



## **Training Guide**

**Take Your Business to the  
Next Level by using  
Mobile Marketing Revolution**

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## Introduction

In today's fast-paced industry, mobile is unlocking a world of opportunities for marketers to reach audiences and leverage their brands.

Mobile is disrupting the way your audience engages with brands. People are opening your email on mobile devices. They are visiting your website and engaging with your content on mobile devices. They are communicating with you via mobile devices. Consider:

- 80% of internet users own a smartphone.
- Mobile platforms, such as smartphones and tablets, host up to 60% of digital media time for users in the U.S.

Effective mobile marketing means understanding your mobile audience, designing content with mobile platforms in mind, and making strategic use of SMS/MMS marketing and mobile apps.

With about 80% of millennials using their phones in-store, marketers can maximize location-based mobile marketing and offer relevant coupons and promos directly on customers' phones. With advancement in beacon technology, marketers can leverage the 74% of millennials who are willing to receive location-based mobile alerts and place offers directly in their hands!

It is estimated that there will be more than five billion mobile phone users in the world by 2019. Thus, it is no surprise that mobile web is rapidly taking over and becoming the dominant force in overall internet traffic.

The mobile-first movement is still gaining traction and it is showing no signs of slowing down. In 2017, marketers need to be prepared to produce and distribute the right content to the right people on the right devices.

Businesses are catching on. Sending emails without a clear mobile strategy will get you left behind!

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# Chapter 1

## Mobile Marketing: An Overview

### How Does Mobile Marketing Work?

Mobile marketing consists of ads that appear on mobile smartphones, tablets, or other mobile devices. Mobile marketing ad formats, customization, and styles can vary, as many social media platforms, websites, and mobile apps offer their own unique and tailored mobile ad options.

### Why You Need a Mobile Marketing Strategy?

Your business needs a mobile marketing strategy for the same reason that you need a computer and wi-fi access – this is the age in which we live! Walk around any major city and you'll find more than just a few folks with faces glued to their smartphone screens. According to recent reports, 40% of users' internet time is spent on mobile devices, which means simply ignoring the rise of mobile just isn't an option.

Mobile is here to stay, and if forecasts are correct, it will soon be eclipsing desktop usage. If you don't have a mobile marketing strategy yet, it's time to get going!

### Types of Mobile Marketing Strategies

There's a healthy variety of mobile marketing strategies to try. The kind that works best for your business will depend on your industry, target audience, and budget.

**App-based marketing:** This is mobile advertising involving mobile apps. While 80% of mobile time is spent engaged with apps, you don't have to create an app yourself to get in on the action. Services like Google AdMob help advertisers create mobile ads that appear within third-party mobile apps.

Facebook also allows advertisers to create ads that are integrated into Facebook's mobile app. Facebook's mobile Promoted Post ads integrate so seamlessly with Facebook's news feed that users often don't realize they're looking at ads.

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**In-game mobile marketing:** In-game mobile marketing refers to mobile ads that appear within mobile games, like in the example below. In-game ads can appear as banner pop-ups, full-page image ads or even video ads that appear between loading screens.



**QR codes:** QR codes are scanned by users, who are then taken to a specific webpage that the QR code is attached to. QR codes are often aligned with mobile gamification and have an element of mystery to them, since users who scan them don't always know exactly which rabbit hole they're jumping down.

**Location-based marketing:** Location-based mobile ads are ads that appear on mobile devices based upon a user's location relative to a specific area or business. For example, some advertisers may only want their mobile ads to appear when users are within a 1-mile radius of their business.

**Mobile search ads:** These are basic Google search ads built for mobile, often featuring extra add-on extensions like click-to-call or maps.

**Mobile image ads:** Image-based ads designed to appear on mobile devices.

**SMS:** SMS marketing involves capturing a user's phone number and sending them text offers. This is considered somewhat passé.

## How to Create a Mobile Marketing Strategy

As with any marketing effort, every brand and organization will develop a unique mobile strategy based on the industry and target audience. Mobile technology is all about customization and personalization, which means mobile marketing is, too.

### Step 1 - Create Mobile Buyer Personas

Understanding your audience is the first step to any marketing strategy, and buyer personas is a valuable tool to aid in that understanding. Buyer personas are simply fictional representations of your various types of customers. Create a profile that describes each one's background, job description, main sources of information, goals, challenges, preferred type of content, objections, and/or role in the purchase process. It is easier to determine a

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channel and voice for your marketing messages when you have a clear picture of your target audience.

Make a specific point to detail your target audience's mobile habits as well. How much of their web usage happens on mobile devices? Are they comfortable completing a purchase on a smartphone? A simple way to start is to research big data reports on mobile usage. Some interesting observations include:

- 65% of all email is first opened on a mobile device.
- 48% of users start their mobile internet sessions on a search engine.
- 56% of B2B buyers frequently use smartphones to access vendors' content.
- 95% of adults primarily use their smartphones to access content/information.

To better understand your specific target market, monitor Google Analytics for your site's mobile traffic numbers. You can also ask or survey clients and prospects about their mobile web usage.

A/B testing—which compares two versions of the same campaign on a certain channel—can also be informative for developing any aspect of buyer personas. When all other factors are the same, do your email campaign landing pages get more views when you send a related email on weekends or on weekdays? In the mornings or in the evenings? Which title or email subject gets more click-throughs?

Both the general and specific data will help develop audience personas that include mobile usage.

## **Step 2 - Set Goals**

The key to defining any effective strategy is to first decide what success looks like. Get the key stakeholders together to map your mobile marketing strategy. Identify goals by asking your team some of these questions:

- What are we currently doing for mobile? This will define your starting point, and make sure everyone is on the same page as you begin.
- If you are already doing mobile marketing, how are those initiatives performing? This conversation will identify what is already working, what is not, and what's not even being measured.
- What are your main objectives for including mobile marketing in your overall strategy? Discuss why you're considering mobile now, what conversations have led up to this point and what you expect from mobile marketing.

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- Who are your key audiences for mobile marketing? Talk about your customer personas in light of mobile usage updates. How similar or different is each persona's mobile usage?
- How are you engaging your mobile audience cross-channel? This discussion will help analyze how the channels you're currently using can be included in your mobile marketing strategy.

### Step 3 - Establish KPIs

Just like your other marketing efforts, mobile marketing needs to be tested and optimized. Determine which realistic, measurable KPIs define your mobile campaign's success. For example:

- **Engagement**—Provide mobile-friendly content for potential customers who are searching for information about your industry or product. Make sure your website is mobile-responsive to improve mobile SEO.
- **Acquisition**—Make sure lead nurturing emails are mobile-friendly with clear calls-to-action. Buttons in emails should be near the top of the message and be big enough to easily tap in order to facilitate click-throughs. Then make it as easy as possible for someone to fill out a form on your mobile-optimized landing page.
- **Customer Service**—In a connected, social marketplace, customer service is very much a marketing opportunity. Allow your customers to easily reach you through any platform they want, including simple click-to-call buttons for smartphone users.

In order to identify the right KPIs for your mobile marketing campaign, ask yourself:

- Do I want to increase conversions from email messages?
- Am I trying to improve traffic to sales pages?
- How important is it that I generate more qualified prospects?
- Does our brand need to improve sales by converting more traffic on certain pages?

### Step 4 - Monitor Mobile Metrics

Google Analytics can help monitor mobile usage of your site:

Mobile behaviour data reveals how well your mobile content engages your audience. Mobile conversion data will indicate whether or not some of your key landing pages still needs to be optimized for mobile browsing.

Adding the Device Category field to the Site Content dashboard will display the quantity and quality of much mobile traffic to each individual page on your site.

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The table on the Site Content dashboard includes metrics like pageviews and bounce rate. Add the Device Category by clicking the “Secondary dimension” menu above the first column and selecting “Device Category” from the “Users” submenu. The table will then display the most-viewed pages on your site, per device, so you can see how mobile actually affects your web traffic.

That information can hint at which search queries may be leading mobile traffic to your site, what content your mobile audience is most interested in, and which pages to optimize for mobile browsing first.

**Mobile-Friendly Website** - A mobile-friendly website is no longer an option—it’s a must. The rise in mobile traffic coupled with Google’s mobile-friendliness ranking factor means a brand’s site must adapt to mobile devices in order to stay competitive.

For search engines, “mobile-friendliness” means that:

- Content fits on the screen without side-to-side scrolling or zooming.
- Content loads quickly.
- Site returns no mobile-specific errors.
- Google has even provided a free mobile-friendliness tool to help marketers determine how to best improve their sites.

The most important reason to maintain a mobile-friendly site is to create a consistent and engaging user experience. Mobile UX has a dramatic effect on every stage of the buying cycle:

- 64% of mobile web users abandon pages if they don’t load within 10 seconds.
- 35% of executives could not make an intended purchase because the website they visited wasn’t mobile-friendly.
- 90% of the C-suite uses mobile devices to research business purchases.

Making sure your mobile user experience is as easy and seamless as possible should be a primary marketing goal.

## Mobile Marketing for Email

With 57% of email opened on mobile platforms and 69% of mobile users deleting email that isn’t optimized for mobile, it’s clear that your audience is engaging with email campaigns on mobile devices.

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Most email marketing providers will use responsive design—a strategy that automatically formats web page content for optimal viewing on any device—but there are still some key considerations for designing email CTAs with mobile users in mind:

- Place the CTA early in the message (above the fold whenever possible).
- Make buttons at least 44x44 pixels, so they are easily “tap-able.”
- Email sends should optimize what is displayed in the mobile inbox—“From” fields max out at 23 characters, and subject lines at 38 characters.

Finally, don’t forget about those landing pages. If your email is mobile friendly, but the click-through goes to a landing page that isn’t optimized for mobile, that visitor will likely become frustrated and bounce from the page.

Creating a unique landing page for an email campaign is a great way to optimize for the mobile user. A unique landing page also allows you to create a range of metrics that will help monitor the mobile success of the campaign. Here are a few things to keep in mind as you design this unique, mobile-friendly landing page:

- Remember that readers are using their fingers to select items. Use pronounced image buttons and keep the layout simple.
- Keep forms minimal. The fewer fields, the better.
- Make sure your images are re-sizable for different devices.
- Verify that the page looks as good vertically as it does horizontally.

## **SMS and MMS Marketing Is Personal**

SMS, also known as “short messaging service,” really puts into context how personal mobile marketing can be because you are sending a message directly to a customer or potential customer’s personal device.

SMS and MMS are very powerful channels for mobile marketing. Over 3.6 billion people are able to receive SMS messages, and 90% of those messages are opened within three minutes (compared to 90 minutes for the average email). Consider:

- The open rate of SMS is 98% compared to 22% for emails.
- Text messages can be 8x more effective at engaging customers.
- Almost 50% of consumers in the U.S. make direct purchases after receiving an SMS-branded text.

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It's important to remember that marketing directly to mobile devices is more personal than targeting an audience through other channels. When reaching someone on a mobile device either through email, SMS, or MMS, you are reaching that person in his/her pocket or purse.

- Be personal, respectful, and clear
- Keep the text under 160 characters.
- Don't use slang or abbreviations.
- Offer the recipient something of value.
- Make it clear who is sending the message.
- Craft a clear call-to-action.

A similar way to reach your audience on mobile devices is MMS, or multimedia message service. The difference is that MMS is a multimedia message that can be sent peer-to-peer, from a mobile messaging service provider or from a website to a mobile phone. MMS messages can include text, photos, videos, audios, or GIFs. Expanded media options allow for a more branded message and create a better tie-in to other marketing campaigns.

### **Why should you use MMS marketing to reach your mobile audience?**

- MMS texts have a higher customer engagement with a 15% average CTR (click-through-rate).
- MMS increases campaign opt-ins by 20% over SMS.
- Subscribers are eight times more likely to share MMS content on social networks.

Because MMS offers a richer media experience than simple SMS messaging, you should make the most of those extra media options:

- Include engaging visuals.
- Tie the MMS send to a multi-channel marketing campaign.
- Make the message easily shareable via social media buttons.

It's important to take privacy regulations into consideration with SMS and MMS marketing. Because these messages are considered automated calls, they fall under the Telephone Consumer Protection Act (TCPA) of 1991. That means there are three privacy principles that should govern how you implement SMS and MMS into your marketing:

- Adequate notice—You should inform consumers that they will be receiving SMS messages from a concrete shortcode-based program.

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- Opt-in consent—You must get opt-in confirmation before sending marketing SMS and MMS messages. Online forms to enter your SMS or MMS program requires a double opt-in.
- Opting out—It should be very clear how someone can opt out of your program.

SMS and MMS are very personal, and thus very powerful, mobile marketing options. Make sure to handle them with tact and detailed strategy.

## **Adding Mobile Apps to the Mix**

Mobile apps can support many business goals, including extending your product, driving engagement, and even supporting e-commerce. To maximize an app's impact on your marketing, you will want to be involved in the entire process, from app development through implementation.

Just like any other marketing channel, it's important to consider how the app can be used for acquisition. You may offer extra features or more mobile content in exchange for a user's contact information, similar to how you would gate content on your website for the same purpose. You will also want to make sure the app encourages user engagement in order to build relationships and loyalty, and—of course—drive conversions.

Those conversations are driven by two types of messages: push notifications and in-app notifications. Both communicate directly to your audience, so both should be considered strategic marketing channels.

## **Push Notifications**

Push notifications are messages or alerts delivered by your app to the user. These messages appear on the home screen of a user's mobile device regardless of whether the user is engaged with the app or even has it open. For a push notification to work, the user needs to have already downloaded your app and agreed to allow push notifications. Luckily, 70% of mobile users allow push notifications.

Examples of push notifications include:

- Reminders
- Promotional messages
- Calls-to-action for specific events or goals
- Messages that are highly personalized based on user profiles

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## In-App Notifications

In-app communications direct your user's attention to specific actions, messages, and features within the app, and are opportunities for you to engage your users. These messages give you the chance to be more personal and creative than with SMS or push notifications, because the user is already in your app and you aren't limited by space constraints or message volume issues.

Here are three ways you can take advantage of in-app notifications:

- Introduce new app features to your users.
- Send messages to promote engagement with specific content pieces.
- Drive conversions by delivering targeted CTAs at specific levels of engagement.

Both push and in-app notifications can be powerful ways to reach your audience, particularly because they've already taken the time to engage with your brand by downloading your app.

## Putting It All Together

A mobile marketing strategy is not a stand-alone effort, but it is a large chunk of any long-term or short-term marketing campaign—and its importance is only growing. From email, to PPC, to SEO, to content, to social media marketing, there is a mobile marketing channel to reach every part of your audience where they are most comfortable.

Optimizing your website and email sends for mobile devices, taking advantage of the SMS and MMS channels, and building a native app for your most highly engaged audience are all big projects. So, start by updating your buyer personas to get a better idea of where the majority of your target audience spends its mobile time. That will give you your start line, and the rest will fall into a logical order.

Mobile technology is not a fad that's going away any time soon. Optimizing your marketing strategy for mobile will give your brand an edge over the competition. Don't wait—go mobile today!

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## Chapter 2

# Mobile Marketing Trends for 2017

The mobile industry and marketers are buzzing which mobile trends will be key players in marketing strategies next year. Here are some of the mobile marketing trends that you should watch out for next year!

### **1. Mobile Apps will keep rising and the share of mobile commerce sales on mobile applications will continue to increase**

If you have the chance to do so, build an app for your product/service. Data clearly show that the time mobile users spend browsing mobile apps and the number of transactions they finalise via mobile applications are increasing more and more. Don't forget that during 2016 Google introduced the Apps search tool, too.

Why are mobile apps so popular? Because they highly improve the UX on mobile screens, making it easier for users to understand what's your business about and to take the actions you want them to take, in a few words...to increase your conversion rates. However, if building an app is an option you can't consider at the moment, make sure to optimise your website for mobile as much as you can!

### **2. 2017 is the year of Proximity Marketing based on the use of Beacon devices**

Beacon technology has greatly improved over the years and provides the crucial help businesses need to foot traffic to their stores, increase conversion rates and surge sales volume.

With about 80% of millennials using their phones in-store, marketers can maximize location-based mobile marketing and offer relevant coupons and promos directly on customers' phones. With advancement in beacon technology, marketers can leverage the 74% of millennials who are willing to receive location-based mobile alerts and place offers directly in their hands!

### **3. Demand for personalization**

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In 2017, businesses need to focus on personalizing the user experience of their products and services. Customers want to feel special and know that a business truly cares about them. Businesses need to provide loyal customers and potential prospects the right answers at the right time for their searches. Using push notifications in brand apps can also help foster strong relationships with your customers. This year was about reaching your customers. Next year, it's about creating strong engagements through personalization!

#### **4. Video will play a bigger role**

Did you know that video content increases online customer conversion by about 64%? Content creation goes beyond educating and engaging. It is about creating an experience for your audience, too!

Marketers are beginning to pick up on the significant trend that video is creating. In fact, as much as four times as many consumers prefer digestible video content over text. Thus, businesses need to start investing in video campaigns within their mobile marketing strategies for 2017.

#### **5. Visuals will be queen**

If content is king, then visuals will be its queen. Next year, visuals such as photos, infographics, and even emojis will play an even bigger role than wordy text blogs. All these elements can help grab your customers' attention. So for 2017, make sure to refocus your mobile marketing strategy to be more visual and valuable for your audience!

#### **6. Other devices will come into play**

This year, smartphones have been proven to be the top platform for sales by up to 40%. However, the average consumer is now connected through at least five different devices and not just mobile.

The rise of new devices such as smart watches breeds brand new opportunities for businesses to market across multiple devices. According to Experian Marketing Services President Kevin Dean, marketers not only have to recognize the same consumers but must also track any actions the consumers take. This allows you to refocus your marketing plans and create a strategy that will allow your brand to reach your target audience on their devices.

### **Conclusion**

The mobile-first movement is still gaining traction and it is showing no signs of slowing down. In 2017, marketers need to be prepared to produce and distribute the right content to the right people on the right devices. Always remember that content always needs to fit the format, channel, time, and place in order to be effective with your customers!

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## Chapter 3

# Getting started with Mobile Marketing

Here are five things you can do to get started in mobile marketing. Once you've mastered the steps below, you'll see that mobile marketing is a great way to open up new revenue streams for your business.

### 1. Set up your mobile website

This is actually easier than you might think. One option is to use the automated systems offered by many companies. They essentially take your existing website content and auto-format it for a mobile screen.

WordPress has some plugins that do a pretty good job of this and GoDaddy has an automated system that does it, too. But for the best user experience, I recommend you focus on one of the options outlined below.



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Your mobile home page should have a clean and simple design. On the left is the standard 60 Second Marketer home page seen on a smart phone. On the right is the mobile version of the site.

Option number two is to use one of the many plug-and-play platforms offered online. These companies actually create a separate mobile website that is completely independent from your regular website.

Just Google “How to set up a mobile website” and you’ll find a number of companies doing this. There are some good organizations offering these plug-and-play systems, but there are also some real losers, so do your research before you choose a company to work with.

Mobicanvas.com, GetGoMobi.com and Onswipe.com all seem to have good solid platforms to work from.



You can build and manage your website quickly and easily!

A third option is to add a simple line of code onto your existing home page that “sniffs out” the screen size of the person visiting your site.

If the person visiting your site has a screen that’s more than 600 pixels wide, they’re probably coming from a PC and are directed to your regular site. If the screen is smaller than 600 pixels, they’re probably coming from a mobile device and will be redirected to pages designed for a Smartphone screen.

Out of these three options, the third option is the best approach. Just ask your web designer to do a search for “mobile website redirect code” and they’ll find plenty of options like this one on CSS-Tricks.com.

A little dab'll do ya

## Code Snippets

[Home](#) » [Code Snippets](#) » [JavaScript](#) » [Redirect Mobile Devices](#)

[Submit one!](#)

## Redirect Mobile Devices

Redirects are a critical step in ensuring your website is search-engine friendly.

### 2. Claim your business on location-based platforms

You should claim your business on location-based platforms like Foursquare, Gowalla and Facebook Places, especially if you have a brick-and-mortar location.

Claiming your business is similar to calling up the phone company to get a free listing in the Yellow Pages, only now you're reaching out to these location-based services instead of Ma Bell.

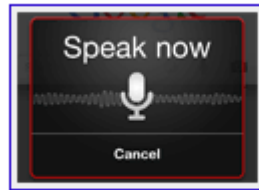
Once you've claimed your business, you can start using these platforms to run mobile promotions. For example, Chili's ran a promotion where everyone who "checked in" to their locations using Foursquare got free cheese dip.

Better still, Chili's improved on the promotion by making it so that anybody who checked in at another store within 200 yards of Chili's got the same offer. Yup, you heard right—if you checked in at the florist next door, you got a digital coupon for free cheese dip at the Chili's a few steps away. Brilliant!

### 3. Immerse yourself

You can't fully understand mobile marketing until you use mobile marketing. So when you get through reading this article, grab your smartphone and mess around with it—check in on Foursquare, buy some shoes using the Zappos app, do a voice search using Google Voice Search—just get comfortable with all your smartphone's nooks and crannies.

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## Search by voice

Speak your queries instead of typing.

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The Google Voice Search App lets you speak your queries without pushing any buttons, and also lets you do local searches without specifying your location. Faster web search with fewer keystrokes.

When you're ready to take a deeper dive into your smartphone, download the Starbucks mobile payment app and use it to pay for your next cup of coffee. That way, you can look even cooler than the guy who ordered the "double whipped mocha Frappuccino with a twist of whatever to go."

## Everything is easier with Starbucks Card Mobile.

Just enter your Starbucks Card number and your iPhone becomes your Starbucks Card. You can register your card, check your balance and track the Stars you earn toward free beverages through [My Starbucks Rewards](#).

We saved the coolest feature until last - you can pay for



Currently Available

[Download Now](#)

MOBILE APPLICATIONS

You can pay for your Starbucks drink using the Starbucks Card Mobile app!

The more you use mobile media, the more you'll see that it's really not all that complex. It's just the newest marketing channel in a long line of marketing channels introduced throughout the last several decades.

### 4. Run a mobile ad campaign.

A mobile ad campaign is great for all kinds of companies, but particularly good for companies that have brick-and-mortar locations. After all, if you own a restaurant, wouldn't you want to have an ad pop up when someone searches for "restaurants near my house"?

Mobile ad campaigns can be bought on a cost-per-click basis, a cost-per-thousand basis or a cost-per-acquisition basis.

Sound confusing? Don't worry—just visit any of the most popular mobile advertising platforms (like Millennial Media, iAd from Apple or AdMob from Google) and they'll walk you through the distinctions and how to use the services.

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AdMob provides innovative solutions for brand and performance advertisers, effective distribution for app developers and revenue opportunities for mobile site owners.

## 5. Scan a QR Code.

QR Codes are those little barcode-like squares that are popping up all over the place. For an in-depth introduction to QR Codes, you can check out [How QR Codes Can Grow Your Business](#).

QR Codes (or their closely related cousins EZ Codes, Microsoft Tags, SPARQCodes, etc.) can be scanned by smartphones. Once scanned, they drive you through to mobile web pages that offer discount coupons, bonus content, special offers or some other additional content.

### How to download a QR Code reader to your Smartphone?

- Turn on your Smartphone and open your web browser.
- Visit [BeeTagg.com](#) or [Sparq.it](#) and click the link that says "Download QR Code Reader".
- Launch the app and hold your phone's camera up to a QR Code. The app will automatically scan the code.

### Conclusion

By now, you're probably realizing that mobile media really isn't that complex. It's just like social media or email marketing or organic search, the only difference is that the delivery mechanism is a smartphone or a tablet computer instead of a PC.

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## Chapter 4

# Generating Leads through Mobile Marketing

THE influence of internet in our everyday lives is undeniable, but the role of mobile devices is just as impressive, having in mind the fact that the study shows the mobile has urged 70% of US-based companies to transform their business and user experience.

Mobile marketing requires creating seamless user experience by optimizing your website and thinking about responsive design, and this has become one of the most important tasks companies have to focus on.

As a company representative, you are already aware of how leveraging your presence online is important, but here are some strategies to help you generate leads through mobile marketing.

### **1. Simple Call-to-Actions**

Simpler design of the landing page on a mobile device has proven to be more effective, as the screen itself is much smaller than a computer screen. Therefore, provide the necessary information only, and pay attention to the CTA button. Make sure it is large enough for users to tap on, and make sure the text on the button is not too long, as otherwise, the users might have difficulties reading it.

### **2. Optimized content for mobile devices**

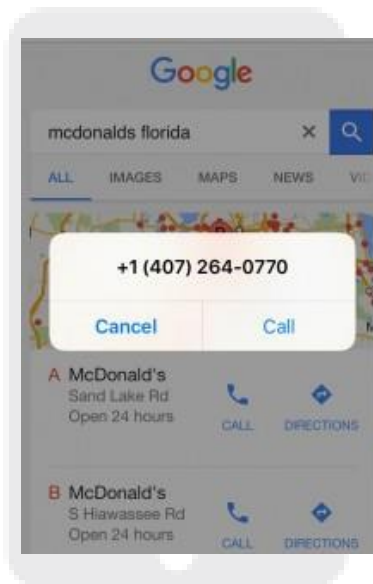
When thinking about mobile optimization, you should start by analyzing the behavior of mobile users. The users reach for their mobile device when they need specific information, and they need the answer fast. It is also known that mobile users are very impatient, which means that they will wait a couple of seconds for a page to load before they quit the page.

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This pattern in user behavior helps you determine what optimized content for mobile devices means – it is simple, fast, and it provides useful information. Make sure the page is not heavily populated with content, banners, and other possible distractions, as users will prefer simpler design. Use headings, highlight the key points of the text and make sure your content is easy to digest. All of this, compiled with fast and responsive page creates positive user experience and helps you generate leads.

### 3. Clickable phone number

As opposed to PC consumers, mobile users are likely to take action. For example, if a user is searching for the best coffee in town on the mobile device, this usually means that the person is planning to have coffee in the next hour or two. The same goes for other brands or industries, users need information about a product or service quickly, as they are going to take action.



This is the reason why you should make your phone number clickable. When the user visits your website and finds the information he needs, you should make it easier for him to reach you by allowing him to tap on the phone number and instantly call you.

### 4. Progressive profiling

Progressive profiling is a technique used with form filling, where the system gradually collects information and learns about user preferences. This means that you can keep your forms short, as you avoid repeating the questions. The shorter forms have much better conversion rate. Using this type of forms, you can add a couple of new questions each time, as the system already gathers the data from the previously filled in form.

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In the same time, learning more about the user preferences helps you deliver more personalized experience and thus provide relevant content, which is more likely to convert and help with lead generation.

## **5. Coupons and Discounts**

Coupons are a well-known strategy in lead generation, and expansion to the mobile market has simply transferred the platform through which the coupons are redeemed.

Businesses have been very creative with strategies to use mobile devices to promote their business and generate leads. Some of them offer coupon codes or loyalty discounts, while other businesses give away something in return for a check-in, like, or review on social media.

Coupons and discounts are always a win-win strategy for both parties. Consumers get more value for their investment, while companies drive different actions on social media spreading the reach and brand awareness while at the same time making their products more fun and approachable.

## **6. Create a customer Loyalty App or Program**

A good way to engage with your mobile audience is to introduce customer loyalty programs. These apps should offer various types of coupons, discounts and other promotions that are received and redeemed via mobile devices. The use of location-based hardware inside every mobile device helps you make offers based on the location of your retail outlet.

## **7. Create a mobile survey**

If you want to give a speech or presentation and want to engage your audience through their smartphones, use a tool like TwtPoll to create a poll that the audience can respond to via their devices. It's a great way to generate leads through your mobile in a B2B environment and to engage prospects with your brand.

## **8. Start a simple SMS campaign**

Text messages have extremely high read rates compared to most marketing mediums. Since most mobile phones support SMS, you can use this feature to send text message campaigns and increase your mobile-led generation rate.

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Mobile phones are great tools to generate quick leads. They help you connect to more people, and their mobility aids your business growth.

## Conclusion

In the end, it all comes down to understanding your business, its demands and opportunities, because this is what helps you choose and apply strategies that will benefit your company the most.

# Chapter 5

## Setting Up a Successful Mobile Marketing Campaign

For every online marketing campaign, there is a set of mobile marketing campaign elements that will need to be addressed. It's always great to try out new campaigns, but having a framework in place will make sure you have a gameplan so you know how to improve your success for the future.

### 1. Objectives

Like every other marketing campaign, it is crucial that there are established objectives for the campaign to identify if it was successful. Some examples include:

- Generate  $n$  number of mobile opt-ins
- Generate  $n$  number of registrations
- Generate  $n$  number of game plays<sup>1</sup>
- Distribute  $n$  number of coupons

### 2. Set-up

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With promotions that offer giveaways, there are standard admin tasks that also need to be included such as:

- Official rules
- Legal compliance (if needed)
- Alternative means of entry (if needed)
- Age verification (if needed)

### 3. Opt-in and Opt-out

One main reason to run a mobile promotion is to add additional contacts to your opt-in database to start developing a relationship between the user and your brand.

The management of opt-ins and opt-outs are critical to build trust with your new contacts and current customers.

### 4. Tracking & Attribution

During the set up process, you'll want to make sure you can track your mobile campaign to attribute results to your marketing sources. There are typically two main attribution methodologies to ensure you have coverage in tracking installs and events.

- **Unique Identifier Matching:** Attribution using unique identifiers is done by matching the unique identifiers from the install to a click. This type of attribution enables 1:1 matching of click to install or in-app event where identifiers can be passed app to app.
- **Device Fingerprinting:** Basic information is pulled from a user's device headers to connect a user from a click to app install or event. Device fingerprinting is used for web to app tracking as the publishing app in app to app tracking cannot actually pass device identifiers.

### 5. Execution Flow

When planning your promotion, you'll want to map out the intended flow of your campaign to anticipate the behaviour and funnel for your contacts. This is especially important if your campaign contains **cross-channel components** such as mobile, desktop, in-store, or print.

It's important to recognize that users might not behave in a way that you want them to. They may exit out of your funnel in unpredictable ways or take control and go the 'wrong way' down another path. Be sure to consider all possibilities to try to stay one step ahead of them!

When mapping out your flow, **consider these questions:**

- Where do users begin the promotion?

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- Where do I want new users to end?
- Does the promotion have to end? Are there other offers to add?
- What behaviour do I want to drive?
- What channels should I incorporate into the flow?
- What call to actions can be used to drive the intended behaviour?

## 6. Creative

The creative opportunities for mobile presents a challenge primarily due to the size of the screen and the fragmentation of mobile devices. There are a few considerations:

- **SMS is pretty much universal** for every phone but it has limited characters and users are very hesitant to have brands texting them since it's still a very personal form of communication
- **Copy is key.** Since there isn't a lot of space to promote your message, succinct copy is vital to convert your users.
- **Not everyone has data plans** and access to the internet on their phone. It may seem like everyone has the latest iPhone but there is still a large population that doesn't have access to smartphone features which might reduce the size of your audience if you are incorporating display graphics on the internet into your campaigns.

## 7. Data Management

It's important to respect your users privacy and properly manage the data you are collecting through your mobile promotions. When planning your promotions, you want to **think of the ongoing relationship you are developing** with your new users or current customers. Mobile campaigns are an opportunity to build out your customer database with additional information that you might not be able to capture with just online desktop offers.

Here are a few considerations:

- What **data** are you capturing from your users?
- **Who owns the data?** (I bold this because this is probably the most important part of mobile campaigns. **Be sure that the technology provider you are working with let's you own the data to protect your users' privacy.**)
- Are you creating a **mobile profile** for these campaign members that will be appended to their file they may already have with you on file?
- How are you going to **segment** your mobile audience?
- What information are you going to ask of from your campaign members?
- How are you setting up tracking links to properly track a user session?

The set up should answer these types of data questions before you execute the campaign and find out missing data gaps once it's already running.

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## 8. Reporting & Analysis

Just like online marketing campaigns, **reporting is one of the most important parts of your mobile campaign** to understand the return on your investment and opportunities to improve. For mobile campaigns there are typically five types of reports you should analyze:

- **Funnels.** What are the important flows and goals you want your users to follow?
- **Cohorts.** Do people in the same cohort behave in the same way?
- **Retention.** What is the length of engagement of your users over time?
- **Loyalty.** How frequently do users come back to your app?
- **Lifetime Value.** Does the campaign contribute to your bottom line?

## 9. Testing

Before kicking off your mobile campaign, remember to test all the variable elements. The testing elements differ than the elements you would test online. Mobile testing includes: user flow, carrier, responses, data capturing, load testing, offline vs online, and more.

## 10. Follow up & Customer Service

Once users start redeeming your offer, remember to provide customer service as you would with any other part of your business.

- Do your users know how they can contact your business?
- Do you have a set of FAQ's available?
- Is there a dedicated landing page on your website that can provide additional information?
- Is your customer service team prepared to answer questions about his promotion?

Now this may sound easy in theory, but let's look at a real use case.

### Foursquare + Naked Juice

The objective of this campaign is to **get people to sign up for a sweepstakes** – win a free green car. The optimal conversion flow is vertically down the center screen of the UI flow, started at the top most screen – the check in screen confirmation.

If you'd like to check out the screens for yourself, here are the URLs for the screens that are outside of the Foursquare app:

- <http://www.nakedjuice.com/packinmore/>
- <http://drinkgooddogood.xtopoly.com/> (This is hosted on a third party domain – <http://xtopoly.com> is a mobile interactive agency)

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- <http://nakedjuice.com>

Here are a few interesting takeaways to call out:

- **Targeting** – It's not surprising that Naked Juice targeted a check in at a gym for their promotion. Throughout the campaign they were promoting their green juice for health enthusiasts.
- **Opt-in** – The offer, hosted by Foursquare, is clearly marked as a Promoted offer by Naked Juice. The user has the option of opting in by clicking to view the offer.
- **Opt-out** – Right from the beginning there are options to opt-out of this advertisement. From the first screen you can exit via the 'X' at the top right corner, at the next screen Foursquare offers a Mute button to stop receiving ads from the advertiser.
- **Funnel exits** – As you can see there are several times during the funnel where a user had the ability to leave the funnel to take other actions.
- **Cross channel** – This campaign involved several channels: mobile app, mobile web, mobile email, and desktop email. The integration between each of these channels were pretty seamless except when viewing the offer on a mobile email client. The images were either distorted or very hard to read since they weren't mobile friendly. Also, the final screen you land on is their website (<http://nakedjuice.com>) which is not mobile responsive.
- **Multiple conversions** – The initial call to action for the campaign is to enter in the sweepstakes. However, after you enter in the sweepstakes, you have the option to **tap to redeem another offer** – a \$1 off coupon for a Naked Juice. This additional conversion event is great to track the additional engagement of users, but this process can be improved by reproducing their email in the open form from the previous screen since they just gave that to you to enter in the sweepstakes.

## Chapter 6

# Mobile Optimization: Best Practices

Whether you choose to invest in an app or focus on mobile optimization, you can use the best practices below to be sure you're set up for success.

### A. Optimizing Your App

Before launching a new app, you need a strategy to attract new users. And since you're competing with over 2 million apps, it needs to be solid. Here are the key elements of a successful app user acquisition plan:

- **Soft Launch/Beta:** Rolling out your app to a small pool of trusted people allows you to work out any glitches before it goes mainstream. These early adopters can provide you with valuable feedback about key functionality or hangups so that come launch day, your app is in the best shape possible to impress the masses.

**Pro Tip:** Consider having 2 types of beta testing: 1) a technical test focused on back-end functionality, and 2) a marketing test focused on user experience.

- **App Store optimization (ASO):** Much like you need to optimize your website and content for search discoverability via search, the same goes for your app. There are many things you can do to boost ASO, from adding relevant keywords and screenshots that showcase your app's value, to having positive user ratings.

**Pro Tip:** In September 2016, Apple rolled out several changes to the App Store that impacted ASO, like shortening app name word count. See all the changes here, so you are up to speed with how to optimize moving forward.

- **PR/Events:** Creating some media buzz around your app is always a great idea, especially since an influx of app downloads in a small time period can boost ASO. Tap into any local or even national media outlets you can to spread the word. Consider holding a launch event within your local tech community to add to the buzz.

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**Pro Tip:** Get all the kinks worked out prior to any media promotion so the uptick of newly acquired users doesn't translate into an uptick in negative App Store reviews.

- **Paid social:** Social promotion is a very effective way to attract new users to your app. Tools like Facebook Ads allow you to get granular with audience segmentation. Consider running some highly targeted paid promotions within your budget. Get started with paid social with this guide from HubSpot.

**Pro Tip:** Facebook allows you to easily advertise on Instagram, which has proven to work well for brands. Take advantage of this, but don't use the same ads for both platforms, since user interaction varies.

- **Onboarding:** Onboarding is a user's first introduction to your app. It's your chance to not only show users the ropes, but also your app's value. We've found that effective onboarding can increase user retention by 50%.

#### Key elements of successful App Onboarding:

- Emphasize the value proposition. Why is your app useful for the user?
- Highlight core features
- Ask for permissions (only the ones you need) and explain how granting you access benefits the user
- Get to the point. Use clear, concise copy in your messaging and CTAs
- **Push Notifications:** Push notifications are messages that get sent to a user's smartphone while they're outside of your app. They're a great way to boost engagement by keeping users in-the-know about pertinent information.
- **In-App Messaging:** In-app messages are notifications sent to users while they're in an app. They are used to relay important information to the app user based on app updates or actions performed. Onboarding messages, NPS survey requests, and pre-permission requests are all in-app messages.
- **App Inbox:** Nurture users with content sent to a private inbox inside the app. Since there are no character limits or time restraints, you can send relevant messages to users that can be consumed at their leisure.

#### Key elements of successful inbox messaging:

- Updates that aren't worth interrupting users with a push or in-app message

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- Longer form content: blog posts, tip of the day, offers, discounts, etc.
  - Deals lasting longer than a day
  - Personalized content
- 
- **Re-engagement:** Re-engagement is exactly how it sounds - advertising to lapsed app users outside of your app. This can be through owned media (push notifications, email) or paid (search, social). One form of re-engagement is remarketing. That's advertising to users based on previous actions taken within the app, like viewing a product or pricing page.

Key elements of successful re-engagement:

- Encountered outside of the app
  - Personalized to user's previous actions
  - Calls out the value the user can get from starting to use the app again
- 
- **User Interface (UI) + User Experience (UX):** Creating a solid UI and UX is an overarching best practice for mobile app marketing. Without an experience users can easily navigate, your other efforts will fall flat.

## B. Optimizing Your Website

Two terms you're going to run into frequently when it comes to mobile site design are optimization vs responsive design. While often confused, mobile optimization and responsive web designs are quite different.

Responsive design refers to your website's ability to scale to different screen sizes. This basically means that all of the content (font, video, images, modules, etc.) is on a grid that will adjust proportionally according to the screen size.

Mobile optimization means designing a mobile-first site that leverages the mobile platform, separate from your desktop site. Why? Because mobile users behave differently and have different needs depending on their device. For example, if your site includes a form that asks for a user's number, the keypad should open up when a user taps that field Google (and other search engines) look for different components in your mobile design.

**Key considerations for your mobile site:**

- **Simplified site-design.** When users browse your content via their phone, they're looking for the information they need, in a simpler format that they can digest on the go to optimize for mobile, evaluate and prioritize your content based on what

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your users need. Make sure your content is clear, concise, and accessible through a mobile device.

- **Content:** Serve up a more simplified version of your site for mobile that's focused only on essential information. It's not about making less content available on mobile; it's about organizing the content to surface what users want first. Make sure the rest of your content is discoverable, even if it's a few clicks deeper in the experience.
- **Page speed:** Since users are connecting on the go, a quick connection is a must. Simplifying your website will help increase page speed, and be sure to minimize any code or design features that will stall load time.
- **Remove pop-ups/flash:** Ever attempted to read a site's content on your phone only to be interrupted by annoying or spammy pop-ups? This is a sure-fire way to lose task-oriented mobile users trying to access information about your brand on-the-go.
- **Schema:** Consider using schema or microdata in your HTML. Long story short? This is a way of structuring the way your site appears on SERPS, and provides more context to boost discoverability. Talk to your web designer about schema structured data, and if it makes sense for your brand.
- **Usability:** Similar to simplifying your site, you also need to ensure that its usability is designed with mobile-first in mind. This means scaling up text and buttons, and scaling down titles, descriptions, and even form fields:
  - **Rule of "thumb":** The thumb should be the focal point of your mobile site's design. This includes all spacing, button widths, and navigation considerations. Just like with apps, users should be able to navigate the majority of your site using their thumb.
  - **Localized search:** If your business has a local component, you'll want to ensure mobile users can easily discover you via search. This means inserting your address into key areas across your site, including the footer, meta description and more. It's also worthwhile to embed a Google Map of your location on a page on your site.

## Chapter 7

# Essential mobile marketing Tips for Small businesses

Mobile marketing is here to stay. More and more people are using their mobile devices to access everything a desktop can. From text messages, to search results, online shopping, social media, and more, smartphones have almost all of the capabilities a computer does, giving companies another platform to market towards.

Since #Mobilegeddon, 68% of companies have integrated mobile into their overall marketing strategy. Most companies went the app route, creating an app for customers to engage with. Unfortunately, not every business can create an app, especially small businesses. For those businesses without apps, *and those with*, there are several other ways to engage people on mobile.

Integrate the mobile marketing tips below to help increase conversions, engagement, and results for your small business.

### 1. Frequently Check the Mobile Site Speed

Whether you're on a desktop or a mobile device, searching on a slow loading website is going to lose visitors and miss out on conversions. Google takes site speed for both desktop and mobile seriously, as it can affect the overall user experience. John Mueller explained in a [Hangout](#) how speed can also affect rankings, *"We (Google) do say we have a small factor in there for pages that are really slow to load where we take that into account"*.

Check with Google's PageSpeed Insights frequently to analyze load times for both desktop and mobile. If your PageSpeed Insights show room for improvement, try improving the mobile site speed with these tips:

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- **Design a mobile-friendly website** that is flawless. 57% of people say they won't recommend a business with a poorly designed mobile site. Whether you're hiring a web developer or uploading a theme to WordPress, make sure the design responds and works well on all mobile devices. A website design can work flawlessly on an iPhone, but have glitches on Android.
- **Add a cache plugin to the website.** A cache plugin can dramatically help improve the speed of a website. Add caching plugins like W3 Total Cache or WP Super Cache to the WordPress website to help improve the load time on mobile.
- **Keep image sizes small.** Not every image needs to be as large as the slider image. Reduce the size of each image file to help improve how fast the image loads on mobile by reducing the overall image size in GIF, PNG or JPEG file formats.

## 2. Encourage People to "Check-In" on Mobile

Check-ins help make a business look popular, and active. The more people that check-in, the more activity a listing receives on websites like Facebook, Yelp, and Foursquare. Check-ins can also increase reviews. Make checking into your small business simple for mobile users by providing clickable buttons on the website to "Check-In" with and that automatically link to check-in websites.

## 3. Rethink Your Social Media Strategy

When designing the social media content calendar, add in a few on-the-go engagement opportunities. Think as a mobile user and publish posts that relate to people who are quickly scanning their social media newsfeeds using a mobile device. Pinterest is a great example of how to rethink social media to fit the mobile mind.

## 4. Advertise Mobile Ads on Social Media

Instagram, Twitter, and Facebook all offer options to advertise on mobile devices. Each social network has mobile-device focused ads that can target by device.

When advertising to mobile users on social media, geotargeting can play a huge role in increasing conversions. Depending upon the locality of the business, define the target audience to a 5-mile radius of the storefront to reach people closest to you.

If you want to increase engagement as a whole or have an objective that doesn't rely on targeting by proximity, then expand the mobile audience to a larger radius and include multiple areas for maximum exposure.

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## 5. Create Mobile Ads Using Adwords

Mobile pay-per-click is a great way to target mobile users searching for something your business may have and is growing in popularity. By 2019, mobile advertising will represent 72% of all US digital ad spending. Though it holds the majority of ad spending, mobile advertising is different than desktop ads.

Google's mobile ads appear differently than desktop, so you need to make sure the ad makes sense for mobile and offers a seamless conversion process. For example, a mobile Adwords ad will have less space than a desktop ad, so the point needs to be clear and concise. The display URL should link to a mobile-friendly landing page and the checkout process should be thought-out for mobile ease.

You can create several different types of mobile device ads using Google Adwords like Text ads, Image ads, App promotion ads and HTML 5 ads built with Google Web Designer on devices that can make calls, such as smart phones, create Call-Only ads with Adwords. These ads have proven their effectiveness for small businesses by allowing searchers to click-to-call directly from an ad. Having a searcher call the business directly from an ad can increase sales, foot traffic, and conversions.

## 6. Start a Text Message Campaign

Have a flash sale or running a new contest? SMS marketing, or text message alerts, can notify an audience in a more personal matter on their phone of a flash sale or contest. In between texts from Mom and Hubby can be your business' text inviting the customer to access the Flash Sale an hour before everyone else.

There are several different companies that assist with SMS marketing, such as Sumo Text, Ez Texting, and Trumpia. Using an SMS marketing company, setup automatic text message alerts that send out customized texts to subscribers.

People can become a subscriber by texting a unique code or code of words to a unique number. For example, the text message campaign can instruct customers to text "Popcorn" to 123456 to be automatically entered to win and sign up for text message alerts. Similar to unsubscribing from emails, subscribers can easily opt-out of future text message alerts if they no longer wish to receive them.

## 7. Update The Google My Business Listing

Have you recently moved? Is the wrong phone number appearing on search results? Fix and submit changes to the business information like the address, phone number, hours, and more by updating your Google My Business Listing. This will ensure the correct business

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information appears in search results on Maps, Google+ and YouTube, making connecting with your business through a mobile device one step easier.

## **8. Design a Mobile-Friendly Checkout Process**

Average smartphone conversion rates are up 64% compared to the average desktop conversion rates. Don't miss out on potential conversions because the mobile checkout process is more complicated than it needs to be. With 4 out of 5 consumers making purchases on mobile devices, you'll want to design a checkout process that compliments both desktop and mobile devices and is quick and easy to complete. Do so by integrating the following:

Make account signs up optional. Don't make it mandatory for customers to make a new account before purchasing. Allow customers to checkout with a "Guest" option or to make a new account. This will help speed up the process and avoid losing a potential customer due to too many steps.

Keep forms limited to only necessary fields. The customer's middle name doesn't provide much value to a business, so remove it. If a field isn't required, delete it to create the smallest form fill out possible and increase the checkout time speed.

## **9. Create Mobile-Friendly Emails**

Do you use your phone to read emails? You're not alone. 79% of people surveyed use their smartphone for reading email, which is an even higher percentage than those who used it for making calls. That means your email campaigns need to be designed with a mobile-friendly layout and compliment both desktop and mobile devices.

Phone numbers and links should all be clickable and lead to an action outside of the original email, such as clicking a button to be directed to a mobile responsive landing page. For phone numbers, that action means a subscriber can click-to-call from the email and respond to whatever the subject was. Links should also be clickable in a mobile email and direct to a mobile-friendly landing page or page on the business website.

## **Conclusion**

In addition, realize that mobile marketing isn't going away – it's actually our future -- so now is the time to get on board and don't look back. While some small business owners shy away from mobile because they perceive it to be complex or time-consuming, many realize it's simply another way to market a small business. After all, small business owners are in a

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better position to utilize mobile for customer engagement. It's all about connecting with customers, and mobile allows that to happen.

## Chapter 8

# Mobile Social Marketing Tips to Connect With Mobile Users

Have you considered how mobile can benefit your business?

Consumers expect companies to communicate seamlessly—not only from one social platform to the next, but also from one mobile device to the next.

Find ways you can tweak your social media to appeal to mobile users.

### **Why Consider Mobile Users?**

Users are spending more time accessing social media from mobile devices compared to desktop computers.

How much more? Pinterest users are 92% mobile; Twitter users are 86% mobile; Facebook is 68% mobile; and Tumblr is 46% mobile.

Given those numbers, it's imperative that companies recognize the importance of delivering social media messaging that caters to and targets mobile device users.

#### **1. Make Facebook Tabs Accessible**

Facebook tabs are an integral part of marketing your business on Facebook and a good user interface experience is important for your tabs.

You don't want your users to waste time trying to view or navigate your custom Facebook tabs, you want them to easily read and interact with each tab.


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## 1. Make it easy for mobile users to navigate your Facebook apps

To ensure your Facebook tabs are accessible to both desktop and mobile users, you can either create your own mobile Facebook tab using this template or use a third-party app provider such as Woobox, ShortStack or Tabsite.

## 2. Engage With Nearby Customers

Smartphones have an interesting perk for social media marketers: they allow you to tailor information based on the user's location. You can use that opportunity to serve hyper-targeted Foursquare ads based on a user's location.



### How It Works

- **Pay for actions.** You only pay if someone acts on your ad – either by tapping to see your business details or by checking in at your business.
- **Reach people ready to buy.** Make sure they visit you, not your competition — 78% of people who search locally on their phone make a purchase.\*
- **Attract customers that should be yours.** We show ads to people nearby who are searching for something related or have been to similar places but not yours.

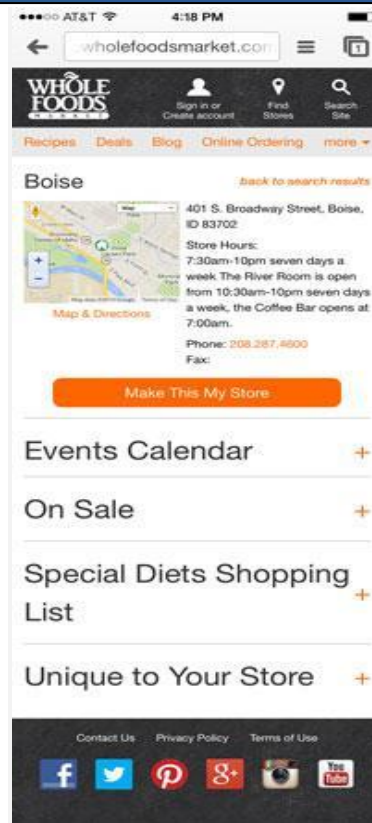
Foursquare lets you target nearby mobile users with their location-based ad platform.

Make the most of your location-based ads by writing localized ad copy, creating sites optimized for mobile devices and using click-to-call extensions on Google.

## 3. Design a Mobile-Friendly Blog

A responsive web design ensures your blog or website appears properly formatted on various mobile devices.

It's not too hard to find a responsive design theme, but hiring a developer may make things easier for you. A good developer can either install a new responsive theme or make a few changes to the code on your existing theme.



Whole Foods has a mobile-friendly version of its blog and website.

Have you checked to see if your online properties are as beautiful on mobile as they are on a desktop? If you're not sure, test your site.



The Website Resolution Tool lets you test your website on smartphones and tablets, as well as desktops and laptops.

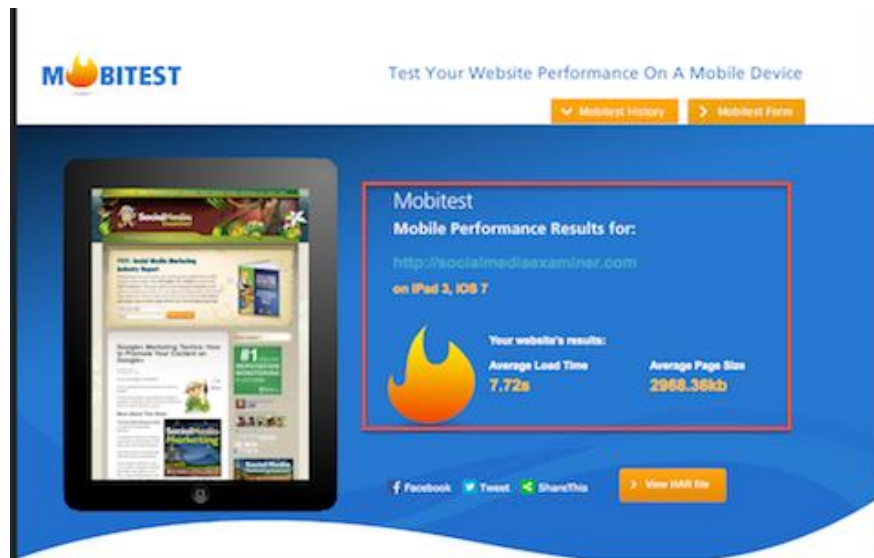
You'll also want to make sure your blog's load times are in line with consumers' expectations.

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A keynote study found that 64% of smartphone users expect websites to load in 4 seconds or less. When a mobile site doesn't load quickly, those users often click away.

To make your mobile blog load as quickly as possible, reduce image dimensions, client-side processing and the number of files that need to be downloaded.

Find out if your mobile site loads fast enough at Mobitest.



Social Media Examiner's loading time on an iPad3 via Mobitest.

## 4. Eliminate Message Fatigue

Mobile device users don't log in and out of their separate social networks to check the activity of people and brands they follow. Most often they've enabled push alerts so they can get updates in real time.

Message fatigue happens when you post the same updates across all social channels at the same time and you inundate your followers and fans with repetitive messages from each network.

As you put together your mobile social strategy, create a way to tailor your message to specific platforms. Start with the platforms that have the highest return for your brand.

Ask yourself which social platform is working best for you on desktop. What about mobile? Are you watching your analytics to see whether platform success varies depending on how people are accessing it (i.e., via desktop or smartphone)?



## Team Content Calendar

Sprout's shared Team Content Calendar gives you a comprehensive view of scheduled messages across your entire team. Review published content, make changes to the existing schedule and add content where needed.

Scheduling tools like SproutSocial keep everyone informed of which messages are publishing where and when.

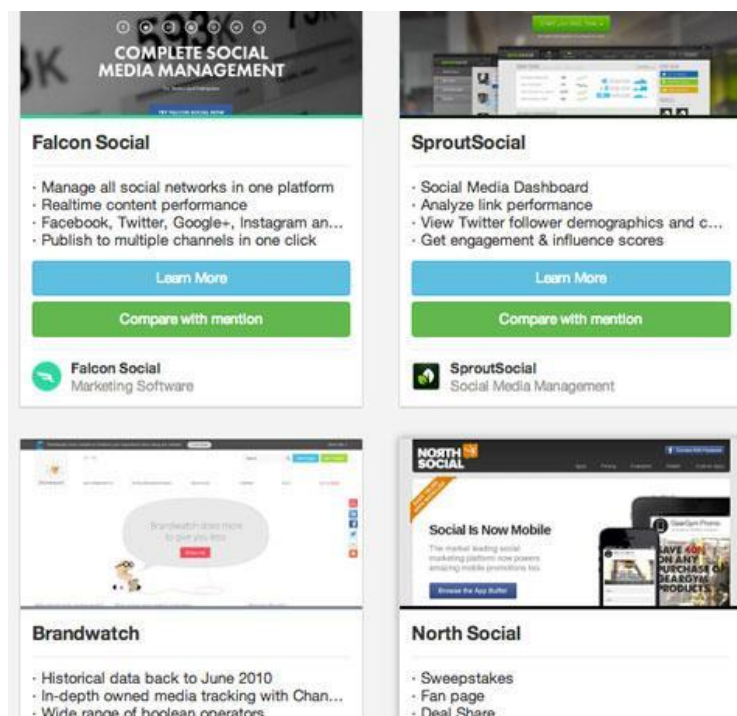
To balance the delivery of your updates so they're not constant or repetitive, use a scheduling tool like Buffer or a dashboard such as SproutSocial or HootSuite.

## 5. Monitor Social On-the-Go

Followers don't stop engaging with you when you leave your desk and monitoring social media activity shouldn't stop there either.

Social listening tools like Mention have mobile apps that let you filter sources and create alerts (and they're easy to set up).

Being able to monitor social channels on the go ensures that you don't miss social mentions that you may need to jump on right away. For example, especially when they concern your company's reputation.



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GetApp helps you compare a variety of listening and monitoring tools so you find the right fit for your brand.

To see more social listening options and how they compare to each other, check out GetApp.

## **6. Claim Your Local Google+ Page**

Given that 79% of mobile phone owners and 81% of tablet owners use those devices for local searches, it makes sense to create or claim your local Google+ page and ensure that the listing has the correct information.

You can learn more about how to use a local Google+ Page to target mobile in this video featuring Martin Shervington.

## **7. Use Camera-Dependent Networks**

Instagram and Vine rely on the thing many of us have with us at all times: our smartphones.

These platforms, which were designed specifically for mobile devices, allow your brand to take pictures and video in the moment and immediately share the experience with your followers.

This Ben & Jerry's post on Instagram helped remind their followers of how the ice cream company got its start.

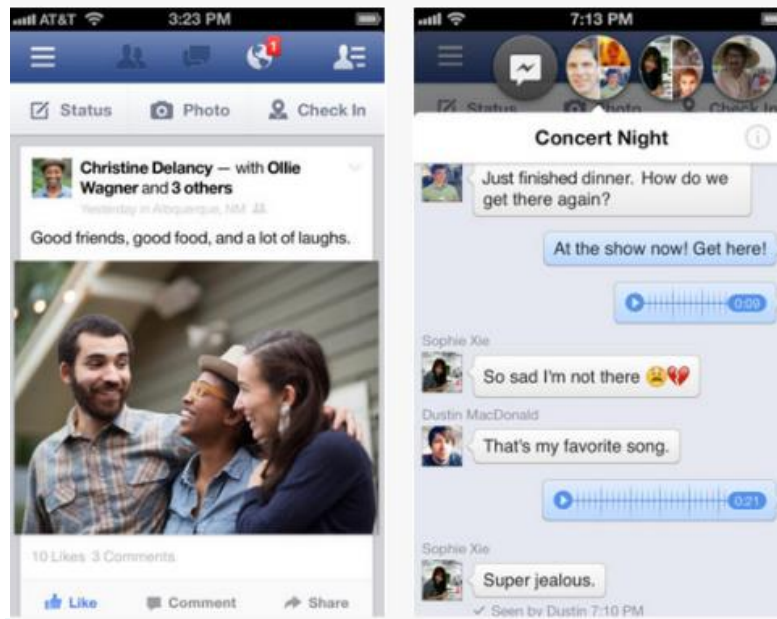
While just about everyone uses these apps, they're particularly attractive to younger users (a demographic many brands would like to reach).

Make sure you've integrated Instagram and Vine into your real-time social mobile messaging.

## **8. Tweak Your Facebook Activities for Mobile Users**

Facebook is the number-one mobile social network. In fact, it was the number-two most-used mobile app overall for the second quarter of this year, second only to Google Maps, according to [GlobalWebIndex](#).

However, Facebook Mobile has been a tough area for advertisers and marketers to capitalize on.



Many Facebook users browse the network from a mobile device.

Native ads were always available on the desktop version, but never the mobile interface, so companies have had to rely on their pages to be noticed by mobile users. This effort was made more difficult by [EdgeRank](#) and now by Story Bump, both of which are features of Facebook's News Feed that determine which stories are seen first by users as they open Facebook.

But do not fear! Facebook Mobile is not an uncrackable nut. Here are three things you can do to stand out from the crowd and make the most of this popular app:

**Tip: Create valuable page content.**

With Story Bump, Facebook no longer ranks content based on assumed preference. Instead, while stories with lots of positive feedback (likes, comments and shares) are re-prioritized near the top, the order is largely chronological. This means that any Page content you publish should be valuable, not just interesting.

**Tip: Ask questions and include calls to action** to boost the amount of feedback you receive and therefore the amount of exposure your content gets. Use paid posts if necessary while you garner a following.

**Tip: Post at the right time of day.**

No matter what anyone tells you, there's a prime time of day for your Page to publish to Facebook. However, it can't be prescribed as one-size-fits-all. Your Page tells you the best time to publish to it if you look in the right place. It's right there in your Facebook Page's Insights feature in the "Posts" tab, listed under "When Your Fans Are Online."

If you post according to when your fans are active, then more users—especially those on mobile devices—will see your content and be driven to your page.

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**Tip: Use native ads.**

There's some good news—native ads are being rolled out for Facebook Mobile! Chances are that their appearance will be slightly more appealing to the app's users than Facebook's traditional sidebar ads, meaning more clicks and more leads. You can also read more about Facebook native ads on this blog.

A presence on Facebook is imperative for businesses, and optimizing your Facebook campaign for mobile is becoming more mandatory. Follow these tips to get ahead of the curve.



Mobile Ad fees make up a big portion of Facebook's revenue.

## 9. With Twitter, Think Differently

Just a month ago, Twitter was averaging 360 million tweets per day. Since then, in just one month, the average has already jumped by 60 million, and most of those are mobile.

Sixty percent of Twitter users are on mobile, and those users are far more active than their desktop-using counterparts.

Naturally, this indicates that social media marketers who use Twitter should try to optimize their campaigns for mobile. Here are three ways you can do that:



Twitter is the place to share breaking news, local updates, global events and good conversations with your mobile consumers.

**Tip: Leave room for retweets.**

If you want people to retweet your content, you need to leave room for your audience to add in their two cents. If you have the option, select a Twitter handle that's easily identifiable as belonging to your brand, but is as short as possible. You should also keep your content brief, using a link shortener like [bit.ly](http://bit.ly) or [goo.gl](http://goo.gl) if necessary.

**Tip: Use hashtags appropriately.**

Perhaps one of the worst things a Twitter user can see is someone's tweet that's packed to the brim with hashtags, often with more characters dedicated to the hashtags than to the actual content. Some people do this with the hope that one hashtag catches on, but it ends up being annoying and leaving little room for retweets.

Jimmy Fallon and Justin Timberlake make fun of using too many hashtags in the video below.

Do your research and select 1-3 hashtags that are relevant to your message and your brand.

**Tip: Leverage Twitter for big events.**

Twitter is the leader in second-screen use, meaning people are most likely to actively engage with Twitter while also watching TV or a movie. This shows that while it may not be the number-one social network overall, Twitter is seen as the best network for communicating quickly.

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When your company hosts an event or something relevant is happening in the world or on TV, be involved on Twitter. Follow your followers to find out what's happening that they're interested in. Create a hashtag or participate with an established hashtag that's already in play. Post frequently during the event, and if it's not your event, try to put a spin on your tweet that connects your brand to the existing buzz.

Twitter was born from mobile, and its mobile users are still the lifeblood of the network. Likewise, you can leverage mobile by following these tips to gain followers and grow exposure for your brand.

## 10. Create an Instagram Presence

Instagram has consistently been one of the most popular mobile apps for over a year now, and there's good reason for that. It's easily integrated into Facebook and Twitter, and it provides users with the visual stimulation that Facebook and Twitter lack.

It's a mobile-only network (you can view/like from a desktop but not publish anything), so figuring out how to leverage mobile with social is crucial to businesses that want to stand out on Instagram. Here are four steps you can take to accomplish this:

### **Tip: Make your pictures stand out.**

High-quality pictures are essential for Instagram success. The higher an image's quality, the more attention it gets. And since you're representing a brand, it's even more imperative that you ensure that your photo content is of the highest quality possible.

Use cut-outs, overlays, etc., to make your content leap out from the page, but make sure everything is tasteful and aesthetically pleasing.

### **Tip: Use hashtags appropriately.**

Hashtags on Instagram are not the same as hashtags on Twitter. In fact, they're generally more acceptable. Use hashtags that describe what's in the picture, not what the picture is about. Encourage your followers to use a particular hashtag that you can then monitor (and maybe even use for a promotion). Use popular hashtags that are searched for often.

Lastly, consider posting the picture with only one or two hashtags and then include any additional hashtags in a comment below.

### **Tip: Make sure videos are professional.**

Instagram videos are tough to produce, partially because of the mobile recording concept. Smartphones have yet to be truly optimized for video, so tread with caution. You may decide to forgo video altogether, and that's fine. But if you do choose to transition into moving pictures, make sure you follow basic video production practices like making sure the camera is steady and including some kind of audio element.



Instagram provides another way to share your stories.

**Tip: Integrate Instagram with other platforms.**

Publishing to Instagram includes the option to publish to other platforms like Facebook and Twitter. If you're using any of these platforms and your content is appropriate for multiple channels, select this option. Your job is easier and your content is more widely seen.



Promote your corporate brand using Instagram.

Instagram adds a crucial visual piece to the mobile networking puzzle, so it should be given extra attention. Follow these guidelines to make the most of your Instagram presence.

## Conclusion

This article takes an aerial view of the rather large mobile social landscape. Take a few of these actionable steps today to better serve your social media followers on their mobile devices. Leveraging the power of mobile apps that are already installed on many people's smart phones allows you to connect with people you may be overlooking.

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## Chapter 9

# Mobile Analytics: Tools to measure Mobile marketing ROI

There are a tonne of app analytics programs available that all do more or less different stuff.

Whichever one you choose has to meet your specific requirements and that is based on your goals – i.e. get more users to share your app via Facebook, etc.

And because there are so many of these programs out there it can be hard to choose which one will work best for you.

Knowing this kind of information will let you enhance things that are working for you and remove things that are scaring your users away.

Now that we ALL understand the importance of Mobile App Analytics, let's take a look at the different analytical packages that are available to you.

### 1. Countly

Countly is an open-source (free), real-time (constantly updating) mobile analytics platform. The best part is: It lets you monitor the users actions inside your mobile application so you get a better idea of how the user is experiencing your app. i.e. drop-off points, etc. And it's available on Android, iOS, Windows Phone and Blackberry.



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## Pricing - Free 30 day trial.

- Community edition – Free
- Enterprise edition – Pricing based on data volume needed

## Features

Countly is a great app marketing tool in that it lets you measure the overall effectiveness of the app based on your users experiences.

This data helps you in identifying the good and bad parts of your app to help you tweak the user experience and increase the conversion of your goals.

## 2. Flurry Analytics

Over 170,000 businesses use Flurry Analytics in more than 540,000 applications to measure audience reach, engagement, retention, conversions, revenue and more. Best of all? It's completely free and takes just five minutes for basic integration. It's continuously updated with the new features is available for iOS, Android, Windows Phone, HTML5, BlackBerry and JavaME.



## Pricing - FREE

## Features

Similar to Countly, Flurry lets you see inside the user experience in real time. It also gives you insight into how your advertising campaigns are performing so that you can test, measure and tweak that as well.

## 3. Localytics

Localytics is flexible with customisation and lets you tailor the software development kit to your requirements. This is a job for your developer. Localytics is currently available for iOS & Android, and will soon be available on Symbian, Windows Mobile and Palm.

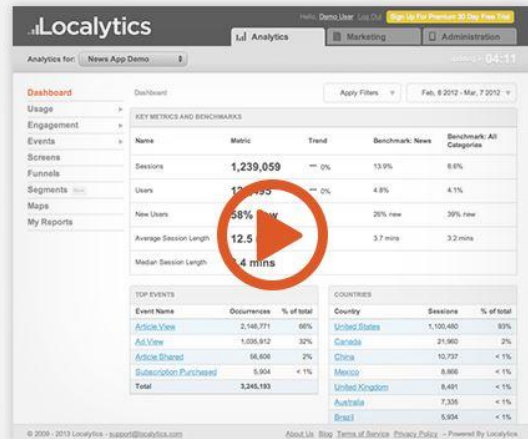
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## TRULY UNDERSTAND YOUR USERS AND THEIR ACTIONS IN YOUR APPS

Our mobile-first, cloud-based solution provides a closed-loop personalization platform which enables you to segment users based on genuine in-app activity and deliver targeted and predictive marketing campaigns.

*End to end analysis with Localytics*

Take this quick **one-minute** tour!



### Their Customers

The New York Times, FOX, ebay, Rue Lala, Hootsuite, Microsoft, Soundcloud, MARVEL

### Prices – Free 30-day trial

- Free up to 10,000 Monthly Active Users
- Enterprise package – Cost quoted according to features needed
- Custom services – completely tailored analytics, price quoted as necessary.

### Features

Localytics is slightly different to the previous two, in that it is more concentrated on goal conversion and gives you full visual representation of the app performance to convert goals. It can be used in a monetisation/social sharing optimisation campaign.

## 4. Google Analytics for mobile

Are you a Google Analytics user? Google's analytics platform has now extended into mobile and is providing a dashboard for full insight into app performance (speed, etc.) and user behaviour. Think Google Analytics...for mobile!

## Mobile App Analytics

We've re-imagined app analytics from the ground up, speaking the language that matters to you. Use these insights to create more successful Android and iOS apps and experiences by measuring metrics at all stages: acquisition, engagement and outcomes like in-app purchases. This platform features the same rich functionality you've come to expect from Google Analytics, including real-time analytics, rich segmentation, over 200+ dimensions, and the ability to track your own custom dimensions and metrics.



### Price

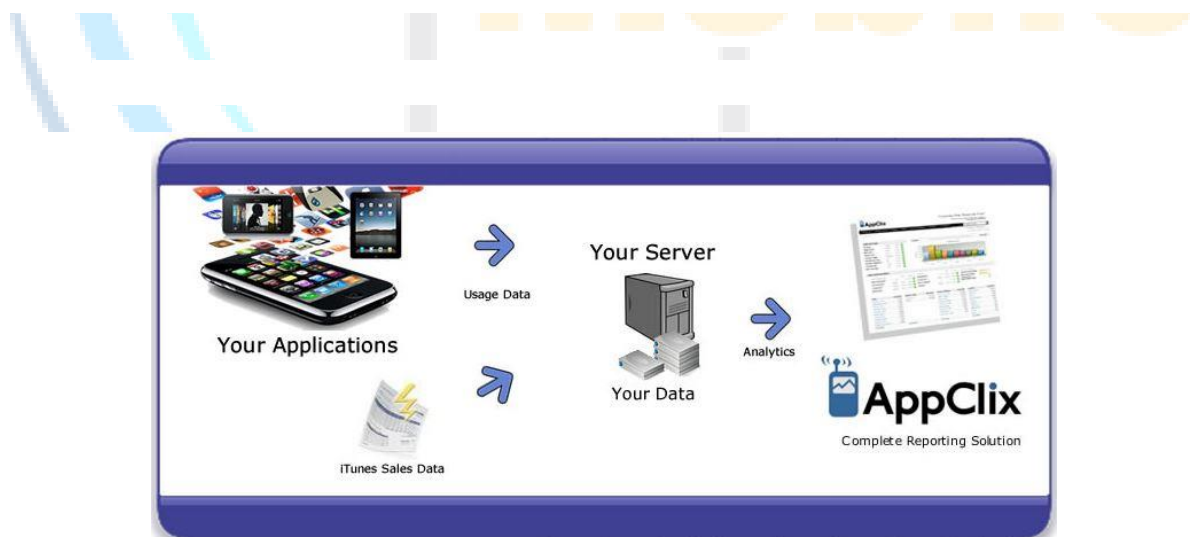
- Google Is always Free

### Features

Google Analytics is a bit of an all-rounder. And you know what they say about a Jack-of-all-trades? He is master of nothing.

## 5. App Clix

The AppClix API lets you access the data in its raw form and organise it however you want. This is definitely for technical people who love analysing data. They are a PRODUCT not a SERVICE.



### Pricing

#### Standard Version

- 1 App License – \$299.00
- 5 App License – \$399.00
- 10 App License – \$499.00

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- Unlimited App License – \$599.00

## *Lease Option*

AppClix can also be purchased for a small monthly fee. This makes it more affordable for smaller developers. The lease pricing is as follows:

- 1 App License – \$49.00 / mo
- 5 App License – \$99.00 / mo
- 10 App License – \$149.00 / mo
- Unlimited App License – \$199.00 / mo

Upgrade at any time by paying difference in price.

## *Enterprise*

- Unlimited app License – \$1,999

Includes 1 license to each server module: Collection Server, Processing Server, Dashboard and API Server, MySQL Database.

## *CloudClix Turn-key*

**Pricing** includes base server.

- 1 App License – \$149.00 / mo
- 5 App License – \$199.00 / mo
- 10 App License – \$249.00 / mo
- Unlimited App License – \$299.00 / mo

Upgrade at any time by paying the difference in the monthly price.

## **Features**

AppClix is an advanced mobile analytical software for serious number crunchers. It a niche product inside a niche industry, but if you're really into data then this is definitely the one for you – Data is King.

## **6. App Annie**

[App Annie Analytics](#) offers app publishers a way to track your apps' downloads, revenues, ranking and reviews, storing all your valuable app store data on your behalf. Available for iOS, Mac Store, Google Play and Amazon Appstore. More than 250,000 apps use their app store analytics.

1. Automatically gather your app store data
2. Monitor, visualize and analyze important trends

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## 3. Safely store your historical data



### Prices

- Store stats – Free
- Mid-market intelligence – Price available upon request
- Enterprise intelligence – price available upon request

### Features

App Annie is app-marketplace-based and gives you insight into what's happening in the stores right now, to help you identify opportunities. It's a great tool for when you're ramping up your download rate.

## 8. App Figures

App Figures is available for multiple stores and tracks all your mobile apps in one place. Allows for multiple users with different access levels and a customised interface (dashboard). The reporting module is a great feature. Not only can you download and export a report but you can also upload previously saved reports from your computer to get a real handle on your data history.



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## Pricing – Free 14 day trial

- Basic. Free Forever. Track up to 5 apps. One click sync. Track sales and downloads. iAds tracking. API accessing.
- Premium. \$4.99 per month + \$1.99 per app (first 2 are free).
- Enterprise. Starting at \$249.99 per month.

## Features

App Figures is all about what's happening on the App Stores. If you have a number of different apps across a range of marketplaces and your focus is on getting downloads, then knowing the stats in all marketplaces is key.

## 9. Bango


### Bango mobile analytics

**Bango delivers accurate customer insights not available anywhere else - get the best view of your websites, apps and marketing campaigns for key optimizations.**

Bango's relationship with operators, app stores, device manufacturers and brands, creates a platform effect that precisely identifies customers, providing unprecedented accuracy and insights not available elsewhere.

Bango delivers a customer centric view across all your websites and apps on mobile and desktop, identifying individuals with precision. All data is available through comprehensive online tools with the ability to export. Analyze your data in real-time, segmented just how you need it.

**Analytics reports:**



**Unique visitors**

Device make	Page views	Page views per user
iPhone	10	1.0
Android	80	0.8
BlackBerry	100	1.0
Symbian	110	1.1
Windows Mobile	120	1.2
Other	130	1.3

**Device makes**

Device make	Page views	Page views per user
iPhone	10	1.0
Android	80	0.8
BlackBerry	100	1.0
Symbian	110	1.1
Windows Mobile	120	1.2
Other	130	1.3

**Contact our Enterprise team today to discuss your requirements.**

Bango's big point of difference is that they allow integration of their analytics platform into most major mobile operating systems including Blackberry, iOS, Android, Palm, Windows Mobile and Symbian.

## Customers

Facebook, Blackberry world, Opera Software, Telefonica O2, EA mobile,

## 10. Medialets

A mobile advertising analytics platform for iOS and Android apps. They supply media rich ads in addition to mobile analytics, giving you a one stop shop. Medialetics, their analytics platform, provides features like custom event reporting so you can get information on certain events. Medialets also gives you offline analytics, storing information for the next time the device has a network connection. There are many other useful features that their service offers including App Store data access, user messaging, and seamless integration of their advertising campaign.



Medialets is the essential platform for mobile and tablet advertising.

FOR ADVERTISERS AND AGENCIES

FOR PUBLISHERS

## Customers

Lancome, Yahoo!, Yahoo Finance!, FEDEX express, VISA, Sony, FORD

## Features

Medialets's focus is on converting ads into dollars. By analysing your audience you can begin to promote ads within your app that have a higher CTR (click-through-rate) and thereby make more money. Is mobile advertising your strategy? Then Medialets could be part of that.

## How To Choose The Right Mobile Analytics Tool?

There are a few things to consider when choosing the right mobile analytics tool for you.

Following are the factors to look out for when choosing a mobile analytics tool.

1. If you do not have a mobile app, the tool that gives web analytics along with mobile website analytics will suffice for you.
2. Look for ease of integration.
3. Real-time data for knowledge discovery and timely action.
4. Reliable security features.
5. If you are looking for an mobile analytics tool for your app, look for tools that give you in-depth data on acquisition, activation, retention, referral and revenue.

The choice ultimately depends on your mobile marketing needs. Most of these mobile analytics tool have a free version, so you can test drive before you choose one.

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## Chapter 10

# How can my Business use Mobile Marketing?

**Can my business use mobile SMS or MMS marketing and if so, how might we use it?**

The answer in almost every case is yes. If you are using email today or even direct mail to engage your audience, then SMS is definitely something to consider. Whether you are using plain text messages or any unique landing pages for your marketing messages, then virtually any company across a whole range of industries can enjoy the amazing results that the mobile SMS channel can offer. For example;

- **Retail Sector**

### **Grow your customer base**

Help your loyal customers stay on top of the latest fashions and trends with messages that show what's hot in store. Use data capture fields on your landing pages that enable you to collect any type of customer information you need for future promotions. Utilize a variety of ways for your customers to sign up for news and deals through mobile keywords and sign up pages that you promote in store.

### **Keep your customers informed**

An informed customer base translates into more sales. Send out your new product announcements with pictures or videos of new product lines. Extend the reach of your promotions and spread the word virally on Facebook, Google +, LinkedIn, and Twitter with our social widget.

- **Restaurants**

### **Attract new business**

The glorious aroma of freshly baked cakes and other kitchen goodies only reach so far. Extend your reach by advertising promotional mobile keywords in print ads, your website,

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menu, or even on your window. Get instant word-of-mouth marketing by updating your social media news feeds on Facebook, Google +, LinkedIn, and Twitter to excite your customers and their friends.

## **Gain more loyal customers**

Reward customers with promotional prizes and great offers. Make your customers feel like VIPs by sending them exclusive promotions with visually enticing images and videos of your latest culinary creations or just keep them informed about new menu items and upcoming events as a VIP client.

## **Quickly whip up new customers and drive traffic**

Restaurants always have down times or slow days. Fill your restaurants tables by sending a limited-time special lunch or dinner offer on your slow days to your customer's smartphones.

- **Digital Media Agencies**

## **Measurable value from mobile**

Manage your client's mobile SMS campaign directly from their account dashboard and deliver them results and ROI, not the effort required to get there. Easily monitor the health and growth of current marketing efforts in real time with the wealth of reporting options available. With our comprehensive reporting, you and your clients get actionable analytics and statistics to maximize the success of your mobile campaigns.

## **Gather more in-depth information about their customers**

Knowledge is power, especially in marketing. The more you know about your clients' audience, the more effective and targeted your campaigns can be for them.

- **Clubs & Sports Team**

## **The teams**

Anyone that has ever managed a group or organization knows that communication with members is critical. Unfortunately the old methods of group communications such as phone trees and email lists just aren't cutting it anymore. Even social media is problematic for teams as it relies on their team members checking their posts, and in the time needed to respond.

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With easy group text messaging, there's no longer a valid excuse for your members to not know about your next meeting or event. Ensure your team members get the information they need where they read it most often, their mobile. Send out reminders, maps, special request forms, game surveys, anything you would do on email, just now with your mobile.

- **Schools & Universities**

## **Reaching parents where they are the most**

Easily collect parent contact information with sign-up pages to keep them informed about their children's activities and schedules. Send convenient SMS messages for important announcement like school closures or weather alerts. Send reminders to school events and take RSVP registrations direct from the many of our data capture pages.

## **Promote Events**

You can send messages to anyone who could be interested in University faculty open days, events on campus, or other events scheduled by the University. Try to get students' contact information during the enrollment process, and you can get faculty's contact information through the hiring process. Remember, this is a service to them that will make their lives easier and allow them to know more of what is going on without having to run around campus

## **Internal Communications**

Keep faculty and staff up to date on any relevant news or information, at any time. Virtually eliminate the need for bulletin boards or even emails. You also want to ensure that the faculty who receive these messages from you can also forward these same messages to their students if it is relevant to them.

## **Student Meetings**

Messages can be sent out reminding students of specific meetings, club meetings, on-campus concerts, sporting events, or any other type of extracurricular activities. For example, if a certain student club is meeting that evening, you can schedule a message to go out in the afternoon reminding students of the meeting. You can also be selective with who gets your message.

We all see and hear advertised mobile keywords everyday on TV radio. We see them advertised in magazines, newspapers, blogs, websites, and all over billboards. There's a reason why companies utilize mobile marketing – it WORKS!

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- **Radio & TV**

## **Add value and demonstrate your leadership position**

As a media outlet, you are constantly trying to find new and unique ways to help your advertisers reach their marketing goals. Radio has proven itself to be a really effective advertising medium but you can offer so much more value and customer insight to your clients using SMS mobile marketing.

## **Add value to mobile keyword campaigns**

It's immediate and has a much stronger impact than any other advertising medium out there.

With Mobile Keywords, you can help your advertisers build their mobile database, and you can also get immediate consumer response / feedback to help with reporting.

## **Increase your revenues**

Bottom line, you can increase your revenue with dedicated text messaging programs but not just in boring black and white text.

- **Real Estate**

Real estate agents and brokers work tirelessly around the clock to find great properties or sell properties for their many clients. One fact remains constant, how to find more of both, clients and listings?

Mobile messaging campaigns will set you well apart from your competitors and ensure that your listings and skill as a real estate agent gets noticed above all other mediums.

Have your clients receive instant alerts and messages when the next great property listings are available. Not only that, send them vibrant image galleries or videos of your recommended listings and include response capture fields for their instant feedback and then your follow-up.

## Chapter 11

# Case Studies

Use these examples to help inspire your mobile marketing efforts

Marketing campaigns are going **mobile**. This isn't a new trend; really it's about catching up with where people are. It won't surprise you to know that over half of total Internet traffic now comes from mobile devices, and this figure is only going to increase. Marketing budgets are shifting to take account of these trends. A study by eMarketer shows US mobile ad spend increased by a whopping 50% last year, to account for 49% of digital ad spending. By 2019 this figure will increase to 72%, so annual growth rates will remain very high.

US Mobile Ad Spending, 2013-2019							
	2013	2014	2015	2016	2017	2018	2019
Mobile ad spending (billions)	\$10.67	\$19.15	\$28.72	\$40.50	\$49.81	\$57.78	\$65.87
—% change	120.0%	79.5%	50.0%	41.0%	23.0%	16.0%	14.0%
—% of digital ad spending	24.7%	37.7%	49.0%	60.4%	66.6%	69.7%	72.2%
—% of total media ad spending	6.3%	10.8%	15.3%	20.4%	23.9%	26.3%	28.6%
Note: includes classified, display (banners and other, rich media and video), email, lead generation, messaging-based and search advertising; ad spending on tablets is included							
Source: eMarketer, March 2015							

186582

www.eMarketer.com

Given this trend towards mobile, a key skill for digital marketers is going to be crafting effective mobile marketing campaigns that can engage audiences and deliver ROI for businesses. These are some examples of really effective mobile marketing campaigns to inspire mobile marketers everywhere.

### 1. IKEA catalogue App

IKEA utilised the capabilities of mobile by creating a mobile app, which transformed its catalogue into an interactive platform. Scanning the pages with the app showed extra features. What is more, it allowed you to virtually place certain products in your room by using input from the devices camera and overlaying the product. This creative approach meant that app got 6.2 million installs, being the number 1 downloaded marketing app for a

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brand. Users spent an average of eight minutes with the app compared to three minutes with just the catalogue.



The clever thing about [IKEA's mobile campaign](#) is both that it utilises the unique properties of mobile (the campaign just wouldn't have worked on desktop) and that it provided something useful and fun to customers so didn't feel like a marketing campaign at all.

## 2. Nissan's Interactive Video Ad

Nissan's interactive video again showed how utilising the unique features of the device (in this case touch screen) are a brilliant way of getting fantastic results from mobile.

The video itself was engaging (featuring a compact SUV battling evil snowmen) and had various 'hotspots' throughout the video where the user could tap the screen to gain more information about various features of the car.

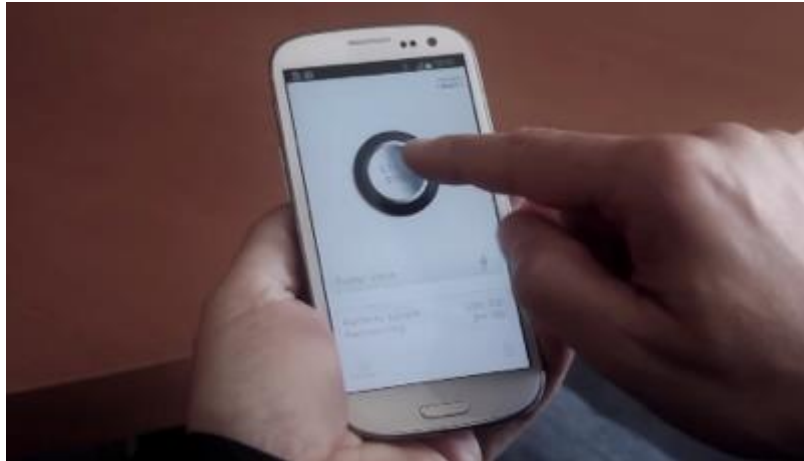


The interactive approach taken by the campaign's creators [Juice Mobile](#) and [OMD](#) paid off, the minute long ad had a 78% completion rate and 93% engagement.

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### 3. Audi start-stop App

Audi's thought so far out of the box with their app it doesn't even seem like marketing at first glance. Their App, called 'start, stop' doesn't make any attempt to sell its cars (at least not on the face of it).



It is a simple app, which detects when open apps aren't being used and sends users notifications to close it, to save processing power and battery life. This makes the phone more efficient, and promotes Audi's stop-start technology, which automatically turns the car engine off when stationary to save fuel. The beauty of the campaign is that it makes users associate Audi with efficiency whilst proving them with a helpful service. It doesn't seem like an ad at all, because it is the sort of app that you might install anyway, but that doesn't mean it isn't working to promote Audi's brand.

### 4. Nivea Sun Protection Track your Kids App

Another brilliant example of making a mobile campaign so useful it ceases to even seem to be an advert is Nivea's ground breaking 'the protection ad' for it's Nivea Sun Kids range. It wasn't a purely mobile campaign however; it combined mobile with print to create something truly unique.

The print adverts in magazines had a detachable 'protect strip' akin to a wristband, which is put round the child's arm when the family is at the beach. The parent is invited to download the app, which communicates with the bracelet so that the parent can use the app to dictate an area outside of which the child cannot stray, and if the child does so the app beeps to alert the parent.



The genius of the campaign, from the Brazilian advertising agency [FCB](#), is that it makes the customer feel like they are being helped, not sold to. Nivea made a leap of faith when it decided to think outside of the box and run a campaign that didn't revolve around its product (sun cream) but rather around what its target audience wanted (the protection of their children, be it from sun burn or getting lost).

It paid off spectacularly, and was a PR coup. The ads were featured in 10 press articles and 40 digital ones, it generated excitement, won awards and Nivea is still receiving requests for the wristbands a year later.

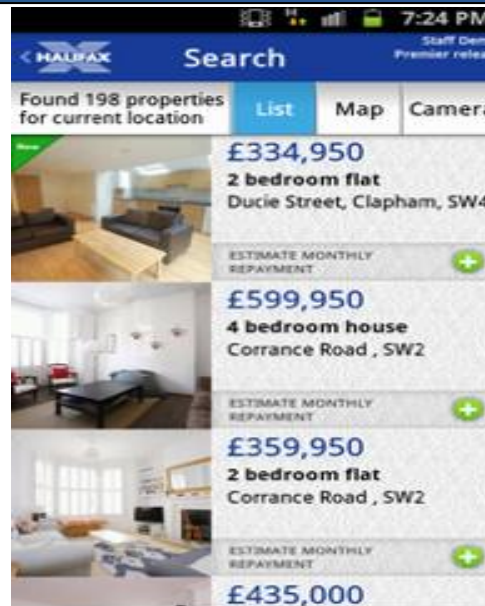
## 5. Hiscox's location based WiFi Campaign

When it comes to mobile, integration is often a great tactic. [Hiscox](#) targeted people logging into Wi-Fi hotspots via mobile near a series of large outdoor boards around Covent Garden. Users of the Wi-Fi hotspots were greeted with a Hiscox ad when logging into the Wi-Fi on their device. This ad was tailored to people living in Covent Garden and reflected the content on the boards.

This integrated and targeted approach by employed by audience intelligence company [JiWire](#) worked brilliantly. Click through rates on the ads were 5 times higher than the company usually received on online display ads.

## 6. Halifax Home Finder App

[Halifax's](#) home finder app again demonstrates that offering customers a useful service is often the best way to engage them. The app is essentially a research tool for property hunters, which combines Zoopla data with an augmented reality later and a mortgage calculator.



The App helped Halifax reach over 20 million unique users, and thus allowed Halifax to showcase its mortgage products to an audience it would not otherwise have reached.

## 7. Bitcoin Billionaire Ad integration

This example is a bit different to the others I have showcased. The other examples have been showing how brands can use mobile ads or apps to market their products. This is almost the opposite. It is an example of best practice for integrating ads within your app.

[Bitcoin billionaire](#) is a mobile game where you tap to get virtual bitcoins and build your bitcoin empire. Its simple and addictive, but most importantly of all it provides anyone wanting to monetise their app through ads a brilliant example of best practice.



Instead of having banner ads at the top and bottom of the screen, which users can just ignore, or having annoying pop-ups, which breaks up the gameplay and annoys users, bitcoin billionaire integrates the ads into part of the gameplay. Users are given the option of

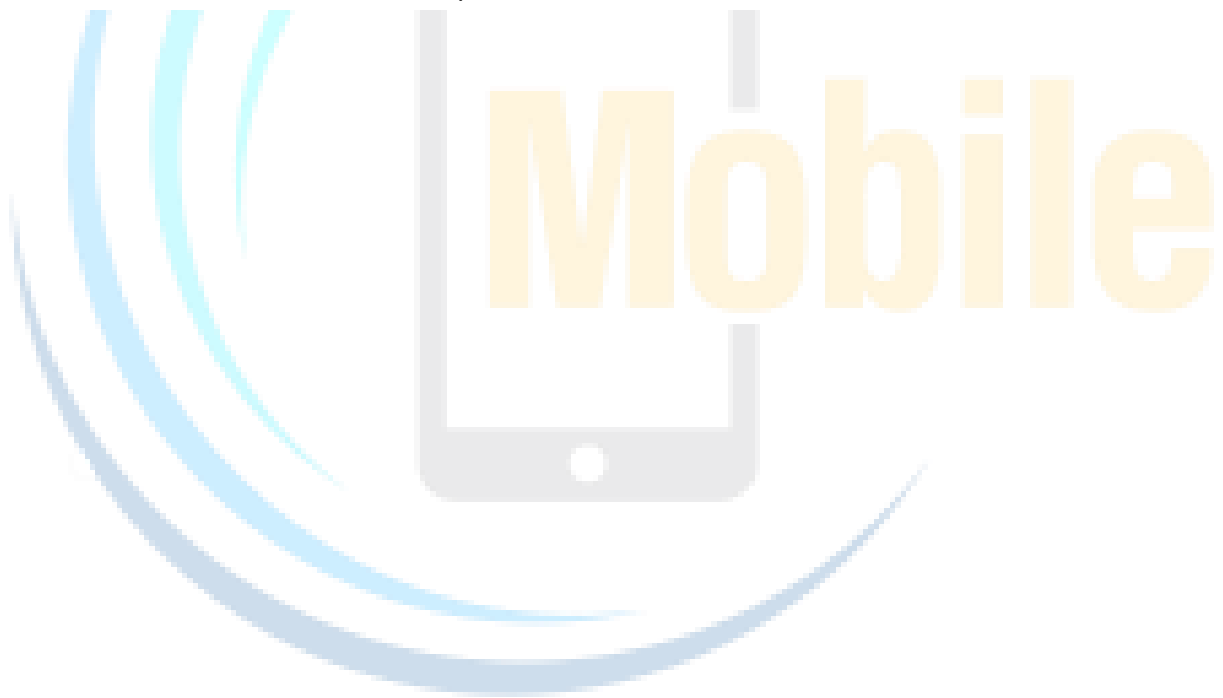
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getting in game advantages in return for watching ads, which means the rates of engagement and click through are much higher.

## **Lessons from these mobile campaigns:**

All of these mobile campaigns have something in common, they seek to engage the users and leave them feeling happy with the brand rather than annoyed by having their day interrupted by an intrusive ad. Many of the most successful seek to actively help their target audience by providing them with an app that provides a useful service, so that what they are doing doesn't even seem like marketing to the user.

Many also utilise the unique properties of mobile, such as touch screen, location tracking, and having an in-built camera. This is critical to bear in mind when planning a mobile campaign. Don't think 'how can I adjust my desktop campaign to mobile' and end up with some simple banner ads that just have less text on so they can be read on mobile. Do get creative, think outside the box and do something that can only be achieved on mobile devices. There is a whole world of possibilities.



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## Conclusion

Mobile marketing unlocks powerful opportunities for marketers on a scale never before seen. Unlike any other engagement and communication channel, mobile allows marketers to reach larger audiences in a way that is real-time and personal.

Because of the proliferation of mobile and tablet devices amongst consumers, marketers must adapt. Mobile marketing is much more than a trend—it is an increasingly important part of the market.

As you consider the journey that your customer takes, mobile interaction is now an integral part of it—meaning that it's now vital to include mobile in your marketing mix. Consumers are attached to their mobile devices. According to research from IDC, the typical consumer uses his device consistently throughout his daily activities. In fact, 79% of smartphone users have their phone on, or near them, for all but two hours of their waking day. And four out of five smartphone users check their phones within the first 15 minutes of waking up.

Plus, mobile marketing is universal. It takes many forms and applies to all kinds of businesses and marketers.

The ubiquity and proximity of the mobile device in today's modern culture demonstrates why mobile has become and will continue to be indispensable to marketers. Marketing via mobile devices is about unlocking the potential of a huge, expanding, captive, and engaged audience.



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