

# Benefits of digital and mobile marketing



## Digital and mobile thinking.

Opportunities for business.

Cohesive thinking. 

# As internet bandwidth continues to increase and mobile phones and tablets become more powerful, connected consumers are used to multi-channel communications to engage through rich media.

Innovative companies are now taking advantage of this new marketing channel in the following ways:

**Video:** Many companies are using video content on their website. The use of video can double the time visitors spend on your website. Video content can consist of talking heads style video, a product demonstration or a larger more complex production.

**Interactive presentations:** The rise in the use of tablets has seen the development of interactive presentations for these devices. These types of presentations are popular because they put the customer at the centre of the conversation and encourage more meaningful communication to happen that are more persuasive and exciting.

**Animation:** Similar to video, the use of animation is also on the increase. Using an animated video on your website quickly informs your audience about what you have to say. It engages them, saving them significant time reading through pages of flat content. It is ideal for communicating conceptual ideas that are not easy to video.

**Augmented reality:** This is a technology that connects the physical world with the online world. Used on smartphones and tablets it can provide experiential, memorable encounters for your customers at exhibitions, events and in-store, and it allows for connections to the online world and social networks. The two main providers of augmented reality software are Aurasma and Blippar.

**Apps:** An app is a piece of bespoke software that can run on the internet, your computer, your phone or other electronic device. Apps are a big growth area in the mobile communications channel. One key reason for this is that it is much faster to launch and access information from a mobile app website. There are other benefits from building brand loyalty and customer relationships, to increasing the visibility of your organisation or products.