

Mobile Technology Advantages for Creative Artists



About the Author

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Introduction

Creative Artists are sustained by their Fans. It's often difficult to identify *which* Fans are supporting your creative work by purchasing your Art. The technology that enables your mobile phone is game changing compared to prior communications technologies because it includes the capability to personally know which Fans are your most engaged, paying Fans. You are the custodian of your audience, and this paper describes how mobile technology can be used to segment your Fans and identify – individually – fans that are supporting your craft with purchases.

Challenge

Creative Artists need Fans – Patrons – to support their Art. However labeled, it is marketing that exposes Art to prospective Fans and established an engagement between Creative Artist and Fan. Prior to Digital technology, word of mouth, print advertising, television (if affordable),

public relations, and other traditional marketing techniques helped Creative Artists find a Fan base and communicate with them about their Art. The Internet brought digital marketing techniques, including banner advertising, websites, and social media. This paper will summarize the advantages and disadvantages of traditional and digital marketing for the Creative Artist. Mobile Marketing, a subset of digital marketing, changes the marketing landscape to the advantage of the Creative Artist. Compared to traditional and other digital marketing, mobile technology identifies precisely the individual Fans that are engaged with your Art. This technology can also identify which individuals are most engaged with your art, compared to casual Fans. Mobile technology facilitates a dialog between you and your most engaged Fans, which promotes loyalty, relationship, and purchases. Describing how mobile technology can provide these advantages is the purpose of this paper.



Overview

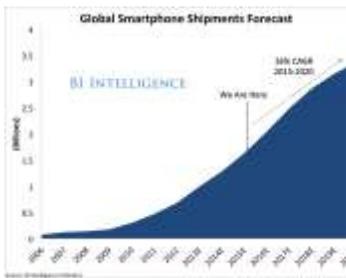
In this paper, we'll briefly review the options available to Creative Artists to establish a Fan base of consumers for your Art. A description of mobile technology, and the differentiating capabilities that make mobile marketing a

critical tool for Creative Artists will be explained simply and in detail. The paper will conclude with a description of how to use mobile marketing to acquire Fans, engage them, identify your SuperFans and sell your Art to them.

Finding Fans

Because of its longevity, people are accustomed to traditional marketing. One of the primary disadvantages of traditional marketing is that the results are not easily measured, and in many cases cannot be measured at all. Perhaps the biggest disadvantage today is that traditional marketing is static which means *there is no way to interact with your audience*. It's more like you are throwing information in front of people and hoping that they decide to take action.

One benefit to using digital marketing is that the results are much easier to measure; and another is that a digital campaign can reach an infinite audience. Digital marketing can be interactive since it makes use of social outlets. However, even for Fans that interact with you, *you cannot identify which Fans are supporting you with purchases* and segment them compared to Fans that are casual admirers.



Mobile Technology in Action

The technology that enables mobile communications includes a number of capabilities that are important for the Creative Artist to be aware of, since these technologies create an environment that is advantageous to Artists seeking a career of supported creativity. Especially compared to other digital technologies;

- Mobile phones are everywhere. Virtually the entire planet is mobile connected, and you can reach them. 80% of Internet users use a smartphone.
- Mobile phones are always with you, and they are always on
- Text messaging, a mobile technology, is the most widely-used and frequently used app on a smartphone, with 97% of Americans using it at least once a day. Text messages have a 98% open rate, while email has only a 20% open rate. Text messaging has a 45% response rate, while email only has a 6% response rate.
- And, crucial for Creative Artists, a mobile phone number is uniquely associated with an individual.

Engagement Score



How Mobile is Different

This last point is critical. Fans who engage with Creative Artists on their phones can be *identified individually* and *their engagement activity can be measured*. Mobile technology knows and remembers your identity. Fans willingly and voluntarily provide this information when they pro-actively opt in to your marketing platform through Text Messaging. Compared to email, which is rife with spam messages, Fans positively respond to your engagement messages to them through text because they have opted in to receiving these messages from you, which accounts for the high open rate and response rate of text marketing.

Add Mobile to your Marketing Mix

Mobile doesn't stand alone or replace your current Fan acquisition activities. Digital marketing, especially, continues to provide results for Creative Artists actively engaging their Fans. An effective strategy is to use digital marketing, including your web site and social media, to aggregate your Fans. Then, extract these Fans to a mobile marketing platform where you have ownership of your audience. You do this by prompting your Fans to join you by texting in to you and opting in to receiving

engagement texts from you. These services – text in, text out, Fan Database and engagement tracking – are services offered by various mobile marketing platforms that exist for this purpose.

An effective mobile marketing platform will perform CRM like services to manage your Fans. As you grow your Fan base, learning more and more about your Fans, the data helps you “Segment Down”. By segmenting Fans by engagement activity, location, demographics, preferences, and other details Fans share about themselves, your messages to these Fans are more personal and targeted, motivating purchase actions from your most engaged Fans.

About Adva Mobile

Adva Mobile serves Creative Artists with a mobile marketing technology and services platform that offers the capabilities described in this paper. Creative professionals come to Adva Mobile to take advantage of unprecedented opportunities available from the mobile ecosystem to understand and identify Fans that support their Art with purchases.