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Wed, 14 Jul 2010 18:55:10

### Marketing: SMS is powerful marketing tool, location adds value

Submitted by [Sandra Vogel](#) on Wed, 14 Jul 2010 11:30

A US survey commissioned by location based mobile marketing specialist Placecast suggests people are increasingly interested in mobile marketing, and that opt-in, location based mobile marketing by SMS has great potential.

The survey found 28 percent of mobile phone owners 'somewhat interested' in mobile marketing and advertising with the 18-34 age group recording 42 percent as 'somewhat interested' or expressing a stronger interest.

The dominant category of interest for opt-in mobile marketing was groceries with 68 percent expressing an interest. This was followed by national restaurant chains at 64 percent and fast food items at 50 percent.

Location is seen as important by many in this context with 37 percent of those who have opted to receive text alerts thinking location based alerts could be useful, 29 percent saying they would be 'interesting' and 24 percent thinking they could be 'more relevant and innovative'.

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### Protect The Human



Early statements from government officials suggested that the killings had been motivated by Mr. Sarsenbaiuly's business



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a  Company

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