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Mobile Coupons Helps Businesses Get Ahead & Stay Competitive

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Businesses Get Ahead by Incorporating Mobile Coupons into Their Marketing Plan

– Momentum Public Relation –

Even among hardcore bargain seekers, clipping coupons in the Sunday newspaper is becoming passe. Since the average adult already views his or her smartphone as an indispensable accessory, it's not surprising that mobile coupons are in hot demand.

It's estimated that there will be 1.05 billion mobile coupon users by 2019—encompassing a demographic with higher household incomes, more education, and larger household sizes than the typical consumer. This presents a tremendous marketing opportunity for retailers, consumer-packaged goods manufacturers, loyalty providers, mobile operators, and payment card issuers. Regardless of your particular industry, you're missing out if you're not taking advantage of the potential of mobile coupons!

From a customer's perspective, mobile coupons are simply a convenient money saving tool. For the business owner, they're so much more. Coupons can be used to:

- Introduce new products to a broad consumer base without the expense of providing free samples
- Promote trial of a product among a new target audience

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- Encourage current users of a product to stock up via bulk purchases
- Build a database of customers who are likely to be interested in future offers from your company

Mobile coupons come in many forms, from a simple cents-off or dollars-off coupon to a buy-one-get-one-free coupon or coupon offering discounts for multiple purchases. Newer options in the mobile couponing sector include coupons that are delivered when a customer purchases a related product, coupons with time release expiration dates to encourage repeat store visits, and universal coupons that let the customer choose what to buy from a specific product line. Retailers can experiment with different coupon types to see what offers generate the highest response rates.

Geo-targeting is another key area in which mobile coupons excel. When customers are given mobile coupons for stores in their area, redemption rates soar. The majority of adult shoppers with smartphones report that they regularly check their devices while shopping to learn more about a product or to search for better deals at competing retailers. Appealing to a prospective customer's desire to save time as well as money is a surefire way to enhance your company's image.

Montreal-based **Mobi724 (MOS:CSE)** makes it easy to incorporate mobile coupons into your marketing plan by allowing you to create, manage, and deliver coupons or rewards to your customers regardless of their mobile device type. Custom analytics and smart consumer data make it possible to deliver personalized offers that customers will find impossible to resist, helping you to increase sales and strengthen your position in a competitive marketplace.

Mobile coupons are even more effective when they're incorporated into a comprehensive marketing plan. Companies that make an effort to increase awareness of their mobile coupons via blog posts, pop-up checkout ads, social sharing plug-ins, website banners, and PPC advertising are more much likely to see a strong return on their investment. Other helpful marketing strategies include incorporating coupons near the top of your company's digital newsletter, using re-targeting of money-saving offers to attract abandoners back to your website, and posting mobile coupon links to free coupon websites to entice bargain shoppers to investigate what your company has to offer.

For businesses that wish to increase customer loyalty, mobile coupons can be incorporated into a comprehensive rewards program. For example, Mobi724 offers a Points4Discounts program letting cardholders earn points that can be redeemed for a percentage discount as well as a Points4SKU program that offers redemption of points for a specific product. Improving your existing loyalty program can be especially helpful if you're targeting fickle millennials. In 2014, Bond Brand Loyalty found that 60{92d3d6fd85a76c012ea375328005e518e768e12ace6b1722b71965c2a02ea7ce} of millennials claim they'd switch their preferred product brands or change where they shop to get a better loyalty program.

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