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Compute Media

Mobile Brand Strategies

"Branded applications on smartphones are like having a little digital billboard in the pocket of every one of your loyal customers."



Advertising and Media

It's time for brand advertising on smart phones. Mobile advertising is subsidized by users, giving brands a display advertising channel in every consumer pocket. Compute Media manages the smartphone process from design through deployment and analytics.



The most cost-effective interactive advertising channel today is the smartphone. Click through rates on smartphone ads perform better than ads on PC browsers. Consumers are more committed to smart phones than ever. They pay for monthly data plans and are hungry for content and applications. This prosperous demographic is anxious for information over 3G connections --- a big opportunity for brand advertising. Yet advertisers continue to pound out campaigns targeting the PC internet surfer.

Compute Media develops strategies for building brand loyalty with the mobile consumer. We do this through programmatic applications, not merely creative advertising. We add the magic of interaction to your campaign strategy, allowing you to reach customers on their smart phones --- so they can reach back. Learn what consumers are thinking in real-time, how they are interacting and what they are buying. This is the powerful new formula for brand promotion and customer satisfaction.

Real time: The speed of news, information consumption, and sharing has accelerated. Sources have broadened. More consumer communications comes through feeds and less through surfing. It's the real-time web. More than just social media or networking, it requires new thinking by advertisers and a fresh approach that leverages the programmability of a smartphone.

Connected: Consumers no longer want one-way relationships. They want dialogue through data connections and the ability to reply. They have taken their comments off-blog and onto unsupervised feeds such as Twitter, where its easier to connect with peers and share their observations without censorship. Information wants to be free. That includes user generated content.

Start Efficiently But Start Now

Advertisers don't need to bust the budget to start connecting to customers using smartphones. Advertisers can and should start quickly. Branded smartphone applications can be developed on reasonable budgets, allowing advertisers to gain valuable insight and determine what works before investing more.

Advertisers can begin by serving their existing, smartphone customer base. These customers want to engage with your brand. Their satisfaction creates word-of-mouth recommendations to other highly valued consumers. Through interaction, advertisers forge deeper insights into consumer behavior. Smartphone applications from Compute Media create a special incentive for loyal customers to engage. Get started with your own, high performance brand applications today.

Mobilize

