

MARKETING WITHOUT BOUNDARIES:

IMPLICATIONS OF MOBILITY IN A MULTI-PLATFORM WORLD



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Consumer expectations have changed dramatically in the past year. Marketers risk disappointing customers if they can't fulfill consumers' wishes immediately. However, the marketer who is nimble and available everywhere can be a hero.

Today, your audience, with their many device options, will want and even expect you to move with them as they live, work and play. It's a bit of a burden, but the new mobile landscape offers new opportunities to generate leads, sales and more.

WHAT DOES "AVAILABLE EVERYWHERE" MEAN?

If you're a business-to-business marketer, you may imagine that your website or email message will be viewed on your prospect's 21-inch (or perhaps much larger) work monitor. But maybe that prospect is sitting in the airport with a much smaller notebook computer and is squinting at the 9-point type that looked just fine while projected on your conference room screen. Worse yet, she may be scrolling through emails on her BlackBerry during a particularly boring meeting — and your photos don't show up. Maybe your headlines have disappeared off the edge of the screen.

If you're marketing to consumers, you may think your messages are being viewed at home on the family computer. But your customer may be sneaking a peek at Facebook on an iPhone during work hours — and then checking personal messages on Gmail. Prospects may be tweeting in front of the TV — and checking your website after seeing your commercial.

Are you keeping up?

Remember, mobile marketing is not about a platform or list of devices; *it's the way people are consuming your messages*. Mobile does everything your laptop and desktop can do — and more — including SMS, MMS, email, voice, Internet, the mobile web, Bluetooth and apps.

WHAT MAKES MOBILE SO DIFFERENT?

Your customers have a highly personal relationship with their mobile devices, which allow them to move seamlessly between the online and offline worlds. Owners regard their iPads or e-readers, like Kindles and Nooks, with real affection. A phone is always on and always close at hand. That means it's available at the precise moment of consumer impulse.

Mobile provides the most accurate audience measurement of any response vehicle — down to the individual. And it's even possible to capture the social context of your audience's consumption. GPS adds a new dimension to geo-targeting — more than where your target audience lives, but also where they go. These added data points give you a more complete picture of your audience, with a more valuable story of their behavior.

Mobile also adds new life to the one-to-one relationship between a brand and its customers with more customization possibilities, as well as more opportunities for customer feedback and conversations. With mobile options, customers have a greater role in deciding how and when to interact — and that will ultimately add to their satisfaction with their relationship to the brand.

YOUR CUSTOMER IS ENGAGED ON MANY PLATFORMS.

Right now, texting and mobile web browsing are the top two activities on mobile devices. Email is in third place. You need to consider where the opportunities for your brand lie.

Consider web browsing. A mobile site is often a low-calorie version of your overall site. That's a fine beginning. After all, only so much can be squeezed onto that little screen. How you present yourself to consumers on their mobile devices has a huge impact on how they will interact with you. If your site isn't optimized for mobile, they will go elsewhere — and may never return. In a [recent study](#), more than 50% of responders said they wouldn't return to a mobile site if they had a poor experience.

When optimized, a top-notch mobile destination can *enhance* customer experience and *improve* loyalty because your customers can choose how and when to interact with you.

You must also optimize your current email for mobile. Whether you plan for it or not, consumers are viewing your emails on their mobile devices. This may be good for "impressions," but it's not always good for user experience. You have to diligently optimize and test your emails to be sure your messages are shown to their best advantage.

Testing and optimization will continue to evolve as more devices become available and popular. Many people are still on feature phones. Many Smartphone owners don't use apps very much. It's important to be aware of the technical capabilities of multiple devices.

WHAT YOU CAN DO NEXT TO FULLY EMBRACE THE MOBILE SPACE.

If you have a mobile site, now is the time to drive traffic there using offline media. And when you do, consider technologies like mobile bar codes. These simple and cost-effective engagement devices deliver simplicity and immediacy. They can be used in almost any offline medium — outdoor boards, print ads, direct mail and more — to drive audience to your mobile site. This is a very inexpensive way to increase involvement, stimulate demand and drive more sales.

Mobile display advertising represents another opportunity to reach an incremental and unique audience. And it can provide a direct link to your sales channels. If your sales channels depend on calls or clicks, mobile display advertising can be advantageous because it enables greater sales-channel integration and post-click engagement.

Mobile advertising, by necessity, is streamlined. But, again, it can be possible to do a lot in a small space.

For example, Hacker Group created a mobile display acquisition campaign for one of our clients that asked responders to click to call a customer service representative. It worked very well, and the client was pleased. But we didn't stop there. We created a mobile site for people who wanted to know more before calling. We discovered people were twice as likely to explore the mobile site as they were a desktop site. The site has several videos that explain the benefits of the product in more detail. The new site is getting three times as many sales conversions as the standalone campaign. It's all about an enhanced, relevant experience.

Just because people are on a mobile device doesn't mean they need less information or an over-simplified experience. The challenge is in creating a rich experience that can be appreciated within a very small frame.

In another campaign, we built a mobile site devoted to customer retention. Customers get a message on their mobile phones that tell them, based on usage, they aren't on the right service plan. They can click through to the site to easily see how much they can save by changing plans. They can also change plans right on the site or ask for an email reminder if they'd prefer to make the change later.

As in any marketing campaign, testing is critical to success. Choosing the correct pricing model, defining the target audience and selecting the right ad units can

make or break a mobile ad campaign. We recommend using our *PowerTest*[®] methodology to find the optimum creative and offer. (For more details, please see our [PowerTest white paper](#).)

Many marketers also miss the opportunity to optimize media buys. The mobile landscape is fragmented and changing daily, and it takes a great deal of expertise to stay on top of the details.

INCLUDE SMS IN YOUR MOBILE MARKETING MIX.

Remember, texting is still twice as popular as browsing or apps. Plus, SMS marketing represents a more selective (and, therefore, cost-effective) opportunity.

The basis of SMS marketing is to make an appealing offer — so it can be a powerful direct response tool with many applications, such as:

- **Value:** Including mobile couponing and contests
- **Transactional:** Like placing orders by text or donations
- **Supplementary:** Giving additional content to support purchase (a link to a video, for example)
- **Loyalty:** Persistent CRM, such as the ability to check a current balance or account status
- **Information:** Including product news and announcements, or reminders of sales events

But you must keep certain things in mind before launching an outbound SMS campaign. First, a phone number is more intimate than an email address, which increases the opportunity to make a customer *unhappy*. Second, you must have opt-in consent to send a text message to a phone — and, clearly, an opt-in approach is much more positive for your brand.

You can also use text messaging for an inbound campaign using a short code.

One of our clients promoted a complex product offering by enhancing traditional media (print, radio, direct mail) with a short-code call to action.

SMS generated 6% of the total response for this multi-channel campaign. And, depending on initial media used to contact the prospect, between 41% and 67% of SMS responders re-engaged with additional text messages. SMS generated the highest level of engagement of all response channels (the other ways to respond were a toll-free number and via online).

This campaign showed that the convenience of SMS moves the consumer closer to purchasing by lowering the hurdle to gain additional information.

CREATE A RICH EXPERIENCE.

Devices like iPads and other tablets deserve special consideration. Tablet owners have come to expect beautiful applications and depth of involvement. The touch screen adds a new layer of engagement that must be integrated into the creative work.

It takes creativity and imagination to find a way to get the details right in a multi-platform environment. Take out your mobile phone and browse. See how other companies — maybe even your competitors — are doing it. Then figure out how you can make the experience for your prospects and customers even better.

THINGS TO REMEMBER.

Always start with the destination (or destinations) in mind. In the same way that you know what your offer and call to action are before you create your marketing materials, make sure you think everything else through to the end of the process. Some marketers have optimized emails for the iPhone or created ads in iPhone apps that ultimately send customers to a Flash-based site. At this time, the iPhone operating system doesn't support Flash. This kind of mistake is more than embarrassing — it ultimately damages the brand.

And it's not all about the iPhone. Android phones are still growing in popularity, and BlackBerries are pervasive with business users.

Create communications optimized for multiple platforms. Customers will look for you on multiple types of devices. Be there for them.

Make it easy to switch from the physical to the digital world. Use short, memorable URLs, as well as mobile bar codes. If your customers tend to be text-savvy, use short codes to get them online.

Drive leads using mobile marketing. Talk to prospects as well as customers. Consider mobile display advertising and mobile search.

We have found that being available everywhere customers and prospects look for us, and providing all the detail and involvement they might want, have been well worth the effort.