**Digital Business dot gov**

# Mobile advertising

**You can promote your website to a wide audience with mobile technologies.**

The broad accessibility of mobile technology like smartphones and tablet computers may make advertising on mobile devices an appealing marketing option for some organisations.

When you are planning a marketing campaign for mobile devices you might like to consider consulting with an agency or developer who has skills and experience with mobile campaigns. Some of the options you may wish to explore with them include:

- mobile browser advertising
- in-app advertising
- SMS and MMS

## Mobile browser advertising

It is possible to place paid ads on websites specially designed for mobile devices. Such advertising is usually charged for as pay per click (PPC) or pay per impression (PPI).

To improve your ad's performance, it is a good idea to check where it will appear on the mobile site. If your ad is displayed in the upper part of the screen it may perform better, as users should be able to see it without scrolling down.

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### Making sure your website works well on mobile devices

Given the high levels of smartphone use in Australia, you may want to consider structuring your own website so that it is optimised for mobile browsers or developing a mobile application for different types of mobile devices. This may make your online presence more easily found and used by smartphone users.

For more information, see 'Getting the most out of mobile devices'.

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## In-app advertising

Placing advertisements within mobile applications (or mobile apps) is an increasingly popular option. Some app developers prefer this advertising model because the money they receive from advertisers (like you) could allow them to give away their app for free.

As with other marketing activities it is a good idea to ensure a strong match between the users of these applications and your target audience.

## SMS and MMS

You may also want to consider sending text messages to customers, supporters or donors promoting your services, letting them know about special offers or reminding them of some other call to action.

Messaging is in many ways similar to email marketing in that you need to have the contact details of your customers and they need to have agreed to receive messages from you via this medium. In particular, you will need to make sure that you comply with Australia's privacy laws and anti-spam laws.

One limitation of SMS is that it is text only. However, it also has the ability to reach most phones and it can be fast and cheap. You can include links to online content in the message so that people who access your message via a smartphone can be directed to more information.

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### Email to SMS/MMS services

Some communications companies offer services that allow you to send and receive SMS and MMS messages from your computer.

An advantage of this is that people are generally more likely to be notified immediately about an incoming phone message than an incoming email. An email to phone service provides the functionality of sending these messages from a computer rather than from a mobile phone.

With this in mind, an email to SMS/MMS service could be particularly useful if you need to send a large number of rapid and direct reminders to clients about appointments. This could be useful for businesses like doctors, hairdressers, mechanics and plumbers.

Examples of email to phone messaging services are: Optus EmailSMS [PDF] and Telstra MyInbox.

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