

Addiction of Cell Phones Skyrockets the Mobile Marketing Industry

AutoTrafficAvalanche.org report emerging mobile marketing trend reaching the value of approximately \$16 billion by the year ending 2010

Online PR News – 02-September-2010 The commercial market globally is outstripping in terms of cell phone sales and addiction with consumers continuing to grab handsets at an extremely dizzying rate. This abrupt shoots up of the cell phone sales and addiction to people all around the world has brought the **mobile marketing** industry at the forefront of receiving high profits and seeing the light of the day.

“The complete mobile market is on fire,” is what Peter Garety, blogger and online marketer of **AutoTrafficAvalanche.org** said about the splurge of cell phones among consumers in the global market.

Furthermore, the most outright evidence of the skyrocketing effects of the cell phones is into online marketing, more specifically the CPA network. For those who are unknown to this term, the CPA stands for cost per action and is indeed, one of the hottest methods to make money online. However, you may now want to know how can a CPA network advertise and sell on mobile phones.

CPA marketing is actually a new concept that helps to overcome all the problems that are associated with the so-called conventional methods of advertising. The CPA marketing system is based on the principle that the advertising payment for a company or website costs upon the ‘action’ that the visitor takes on the website. CPA network along with massive surfing through mobile phone’s increasing usage help firms to connect with more customers, increase sales and also promote offers online through all possible channels.

Owing to this reason, the Mobile marketing domain is making its firm presence in almost all major business verticals such as Insurance, Finance, Retail, Lifestyle, Gaming, Automotive, Healthcare and Beauty, Information Technology, Travel and Hospitality, and Media and Entertainment, among others. Mobile marketing comes as a rescue when enterprises want to reach the masses very quickly by opting for tactics that include banner advertising, email advertising, brand building, offer advertising, display advertising, etc.

The benefit that cell phones bring to companies and individuals in addition to mobile marketing is also tremendous. Many companies today have switched over to smart phones as wireless and data-transfer services rather than following the age-old strategies. Because many mobile networks are inviting online marketers to their carefully designed content networks, mobile marketing applications by means of cell phones remain on the leading edge in making life easier for the common man.

A recent survey shows that almost 80% of the world’s population carries mobile phones and takes advantages of the big mobile marketing industry. The industry has also predicted an astonishing increase in the cell phone base with as many as 5 billion new subscriptions before the year 2011. Today, it is anticipated that the global mobile marketing industry will reach a value of approximately \$16 billion by the year ending 2010.

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