# Steps for Creating a Mobile Marketing Strategy

Creating a mobile marketing strategy is essential to the success of your business. A good strategy takes into consideration your product, your users, and your competition, to ensure that your information gets to the right people at the right time.

**Identity Your Users**

It’s important that you know exactly who your ideal customer is. If it helps, one way to ensure you always keep them in the mind when you are creating solutions is to develop a customer avatar that you can look at to help you remember who you’re doing all this for.

**Know Your Competition**

It also helps to know your competition. When you know who they are, you can also find out where your audience gets their information and notice the gaps in coverage that your competition has. You can fill in those gaps and do a little better than them when you understand what they need.

**Know Your USP**

What is that special thing you offer that no one else can? Your unique selling point or unique selling proposition (USP) is what sets you apart from everyone else. Figuring out what your USP is will require that you do some research and study about your product, services, and audience - enough to be able to differentiate yourself from your competition.

**Understand the Problems You Solve**

Know what problems you solve. Your audience will respond much better when you address solutions to problems over features. If you mention a feature, you should always mention the benefits of that feature to the audience.

**Perform a SWOT Analysis**

When you perform a SWOT analysis, you’ll study the strengths, weaknesses, opportunities and threats surrounding your business. You’ll be able to notice what is going well, what could be a problem, and the types of opportunities and threats you face as a business owner in your niche. When you know this information, you can make better choices.

**Optimize for Mobile First**

Whether it’s your website, email marketing, or mobile marketing, optimizing everything for mobile first is the best solution. The reason it’s the best solution is that when you use optimization guidelines for mobile, it also works well for regular internet marketing.

**Know Your Objectives**

When you set up any type of marketing campaign, the first thing you need to know is what your objective is. Do you want them to buy something in-app; do you want them to read your email messages and click through; do you want them to perform some action? When you know the objective, you’ll be able to make better calls to action.

**Determine Proper Tactics**

Based on your objectives and your audience’s preferences, you can develop the tactics you’ll use. Tactics like an in-app contest, an email series, remarketing to someone who has played your game, and so forth.

**Track and Measure Everything**

As always, check the numbers. Don’t make assumptions that something you did worked until you have proof that it really did work. You can use the analytics native to any software you use to check the numbers and make sure it’s working as you wanted it to.

Remember that focusing on user experience will ensure that anything you create will reach your target audience - whether it’s a product, a service, or the marketing of that product or service.