

Use Real-Time Mobile Marketing to Improve Client Engagement

How can you engage new clients on their mobile device? Targeted advertising and mobile-optimized sites are two important tactics.

Naren Arulrajah

PUBLISHED: Wednesday, September 12, 2018



More than 51% of mobile phone users have found themselves engaging with a new brand after performing a search.

The world of mobile marketing offers thrilling opportunities, which are rapidly multiplying thanks to [innovative tools](#).

The ability to access a target audience at the right time and provide valuable information provides a greater change for client loyalty while also building better margins for the business. With this kind of an opportunity readily available, how can you begin to utilize mobile marketing for your dental practice?

Be there, now!

There is a high possibility of a mobile device being picked up by a person to research, purchase or fulfill a requirement, immediately. Being out there on the mobile platform can prove to be advantageous towards inexpensive brand building. Ensure your site is not only mobile-optimized, but also utilizing other mobile-only features.

Mobile users are less likely to stick with known brands!

[Ninety percent](#) of potential mobile buyers don't have an exact brand in mind when they perform research. They are looking for who best answers their question.

One in three smartphone consumers to buy something other than what they set out to buy.

Mobile marketing can ensure patients have greater real-time access and more opportunities to engage with your practice. This builds trust over time and could lead to higher conversions and appointments.

If your brand or practice ranks higher in Google, [research shows](#) that awareness will also increase by about 46%. More than 51% of mobile phone users have found themselves engaging with a new brand after performing a search.

Suggestions to improve real-time mobile marketing

Following these three ideas will better your chances of making customized and appealing client interactions through mobile marketing.

Equally utilize outdoor and indoor location targeting

A lot of marketers treat their mobile presence as an additional channel for their product information and posts. The chance of being able to touch base with the client on mobile is considerably high, since potential clients have access to their phones about 90% of the time.

This means you cannot underestimate the importance of communicating the message at the correct time and correct place.

Establishing the location of the client is one way to increase engagement. Chances of conversions can be tremendously boosted if one utilizes client location details to create targeted and customized local offerings.

Go for AI-powered preferred locations

Is there a methodology of safely knowing a client's movements towards or away from their work or residences?

Surely a marketing professional cannot create a reliable promotion basis each client's residence or professional location. Or can they?

Consider using an Artificial Intelligence-powered promotion in which Locations marked as 'home' or 'work' can be securely.

It is imperative that this information remains confidential, recognized by a device and stored there alone. A computerized communication can be initiated on approved devices using an exact prompt. Users opt-in or have their Location Services turned on to enable these.

Some common examples of where this information can be utilized include Facebook, Instagram, Twitter and email.

Armed with pre-established locations, you can now design result-oriented plans based on a client's location and actions taken at those points.

Seamless integration of mobile and other strategies

It isn't advisable to roll out mobile marketing in a stand-alone manner. Social and segmented information from other sources, must be used incorporated in the marketing plans.

The mechanized marketing tool needs to work in tangent with other promotional and associated plans. Ideally all of these various networks should be assimilated within the same, multi-faceted automated promotional program.

Why? A single, robust program, that has consistent information across all outgoing promotional channels ensures a uniform customer experience. A multi-faceted marketing tool that works in tandem with the rest of your business systems will lead to higher productivity efficiency.

Most importantly, the brand experience should be a uniform and smooth experience for the client that reaffirms sales and brand commitment targets.

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Plan Ahead

The key ingredient to conveying information to clients, in their time and space, is by using a “Mobile Engagement Automation” method, of which the most important aspects are:

- Information assembly
- Target audience identification and administration
- Promotions and instant engagement methods
- Social and promotion analysis methodologies
- Artificial intelligence

As per the [Forrester Wave: Mobile Engagement Automation](#) report, the next challenge for online marketers is to gain, service, and hold on to clients in this moment.

Your dental practice must offer customized materials in the time and place that the client expects.

Successful relationship building through the mobile is the very essence of that action!

About the Author:

Naren Arulrajah is President and CEO of Ekwa Marketing, a complete internet marketing company that focuses on SEO, social media, marketing education, and the online reputations of dentists. With a team of 180+ full time marketers, www.ekwa.com helps dentists who know where they want to go, get there by dominating their market and growing their business significantly year after year. If you have questions about marketing your practice online, call 855-598-3320 to speak one-on-one with Naren.