

Study on Advertising Communication Strategy for Mobile Terminal

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Abstract. As mobile technology continues to mature and develop, software and hardware of the mobile terminal has been updating constantly, people are more and more dependent on mobile terminal devices in production and daily life. Because of the combined effects of today's communications technology and network environment, the advertising communication of mobile terminal has increasingly become the focus of attention of many scholars. Taking the mobile terminal advertising communication as the starting point, this paper analyzes the current situation, problems and bottlenecks of mobile terminal advertising communication, and has proposed a series of strategies for the development of advertising communication for mobile terminal.

Introduction

In the current Internet age, the rapid development of network technology deeply changed people's way of life, and as technology continues to develop, especially in recent years the popularity of smart phones, netbooks, tablet PCs and other mobile electronic products, making people can use the network anytime, anywhere. Through mobile terminal, people can deal with business, inquire information, carry out entertainment activities, etc., it can be said that in the current information age, people are inseparable from the use of mobile terminals both in work and in life. China has the world's largest number of mobile Internet users, in the development of China's rapid popularization of mobile terminals, the mobile terminal advertising also appeared and developed rapidly; in the huge market of mobile terminal in China, and therefore mobile terminal advertising has a huge commercial value and application prospects.

The status quo of development of mobile terminal advertising communication in China

The mode of mobile terminal advertising communication depends on the application and popularization of electronic products in today's era of mobile terminal network, the ad delivery object has the precision and directional characteristics personal exclusive characteristics of mobile terminal makes advertising communication under more. In recent years, with the rapid adoption of smart phones, the advertising market is also rapidly increasing, mobile ad serving terminal also mainly used in smart phones, which is the main market of the mobile terminal advertising communication. With the advent of full media era, when the phone is intelligent, driven, web sites, social networking platforms, mobile value-added services in a variety of emerging forms of advertising implanted, web advertising, wechat advertising, SMS (MMS) advertisement , pre-roll ads (advertising pause), etc. Mobile terminal advertising continue to emerge, laying the foundation for the establishment of in-depth study of the advertising market and advertising communication.

However, some problems appeared in the process of China's mobile terminal advertising communication development; people do not have a correct understanding for the mobile terminal advertising; especially some companies seek quick success, and give users a lot of bad experiences, for form and content of advertising communication is also a lack of effective innovation, it is difficult to play the role of good publicity. The mobile terminal advertising market overall is still a new market, especially in the context of media from among micro, how to effectively develop and utilize intelligent mobile terminals, and dissemination of all media advantage, it is to make it truly play its advertising communication the advantage lies.

Problems and neck bottles appeared in the development of mobile terminal advertising communication

Problem A: High owning rate of mobile terminal devices ≠ High delivery rate of mobile terminal advertising

From the high-market sales of smart phones, tablet PCs and other mobile devices, we can easily come to the mobile terminal device has a high rate of the status quo, however, behind the performance of this market and there is no advertising on the mobile terminal attaches great importance to most businesses understanding the mobile terminal advertising communication is not enough. In traditional media, advertising communication is a very typical way communication, advertising, information flow from the dominant trend of traditional media was flowing traditional media audiences, mass media under a huge advantage in the audience base, advertising campaign with product sales or carry out the extensive corporate performance measurement. With the advent of the Internet age, full coverage of the base of the surge in Internet users and network capabilities, so as to become a mobile terminal having a new network access device to rival the traditional media audience, but not enough for the mobile terminal advertising effectiveness and importance of understanding not enough and the Chinese advertisers inadequate investment for mobile advertising, so advertising rates in smart phones, tablet computers and other mobile devices is not high.

Problem B: High intelligence of mobile terminal function ≠ High integration of all media in advertising communication

In the current media environment, for the majority of Internet users, the choice of a wide range of media resources, and select the difficulty and cost is not high, at the same time, all media era advertising media also provides more choice and greater delivery platform. In the endless applications to bring back the experience of overwhelmed, custom required all kinds of functions and information will all arrive in front of the audience, but this sprawling, disorderly same user demand for mobile advertising delivery brings uncertainty and risk. In the advertising process of the mobile terminal, the integration of media resources is generally inadequate, the entire media strategy is not strong, a single ad serving and traditional forms of advertising in advertising communication of the mobile terminal is very common. This built up in traditional media advertising spread ideas and models apparently spread the initiative audience increasingly powerful network era and two-way interactive communication model gradually lose the advantage, potential advertising information flow gradually being digested.

Problem C: Personal specificity of mobile terminal devices ≠ High accuracy of advertising delivery

Behind the fragmentation of network communication and phone features intelligent people in different screen, switch the page more easily and faster access to information increasingly targeted, more refused information was not interested in their own on time-consuming. Easily skip ads filtration VIP status, real-time closed pages have become the advertising information flow interruption reason, it is no wonder that some people will say, "hard-wide effects of mobile marketing era, only 7% of the poor." ^[1].

Problem D: Characteristics of mobile terminal information communication ≠ Characteristics of mobile advertising communication

In the network communication of mobile terminals, information on mass audiences, grant characteristics determine the spread of mobile terminal advertising steering. The audience for aesthetic request for information is increasing, more and more diverse, increasingly uncertain consumer motivation, have made in the traditional media advertising spread the idea of a mobile terminal advertising mode of transmission and dissemination of results is limited. Mobile ad appears in the media age from micro context of the traditional advantages of its mass media is not clear.

Strategy of mobile terminal advertising communication development

Improve the cognition of mobile terminal advertising communication

In the information age, the popularity of mobile terminal applications brought huge advertising communication market, this market there is a huge commercial value. The mobile terminal advertising investment increase, not only rely on market growth, more in-depth understanding of advertisers and advertisers rely on the mobile terminal advertising communication. 2012 US TV advertising revenue of about \$ 63.8 billion, while mobile advertising revenue is only \$ 3.4 billion, from the current situation in terms of mobile advertising revenue, a lower proportion of mobile advertising revenue at home and abroad is an important reason for advertisers and agencies mobile terminal advertising contempt and awareness of mobile advertising communication, lack of dissemination of results, the ignorance of the market and so they blindly chose caution. However, mobile terminals, especially mobile phones in the future increasingly dominated by traditional media, reality cannot be avoided, according to a survey conducted by market research company Nielsen (Nielsen) and the American Association of National Advertisers (ANA) showed that after three years of phones and tablet PCs It will go beyond the traditional TV as the main advertising vehicle. Enterprises in the application of mobile terminal advertising communication, we can better learn from the successful experience of foreign countries, learning its mature advertising communication mode, in order to achieve greater business value in the mobile terminals Advertising Communication. Meanwhile, in-depth understanding of network communication law helps to improve dissemination of advertising for the mobile terminal-depth understanding; for the phone functions of the in-depth understanding of the mobile terminal advertising helps improve practice and dissemination strategy; and even 5G 4G mobile technologies for understanding in-depth help to improve the feasibility of mobile terminal advertising communication technology development areas.

Strengthen integrated marketing communication of mobile terminal advertising communication

The application function segment of mobile terminal and all media information dissemination situation is driving the integration of mobile terminals in a mobile terminal integrated marketing strategy and advertising communication. In the development trend of network convergence and media convergence, mobile network terminal equipment for the audience to provide information may be received too many. Accurate communication mobile advertising communication does not necessarily bring high returns of advertising effectiveness, and media advertising communication but they can get through the integration of different types of information exchange on the same platform for us. Strengthen the interchangeability of different forms of media and connectivity between each other, it is to make the advertising effect can be achieved important way. In the mobile terminal, mobile entertainment occupy cyberspace phones, tablet PCs and other mobile devices to establish the dominant position, and in this and many other entertainment and information consumption activities, people concerned about the specific level of information is generally not high, A survey data show that 86% of smartphone users use their phones when handling multiple tasks simultaneously ^[1]. Resolve the audience unconscious state rambling note, it can have targeted integrated marketing communication purposes, so that potential consumers increasingly integrated into the communication context information in a mobile network communication of the advantages of precision, better play to establish maintain and spread the brand image of the dissemination of results. Meanwhile, the integrated marketing of mobile terminals is an important way to save advertising costs.

Improve soft advertising delivery and communication skills

The audiences who have gone through the traditional media have no fresh sense for the hard advertising already, even bored, which is why many video sites occupy most of the time online, although the mobile terminal users, but its placement advertising effectiveness not so satisfied with the reasons for the advertiser. In the network, "push", the lack of hard advertising "pull" mode of transmission of innovation, risk instant effect only momentary eye, while the excited audience real consumer motivation and consumer behavior of little help, or even have a negative effect. Strengthen

soft advertising in the mobile network delivery and communication skills are necessary. In mobile networks, the entertainment function, social function point of information consumption, and two-way interactive communication model of audience participation makes soft advertising more likely to cause the audience's attention, more persuasive. In the traditional forms of advertising media the usual soft - the role of public service ads, sponsorships, product placement in films and TV, etc., can also play a brand image in the mobile network terminal, the formation of word of mouth, in addition, in accustomed circle of friends to share concerns and intermediate users are concerned, soft advertising is undoubtedly a more spread effect of media forms - circle of friends experiences recommendation of friends word of mouth, opinion leaders recommend, etc., which are made of soft advertising Mobile networks have a more flexible and more creative form, so more choice and ownership of the network have a greater spread in the audience might be persuaded.

Once successful Weibo marketing, Wechat marketing in the Internet age will gradually dissipate changing its initial application strong marketing advantage, in this era of information-rich, people things are getting shorter shelf life, when visual fatigue, recognize fatigue know, when is the gradual failure of these new marketing tools when. Therefore, this requires us to develop skills in serving and soft advertising aspect of ideas, leveraging the advantages of mobile terminals and new media advantages, and actively innovation in the mobile terminal advertising spread in a more vivid form of advertising to impress the audience, to win reputation and earn interest.

Although traditional soft wide form has its drawbacks in the high cost required, spread slowly, spread relatively narrow audience, etc., but in the viral campaign network and launch costs are relatively lower in reality, its ability to exceed the enhancement, product efficiency and brand communication in the Advertising Age, which can provide a soft advertising immeasurable.

Increase potential energy of advertising information stream

Conventional advertising in traditional media information dissemination has potential advertising information flow exhausted, media credibility, and credibility propagation dominance unidirectional flow interest spread in the era of network communication has been subverted seeking advertising information flow potential increase is to enhance the mobile advertising campaign is an important way. Reputation and credibility of traditional media dissemination may be replaced by a network of opinion leaders; network circle phenomenon of widespread recognition and credibility to disseminate information label marked his best friend; the network for interactive media environment pull traction advertising information flow and create the possibility. These are no doubt increase the potential of advertising communication methods, but at the same time, we should also see that the holder of the mobile terminal itself, user behavior characteristics, characteristics of the age structure, income level, it is also becoming an important factor in determining the potential increase in advertising .

Audiences will undoubtedly become an important factor in the spread of mobile advertising, increasing the potential advertising information flow, not only the result between advertisers and audience interests of the game, but advertising content and advertising continue to develop, the result of innovation.

Conclusions

No matter what kind of ways and means we chose for mobile advertising communication, we should firmly grasp - originality will always be the core for advertising get survival and development, any one link in the ad spread in any kind of media requires creativity and innovation irrigation. In the development of mobile advertising in there who will say that it will stop where it, as long as we stop technological advances, our thoughts stop, its future development will not stop.

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