



# Why social media should matter to the mobile marketer

Social media adores mobile marketing. There is almost a 99% chance that the same users who browse your mobile site, have a social media account. With social networking, you can gain an immense audience from a very small audience (if you play your cards right). Follow these steps to begin to benefit from the wonders of combining social media with mobile marketing.

By [Staff Reporter](#) 1 Feb 2012

## Make it accessible

It's the channels which social media creates which should be of interest to the mobile marketer. These channels present opportunities such as the mobile marketer being able to create a customer database. As the social network grows, so will your database.

## Getting personal

Driving traffic towards your website is a piece of cake if you can personally connect with the user. Social networks open up the opportunity to reach users on a well-established platform.

## The push for publicity

Gaining publicity and credibility are the two challenges which the mobile marketer must face on a daily basis. Social networks offer both, and at virtually no cost. If the publicity is good, then it will spread through the social networks like wildfire. On the flip side, negative publicity will burn your campaign to the ground. It takes planning to get the very best results so take the time to analyse your audience before drawing up the mobile marketing plan.

## Gaining trust

The social networks are where trust is born. Win over your followers and prepare to gain business at an unprecedented rate. A solid marketing plan goes a long way, in terms of building a reputation that can be relied on. As a mobile marketer, you are also free to create incentives to build trust. Ensure that you are aware of the rules in terms of promoting on a social network to avoid falling into any issues.

## Spreading the word

Once trust has been built, users will be chomping at the bit to get further information on the product and, hopefully, to purchase as many products as you can offer. Users on social networks who trust you will also be more inclined to spread the word regarding your product offerings.

## Monitored success

Measuring ROI on the social networks is a breeze, making it even easier to discover what makes your customers tick. With that type of knowledge at hand, the mobile marketer can adjust the campaign on the fly as well as future campaigns into order to reach even greater levels of success.

