



Article Side

Mobile Advertising â€” a new Channel [By Brian Morris](#)

Article published on December 12th 2011 | [Advertising](#)

The regular ways of marketing are making space for mobile advertising network as the new tool on the block. The concept is taking shape and the designs are yet to be finalised. There are many aspects of a mobile that can promote this concept and there will be many as an obstruction. A mobile supports the internet capabilities of a computer partially as many features are not well received in the mobile. A Smartphone mobile will be more adaptive but still it will also have problems as discussed. As a medium it is getting much response and there are chances that it will continue to do so.

Online advertising was considered a supplement for the main promotion a few years back but now is changing the scenario. The high cost of other mediums and the logistic issues related to them are making internet options more viable. There is little promotional expense if proper agreements can be arranged with the respective websites and the feeder notes left in appropriate places on the net.

The logistical ease is one of the great advantages of mobile advertising network as this is where there is no physical movement of advertising materials and that saves a lot of cost and time. The other issue is the customisation of ad to the requirement of the customers and immediate feedback of their response to a particular ad campaign. This is done by monitoring the different features like PPC and other click related monitors. According to that immediately the campaign can be modified and so this gives the advertiser a time related advantage from the conventional campaigns which took months to get the exact feedback.

The time saving is another of the features of this system of promotion as there will be very less wastage of time since response time will be minimised and this can affect the speed of sale also. A competitor can also reach customers much earlier than others if follows the mobile advertising network and can be fully functional in this. The system will reach most of the mobiles by the end of the first day of targeted promotion whereas it can take much more for others to achieve the same spread of words.

The only issue that is still bothering this trade of marketing is the casual attitude of some of the customers who still believe that the worthwhile products are marketed only by the conventional ways of promotion and so a message or a pictorial campaign in the mobile is not very convincing to them.

Article Source:

<http://www.articleside.com/advertising-articles/mobile-advertising-a-new-channel.htm> - [Article Side](#)

[Brian Morris](#) - About Author:

a [Mobile Advertising Network](#) | a [Mobile Advertising](#)

Article Keywords:

mobile ad network, mobile advertising network