Chapter 2
Mobile Marketing Practices

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Business types seen in e-commerce such as: e-shopping, e-store, e-tailing, e-auctioning, e-banking, e-trading, e-entertaining, e-learning, e-realtor, e-gambling, e-directory, e-news, e-zine, e-advertising, and e-logistics are now transforming into m-shopping, m-store, m-tailing, m-auctioning, m-banking, m-trading, m-entertaining, m-learning, m-realtor, m-gambling, m-directory, m-news, m-zine, m-advertising, and m-logistics.

According to Warren, Hakes and Simmons (2009), mobile marketing can be conducted in eight ways. These are:

- Mobile messages,
- Mobile portal,
- Mobile off portal,
- Mobile broadcast,
- Mobile content,
- Mobile CRM,
- Mobile local,
- Mobile handsets.

According to StrategyAnalytics White Paper (2008), more people are spending more time using mobile phones, with the phones themselves, and the way people use them are changing dramatically. Nowadays "data usage" is any non-voice application that uses the mobile handset as the delivery platform. Mostly employed mobile marketing practices are mobile wap, mobile services (data, business etc), mobile messaging, mobile portal, research, broadcast, content, handsets and terminals. These practices are shortly explained within this chapter.

MOBILE INTERNET/WAP

As also stated earlier, mobile phones were not used for any other purposes than simple text messages and voice calls until the 1990s. However, in that decade, significant studies have appeared with regard to small screen web and similar browsing activities (Buchanan et al., 2001).

According to Saarikoski (2006), different interpretations arose in the west regarding what mobile Internet is. When Saarikoski began to his work, The Odyssey of the Mobile Internet in 2003, he expressed a definition which is quite different than what is understood in 2008. For example, according to the simplest definition, it is a direct connection to the Internet via a mobile phone or portable device. According to a highly specific definition; on the other hand, it is to receive a detailed standard document through a mobile Internet device or network. It means the use of a very clear and concrete benefit-creating ability even when the person is on the move.

Again according to Saarikoski (2006), from the perspective of the user, mobile Internet is receiving value added service through a mobile network accessed by a small and light device. The definition of mobile network is the continuity of a connection even when the user is on the move (in cases of changing place in anyway). The devices used are those with both battery life and with the feature of making voice calls all the time. In the access and use of such services, the content is required to be easy and the system should have the ability to load the mentioned content. Here, probably the user may also participate in creating the content because the content of a personalized device should also be tailored to a person's demands. These means can be interpreted as benefits to the user which can be considered as simple and easy.

According to Necat (2007), Mobile Internet Technology (MIT) is a system where the information is carried to the mobile user via various devices. Leading such devices are mobile phones, personal PDAs and laptop computers, etc. In essence, MIT provides the communication between storage or pool of information and a mobile device. Wireless networks provide communication via wireless applications that are created with various mark-up languages, communication protocols and user interfaces. This definition of MIT expresses the handling style of mobile Internet from a technological aspect. Mobile Internet application development has various difficulties (see Table 1). The leading difficulties are the device types with various capacities, multi-browser applications, mark-up languages, capacity differences, and application diverseness.

WAP (wireless application protocol) is briefly the infrastructure of access to the Internet via mobile phone. This system is considered as a group formed in order to access the Internet from mobile devices.

WAP systems can be considered in two categories as common as WAP systems and WAP push systems. The first one is the common system that enable accessing to websites and information from devices such as the mobile phone which were mentioned afore in general, while WAP push systems are those systems that come on stream when the customer receives a short message that contains a clickable link, not unlike a URL embedded in an email, that causes the content to be downloaded. The consumer may have opted for a service that sends such messages in areas of interest, or may have initiated the exchange in response to a print ad, or may have found something of interest while browsing the mobile web. (http://www.adobe.com/devnet/devices/articles/mobile_ecosystem.pdf).

Table 1. Difficulties of developing mobile internet applications

Device types with different capacities
Multi mark-up languages
Multi browser applications
Multi applications of WAP Standard
Differences in customer processing capacities
Application of cookies
Differences in situation management
Poor development user interfaces
Security levels
Other

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