Guest Editorial

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Mobile marketing has somehow remained a hot topic for more than 5 years for marketers, and every year since I joined the industry a decade ago has been the 'year of mobile marketing'. Or, more precisely, it has always been next year.

I suspect that we are part-way through the decade of mobile marketing. In any case, we are certainly moving towards a world dominated by digital technologies with mobile at its heart. Over time, I have noted the shift from talking to people about why they should do mobile or what it is, to talking about how to do it and where it fits in the marketing mix.

For that reason I chose to assume that, as fellow marketers, you already understand the imperative to use mobile as one of the channels available to influence consumer behaviour. I have settled on a very simple definition of mobile marketing as 'connecting and engaging with customers with and through mobile'. I would argue in fact that it is the best channel to do so and that mobile is the channel that will finally fulfil the promise of one-to-one marketing. I therefore approached my role here as guest editor with a desire to bring you a broad spectrum of opinion and fact to build your understanding of mobile marketing.

From the United Kingdom, you will find an excellent case study from Decca Records and Weve that focuses on the role that contextual relevance can play in making mobile advertising more effective. Global mobile marketing agency Somo provides a broader overview of the increased role of the mobile channel in loyalty marketing, and Advice Group shares a case study on how mobile is being used for customer loyalty and promotions for a confectionery brand in Italy.

We have included technology briefings from TigerSpike on iBeacons, which are set to transform retail environments, and from Peggy Anne Salz of Mobile Groove on APM, something that will be increasingly important for us as marketers to understand as we launch more and more internal and external applications.

Finally, we offer two strong opinion pieces on privacy and the role of mobile in marketing in emerging economies. Mobile is both the creator of more data on what consumers are doing and how they are behaving and the beneficiary of that data as marketers use it to build better-targeted communications. But there are some key considerations here for us around consumer attitudes towards that data collection and use. The final piece, on mobile marketing in India, comes from Aditya Save, who manages digital channels for one of India's biggest consumer-facing brands, Marico. He offers both a personal perspective and the process he has learned to use when launching mobile campaigns.

I hope that you enjoy all the perspectives here. The overall aim was to inform and inspire you to do more in mobile and I make no apologies for the latter. I remain very pro-mobile and convinced that, over time, mobility will become a central consideration in the relationship between every brand and its target audience.

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