80% of consumers are concerned about mobile marketing

Over 3,000 mobile phone users in Europe and Latin America were surveyed on their attitudes to mobile marketing to understand how these affect business. The results show some clear rules for mobile marketers.

**BEST PRACTICES TO ENGAGE YOUR CUSTOMERS ON MOBILE**

1. **START WITH PERMISSION**
   - You need to get buy-in from your customers and build trust with them through your communications.
   - 95% of respondents are unimpressed when they receive messages that they have not given permission to contact them.

2. **UNDERSTAND THE CONSUMER**
   - Mobile marketing evokes negative sentiment; we need to understand the issues behind this to ensure that mobile marketing is effective at all.
   - 77% have stopped reading or deleting messages.
   - 75% do not want to hear from the brand again.
   - 78% do not trust mobile marketing messages at all.
   - 80% felt that the offer was not that enticing.
   - 75% found it difficult to opt out.
   - 78% do not trust mobile marketing messages at all.
   - 77% have received an offer that was not of interest to them.

3. **KNOW YOUR AUDIENCE**
   - Customers can be classed into four defined types/categories. Only by segmenting your customers can mobile marketers engage with the right people.
   - 27% are marketing immune.
   - 29% are control freaks.
   - 18% are interested in promotions or other benefits and do not need to be in control.
   - 27% are easy going.

4. **RIGHT PERSON, RIGHT MESSAGE, RIGHT MOMENT**
   - More than half surveyed were happy to receive certain types of messages when relevant.
   - 48% of consumers would be interested in additional benefits as part of a loyalty program.
   - 44% of consumers would be interested in promotions or other benefits and do not need to be in control.

**RESULT: RESPECT BUILDS LOYALTY**

By following these best practices and respecting your customer engagement process you can develop positive relationships with your mobile audience.