

Mapping Mobile to Your Marketing Strategy

As marketers go about establishing plans and budgets for the fiscal year, they cannot afford to ignore mobile as a channel for engaging customers in revenue and profit producing ways. Having helped many marketers take their initial steps with text message marketing actions, mobile applications and mobile websites, Interactive Mediums possesses a unique and valuable perspective on what works – and importantly what doesn’t – with respect to mobile marketing.

Knowledge-Based Marketing Actions

We have found that the greatest value our clients achieve is a better understanding of their customers while on-the-go, and using this state-based insight to create relevant, ongoing dialogues to facilitate a variety of marketing programs. Not unlike best practices in other marketing disciplines aimed at executing:

- Loyalty Programs
- Brand Awareness
- Customer and Market Research
- Promotions, Sales and Coupons
- Demand Generation
- Champion/Challenger Testing
- Product or Service Launches
- Special Events and Conferences

Note that “mobile” is absent each of these applications; this is because mobile is as much a key tactic as others utilized by marketers to perform their jobs more effectively, such as email, the web, point of sale, direct mail, advertising, and the call center. As such, mobile considerations must be top of mind for marketers as they establish their priorities and budgets.

Mapping Objectives to the Mobile Experience

A simple yet effective exercise for marketers is to consider the interaction channels of their business within the context of the Mobile Customer Experience. This means mapping marketing initiatives to the ways mobile marketing techniques can enhance or underpin programs executed through existing customer channels. Mobile is as much a transformative marketing method as a channel unto itself.

Marketing Initiatives	Interaction Channels					
	Web	Email	POS	Call Center	Advertising/Media/Print	Social
	The Mobile Customer Experience					
Loyalty Programs						
Demand Generation						
Brand Awareness						
Champion/Challenger Testing						
Customer and Market Research						
Product or Service Launches						
Promotions, Sales, Coupons						
Special Events and Conferences						

The specific combination and scope of Mobile Customer Experience elements used to support marketing plans will vary by business. Interactive Mediums can help marketers identify the right blend of approaches given their specific marketing objectives and interaction channels.

Examples by Marketing Initiative

Many initial efforts by marketers were focused on trialing mobile as a means of acquiring a list of opted-in names for future mobile communications. Unlike other approaches, mobile requires permission to contact people first. Therefore, the first step toward developing relationships with customers via mobile is to create a compelling call to action, such as a discount or access to timely information promoted in traditional media such as billboards, radio or television, or interactive channels like the web or email.

Interactive Mediums prescribes the use of a Subscription List Marketing Action as the means by which marketers begin building their list of mobile customers, who may be subject to various communications and calls to action as part of marketing plans throughout the year. Following are examples illustrating how elements of the Mobile Customer Experience may apply to different marketing initiatives:

- **Loyalty Programs**

A text interaction can serve as the means by which customers register for a loyalty program and interface with it over time. The program itself may be advertised on billboards, in print or promoted on the phone during support calls, and email confirmation may be utilized as well. Mobile Smartphone applications are increasingly used as a mechanism for engendering greater loyalty. Promoting the availability of rich applications can also be accomplished in concert with text and mobile web communications.

- **Demand Generation**

A sales lead means different things to different marketers but the common denominator is obtaining someone's interest as a step toward a sale or some other business outcome. A text message communication, to redeem high interest information in the form of an email, or be pointed to a mobile optimized website or Smartphone product purchase "configurator," are just some of the ways demand generation requirements can be met with mobile and feed the pipeline over the course of the year.

- **Brand Awareness**

Mobile applications are often developed with an eye on brand affinity, but text communications are also employed for "direct branding," a flavor of direct marketing that connects brand marketers with their customers to drive consumption and gain "on the ground insight" into brand choice decisions. Marketers are also using mobile effectively to leverage the channel's built-in social media and viral marketing qualities to transform customers into brand stewards who spread the word.

- **Champion/Challenger Testing**

Mobile may be the killer tool for testing the effectiveness of marketing messages and various media before a full scale rollout. Text message interactions are often used to this end, and also serve to measure return on investment for advertising across media such as print, billboards, radio and television.

- **Customer and Market Research**

Mobile interactions generate data which can help marketers create a Mobile Customer Data Asset to inform more relevant and effective mobile interactions. Mobile also provides a level of reach and personalization not possible through other channels for targeting customer segments as part of product or market research projects.

- **Product or Service Launches**

Timeliness is a key attribute of mobile and it is this which makes it an ideal channel for launching a new product or service. Information about a new offering or incentive for trialing or purchasing a new product can be the centerpiece of mobile marketing programs spanning text, applications and web. In other cases, “mobile” itself is a new product, as when a business extends its service via development of a mobile application or mobile optimized website. Mobile can also play a key role in the post-sale customer relationship, in terms of support.

- **Promotions, Sales, or Coupons**

Limited time offers to drive short term demand requirements such as promotions, sales or coupons are among the most popular uses of mobile that marketers stitch into their programs throughout the year. Coupon distribution and redemption can be executed using many combinations of mobile methods, including text, applications and web. These are also often part of loyalty programs.

- **Special Events and Conferences**

The real time environment of an event is a perfect place for a medium such as mobile. Participant’s handsets can help add value to their experience by enabling them to text questions to event organizers, register to receive more information from vendors at a trade show or multi-sponsor conference, or participate in interactive audience programs such as contests and auctions. For yearly or frequent events, marketers employ these and other ideas to ensure attendees keep coming back – and spending more money.

These are just a few of the ways the Mobile Customer Experience comes to life for marketers every day as part of their ongoing efforts to develop higher value customer relationships. Interactive Mediums recommends marketers take a programmatic, iterative approach to mobile to realize the greatest benefit offered by this new and exciting channel – marketers who do so will achieve breakthrough results by focusing on their objectives, given the customer interaction channels offered by their business. Planning now, consulting with a firm such as Interactive Mediums, and budgeting appropriately, is the path to success.