

IT ROLE IN MOBILE MARKETING

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Abstract : Mobile Marketing is marketing on or with mobile phone also called as smart phones. Advances in Information Technology infrastructure provide strength to this current trend. The core purpose of this paper is to discuss IT advances in this area and the current trend of mobile marketing and advertising .

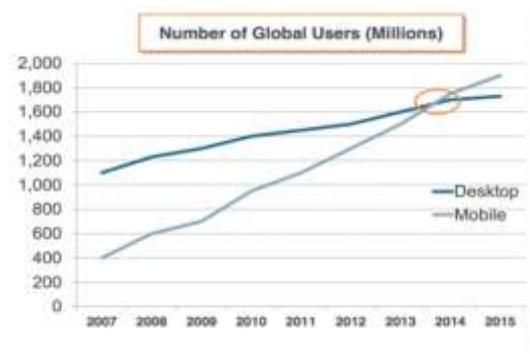
Keywords: Smart Phone, App, Android, Linux Kernel, Open Source

INTRODUCTION

Mobile Marketing facilitates customer with time and location sensitive. This also provides to promote goods, services and ideas .many App usage is also increasing. Mobile marketers have a good advantage of smart phones app as marketing resources. This allows direct payment and advertising. Mobile devices plays vital role in development of current marketing trends. Information Communication Technology is backbone of mobile marketing.

RESEARCH METHODOLOGY:

Today , the most popular way of marketing is MOBILE MARKETING. This helps you keep up-to-date with the rise in consumer.



Mobile marketing includes SMS, MMS marketing as well as In-game mobile marketing and ,App based marketing.

SMS Marketing

Short Message Service (SMS) is a text messaging service component of phone, Web, or mobile communication systems. It uses standardized communications protocol to allow fixed line or mobile phone devices to exchange short text messages.

Marketing through smart phone ' SMS (Short Message Service) became increasingly popular in the early 2000s in Asia when businesses started to collect mobile phone numbers and send off wanted (or

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unwanted) content. On average, SMS messages are read within four minutes, making them highly convertible.

MMS Marketing

Multimedia Messaging Service (MMS) is a standard way to send messages that include multimedia. It extends the core SMS (Short Message Service) capability that allowed exchange of text messages only up to 160 characters in length.

The most popular use is to send photographs from camera-equipped handset.

App-Based Mobile Marketing

A Mobile App is a computer program designed to run on smart phones, tablet computers and other mobile devices.

Apps are usually available through application distribution platforms.

Various Favourite Mobile Apps are

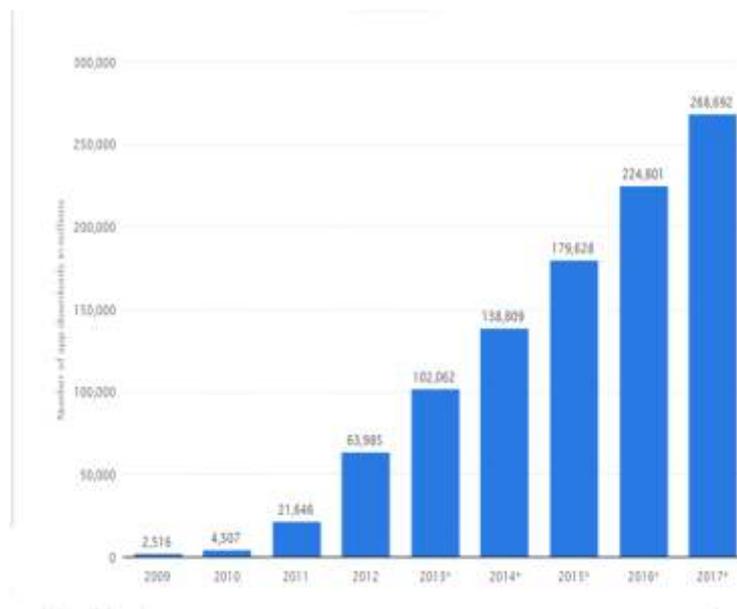
- App store
- Google Play
- Windows app store
- Blackberry App World

Google Play (formerly known as the Android Market) is an international online software store developed by Google for Android devices.

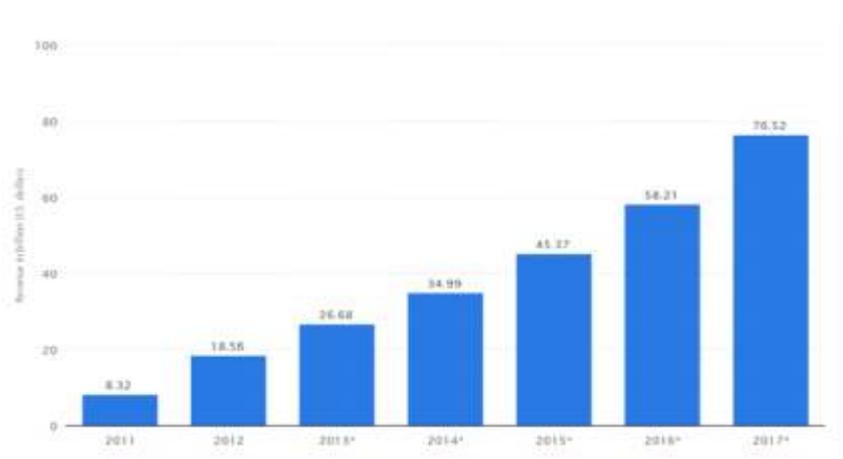
Windows Phone Store was introduced by Microsoft for its Windows Phone platform.

BlackBerry World is the application store for BlackBerry OS devices.

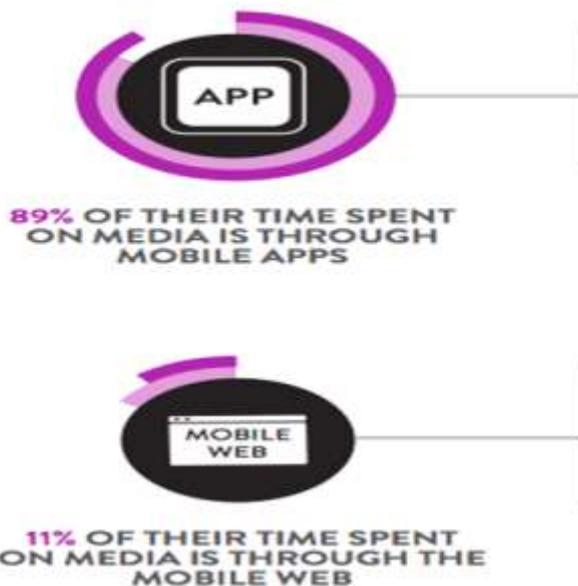
This statistic provides information on the number of free mobile apps downloaded from app stores in 2012 to 2014, in billions. A forecast is also offered for the years 2016 to 2017.



This statistic presents information on the projected revenues of mobile app stores worldwide from 2011 to 2015 with forecast until 2017.



Consumer preference for mobile apps vs mobile sites should also be thought through as part of mobile strategy. The consumer preference for mobile apps which account for 89% of media time in mobile as might be expected from the use of the most popular social network.



Android is a mobile operating system (OS) based on the Linux kernel and currently developed by Google. Android is designed primarily for touch screen mobile devices such as smart phones and tablet computers.

Android's source code is released by Google under open source licenses. Android is popular with technology companies which require a ready-made, low-cost and customizable operating system for high-tech devices.

Android devices are usually battery-powered; Android is designed to manage memory that is Random Access memory to keep power consumption at a minimum.

When an Android application is no longer in use, the system will automatically suspend it in memory; while the application is still technically "open", suspended applications consume no resources (for example, battery power or processing power) and sit idly in the background until needed again. This brings a dual benefit by increasing the general responsiveness of Android devices.

Android manages the applications stored in memory automatically: when memory is low, the

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system will begin killing applications and processes that have been inactive for a while.

The version history of the Android mobile operating system began with the release of the Android beta in November 2007. The first commercial version, Android 1.0, was released in September 2008. Android is under ongoing development by Google and the Open Handset Alliance (OHA), and has seen a number of updates to its base operating system since its initial release.

The most recent major Android update is Android 5.0 "Lollipop", which was released on November 3, 2014. Since April 2009, Android versions have been developed under a confectionery-themed code name and released in alphabetical order, beginning with Android 1.5 "Cupcake"; the earlier versions 1.0 and 1.1 were not released under specific code names:

- Alpha (1.0)
- Beta (1.1)
- Cupcake (1.5)
- Donut (1.6)
- Eclair (2.0–2.1)
- Froyo (2.2–2.2.3)
- Gingerbread (2.3–2.3.7)
- Honeycomb (3.0–3.2.6)
- Ice Cream Sandwich (4.0–4.0.4)
- Jelly Bean (4.1–4.3.1)
- KitKat (4.4–4.4.4, 4.4W.1–4.4W.2)
- Lollipop (5.0–5.0.2)

CONCLUSION:

We reported data that showed that on smart phones 82% of mobile media time is via apps. This is a key insight as companies decide whether to develop mobile apps or create mobile device specific apps. App usage dominates browser usage as they put it: It's an App World. The Web Just Lives In It.

Android has thus become a catalyst in economic growth that the world has seen in recent years. The market is being flooded with newer and newer apps fuelled from the imagination and talents of generation Y.