



Applicability of Mobile Marketing in the Marketing Mix of Trade Fair Organizers

Immo Prenzel

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Master's Thesis from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Cologne Business School Köln (Fakultät für Wirtschaftswissenschaften), language: English, abstract: Executive Summary Trade fair organizers face an intensified inter- and intra-industry competition and increasing customer requirements towards efficiency and convenience of the trade fair events. In order to stay competitive trade fair companies have to integrate new market-oriented marketing measures to improve their customer communication, extend their service portfolio and thusly satisfy the customer needs. In this context the applicability of mobile marketing in the marketing mix of trade fair organizers was researched in this thesis. It was asserted that mobile marketing is a significant global trend with enormous growth potential as far more people can be reached via the mobile channel than via any other marketing medium. Thereby, mobile marketing is not limited to its communication function but it is understood more comprehensively as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and the society at large. The mobile channel offers unique characteristics that distinguish it from other channels and allow a targeted customer communication. However, there are limitations to mobile marketing that were described within a general framework consisting of technological, legal, customer, organizational and economical aspects. Along this framework the main strategic approaches the push and pull approach were identified. In the following trade fairs and its function, its economy, and participants were introduced. The focus was put on the trade fair organizer as well as on the two most important customer groups, the exhibitors and visitors. Since the applicability of mobile marketing depends on these groups

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