Challenges and Strategies of Mobile Advertising in India

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Advertising is paid communication through a medium in which the sponsor is identified and the message is controlled. Every major medium is used to deliver these messages, including: television, radio, movies, magazines, newspapers, the Internet and today’s growing mobile advertising. Advertisements can also be seen on the seats of grocery carts, on the walls of an airport walkway, on the sides of buses, heard in telephone hold messages and instore PA systems but get paid for reading SMS on our mobile phones. It is the new way of marketing strategy for reaching subscribers. Mobile advertising is the business of encouraging people to buy products and services using the mobile channel as the medium to deliver the advertisement message and innovate the customer centric approach to reach promising customers that includes in the form of Short Message Service, Multimedia Message and Mobile Alerts. In India the growing revolution of mobile advertising has changed the new services which provide to the subscribers from the service providers. It is cost effective way to promote and inform the target customers. It becomes the integral part of the marketing mix. Mobile phone users are rapidly increasing in India, India ranked 3rd in terms of mobile users. Mobile advertising market reaches $ 4 billion in 2008, with 25% growth rate. Apart from these benefits, there are some challenges with the growing revolution of mobile advertising such as reach is not compared to other conventional tools of advertising, message content is limited, visual display is not impactful as TV advertising, language and illiteracy are the major challenges for inter cultural communication in India through mobile advertising. This paper discusses the challenges like languages and illiteracy and also makes strategies for promoting mobile in India. Keywords: Mobile Phone, Value Added Services, Literacy, Language, English.