
ASSESSMENT OF MOBILE TECHNOLOGY USAGE IN THE AREAS OF ADVERTISING AND CUSTOMER RELATIONSHIP MANAGEMENT

Summary

Today's consumers are very demanding and their needs become highly sophisticated on the other hand there are plenty of new communication channels which are used by marketers to advertise many products. These are the reasons that we can observe information chaos. Solution for that situation can be usage of mobile technologies in the marketing process of gaining customers over and advertising products. Main aim of that article is to present where wireless technologies can be used, how to measure them and finally what are the benefits for the department of marketing and a whole company.

Translate by Jacek Unold, Lukasz Lysik