



Mobile Marketing 2018
BA 436/536

What is
Mobile Marketing?

Mobile Marketing is...

The ability to connect, engage, and influence individuals through and with mobile devices.

Top Selling Smart Phones in 2017

3 New devices for
Apple in 2017

iPhone



Samsung Galaxy S8 and Note 8



Amazon Echo Dot



Apple Watch



Nintendo Switch



SOURCE GBH Insights
JIM SERGENT/USA TODAY

Remember....
As marketers it's our goal...

- To find new customers
- To encourage customers to spend money
- To inspire customers to spend even more money
- To earn customers everlasting loyalty
- To build a company's brand in the marketplace

Today

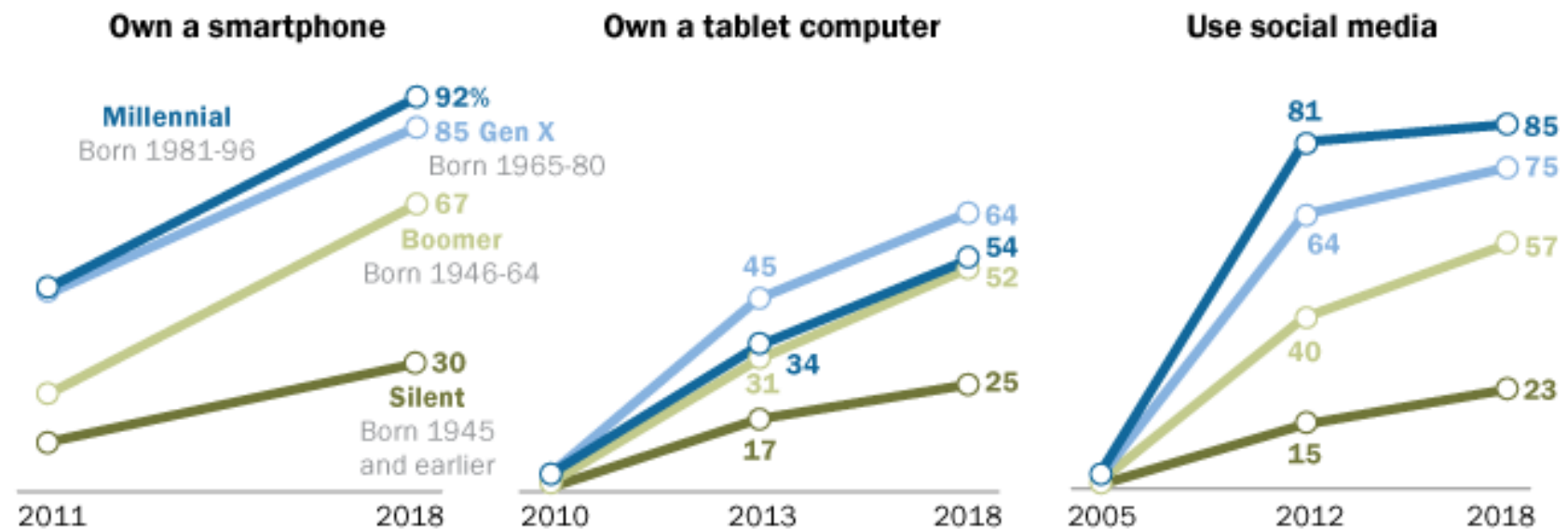
- By 2020, 75% of the worlds' mobile data traffic will be video
- Mobile is where we have the consumer's attention
- 1.5 Billion monthly active users, more than half use their mobile phones daily.
- 93% of buying decisions are influenced by social media (what % is viewed on phones)
- More people own mobile devices than tooth brushes.
- 65% of all e-mails are opened on a mobile device
- Majority of Internet and social media traffic is occurring over mobile
- People are increasingly using their mobile devices, not just for media and entertainment but to research and buy/Shop and consume.

What Our Phones Are Used For...

- 75% of the population in the US browse the Internet via mobile devices
- 41% of TOTAL WEB Traffic comes from mobile devices
- 65% of TOTAL DIGITAL MINUTES spent on the Internet are on mobile devices
- 87% of time spent on mobile devices is spent on APPS

Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

% of U.S. adults in each generation who say they ...

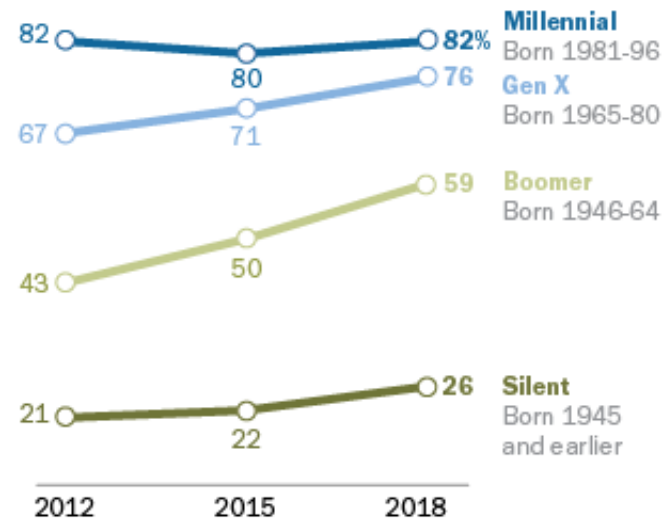


Source: Survey conducted Jan. 3-10, 2018. Trend data are from previous Pew Research Center surveys.

PEW RESEARCH CENTER

Similar shares of Gen Xers and Millennials now use Facebook; Boomers growing fast

% of all adults in each generation who say they use Facebook

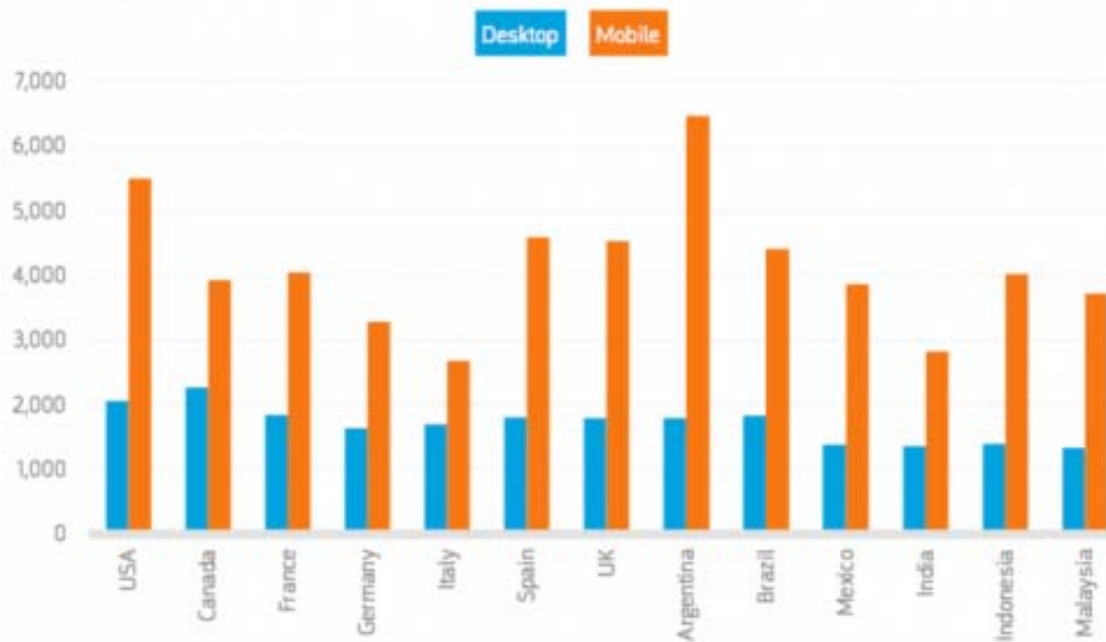


Source: Survey conducted Jan. 3-10, 2018.

PEW RESEARCH CENTER

Mobile users consume more than 2x minutes vs. desktop users

Average Minutes per User by Platform



When looking at each region's desktop users and mobile users separately, mobile users universally consume more digital minutes per person – more than double in the majority of countries.

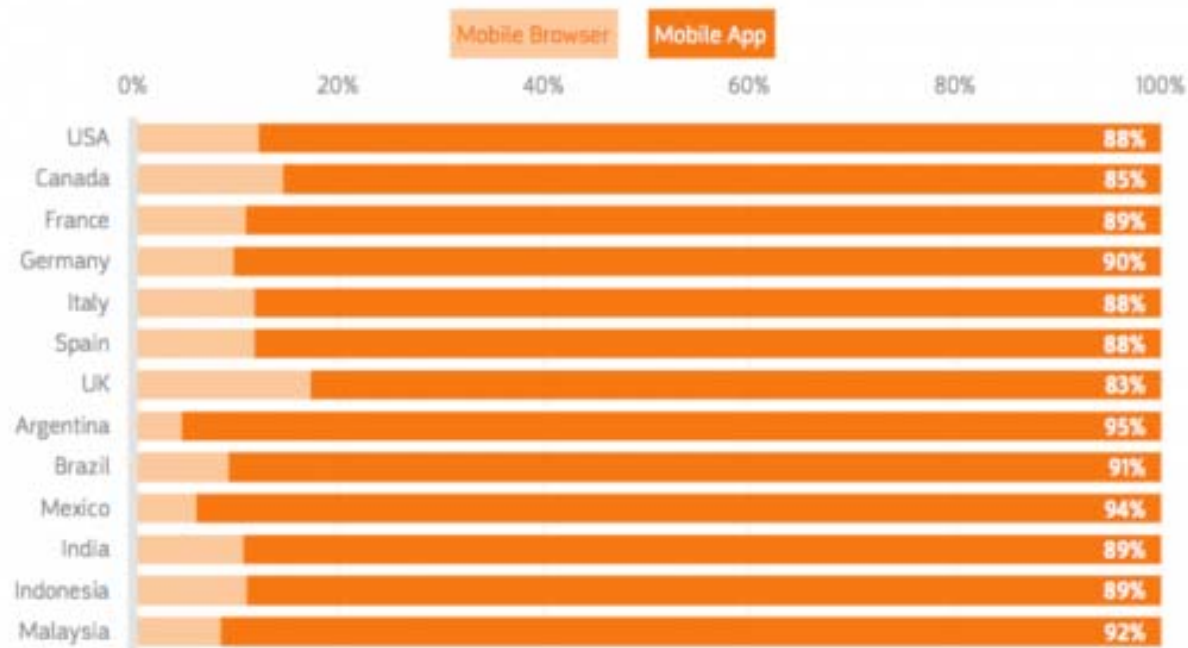
Argentina continues to deliver the largest number of mobile minutes per user, while Canada has the highest level of per-user desktop consumption.

Mobile Media Use Varies During the Day



Mobile App Usage

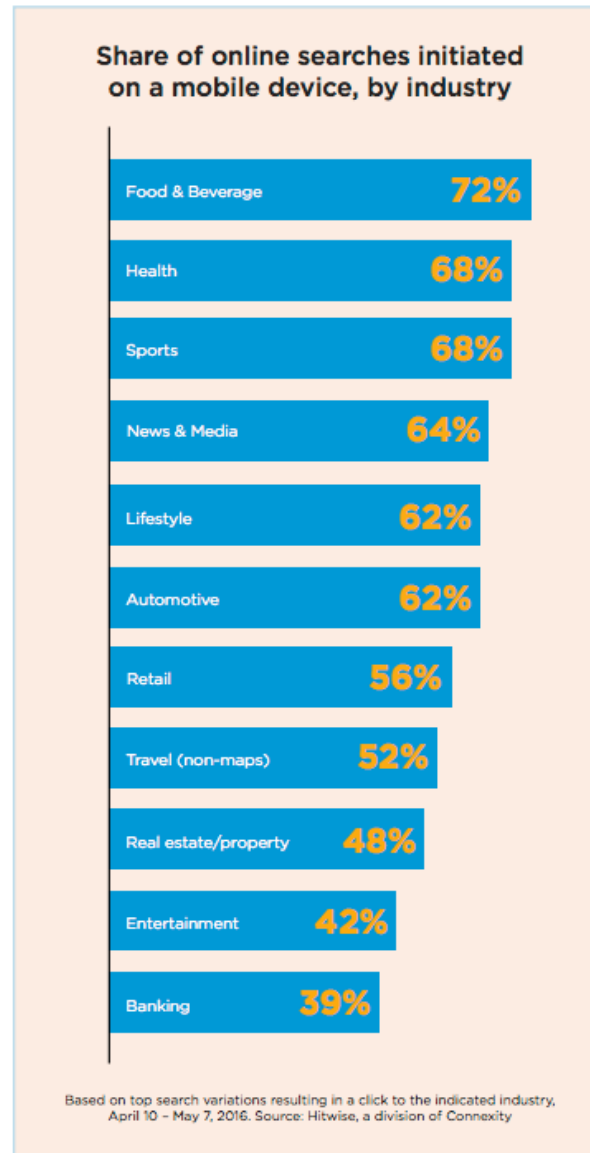
Apps Account for Over 80% of Mobile Time Share of Total Mobile Minutes by Browser / App



When considering mobile (smartphone and tablet) minutes in isolation, they are overwhelmingly dominated by app consumption – over 80% of all mobile time in the markets considered for this report.

Levels appear marginally higher in Latin America, with Argentina, Brazil and Mexico all falling within the top 5 of the markets shown here.

Mobile Online Searches



Mobile Search

Search is the most common starting point for mobile research



48%
Start on
Search Engines

42%

Automotive

41%

Home & Garden

38%

Apparel & Beauty



33%
Start on
Branded Websites

31%

Finance

31%

Apparel & Beauty

27%

Automotive



26%
Start on
Branded Apps

36%

Finance

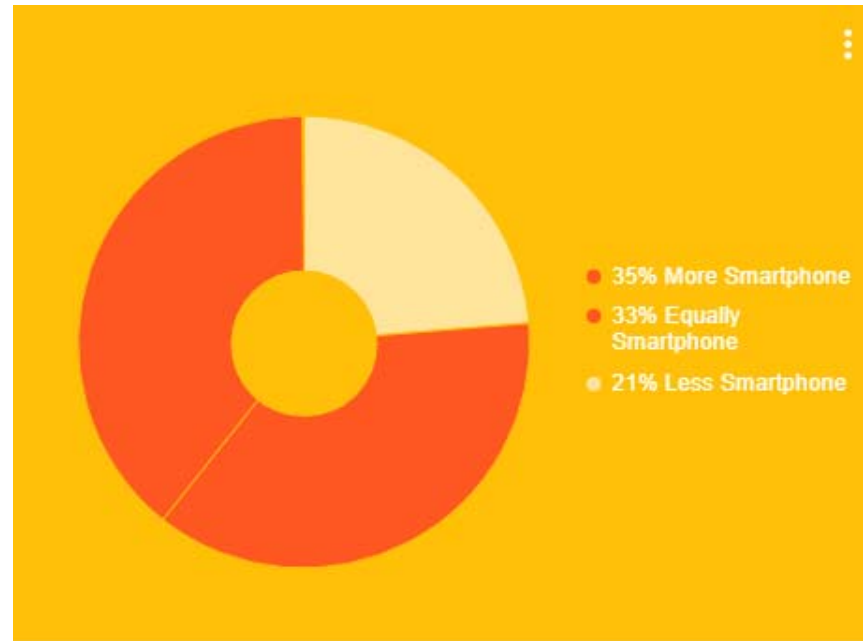
22%

Electronics

21%

Apparel & Beauty

Most recent
Google's
"Consumer
Barometer"
report.



Devices Most Often Used to Come Online



For many people, Internet access is smartphone-centric. Smartphones are used to come online at least as often as computers / tablets.

Develop Mobile First Thinking

Assumption that customers will engage with your business at some point through a mobile device.

Top 3 Mobile Marketing Options

- Social Media Campaign
- Text Campaign
- Mobile Ad Campaign

Social Media Campaigns

- Social Media Campaign
 - Organic Social Marketing
 - Facebook: sponsored ads
 - Instagram: sponsored ads
 - YouTube: pre-roll
 - Others – LinkedIn ?

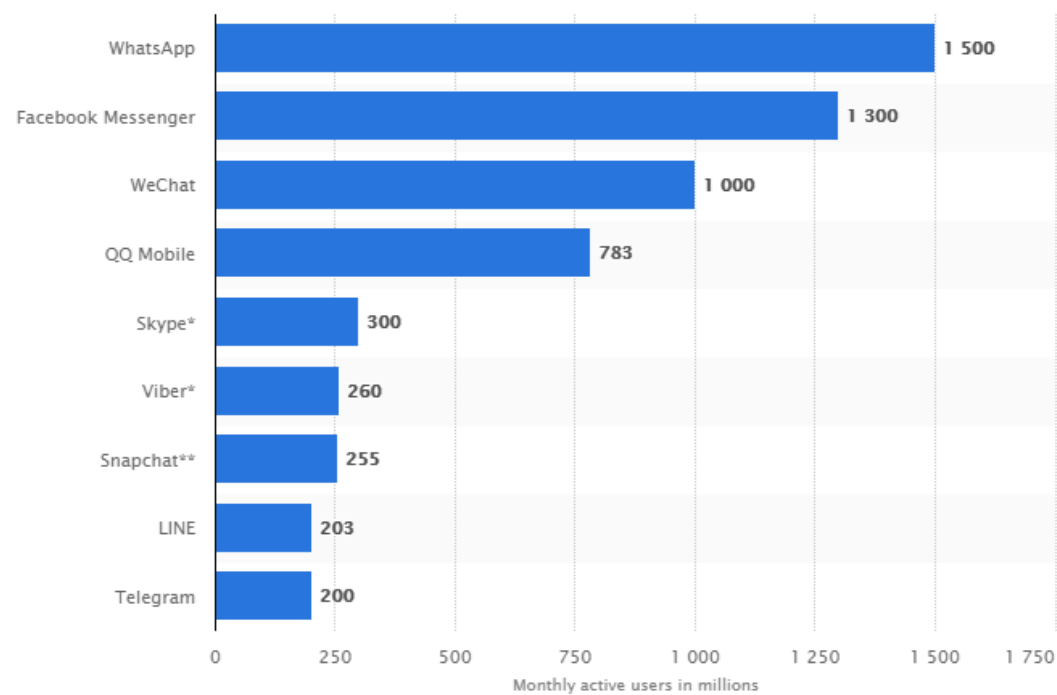
Text Messaging Campaign

- Mobile Messaging Application Provider
 - Eztexting.com
 - Slicktext.com
 - Trumpia.com
- Requires permission (relationship or loyalty program)
- Always adhere to Best Practice statues.

Best Practices

- Build your list – there is only one way, the hard way.
- Only send relevant messages
- It's a marathon, not a sprint.
- Start building now.
- Never buy lists of numbers.
 - Not commercially allowed. Telecommunications Protection Act & CAN SPAM Act
- You will be fined if you don't abide by these acts.
 - ie: In the US, if you send a text message to someone who has not opted-in to your program you can and will be fined up to \$1,500 for EACH TEXT

Most popular global mobile messenger apps as of April, 2018, based on number of monthly active users (in millions)



Mobile Ad Campaigns

- SMS Marketing (Short Message Service)
 - On average, SMS messages read within 4 minutes
- MMS Marketing (Multimedia Message Service)
- Push Notifications
- App-Based Marketing
- QR Codes
- LBS – Location Based Services
 - Send custom based advertising and other information cell-phone subscribers based on their location

Multi-Channel Mobile Ad Campaigns



In-App Messages

These messages are only visible to customers using your app, though, so they're most effective in communicating with people already engaged with your brand.



Push Notifications

These messages are great for short, urgent outreach. They pop up directly on your mobile device's screen, grabbing your attention even if you're in the middle of doing something else. (Overusing push notifications can really irritate your customers and lead them to opt out of future notifications.)



Email

Email is an ideal channel for sending rich content and in-depth messages to your customers. Not every customer will choose to share their email address with your brand, but it's a good way to reach the ones who do.

The Future

- Forrester Research, we're 2 years into a 20 year business cycle titled: the Age of the Customer (AOTC).
- The Age of the Customer, the people, not the marketers, hold the power.
- The driving force of the future is connectivity.
- Often referred to Internet of Things (Internet of everything).
- 7 billion people on the planet, 3.2 billion unique mobile users, and 5 billion mobile subscriptions.
- Average person has 3 mobile devices.
- By 2020, there will be 50 -75 billion connected devices in the world.
- AR (Augmented Reality): Adds digital elements to a live view often by using a camera. ie Pokeman Go
- VR (Virtual Reality): a completed immersion experience that shuts out the physical world.

In Conclusion

- Marketing has changed more in the last two year than it has in the last 50 and pace is just going to get faster.
- The key to success is to continue to learn and experiment with mobile devices. Follow industry leader websites such as: MobileMarketer: <https://www.mobilemarketer.com/>
 - Mobile Marketing Watch: <https://mobilemarketingwatch.com/>
 - Mobile Marketing Association: <http://www.mmaglobal.com/main>
 - Google Mobile Blog: <https://blog.google/products/android/>
 - Mobivity: <https://www.mobivity.com/blog/>

Read great articles or blogs like the ones listed below:

- 9 Mobile Marketing Trends You Need to Know for 2018
 - <https://www.entrepreneur.com/article/306923>
- 5 Hot Mobile Marketing Trends to Watch in 2018
 - <https://blog.kissmetrics.com/mobile-marketing-trends/>
- Six Trends That Will Drive Mobile Marketing in 2018
 - <https://www.forbes.com/sites/forbesagencycouncil/2018/01/10/six-trends-that-will-drive-mobile-marketing-in-2018/#2d79b2442d30>
- 6 Trends that will define mobile marketing in 2018
 - <https://www.mobilemarketer.com/news/6-trends-that-will-define-mobile-marketing-in-2018/514306/>
- The 9 Types of Mobile Marketing Campaigns You Should Know
 - <https://www.braze.com/blog/types-of-mobile-marketing-campaigns/>
- Millennials stand out for their technology use, but older generations also embrace digital life
 - <http://www.pewresearch.org/fact-tank/2018/05/02/millennials-stand-out-for-their-technology-use-but-older-generations-also-embrace-digital-life/>

Assignment 2: Choose TWO of the above sources for this assignment. Choose two sources as your foundation to create a 2-3 minute video about mobile marketing today. Title the vlog: "Mobile Marketing Today – What I Learned!"

- Must include your source and blog title in the Vlog.
- Make it simple but factual.
- Load to the YouTube page
- Copy the link into your page on the website. Make sure to include "descriptive text" about your video.
- Load by midnight Sunday night.