

## Is “Going Mobile” the answer?

**We all know that events as a marketing tool is utilized to build relationships with customers. Is “Going Mobile” the answer that will turn invitations into conversations that are kept alive after the event ends?**

Amanda van Nuys, in a recent article on MarketingProfs, highlights the fact that mobile marketing can no longer be ignored as a powerful tool during events. Be it to be used to market the event to guests prior the big show day, used as engagement tool during the event or to continue the conversation post event - the message is clear: **“Going Mobile” is both fun for an audience and drives marketing results for you.**

“Mobile marketing is surrounded by a lot of buzz right now. In fact, according to a [Forrester Research](#) report published in July 2011, marketers are planning to increase their mobile spend from \$1.65B in 2011 to \$2.77B in 2012. That's a significant jump, signaling that mobile marketing is ready for prime time.

As mobile marketing moves out of the experimental phase and becomes a standard budget line item in a well-diversified marketing portfolio, it's imperative that marketers get mobile right. Each mobile program must drive results—in terms of awareness, engagement, commerce, and other areas—while creating opportunities to extend and deepen consumers' relationship with a brand.

One of the best times to use mobile marketing is during a live event. Think about it. Everyone has a mobile phone in his or her pocket. How do you inspire them to pick up their phones around a point of inspiration—such as, a sporting event, concert, or party— and engage with your brand in a fun, interactive way? All aspects of mobile engagement campaigns (e.g., contests, trivia, polls, fan-generated content) have metrics associated with them and allow you to extend an offer to continue the relationship after an event ends. A marketer's dream, right?” *Read more:* <http://www.marketingprofs.com/pics/2012/6776/five-big-mobile-engagement-mistakes-made-at-live-event-activations-slide-show>

### O'vation ART is “Going Mobile”

We are proud to announce that soon O'vation ART will be able to add **Mobile Campaigns** to our list of services! Our leading event registration software is up for a major release early this year and will be launching the highly anticipated Mobile Event Registration feature. Making “turning invitations into conversations” effortless with a separate event micro-site for mobile registrations via Smart phones.



Why not [contact us](#) to discuss the various possibilities “Going Mobile” could enhance your face-to-face marketing? We are standing by with some great ideas and look forward to hearing from you!