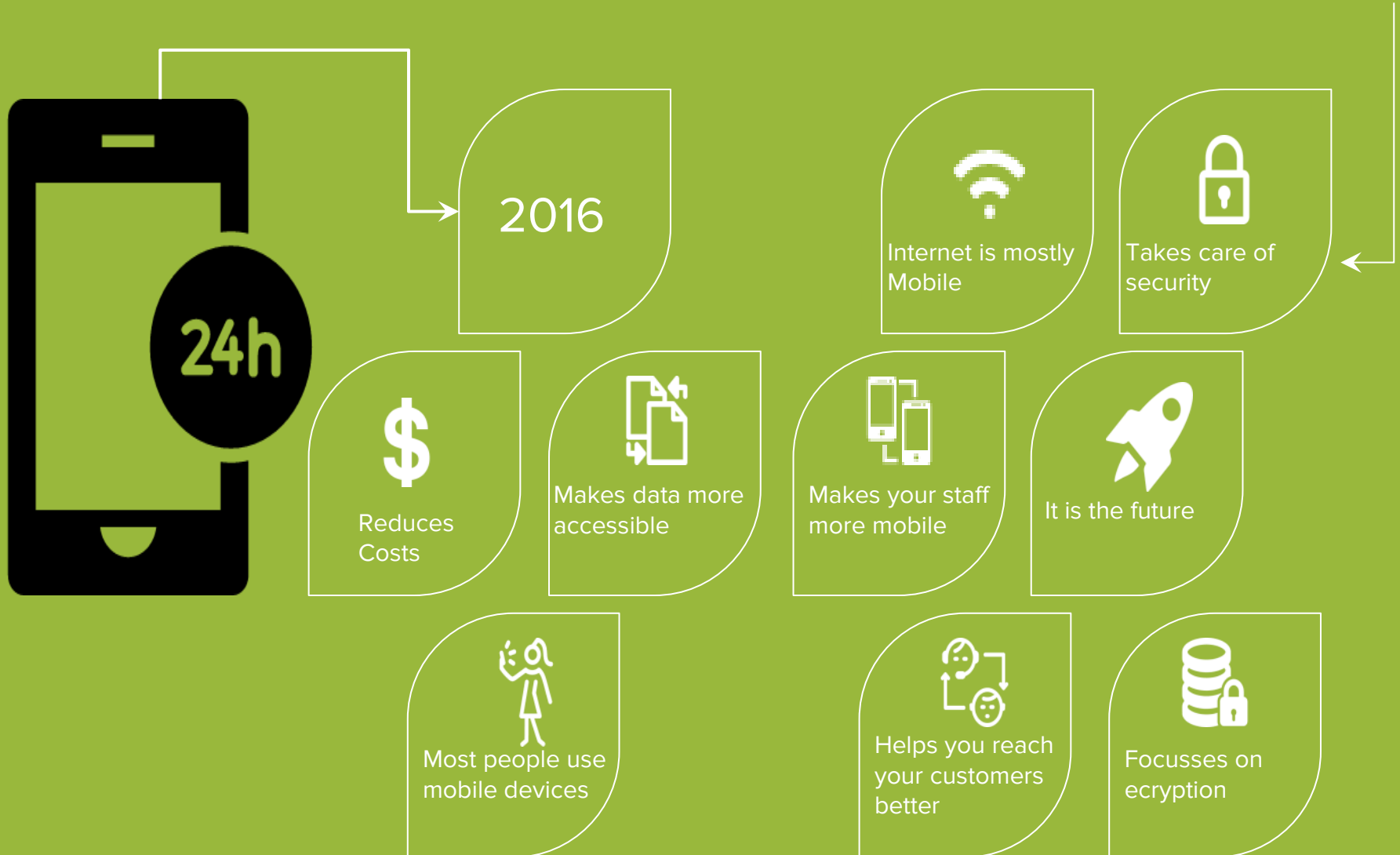
the expectation that I can get what I want, anytime, in my immediate context.





© Spang Event: Annual Social Media Day

10 Reasons for Mobile / Technology Enablement of Enterprises



Why companies use mobile marketing

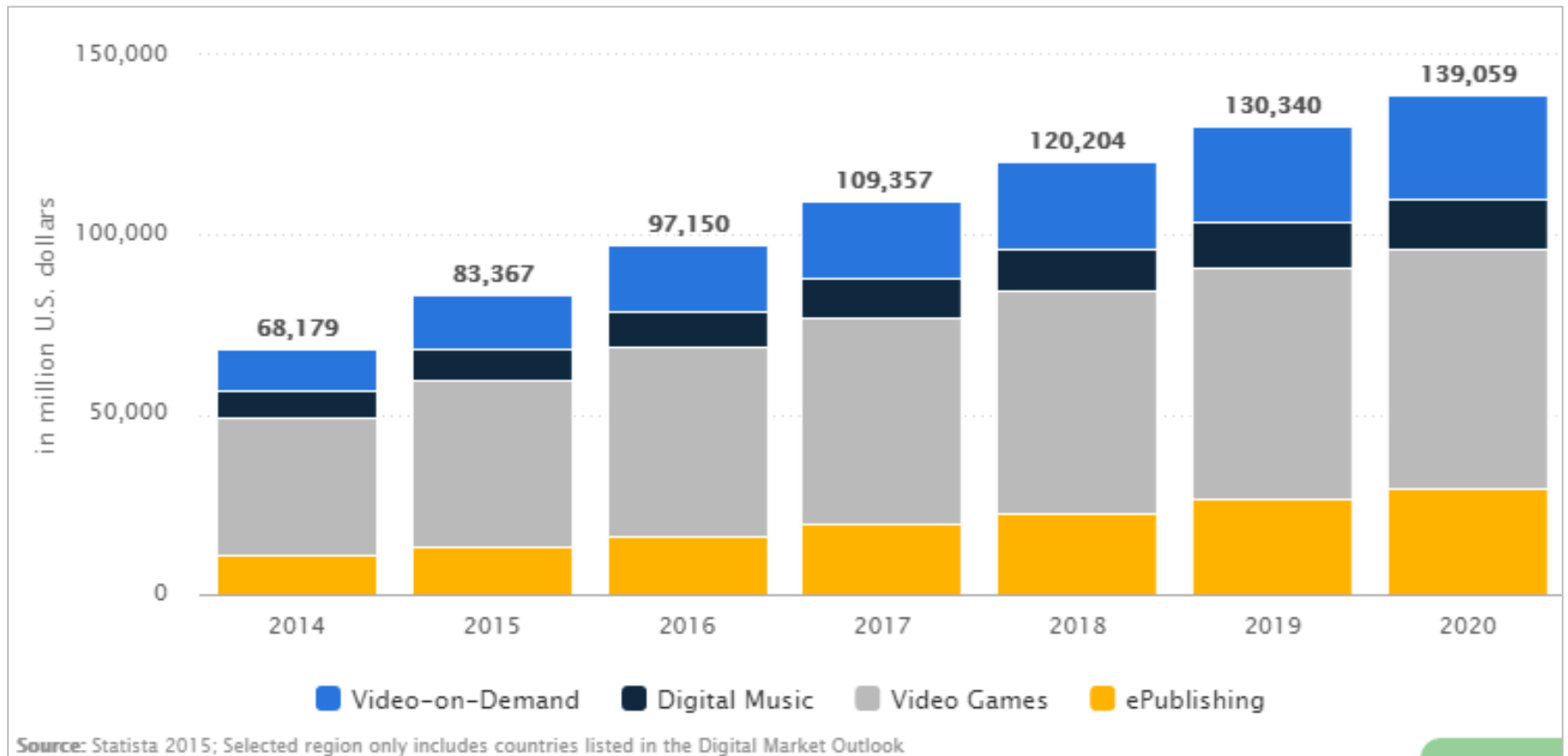
Your
Audiences use
mobiles a lot!

It's a great
marketing &
branding tool

It's a good
sales tool ~
mcommerce



For 2017 the number of mobile phone users is forecast to reach **4.77 billion**.



Implementing Mobile in your Marketing Strategy

**BUSINESS
CASE**

STRATEGY

**DESIGN
COMPELLING
MOBILE
EXPERIENCES**

**MOBILE
SEARCH
MARKETING &
ADVERTISING**

**MOBILE
COMMERCE &
PAYMENTS**

**MOBILE
COUPONS**

**INTEGRATE
MOBILE, LOCAL
& SOCIAL**

**STUDY
ANALYTICS &
ADJUST IF
NEEDED**

Some Tactics

1

Responsive Webdesign and Content

2

Use proper keywords

3

Payment Systems - Mobile Commerce

4

Location Based Advertising

5

Mobile video ads

6

Mobile coupons

7

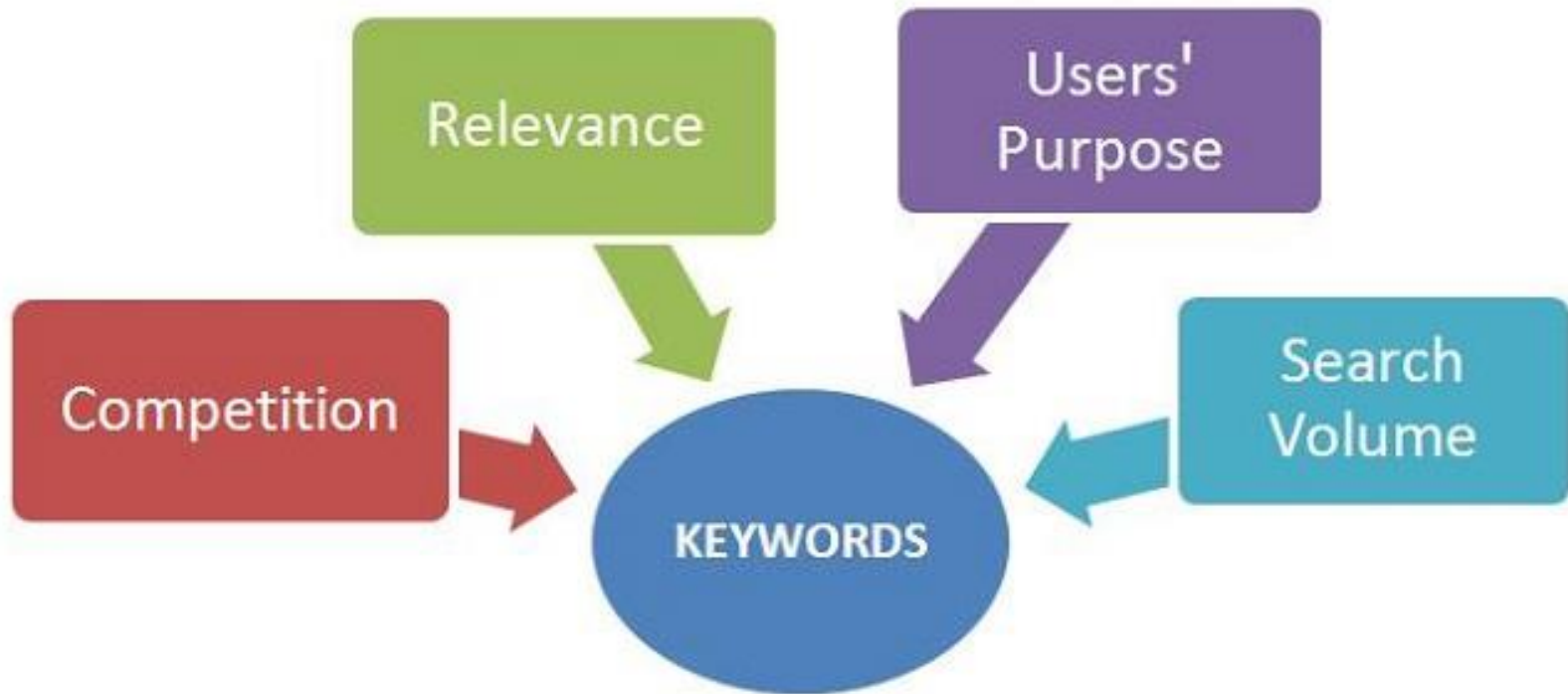
QR Codes

Responsive Webdesign and Content



2

Use Proper Keywords



Payments Systems - mCommerce

5 Types:

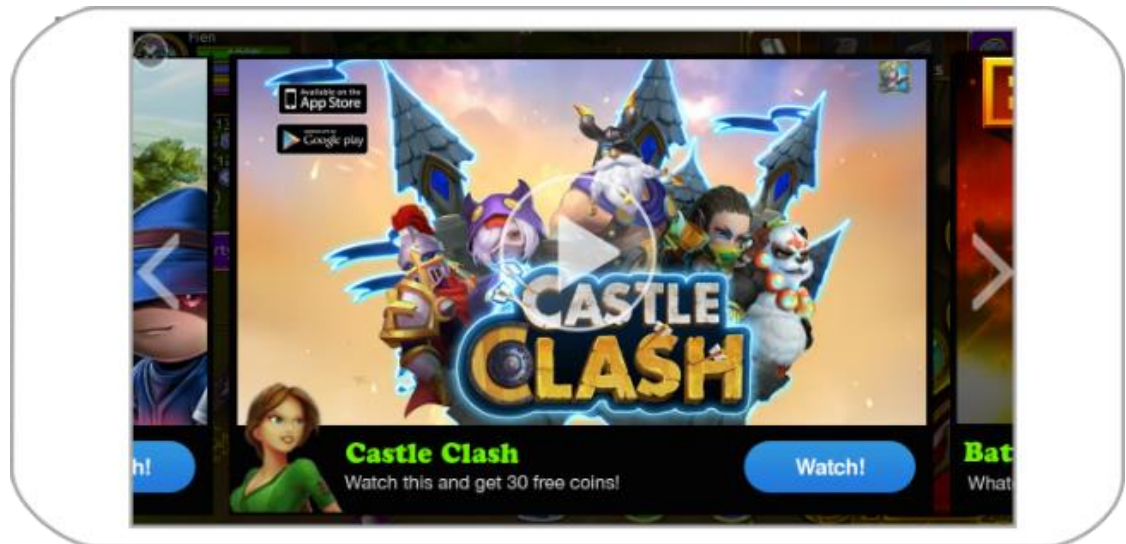
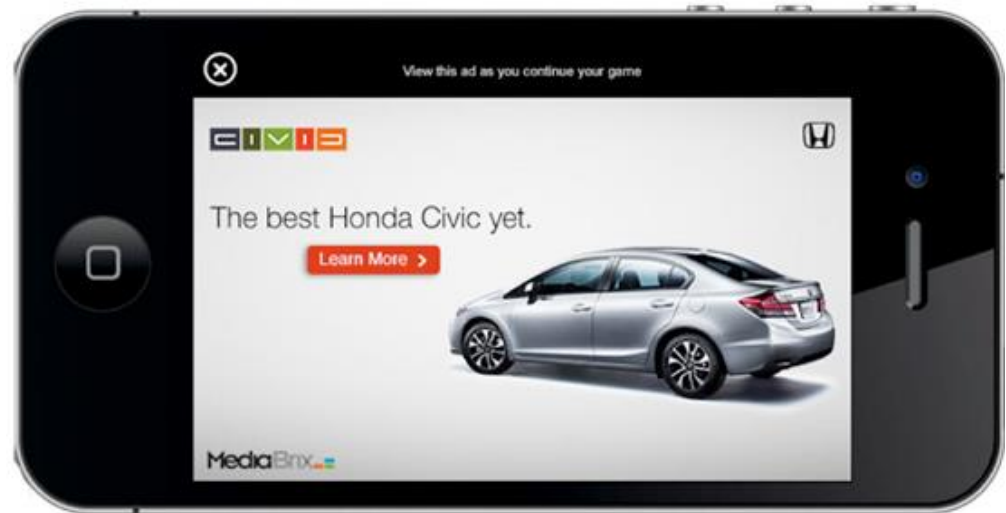
1. Mobile at point of sale: the mobile wallet
2. Mobile as the point of sale: every smartphone is a cash register
3. The mobile payment platform
4. Direct carrier billing
5. Closed loop mobile payments: the store credit card



4 Location Based Advertising



Mobile Video Ads



Mobile Coupons



Print Ad

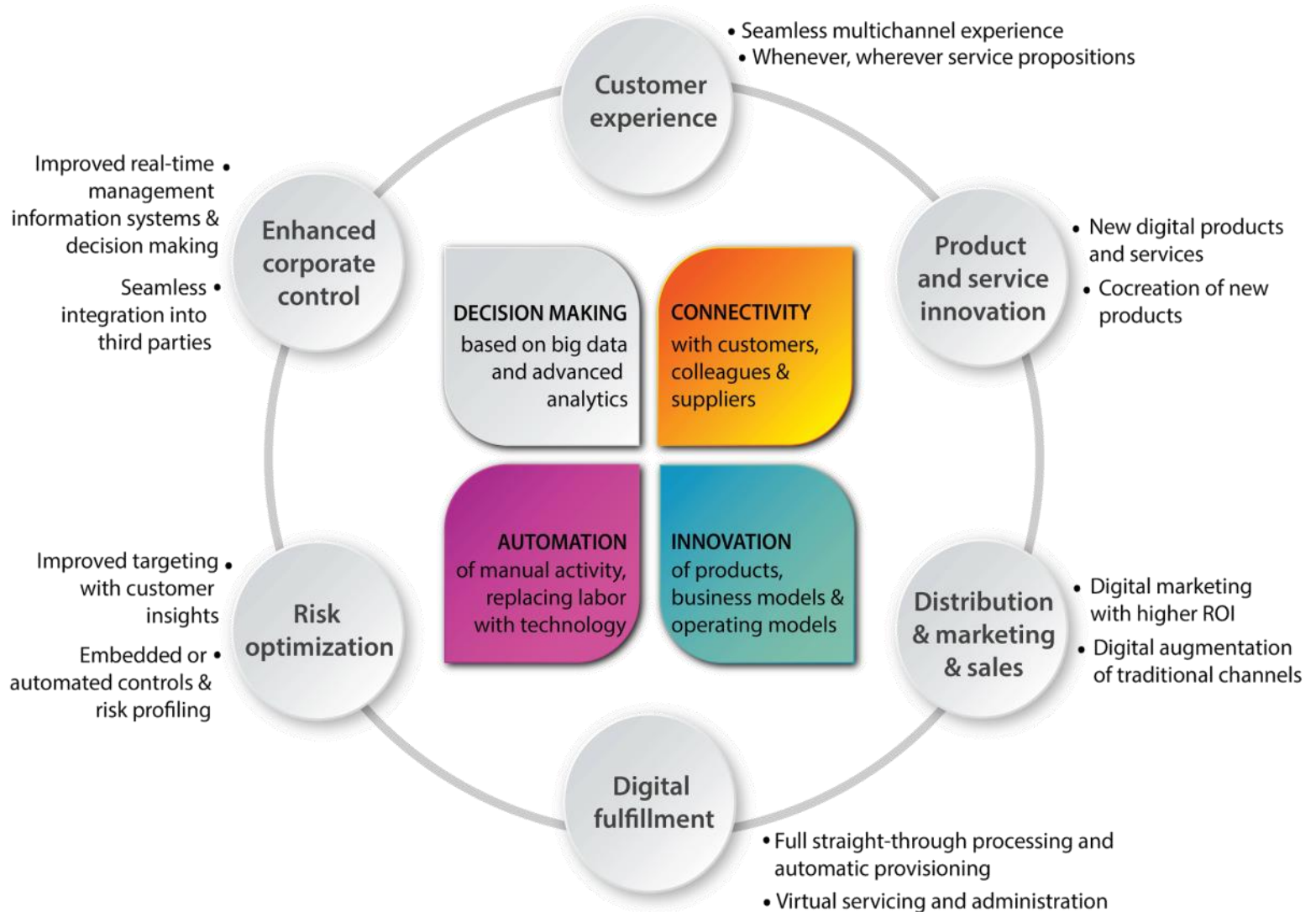


Text to Shortcodes



Mobile Coupon

FINDING YOUR DIGITAL SWEET SPOT





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