



Best Practices of

M O B I L E

M A R K E T I N G

Best Practices of Mobile Marketing

With the advent of iPhone, Android phones, and tablets, adoption of the mobile is contagious, and will continue in the coming years as well. The market penetration of smartphones is getting more and more deeper, with the number of smartphone subscribers growing 3 times over the last two years ago. Simply, the mobile usage is on the rise, and nobody can ignore it.

In the smartphone landscape, Apple's iOS and Google's Android OS have dominated the market, and not just the U.S. market, but also the global market. Truly, it is a new world out there where consumers are connected around the clock. Mobile users are doing more than just calling . . .such as emailing, social connecting, and purchasing items from their mobile devices at record speed..

In fact reports from Google and Gartner suggest that on average consumers who browse on smartphones while in the store buy more.

Now, what does it really mean for businesses? Of course, it means there should be a greater focus on mobile advertising and businesses should consider aggressively promoting their services or products on those mobile platforms to make the most of the mobile wave. Many brands and companies have already upgraded their infrastructure to place mobile

marketing into their existing marketing strategy; some are still in the initial stage of using mobile marketing while others understand the urgency of making the most of this SmartPhone environment and place top priority in it..

If you are naïve in mobile marketing, you need to better prepare yourself against the upfront challenges such as your customers' changing behavior while online on their mobile devices. This paper outlines effective marketing practices to help you embrace mobile domain tightly.



Why the time is right for mobile marketing?

1 Potential for a bigger advantage

The mobile platform has surely impacted every business vertically. It has the potential to bring favorable results for those who are early to adopt and leverage its capability and power. So, jumping in early in mobile advertising can represent a huge opportunity, and provide cost benefits as service supply is greater than demand. And at a low cost, businesses can add significant value to their overall marketing strategy.

2. The proximity factor

People carry their mobile device around the clock. So, you can be virtually in contact with your existing customers and prospects all the time through social media apps, emails, and your business specific mobile apps. This enables marketers to stay connected with their target audience at any time, and in any place without any geographical barrier.

3. Brands are eagerly opening up their budget for mobile marketing

The mobile advertising budget is not as high as it is for web marketing. However, mobile marketing budget is continuing to grow decently. In 2014, many industry analysts predict a lift-off in mobile marketing spending. The reason is simple smartphones have become a kind of necessity for everyone, and reaching out to prospects is easier than ever before. Plus, it is expected that this trend will continue.



Important factors to consider for mobile marketing

Mobile advertising is a little different from desktop and web marketing, and it is still evolving. So, you need a solid and well-defined strategy with unique and brilliant mobile content along with the factors below

- **Geo-location:** People travel from one place to the next with their SmartPhones. This gives you a golden opportunity to reach your prospects as they move about. But it does not make sense to show your ads in those places where your service is not available. So, display your ads in those locations where you are serving. Today's technology allows your customers to view your ads as they get closer to the location you are servicing or in the location you are running your promotions.
- **Suitable moment:** The time factor plays an important in mobile advertising. For example, if you only offer a dinner menu in your service, there is no point in displaying your ads at breakfast or lunch time.
- **Relevancy:** It is one of the most important factors when it comes to mobile advertising. Make sure your mobile ads are displayed to the relevant people to better engage and can create more opportunity for sales. In this way, you will be able to provide a better customer experience and expand your relationship with them.



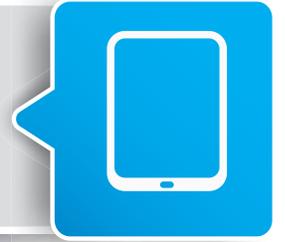


36%

of Shoppers search for other store locations on their phones while shopping in store

52%

of tablets users now say that they prefer to shop using their tablet rather than their PC.



72%

of tablet owners make purchases from their devices on a weekly basis.

50%

Tablet Users spend more money than PC users.



Tablet visitors are nearly **3** times more likely to purchase than smartphone visitors.

PayPal[™] Mobile handled almost **\$14** Billion in payment volume in 2012



Within **5** years half of today's smartphone users will be using a mobile wallets as their preferred payment method.

How to get started for favorable results?

Mobile marketing program demands an innovation-centric approach to provide a true experience. And, it is essential to build personalized and targeted mobile marketing campaigns that meet your users' preferences, requirements and behavior. Rather than expecting a short-term return, it is better to focus on long term opportunity by building innovative programs from apps, mobile wallets to mobile email marketing, so that you can also benefit in the future, too.

1. Adopt smarter approach for higher adoption rate

Mobile communication is a little different than web communication. And with mobility and social connectivity, you can now reach out to a larger audience than ever before

- Create your marketing message. Make it short, simple and concise.
- Build truly customized, one-to-one strategy
- Create a targeted email campaign to customers viewing on a mobile device
- Provide exciting offers to download your mobile app, visit your mobile site, or sign up for mobile program

- Take advantage of your social media channels to promote your mobile strategy, but make sure your social media messages (for FB, G+, Twitter, LinkedIn, etc.) are optimized for mobile devices, to ensure excellent user experience
- Use your traditional communication methods to promote your mobile initiatives



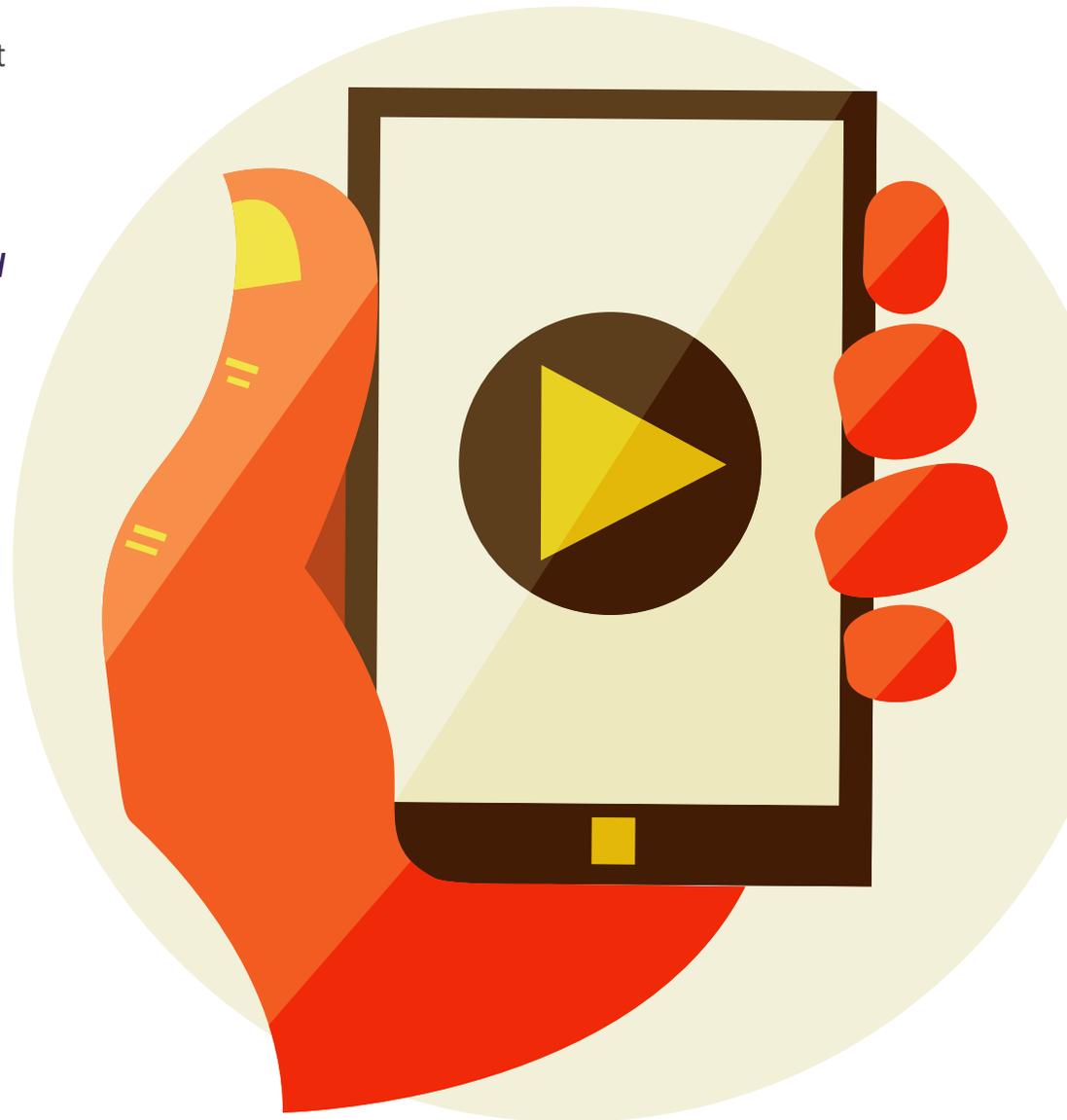
2. Maximize Mobile Video Advertising

Videos have always been a great means to promote products and services, and so is the case with mobile video. In fact, the adoption rate of mobile videos is consistently on the rise. Users are spending more and more time watching videos on mobile devices. Now mobile devices are more advanced than ever before. Furthermore the internet speed and wi-fi connection in public places have made it even more convenient for mobile users to browse videos online. This has led to making mobile video a highly engaging form of marketing.

This year, mobile video ad spend has increased a whopping 112% and is projected to grow 78% in 2014, making mobile video the fastest-growing segment in the digital video space.

Data from DG MediaMind shows that average CTR for in-stream video ads was 1.11%, much higher than its mobile banner ad counterpart, which has a CTR of 0.88%.

So, build interactive and optimized ads for your mobile marketing strategy to make the most of this important trend and reach out to more prospects.



3. Prioritize your mobile app strategy

If you have a mobile website, then it is good. And if you have a mobile app then it's even better. Users prefer mobile apps over a mobile website.

A Compuware survey from March of 2013 found that 85% of consumers favored apps over mobile websites.

Give your mobile app priority over a mobile website, because usages and the conversion rate is higher on apps. In addition, dedicated apps are also in high trend for mobile promotions. But analyzing customer behavior plays again an important role when considering to create a dedicated apps.

But, it is important to track conversions for your mobile app. The conversion tracking helps you dig deeper into customer behavior. With the collected data, you can better optimize your upcoming campaigns and get a higher return on your marketing investment.

Moreover, this type of data gives better ideas and insights on customers' needs and choices. Ultimately, it improves your marketing strategy, and enables you to fine-tune marketing campaigns to tap more opportunities when interacting with these mobile users.



4. Give close attention to Key Performance Indicators

What's more important than knowing how much ROI you are getting through your mobile marketing strategy? KPIs like User engagement (in terms of Average time spent, return rate, session frequency & length), Cost Per Visit (CPV), Cost Per Acquisition (CPA) and Lifetime Value (LTV) can give you an idea of how is your marketing strategy performing?

Not every metric matters to track the performance of your campaign. So, develop a performance metric plan relevant to your business needs. Using analytics and monitoring tools, you can measure the success factors, and then create reports to make your next campaign more impressive and targeted.





5. Stay abreast with SEO best practices

Mobile search is growing at an unprecedented rate. So, it is essential not to lose attention on mobile SEO as well. In fact, mobile users are also embracing mobile shopping, and transactions, and much more. In such times, it becomes even more important to implement SEO best practices for mobile platforms so that you can appear in the top organic search. To make your mobile SEO activity effective, the below practices can help a great deal:

- Search Engines like Google prefer responsive designs over mobile HTML sites. To stay ahead of the curve, make sure your website is responsive. Regardless of devices and platforms (iPhone/iPad, Android devices, or Window devices), your responsive website will adjust the layout automatically to alter the text, images, content to fit the device, and give an awesome experience to users.

- Create a unified URL for both Mobile and Desktop. It will not only help improve your SEO ranking, but also enable users to easily remember it and give better user experience. A single URL can also be helpful in faster loading, since it doesn't require a redirect for every device or platform. On mobile devices, load time really matters. So, the quicker the loading time, the better it would be to the user experience. Plus, it will be helpful for branding purposes, as users don't have to remember different URLs.
- Make sure it is easy for others to share your content, whether through social media channels or through their email addresses. This will also help your organic search rank.
- Take advantage of local search. This can be quite effective as you will appear in local search which can either enhance the buyers' purchase intent on their device or influence their decision to purchase later (maybe from their laptop or directly from the store).
- Don't consider web based keywords for your mobile SEO. You know users search differently on mobile phones due to space constraints. So, select keywords for mobile SEO intelligently. One of the better ways to select keywords for mobile SEO is to check the mobile keyword data in Google Analytics. This will help you know what keywords are driving users to your mobile site.



6. Track Conversions for Your Mobile marketing

In order to make a marketing strategy more effective, data analysis plays a very important role.

- Keep track of which channel is responsible for driving downloads of your app
- At what time is there an influx of traffic or there are more downloads
- Check out from which location your users are coming
- Analyze customer data to build or update segmentation profiles

You need to be highly selective while deploying tracking and analytic tools for mobile marketing because competitive advantage comes from the clear and actionable insights. Building a clear plan, such as what will be analyzed, how it will be measured, and the following action steps on the acquired data can help a lot.

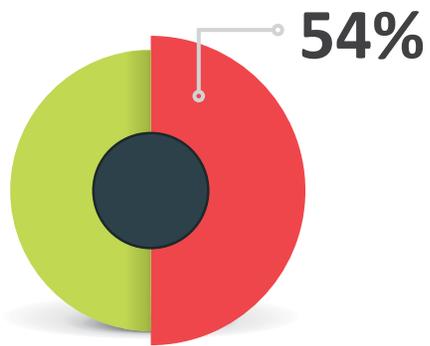
Once you get to know where your customers are coming from (or not coming from) and what they expect, you can adjust your mobile marketing strategy complying with business goals to drive repeated business efficiency and ROI. The best way is to consistently apply tracking methods, get deeper insights, learn, and improve your campaign to make it smarter.

At current, mobile marketing has started making noise in different industry verticals. It won't be a surprise that mobile marketing initiatives can bring about wonders when your potential customers find you on their favorite device. Taking this step forward now and adopting mobile marketing will help you promote your brand multi fold in people's minds and in their devices.

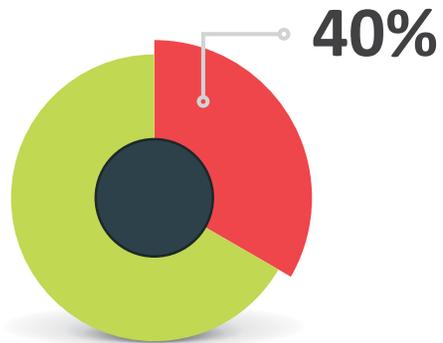
What's more important is getting the right resources. Make sure you have invested in the resources which are up-to-speed on the latest mobile technology and marketing analytic tools to embrace the mobile innovation.

2014 is expected as to be THE year of mobile marketing and mobile marketers will be getting to grips with planning activity and budgets. Keeping these basic practices in mind can help you greatly in optimizing your mobile investment and performance. The next wave in m-commerce and marketing has just started to rise, so buckle up your belt to ride the rocketing success mobile marketing has to offer!

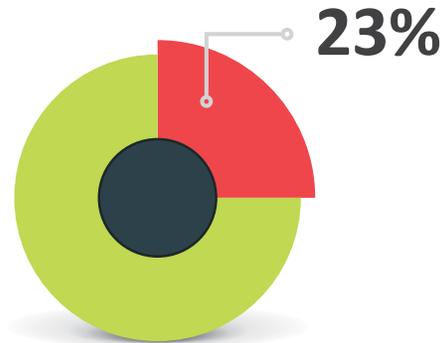




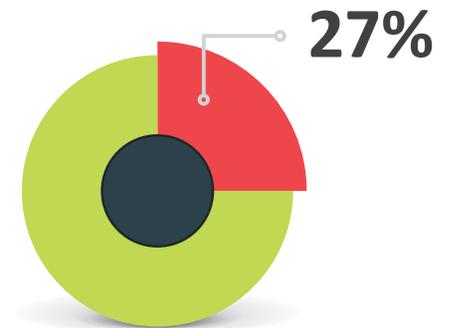
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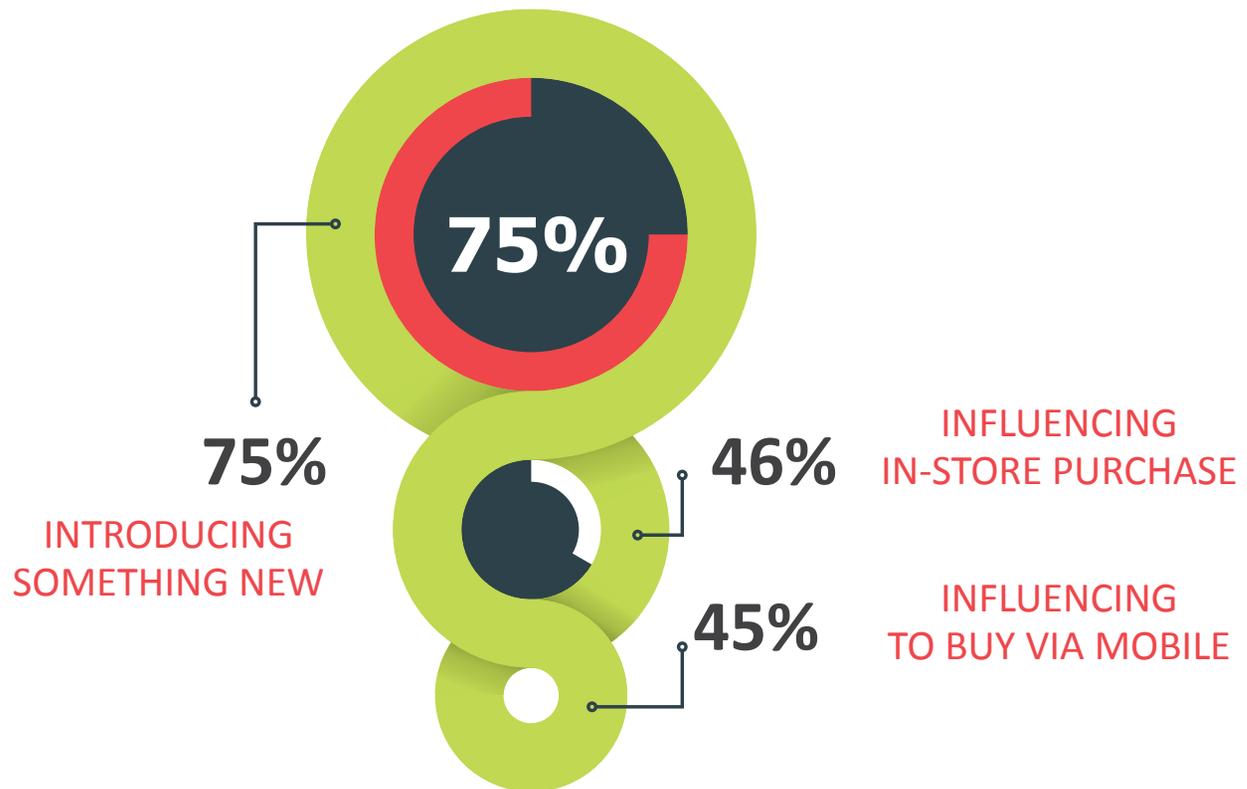
ON A SEARCH ENGINE



ON A RETAILER WEBSITE



ON A VIDEO WEBSITE



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