

Minutes Mobile Marketing Strategy

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Digital Marketing Metrics & Management

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A digital marketing plan includes an evaluation of the achievable targets. A company's digital marketing strategy needs to be executed flawlessly for it to succeed in today's mobile-first world (Wedel & Kannan, 2016). Digital media and channels are used in the digital advertising of goods and services. PDAs, watches, and laptops are just a few examples of IoT devices that have made international connectivity possible. Consequently, marketing tactics utilizing apps, emails, social media, websites, etc. are gaining traction (Marshall & Johnston, 2019). To optimize future customer acquisition, a marketing campaign's effectiveness should ideally be traced back to specific messaging and/or channels (Gamble et al., 2019). Being a provider of affordable and easily accessible mobile services, Minutes Mobile faces particular difficulties in growing its customer base in Asia.

We'll go over a marketing strategy in this post that will provide Minutes Mobile with a competitive edge when it enters the Indonesian market. Before opening in an area where there was a high demand for mobile services, the Minutes Mobile management team carried out a thorough analysis of the market. They incorporated the study's conclusions into their digital strategy plan.

Target Audience

The greatest place to attack targets in Asia is Indonesia. The majority of the population, or young people, are Minute Mobile's main target market. Indonesia is the most desired consumer market in Southeast Asia, home to 267.7 million people. It is in third place, behind only India and China, in terms of the size of the youth market due to its very young population (42% of whom is under 24). For businesses big and small, worldwide, Indonesia is a promising market. It's common knowledge that younger Indonesians are tech-savvy, mobile-only digital natives willing to pay more for cutting-edge goods and services. Particularly foreign businesses view the country as annoying because, although they view the

market as a significant economic engine, they find it difficult to connect deeply with clients. One of the biggest trends affecting modern businesses and shops is the widespread use of mobile phones in people's daily lives around the globe.

With the aid of their cell phones and the Internet, consumers can investigate, evaluate, and buy nearly anything at any time and from any place. The fact that smartphones are so widely used in developing nations is proof of the positive effects of mobile technology on this sector (Kotler & Keller, 2015). If you're a company looking to grow into new markets with customers who are eager to use their cell phones for online communication and transactions, look no further than Indonesia. Facebook continues to be the most widely used platform for communicating with friends and sharing information, even during school closures. Statistics show that 84% of Indonesian teenagers never leave the house without their smartphones.

Digital Media

A Mobile company's spare-minute marketers might take a look at sponsored media. If you want to reach more people, investing in content marketing is worthwhile. The most effective way to boost income is through paid media, which draws in additional users, clients, and subscribers. The number of people in Indonesia who have made the transition to digital media has been steadily rising (Wedel & Kannan, 2016). Nearly half of all people use a mobile device regularly, with smartphones being the most widely used type. Of those surveyed, 80% claimed to conduct product research on their mobile devices. According to a 2020 study on social media use in Indonesia, Facebook, Instagram, WhatsApp, and YouTube were the most widely used apps. This also applies to more recent platforms such as Pinterest and TikTok. In a 2017 poll of the populace, the Indonesian market research company Jakpat discovered that 54% of participants had seen a YouTube instructional video.

According to a Google survey, viewing how-to videos on YouTube has become a common method for people to spend time with friends and family in places like Thailand and Indonesia. YouTube users who log in for more than 10 hours a week are classified by Google as "enthusiasts". As of this writing, Tokopedia has over 415 million views on YouTube, more than any other Indonesian company. YouTube is used for anything from instructional video libraries to in-depth features on major online businesses to TV ads. By utilizing paid media, Minute Mobile can reach its target demographic and promote its services and goods. They might be able to pinpoint specific demographic niches that would be interested in their products with only a little research.

Among the paid media alternatives are pay-per-click, pop-up, display, social media, video, and retargeting advertisements. You can use digital marketing's paid media section to advertise your company online. By doing this, you'll be able to spend money on content marketing and reach a wider audience (Mamula, 2012). Attracting new subscribers and consumers is best achieved through paid advertising.

Metrics

Two of the most important measures of a campaign's effectiveness are the number of visits to the platform.

Website Visit

You need a website if you want to establish a name for yourself online. The firm website portal serves as a central location for information access for the general public. Blogs are essential for drawing in and keeping prospective clients. For this reason, it's critical to monitor Total Site Visits, which accomplishes its purpose by calculating the total number of visitors to your website. This could be a significant symptom that requires observation. Over time, the total number of site visits ought to increase steadily. However, a drop in visitors

suggests that the marketing division needs to work on making the website more user-friendly and appealing.

Mobile Web Searches

The advertiser should target locations with a high population density and drive traffic to the website, as many people now visit websites via smartphones. Increasing the mobile-friendliness of your website could facilitate the process and lower your bounce and exit rates. To better serve them, find out how many of your site's visitors are using mobile devices (Mamula, 2012). Learn as much as you can about the typical mobile user's setup, including the devices and browsers they use, as well as the material they most frequently consume.

Planning

Create Content

New and original content with an emphasis on youth. As part of its content marketing strategy, Minute Mobile Holding might profit by creating an animated short that highlights the advantages of its apps and services and sharing it on Facebook, Instagram, Snapchat, and other social media platforms.

Make a Logo

A fresh, cutting-edge logo and branding approach are unveiled by Minute Mobile. Our poor brand recognition was costing us business. Because younger consumers—millennials and Generation Z, in particular—tend to interact with brands they trust, you will increase sales by ensuring that your brand is reliable and aligned with your business's values.

Celebrity Endorsement

To target this group of consumers, marketers must identify powerful members of the Gen Z and millennial generations. To help promote Minute's mobile services, I'll be looking for well-known figures in the youth culture.

Reputable

When it comes to flimsy marketing strategies, the Millennial and Gen Z generations are well known for being fussy consumers. If you want to connect with your customers, your brand needs to be authentic. Minute will fortify its brand values, providing the company with a competitive advantage. In other words, you must guarantee reliable service at a reasonable cost.

Online Presence

The millennial demographic uses social media platforms extensively, which is an important part of digital marketing that most businesses are ignoring. Some of the popular platforms incorporated into the marketing strategy include Twitter, Facebook, Snapchat and Instagram. To draw in new customers, Minute Mobile will open profiles on the most popular social media networks.

Target Audience

I would recommend hanging out with people in that age range if you want to learn about their habits, social networks, and app preferences. To gather input, Minute Mobile will get in touch with youth organizations. It is now easier than ever to contact a youthful, tech-savvy generation that is always connected to the internet thanks to the multitude of social media channels available to them. The company needs to put more money into its online channels.

Customer Relationship Management (CRM)

Due to the mobile customer relationship management, your remote workers will have no trouble interacting with representatives and agents of CRM. Tools such as data visualization and analytics tools help to give clear and concise information that will enable them to work more efficiently, act quickly, and make decisions quickly. Monitoring the client journey from start to finish is one of the most effective sales techniques currently employed (Payne & Frow, 2005). To guarantee prompt resolution of all consumer complaints, the organization ought to utilize the CRM to manage customer correspondence.

Global Marketing

A company should concentrate on the best entry and operating strategies in a foreign market if it wants to increase its market share there (Cayla & Arnould, 2008). Given Indonesia's demographic and macroeconomic attractiveness, the government ought to concentrate on several issues, such as labor laws and taxes, to make the nation one of the top investment destinations in the more than 267 million-person South East region. Minute Mobile must thus implement unique policies.

Conclusion

Minute Mobile remains upbeat on the prospects of the Indonesian market. Many variables make it difficult for the nation to adopt new technology. The company must make a large investment in state-of-the-art technology as a result of the paradigm shift to digital platforms.

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