



**MARKETING STRATEGIES TO MOBILE USERS FOR SERVICE
APPLICATIONS**



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Abstract

The purpose of this research was to go explore problems and solutions associated to mobile uses service application marketing. The study was conducted based on previous written information regarding the matter on this ever-growing market area and is multidimensional and involves several challenges. However, these challenges and risks can be significantly reduced or avoided altogether.

The most important keys to success are awareness of risks from the beginning, as well as thorough planning and seamless cooperation between marketing and product development, without forgetting the needs of the end user and customer-oriented thinking with constant technological advancement, it is also important to remember to maintain the position and customer base achieved in order to be able to build a long-term customer relationship and thus achieve the best possible benefit. The prerequisites for this are constant updates and improvement of the application and the monitoring of the market situation as well as potential competitors.

Keywords: marketing strategies, mobile users, service application

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1. Introduction

1.1 Research Background

“The fastest-growing sector of world trade is trade in services. Services include travel and entertainment; education; business services such as accounting, advertising, engineering, investment banking, and legal services; and royalties and license fees that represents payments for intellectual property” (Keegan & Green, 2015). Mobile applications are all kinds of software applications designed to run on a variety of handheld devices for example smartphones and tablets. As the performance of mobile devices is increasing constantly, mobile application users today are using their devices more and more for similar purposes for what they would use PC’s before. The ultimate purpose of mobile applications is to make it easier for users to connect them to Internet-based services and to enable the versatile use of Internet on portable devices (Borasi & Baul, 2019). The location-based services market size was valued at \$23.74 billion in 2018, and is projected to reach \$157.34 billion by 2026 (Gaul, 2019). Location based service marketing, a relatively new to the marketing industry, is a powerful tool to support mobile marketing. Mobile marketing itself is effective when it comes to reaching customers and maintaining a customer relationship. The location-based service supports the consumer's purchase decision, service interaction, and sales through mobile application. The role of the LBS will be further strengthened as consumers move from one place to another. The data collected through mobile application, on the other hand, helps the company improve the quality of service, better meet consumer demands and free up the workforce for other tasks (Gana, 2016).

The utilization of branded products (applications), especially in large companies, has become more popular than other mobile marketing tools. Branded mobile applications have made it possible to promote brands through direct or indirect marketing, and to engage in traditional mass and personal marketing at the same time. Thus, branded apps are a form of “pull” rather than “push” advertising because consumers download the apps to start communication with the brand (Kim, 2016). The main goal with marketing communication plan is to build brand awareness and create customer engagement through social media and other channels (Camilla, 2016). Ghosh, Kotekal and Chakraborty (2018), state that once a brand identity has been successfully created, it is very important that the consistency of the brand image must still be monitored and maintained in order to avoid giving a conflicting image of the brand. The increasing number of digital channels has

moved multichannel services to a multichannel environment, also known as omnichannel environment. The omnichannel interaction seems to deepen the customer relationship with the company and affect the customer's long-term profitability. (Hossain, 2017).

1.2 Research Problems

The growing complexity of devices, the ever-increasing application market and the growing speed of wireless networks all make potential for mobile application development in the industry for many years to come. App needs to get the most out of small screen without compromising the user experience. The application should also have the same functionality as the browser version offers. Mobile devices are one of the first devices where the use of "gestures", such as touch, drag and pinch, is harnessed to be effective and popular methods for users. Gestures must be designed and be capable of satisfying the mobile app user experience. (Mushtaq, 2016). Batchu (2019) suggests that the “gestures are the future of a mobile design because they provide various advantages for both app developers and users”.

Data management in mobile applications is what data to store on the mobile device, how to get it there and how to keep it synchronized with the data on central server. The underlying assumptions here are that mobile users will not constantly be connected to the central server but will need access to data nevertheless (Mushtaq, 2016).

It is a good idea to focus on mobile app marketing early in application development project. In applications, the first impression is important and is created within the first seven seconds of use. In this time, the user should experience a success: I found what I was looking for and can use it. For each application, distinguishing it from a broad offering is essential for the right target audience to be interested in it and for users to come back to it again and again. People find new apps on many different channels, and search engines are one of the biggest sources for finding apps. In order to find the right target audience for the app, it's best to market it multi-channel. For advertising purposes, it is important to know where and how users are adopting the application and to utilize this information in marketing, as the application must appear where its users are (Riippi, 2020).

There is very mixed information about the effectiveness of different marketing tools for apps, but often marketers assume that consumers are looking for new apps in app stores. This is also true: 40 percent of smartphone users actively browse app stores to find new apps. However, application

stores are not the only way to find new applications. People find new apps on many different channels, like app promotion ads, when they search for information in another app or social media. Search engines are one of the biggest sources for finding apps: a quarter of consumers find a new app through a search engine (Tiongson, 2015). Consumer products and services aim to automate and transfer sales into self-service, with an emphasis on customer service and support functions. When using applications as a sales tool, the sales process must be measurable and transparent, without no exception to the more traditional sales channels. In a sales organization, this means seamless collaboration between the product development, sales and marketing team (Arffman, 2019).

Currently, only two viable operating systems are available: iOS and android. However, iOS and Android use different coding languages, so encoding on both platforms is not as straightforward as would be desired. In practice, an application consists of only a variety of features, but these can be interconnected in an infinite number of ways (Lamminpää, 2018). One important thing not to be forgotten is that today, it is common for applications to be cloned or directly plagiarized from the source code, and it is a serious threat in the mobile application market. This creates additional costs for the original developers and can also endanger the security and privacy of the users (Kywe, 2015).

1.3 Objective of the study

The objective of this research is to find solutions for issues which are related to developing, launching and marketing of new mobile used service application. Problems are viewed from point of the application developer and are related to the company what uses application and the end user of the application. The content of the application must naturally correspond to the user needs, thus providing a natural and smooth customer experience. An essential part of an application that adds values to the end user is that the application's user interface must be visually clear and easy to use.

Selling with the application also brings new demands on the quality of service as the application needs to be constantly updated. The application will quickly turn against itself if the information is seen as outdated. The application can be a more cost-effective alternative to traditional sales and marketing channels, both in terms of costs and use of capital, as the need and volume of real estate and human resources decreases. With the application it is possible to reach

new target groups and markets at a global level. If the strengths of application sales are summed up in one, they are an increase in productivity and cost effectiveness.

There are multiple complex factors that which have to be taken under consideration before creating the marketing strategy. In this research I'm going to find relevant solutions to the issues what exist within this complex and many times unclear process.

1.4 Scope of the study

As the application market today has a very wide variety, so it is particularly important to stand out from the crowd. While focusing on mobile app development and building an app that functions properly, a central factor for success is marketing. If users don't know that the product exists, hard work is worthless. Unfortunately, many apps are downloaded daily but some are never used. For people to choose specific mobile app, out of the hundreds of similar options available, there is a high need for great marketing. App downloads usually peak within the first couple of weeks after launching. But those results are short-lived if app's community and marketing efforts aren't built to last. In launching process of new application chance of success is very low unless it is truly original. Because of this there is two options: Being the first developer to come out with novel type of app or present an existing category of app in a new, unique way. However, launching and marketing processes should be run in seamless collaboration.

1.5 Research Significance

The core issue is that the rate of mobile ad spend growth is exceeding the rate of smartphone adoption and taking a channel agnostic view the supply has a clear ceiling. Smartphone adoption grew at 3% Year-over-Year in 2016, the multiple of ad-spend to users in 2017 is 42X and 2.5X is the multiple at which the rate of mobile ad spend exceeds user growth in 2016 pro rata. This simply means that the mobile ad spend per user is increasing at an unsustainable rate which exceeds the funds available for app marketers focused on ROI (Ross, 2017).

As firms search for additional ways to engage customers, generating multiple customer touchpoints along the customer journey has become increasingly important and the features emphasized in an app's design reinforce specific touchpoints (Lemon, 2016). The Location Based Service (LBS) as one of the mobile marketing tools has emerged as an important category of mobile

service. LBS is defined as “services that use the current geographical position of a mobile user to provide personalized services”. It is also noted that recent research findings suggest that mobile service use is value driven rather than technological driven. Hence, the role of LBS for the users depends on the context of use. (Gana, 2016).

Mobile application development increases the value of the company and the features highlighted in the design of the application play an important role in creating added value for the mobile application and its users (Boyd, 2019). "Managers and scholars increasingly use CVP (Customer Value Proposition) terminology, yet the concept remains poorly understood and implemented; relatively little research on this topic has been published, considering the vast breadth of investigations of the value concept" (Payne, 2017).

2. Literatures Review

2.1 Marketing Strategies

One of the basic concepts in marketing is the marketing mix defined” The elements an organization controls that can be used to satisfy or communicate with customers”. The traditional marketing mix is composed of four basic strategic elements: product, price, place (or distribution) and promotion (or communication), often referred to as the ”4 Ps”. The extended marketing mix is composed of 7 Ps, which includes the traditional 4 Ps, as well as processes associated with service delivery, physical environment and people (Johann, 2015). The finding of the study shows that there is a significant positive relationship among the seven elements of marketing mix and customer satisfaction (Feras, 2017).

Location-based services (LBS) are important subgroup of mobile app services, which provide diverse mobility services for mobile users anywhere and anytime. This brings new demands, issues, and challenges in mobile application testing. Today, mobile applications provide location-based service functions based on dynamic location contexts, mobile users and their travel patterns to deliver location-based mobile data, and service actions. (Zhang, 2015). In social location-based marketing there is fusion of social and mobile marketing. If businesses can encourage consumers to leave favourable reviews and recommendations, then this may encourage new customers through ‘social proof’ and can increase visibility in local listings such as search engine results (Chaffey,

2016). Through this, these so-called early adopters could concretely bring out the benefits of targeting through their own behaviour and thus help to gain the confidence of other consumers. This can be achieved by demonstrating that there is a tangible benefit to consumers from targeted offers and assistance. It must also be as easy as possible to sign up for the service and also to terminate it simply (Saharinen, 2015).

Roughly 38 percent of all US Smartphone owners share their location with social media apps, often called geosocial. Geosocial is a type of social networking in which user-submitted location data allow social networks to connect and coordinate users with local people, businesses or events. Geosocial networking is also important part of ratings and reviews, with 90 percent of smartphone owners looking for recommendations based on location (Quesenberry, 2018).

From a marketing perspective, the “omni-social or multichannel” nature of the present environment suggests that virtually every part of a consumer’s decision-making process is prone to social media influence. If nothing else, it is vitally important that we better understand social media since it has become highly culturally relevant, a dominant form of communication and expression, a major media type used by companies for advertising and other forms of communication, and even has geopolitical ramifications (Appel, 2019).

The key to marketing an application is to provide the customer with a solution that they feel will benefit their own business. The marketer should also consider the customer's customers, that is, the purchasing behavior of their end customers and their liquidity. The aim is to start a confidential process where the customer's company also succeeds in its own business (Arffman, 2019).

2.2 Mobile Users

The number of people around the world who use a mobile phone increased by 100 million in 2018, with the global total reaching more than 5.1 billion users by January 2019. This figure brings worldwide mobile penetration to 67 percent, more than two-thirds of the total global population (Kemp, 2019). The global mobile application market size was valued at \$106.27 billion in 2018, and projected to reach \$407.31 billion by 2026, growing at a Compound Annual Growth Rate of 18.4% from 2019 to 2026 (Borasi, 2019).

Social media, online shopping and mobile banking are part of our daily lives. Every company, organization and public sector service provider must take into account the usability of its

online services on mobile. (Kujala, 2019). Apps on smartphones allow real-time communication between the firm and consumers; hence, feedback is possible anytime and anywhere. Additionally, the new technology of applications on smartphones provides consumers with more interactive experiences than other marketing communication tools (Kim, 2016).

User interface (UI) refers to the visual elements used to interact with a device. It should maximize usability so users can achieve a goal, and it is important because design aesthetics may enhance or detract from the user experience (UX) (Zarzosa, 2018).

Value creation tools in the application include real-time updating of service and product offerings and price information, as well as enhanced interaction and communication. The application collects customer information, which provides information about customer behavior. The information collected can be used to focus and enhance marketing, based on the digital footprint left by the customer for to be better prepared interaction with the customer. The applications thus provide great support for the cost-effectiveness of marketing as channels that transform the service concept more into customer self-service (Arffman, 2019).

The goal of the developer is to keep an open mind and embrace innovative procedures that can avail amend the life cycle (gathering requirements, design, development, testing, and maintenance) of an app while enhancing user satisfaction. New technologies are emerging every day, and hence developers should always be well apprised about current trends, requirements, and events in the mobile technology field. There will always be emerging avenues that will arise in the future for developing new and innovative apps (Inukollu, 2014).

2.3 Service Applications

Services are intangible activities or benefits (such as airlines trips, financial advice, or automobile repair) that organization provides to consumers in exchange for money or something else of value. Services have become a significant component of the global economy. The World Trade Organization estimates that, for all countries combined, exported merchandise and commercial services total \$14.8 trillion and \$3.7 trillion (Kotler, 2017). The strength of the mobile application used on a smartphone and the mobile Internet compared to a traditional computer is that the application is aware of the geographical location of the device (Arffman, 2019).

New data and information about service consumers is also leading to changes in service delivery and consumption. A growing interest in sustainability and “green” businesses is also changing the service industry (Kerin, 2015). Trends in the mobile application market include an increase in the adoption of changing devices and an increase in e-commerce customers, which are the main drivers of market growth. The lack of high-speed connections in emerging and underdeveloped regions, as well as the uncertainty of companies in developing their own applications, are expected to slow down the growth of the mobile application market. In addition, increased investment in digitization and the introduction of Internet of Things technology and mobile smart objects are expected to offer significant opportunities for market growth (OECD, 2019). On a general level, it can be said that leaders are unable to respond to change when the time is right. Harvard Professor Clayton Christensen has stated that leaders are committed to current risk-free and productive technologies, that they miss the importance of investing in new technologies (Keegan, 2015).

Developing apps for mobile devices requires considering the constraints and features of these devices. Mobile devices run on battery and have less powerful processors than personal computers and also have more features such as location detection and cameras. Developers also have to consider a wide array of screen sizes, hardware specifications and configurations because of intense competition in mobile software and changes within each of the platforms, although these issues can be overcome with mobile device detection (Wikipedia, 2020). For the user experience to succeed, the application needs to be stable, up-to-date, and updated constantly. The application must work logically, regardless of load and number of users, without malfunctioning and taking security into account (Arffman, 2019).

Applications were originally intended for productivity assistance such as email, calendar, and contact databases, but the public demand for apps caused rapid expansion into other areas such as mobile games, factory automation, GPS and location-based services, order-tracking, and ticket purchases, so that there are now millions of apps available. Some apps are free, and others have a price, with the profit being split between the application's creator and the distribution platform. Mobile applications often stand in contrast to desktop applications which are designed to run on desktop computers, and web applications which run in mobile web browsers rather than directly on the mobile device. (Wikipedia, 2020). The growth of e-tailing and e-services has led many

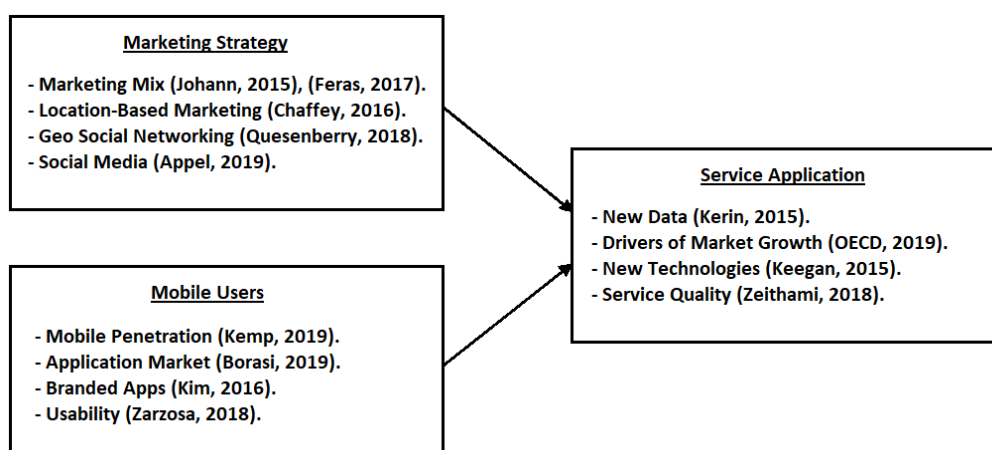
companies to wonder how consumers evaluate service quality on the Web and whether the criteria are different from those used to judge the quality of non-Internet services. (Zeithami, 2018).

3. Research findings

From my opinion this paper is a good illustration of the current state of the application market and its challenges. The biggest challenge for application developers is bringing a new application to the market and improving its visibility on the market. This is entirely due to the significant oversupply of the applications.

Publishing an excellent app may fail because of the mere fact that consumers just can't find it. That is why multidimensional, customer-centric marketing is crucial to success. However, trends in the industry are constantly changing at accelerating rate, so the marketing strategies presented now may not be relevant for a long term. These markets are constantly evolving, so proactive adaptation to market changes creates a significant competitive advantage. However, we cannot know what will happen to mobile applications in the future, they may increase or decrease according to the laws of supply and demand. Perhaps online-based solutions will partially replace them, who knows. In any case companies should not get caught up in current trends, but create them through innovation.

The importance of marketing cannot be underestimated and should be involved from the beginning of product or service development. It is also important to understand the power of social media and that it is a relatively easy, inexpensive and effective tool for marketing and I really encourage its use and in fact it should be part of any businesses marketing strategy.



4. Recommendation

Mobile app marketing requires a comprehensive marketing campaign that engages users at every step of the mobile app marketing funnel. From the very first moment, users will download the app and after that they become loyal and returning users who spend their money on in-app purchases, what makes it critical is to have as good as possible user experience from the beginning. With millions of apps available on iOS, Android, Windows, etc., finding the right apps is often difficult and time-consuming. Easily discovered mobile app is a basic challenge for any mobile app marketer. Mobile app marketing is the most important prerequisite for the success of a mobile app and a related business. The mobile app cannot succeed on any large mobile platform without an effective marketing plan. Applying the right marketing strategies to the mobile app needs to be designed to be distinctive so that it can be found among the millions of other mobile apps that appear daily in app stores. Unlike traditional marketing channels, mobile app marketing channels consist not only of awareness and conversion, but also of user retention.

The marketing plan can be divided to parts; pre-marketing, launch and post-launch activities. These different stages have different methods for achieving the desired goals. Pre-marketing focuses on spreading awareness, so when it comes to launching, potential consumers and target market already know what it is about. When the action starts, the application already has committed users. This is an important part because customers lose interest in the company if the application is not active on social media sites, for example. Post-launch activities focus on analyzing whether the application has achieved user goals and activity. It also focuses on developing the app by collecting feedback from users. The best way to approach is to create an app and start promoting it on all available channels and social media platforms. Maintaining a healthy balance between the development process as well as the app marketing strategy is extremely important to ensure long term sustainability.

Based on the above, it is clear that mobile app marketing requires a great deal of effort to build and promote a mobile app that can drive success for the application business. What is important is that this study shows meaningfulness of digital channels and especially social media for marketing service applications, and in general, the results of this study support the notion that location-based or social media-based marketing should in no way be disregarded.

This study also provides opportunities for further research. Among other things, I find B2B affiliate marketing an interesting topic. By this I mean creating deeper relationships than traditional co-operation or partnership agreements. I believe that companies would be able to take more advantage of each other's best knowledge and develop their services, customer experience and satisfaction with this as well. Location-based service applications also have a lot to offer, which is not yet fully utilized.



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