granted

STARTMEAPP LAUNCES NEW PROGRAM FOR DIFFERENT BRANDS

The StartMeApp, known for being a leader in the world of mobile advertising, has recently announced the launch of its new program, the Social Media Mobile program. This particular program enables brands and all sorts of advertising agencies to work in a simple manner to effectively reach certain consumers, specifically consumers living in the United States who also happen to be Latino or Hispanic. The brands and advertisers will have the opportunity to reach this specific demographic of people through their mobile devices and through a number of different social networking websites, including the almighty popular Facebook and Twitter. The program provided by StartMeApp is a basic solution for both advertisers and brands, allowing them to develop different methods of providing effective advertisements to individuals while also targeting them on different levels. Through mobile advertising, these brands and advertisers can target the Hispanics and Latinos with campaigns that they can relate to in different ways, which also opens the doors for these brands and advertisers who are interested in broadening their horizons and grasping the interest of new consumers. When relying on StartmeApp's program, the brand and agencies will have absolutely no problem interacting with consumers through their mobile phone, ultimately helping to build loyalty between their specific brand or product and the consumers. And, loyalty is most important to the vast majority of advertisers and brands. The Social Media Mobile program enables advertisers to basically advertise in an effective way to these individuals while also monitoring the response they receive from the advertisements. It is important to be able to do so as this is a way to figure out how these individuals feel about the advertisement they see and whether or not any adjustments or changes need to be made. This also enables brands and advertisers to find out more about the consumers and their specific habits, ultimately helping to increase the effectiveness of their advertisements because they will know exactly what these consumers want and are looking for. The Founder of the StartMeApp, Alejandro Campos Carles, has said, "Increasingly, Latin American and U.S. Hispanic consumers are going online and staying online via their smartphones, tablets and other handheld devices." He also said, "Our 'Social Media Mobile' program lets savvy advertisers follow these consumers into the mobile space, to connect and interact with them via their favorite social media sites to convert them into fans and followers of products and brands." In this particular day and age, more people are using smartphones and viewing mobile advertisements, including the Latin American group, which is one of the main reasons it is generally so important for these brands and advertisers to ensure they are effectively advertising to these individuals as well.