

Get smart with phone marketing

TECHNOLOGY is moving fast, so as a small business owner you have to keep up.

The mobile market has become the latest hot new target for businesses.

With more than 36 per cent of Australians now using smartphones, business owners have been forced to refocus their marketing mix.

General manager of Brisbane-based Reload Media Craig Somerville said mobile specific campaigns are vital for businesses to capture this newly created segment.

Data suggests 26 per cent of smartphone users frequently use Google Maps and GPS applications.

Alex Tilbury