

7.1: Introduction

A few years ago, considering mobile as part of your digital marketing strategy was optional, this is no longer the case. In 2015 the number of mobile-only internet users in the US exceeded the number of desktop-only users for the first time (ComScore, 2015). The idea of a mobile device being someone's first, and often only, access point to the Internet is nothing new in developing nations where desktop devices and fixed internet connections are too expensive for much of the population.

This means that mobile is not a marketing strategy that can be considered separately. It's a necessary part of every digital marketing endeavour because chances are good that at least some of your audience will see that marketing on a mobile device.

In this chapter we will discuss some mobile-specific channels and apps. Remember, digital marketing is about looking at where your audience is and working to reach them, and your audience is almost certainly on mobile.

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