

Mobile marketing delivers messages, promotions, and other content to on-the-go consumers through mobile phones, smartphones, tablets, and other mobile devices. Mobile Marketing Mobile marketing is a component of digital marketing that targets customers who use exclusively mobile devices. Direct and Digital Marketing Benefits of Direct and Digital Marketing to Buyers Convenience Ready access to many products Access to comparative information about companies, products, and competitors Interactive and immediate Direct and Digital Marketing Benefits of Direct and Digital Marketing to Sellers Tool to build customer relationships Low-cost, efficient, fast alternative to reach markets Flexible Access to buyers not reachable through other channels Forms of Direct and Digital Marketing Digital and Social Media Marketing Chapter 10 New Trends in Marketing Digital Around the World in 2019 Direct and Digital Marketing Direct and digital marketing involve engaging directly with carefully targeted individual consumers and customer communities to both obtain an immediate response and build lasting customer relationships. Forms of Digital and Social Media Marketing Online advertising is advertising that appears while consumers are browsing online and includes display ads, search-related ads, online classifieds, and other forms. Online video marketing involves posting digital video content on brand Web sites or social media sites such as YouTube, Facebook, and others. Multichannel Marketing Multichannel marketing involves marketing both through stores and other traditional offline channels and through digital, online, social media, and mobile channels. Forms of Digital and Social Media Marketing Online marketing is marketing via the Internet using company Web sites, online ads and promotions, e-mail, online video, and blogs. Viral marketing is the digital version of word-of-mouth marketing: videos, ads, and other marketing content that is so infectious that customers will seek it out or pass it along to friends. Blogs are online journals where people and companies post their thoughts and other content, usually related to narrowly defined topics. Unfairness includes taking unfair advantage of .impulsive or less-sophisticated buyers