Location Based SMS Alert for Advertising Using Mobiles

M. Durga, A.Valarmathi

Master of Computer Application, University College of Engineering, Anna University, BIT Campus, Tiruchirapalli, Tamil Nadu, India

ABSTRACT

The aim of the project is to construct system GPS and sms reminder that can identify its current location based on sms alert that it announces for ads assigned for location automatically Location based advertisement is a new form of marketing communication that uses location tracking technology to target consumer with specific advertisement on mobile device. Simply put Location Based Advertising allows brands to adapt their marketing message based on where consumers are geographically. By knowing where your consumers are, brands are able to tap into daily habits and also encourage consumers with relevant offers for coffee shop and messages which relate to their location.
Keywords : Location Trace Service, Googlemap, Advertising Using Mobile,GPRS Tracker, SMS Alert.

I. INTRODUCTION

Mobile phone- a mass media for making communication & sharing information in present days among the people has been enriched with different applications by the advancement of internet & network technology. It brought the new eras of services by tracking the location of a mobile user. Our paper explores the possibilities & procedures of marketing of a shopping mall or a brand shop through mobile- using location based application. As technology is an important facilitator and at the same time a limiting factor, we review shortly the technical aspect relevant for LBS. Mobile devices are very personal to the user. It is therefore very important that, with any location-based marketing technique, the privacy of the user is safeguarded at all times. In most cases, the consent of the user will be required and it will be important to determine where this is sought as it may vary between business models. In any case, it is vital that marketers offer users transparency about the location data that is collected and used and ways to control it. consumers become more tech savvy, consumers seem more than happy to receive information to their handset as long as it is relevant. According to a consumer survey carried out by the IAB in 2010, 49% of consumers would use LBA more if the information they received was more relevant and useful.

II. METHODS AND MATERIAL

PROJECT SCOPE

This application will help all the entrepreneur of a shopping mall to advertise their offer to the customer

- Customer can get automatically the available all new offers for them in a shopping mall.
- Customer can get the information of available shopping mall/brand shops located in their present location using sms.
- Even a grocery shop can advertise his offer to the customer.
- Through this service we can provide service to the market authority as well as to the mass people.
- It also helps to control the market price & creating different types of offer advertisement For different types of available market like the following: Features Available Services • Brand shops offer e.g. BATA. 15% discount on men's shoes, 10% discount on children's shoes etc.

Technology

There are a number of ways in which technology can be used to track a consumer's location. Below are the three traditional methods which are currently available and commonly used for Location Based Advertising.

Handset-Based

This technique requires the installation of software on the handset to determine its location. The location is found by computing the handset's cell identification. In addition, if the handset is also equipped with Global Positioning System (GPS) then significantly more precise location information can then be sent from the handset.

Hybrid

This technique uses a combination of network-based and handset-based technologies to identify the location. One example would be some modes of Assisted GPS, which can both use GPS and network information to determine the location. Both types of data are used by the mobile phone to identify the location faster and more accurately.

INCOME OF THE ADS

Vendors :

- Advertising of their Shops, Products and Services based notification sms.
- Direct linking to their Websites.
  Developer :
- Get income for vendors.
  User:
- Getting the latest offers going on in their current location

III. LITERATURE SURVEY

Advertisements are public notices designed to inform and motivate about Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet. There was not any direct way of publishing advertisement to user. They have to used some medium for advertisement. Location Based Advertisement will help people to get the required advertisement easily based on there locality. Advertisement will appear directly on sms provide to customer

A Mobile Application for customer Information System and Location Tracking Technology:

i. Pankaj D Virulkar[2] has given Location-based advertising (LBA) is a new form of advertising that integrates mobile advertising with location-based services. The technology is used to pinpoint consumer's location and provide location specific advertisements on their mobile devices or desktop. According to Bruner and Kumar (2007), "LBA refers to marketer-controlled information specially tailored for the place where users access an advertising medium" With the current rapid increasing use of smart phones, the mobile location based service market is growing to the point that location-based services are now a standard feature on desktop.

ii. The greater availability of GPS phones, reduced prices, and app stores have all contributed to the rapid growth of location tools. Bernhard komel[3] Advertisements or vouchers are commonly used today to attract the attention and the purchase of consumers by providing discount or detailed description to customers. Typically, vendors use text to describe characteristic introductions and images to express appealing looks. In order to allow consumers to retrieve more information such as location of vendors, an advertisement publishing system should be improved to meet the consumer's requirements. Prem Kumar.B[3]. Advertisements or vouchers are commonly used today to attract the attention and the purchase of consumers by providing discount or detailed description to customers based on sms

iii. Location measurement of mobile application system: Place measurement involves the determination of the physical location of a business or other organization. place for the purpose of correlating this location to user/device location measurement to derive cally, vendors use text to describe characteristic introductions and images to express appealing looks. In order to allow consumers to retrieve more information such as location of vendors, an advertisement publishing system should be improved to meet the consumer's requirements. This work proposes a location-based mobile advertisement publishing system, a framework for vendor editing, and location-based service.

Location measurement generally involves attributing or assigning location to a unique device or user either for attribution of ad exposure, location-based targeting of advertisements or correlation to place measurement for the purpose of foot traffic and/or visitation measurement. While the IAB Audience Reach Guidelines establish certain levels of unique •

measurement, location attribution should only be done at the device or, more preferably user level(eric john senior director mobile). Mobile marketing tata consultancy servicer) Location specific messages can be delivered to consumers via the internet, Bluetooth, GPS, mobile networks and smartphone apps with or without check-ins. Designing a complex mobile advertising ecosystem requires components that allow for consumer access, capture data dynamically, process and discern data, deliver content,and offer ways to manage these functions. These components include: n Channel – Mobile marketing efforts should cater to a variety of smart phones and tablets that are GPS enabled, either via native apps or in-app functions. Feature phones (browser based) can also be catered to, as long as they support at least one of several interactivity enabling technologies, including Bluetooth, RFID, GPS, WiFi, NFC, oriBeacon. n Consumer access path (URL, app, or other medium) – This includes the set of access methods that the mobilegadget wielding consumer will use to invoke services that help deliver the marketing message or offer. Content format – The front end technology used deliver the marketing message can be HTML, CSS,php script or map (Google).Advertisement delivery technology – A platform that streamlines the design, assembly, and delivery of personalized content delivery, as well as manages the rules that determine how advertisements are served from text messaging to deliver messages.

IV. EXISTING SYSTEM

The popularity of e-commerce and m-commerce has been demonstrated through the popularity of stores like Costco, Argos and even Amazon. This is turning people into anonymous customers when in the process of making purchase decisions. Saying this, many brands still dedicate an enormous amount on energy and resource trying to create and maintain "relationships" with their customers. Today's "checking in" culture is a rather niche activity for a subsegment of people interested in mainly social media for advertisement.

V. PROPOSED WORK

The application is a user friendly one, that anyone can access for free of cost. This could be set up to identify members if they are present in the selected locations

three or more times in the week(s) preceding the activity. This means that only are you reaching people in the location at the time of the broadcast but you're also reaching those that are regularly in the vicinity The basic idea for this project was to guide the location identify, display maps and track their locations and sending sms to customer.

DATA FLOW DIAGRAM:
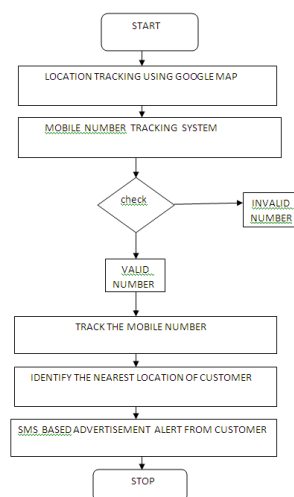
ARCHITECTURE
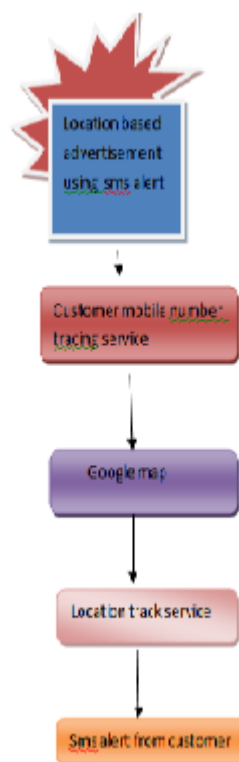
ARCHITECTURE

User Interface:-

The user interfaces like the graphical buttons, textboxes used
for getting inputs from the user.
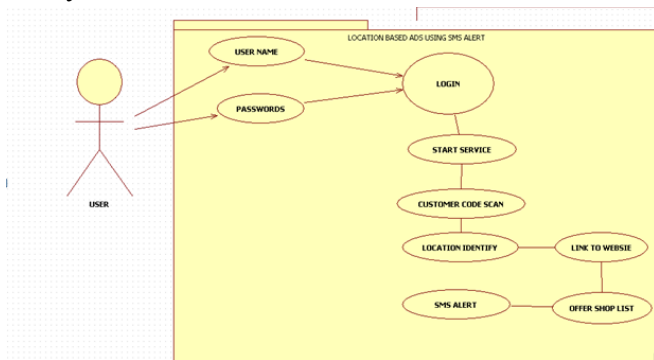
Project Framework:-

It includes the application design using HTML and connect to php linking to send message of customer in advertisement (coffee café) which help to build

- Windows Forms
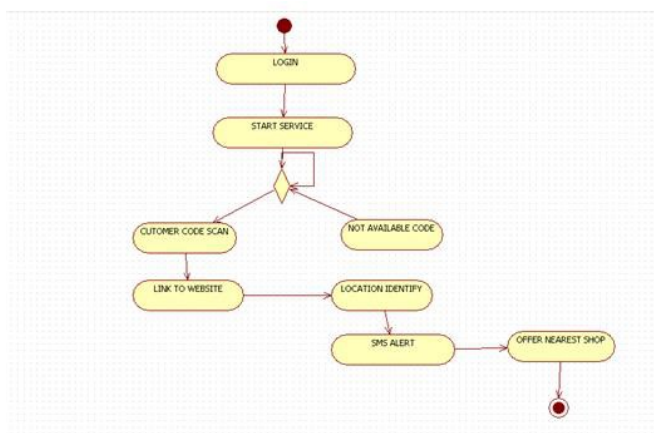- Web Applications
- Web Services

UML DIAGRAMS

1) Use Case Diagram
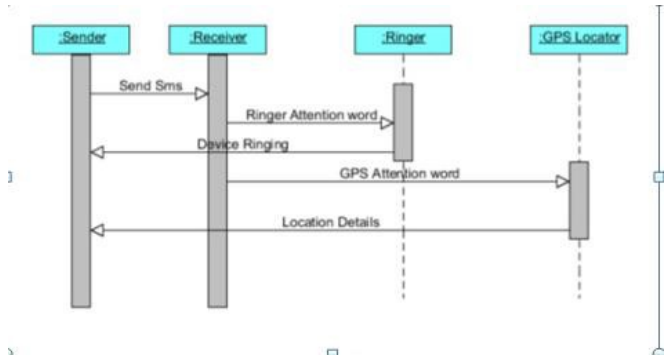Use case diagram gives an overview of the Users and the System Interaction

Activity Diagram:
Activity diagram gives the activity involved in the working of the proposed application.
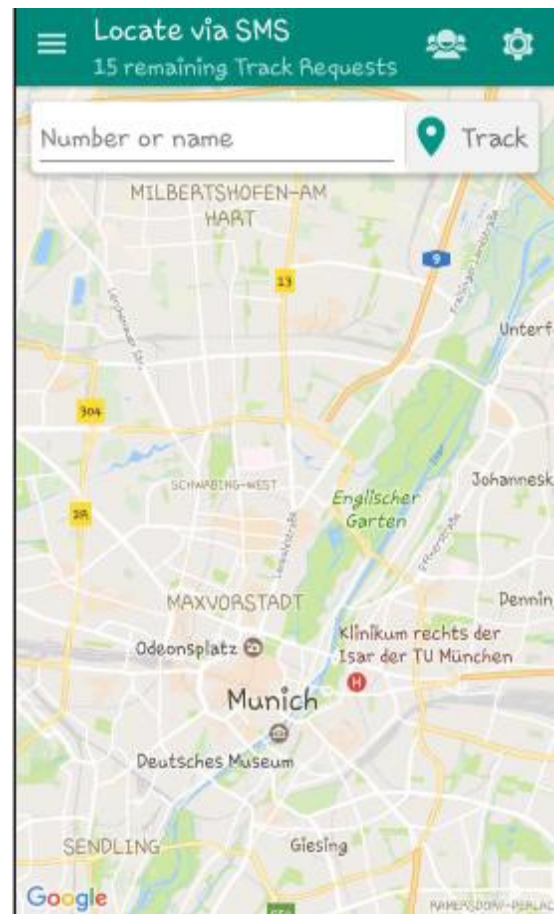

Sequence Diagram

OBJECTIVE

LBA on mobile can focus on a variety of engagement and marketing aspects including awareness, deal distribution, traffic increases, new performance measurements, and good old fashioned fun.
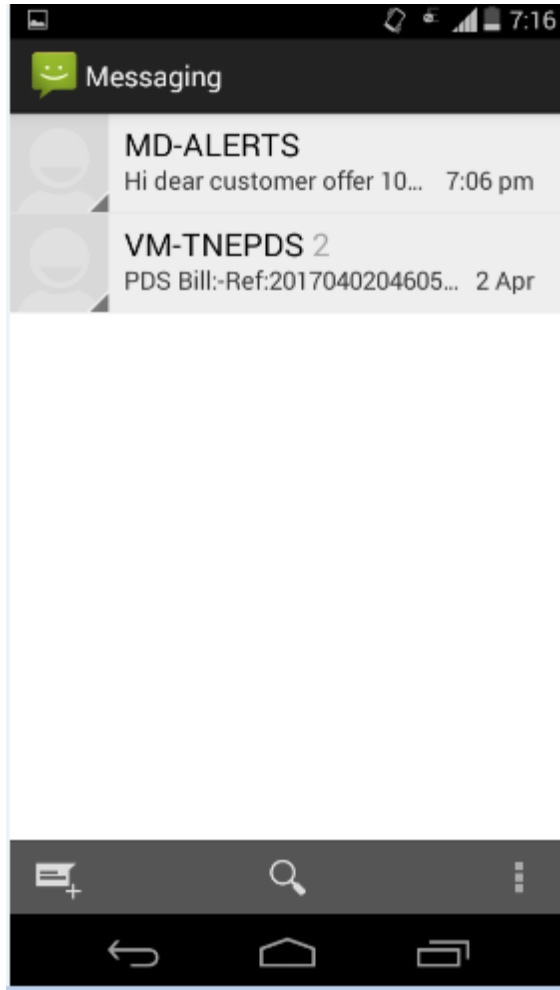
VI. RESULTS AND DISCUSSION

LOCATION TRACKING USING MOBILE NUMBER:

ANALYSIS NEARBY PLACES CAN TRACK

SMS SENDING TO CUSTOMER

OFFER FOR NEAREST SHOP SMS ALERT

Customer Code	1001
Cus_MobileNo	9095797751
Location	trichy
Message	Hi dear customer 10% offer coffee from sai coffee cafe.welcome to coffee cafe

Send Message

DELIVERY SMS ALERT NOTIFICATION

OFFER FOR HOTEL

message can be send successfully

DELIVERY SMS FROM COFFEE CAFÉ CUSTOMER MOBILE:

VII.   CONCLUSION

Already have the tools to deliver better location based experiences such as White-label geo-location platforms that deliver location based mobile content. Those that do not may find it difficult to get involved in the future .Easy to communication of people in LBA and increase purchase activity of online.

VIII.   ACKNOWLEDGEMENTS

IX. REFERENCES

[1].   MySql,   "MySql   work," http://www.dev.musql.com.
[2].   GPS Location, "Tracking GPS location in Android," http:// www.javacodegeeks.com.
[3].   NMEA   protocol,   "NMEA Protocol,"http://www.kh-gps.de/nmea-faq.htm.
[4].   NMEA   protocol,   "NMEA   Protocol," http://aprs.gids.nl/nmea.
[5].   GPS   tracking,   "GPS   Tracking   System," http://www.eetimes.com/design/communicationd esign/4210115.
[6].   GPS   tracking,   "GPS   Tracking   System," http://tech.in.com/features/all/what-is-agps-how-does it work/115142.
[7].   GPS   tracking,   "GPS   Tracking   System," http://webhelp. ersi. com/ arcpad/8. 0/ userguide/index.htm
[8].   Distance   calculation,"Distance   Calculatiation" http://devdiscoveries. wordpress. com/ 2010/ 02/01/android-distance-between-two-points-on-theearth