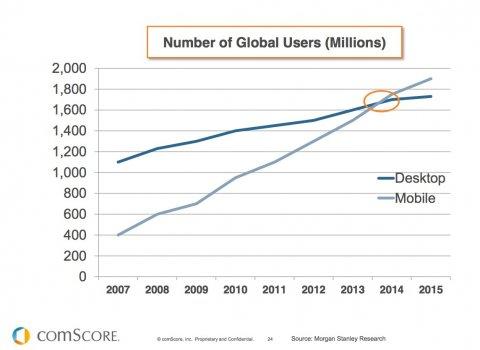
What is Mobile Marketing?

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.

Mobile is disrupting the way people engage with brands. Everything that can be done on a desktop computer is now available on a mobile device. From opening an email to visiting your website to reading your content, it's all accessible through a small mobile screen. Consider:

* [80% of internet users](http://www.smartinsights.com/marketplace-analysis/customer-analysis/digital-marketing-statistics-sources/) own a smartphone.
* Mobile platforms, such as smartphones and tablets, host up to [60% of digital media time](http://www.comscore.com/Insights/Presentations-and-Whitepapers/2014/The-US-Mobile-App-Report) for users in the U.S.
* Google anticipates search queries on mobile devices to [surpass desktop searches](http://searchengineland.com/report-mobile-search-queries-29-percent-of-total-but-growth-modest-217501) by the end of 2015.

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



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 are 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 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](http://info.movableink.com/Device-Report-Q4-2013) is first opened on a mobile device.
* [48% of users](http://www.smartinsights.com/wp-content/uploads/2013/06/Mobile-commerce-statistics-2014-research.jpg) start their mobile internet sessions on a search engine.
* [56% of B2B buyers](http://www.demandgenreport.com/about) frequently use smartphones to access vendors’ content.
* [95% of adults](http://www.salesandmarketing.com/content/b2b-marketing-and-mobile-10-ways-do-it-right) 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](https://www.marketo.com/cheat-sheets/marketing-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.
* 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](http://www.marketingexperiments.com/blog/internet-marketing-strategy/lead-generation-testing-form-field-length-reduces-cost-per-lead-by-10-66.html) 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 behavior 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 need 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.

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](https://www.google.com/webmasters/tools/mobile-friendly/) 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](https://blog.kissmetrics.com/loading-time/?wide=1).
* [35% of executives could not make an intended purchase](http://ssl.gstatic.com/think/docs/constantly-connected-executive_infographics.pdf) 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 Advertising for Email

 With 57% of email opened on mobile platforms and [69% of mobile users](https://litmus.com/blog/48-of-emails-are-opened-on-mobile-gmail-opens-down-20-since-tabs) deleting email that isn’t optimized for mobile, it’s clear that your audience is engaging with email campaigns on mobile devices.

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.

Not sure where to start with your landing page? Check out these [templates](http://templates.marketo.com/) for inspiration.

 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](http://digitalmarketingmagazine.co.uk/mobile-digital-marketing/7-key-statistics-for-sms-marketing/558) (compared to 90 minutes for the average email). Consider:

* The [open rate of SMS](http://venturebeat.com/2013/05/08/five-reasons-you-should-be-using-sms-based-marketing/) is 98% compared to 22% for emails.
* Text messages can be [8x more effective](http://www.mobilecommercedaily.com/sms-has-eight-times-the-response-rate-of-email-study) at engaging customers.
* Almost 50% of consumers in the U.S. [make direct purchases](http://searchengineland.com/google-50-percent-of-smartphone-users-exposed-to-ads-took-action-74760) after receiving an SMS-branded text.

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)](http://transition.fcc.gov/cgb/policy/TCPA-Rules.pdf) of 1991. That means there are three privacy principles that should govern how you implement SMS and MMS into your marketing:

1. Adequate notice—You should inform consumers that they will be receiving SMS messages from a concrete shortcode-based program.
2. 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.
3. 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](https://www.marketo.com/definitive-guides/mobile-marketing/).

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

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!

## 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](https://www.wordstream.com/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](https://www.wordstream.com/blog/ws/2013/04/15/facebook-marketing) integrate so seamlessly with Facebook’s news feed that users often don’t realize they’re looking at ads.

**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](https://www.wordstream.com/blog/ws/2012/11/27/youtube-advertising) that appear between loading screens.



Example of an in-game mobile marketing ad

**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.

If you're ready to dig in and optimize your mobile marketing campaigns, check out our list of [13 mobile marketing tools you need](https://www.wordstream.com/blog/ws/2016/10/14/mobile-marketing-tools).

## Mobile Marketing: Google Ads Enhanced Campaigns

On July 12, Google rolled out [Enhanced Campaigns](https://www.wordstream.com/blog/ws/2013/07/10/enhanced-campaigns-faq) for all Google Ads users, integrating mobile advertising options with classic online Google Ads advertising (formerly known as Google AdWords).

Enhanced Campaigns allow advertisers to manage their Google Ads bids across various devices in one single campaign, rather than make separate campaigns for mobile vs. desktop. Google advertisers can simply take the Google search ads they already use, and then set bids to adjust for mobile devices. To increase bids for mobile devices, users can set a positive bid adjustment, such as +20%, and vice versa – a bid adjustment of -10% reduces the bid by 10% for mobile devices.

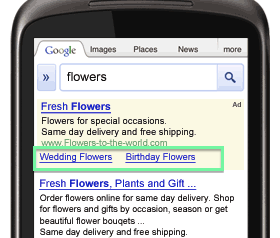
It’s in Google’s best interest to [make mobile marketing easy for advertisers](https://www.wordstream.com/blog/ws/2018/08/13/google-ads-mobile-benchmarks) – Google generates a hefty amount of [revenue from mobile ads](https://www.wordstream.com/blog/ws/2013/03/06/google-for-mobile).

Google’s Enhanced Campaigns allow for advertisers to manage bids across devices, locations, and time with ease. Some advertisers may choose to bid higher for users on mobile devices who are within a certain range of their store, or may only want to bid on mobile devices during their store’s open hours, and Enhanced Campaigns make that an easy possibility for advertisers.

**Google Mobile Ad Extensions**

Creating mobile search ads with Google also lets you take advantage of Google’s nifty mobile ad extensions, which include features like:

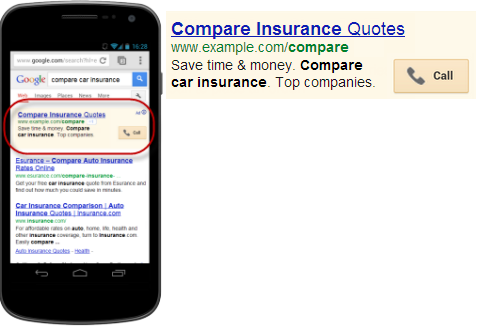
**Mobile** **Site Links:** Mobile site links make it easy for mobile users to jump to specific pages of your site without wandering around. Site links are especially useful in mobile marketing, as it’s much more convenient for users on mobile devices.



*Mobile sitelinks on Google Ads*

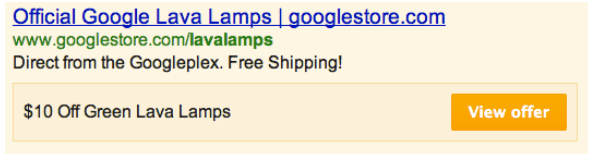
**Click-to-Call Mobile Ad Extension:** The click-to-call extension puts a “call” button directly beneath an ad. Clicking the button automatically generates a business’s phone number on a user’s mobile device.

While this handy ad extension makes it easy for searchers to get in contact with your business and drives users down the conversion funnel, it’s best to only have the click-to-call mobile ad extension appear when your business is open and able to answer the phone.



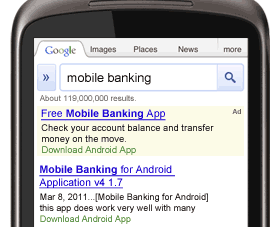
*Google Ads mobile call extensions*

**Google Offers for Mobile:** The Google Offers mobile ad extension lets advertisers post a discount offer or coupon beneath their ad. These special offers can capture the attention of users who might otherwise ignore an ad.



*Google offers for mobile*

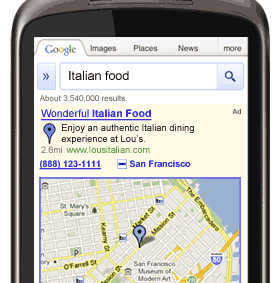
**Click-to-Download Ad Extension:** The click-to-download ad extension is similar to the click-to-call, only instead of generating a phone number, clicking the “download” button takes users to the download page of the advertiser’s pre-selected app.



*Click-to-download mobile ad extensions*

**Local Ad Extensions:** Local ad extensions are probably the most important extensions for mobile, considering that [1 in 3 mobile searches have local intent](https://www.wordstream.com/blog/ws/2013/02/26/google-mobile-ads). Considering how many mobile searches are questions looking for a local solution, local mobile marketing needs to be a key aspect of your mobile strategy.

Local mobile marketing extensions often involve a phone number or link to Google Maps.



*Local ad extensions on mobile*

**Mobile Marketing Best Practices**

We’re leaving you with some quick mobile marketing tips to make sure you make the most of mobile.

* **Be Clear and Concise:** Mobile devices have small screens, which means words should be used sparingly. Cluttered and crowded ads will just drive users to scroll past. When it comes to mobile, it’s best to keep things simple.
* **Optimize for Local:** Be sure to remember that 1 in 3 mobile searches have local intent. Users often use mobile devices to complement their immediate worldly interactions – where is the nearest gas station? Is there a nearby coffee shop that has wi-fi? Optimize for local mobile marketing to make sure you are aligning with users’ queries.
* **Consider Your Audience:** The type of audience you’re hoping to reach should influence the kind of mobile ads you use. Are they gamers? Then try taking advantage of in-game ads. Are they young and tech-savvy? Mobile Facebook Promoted Posts might be more likely to get their attention.
* **Experiment with Different Strategies:** There’s a lot of room for experimentation when it comes to mobile marketing. Don’t be afraid to test out some ad extensions with your Google Ads Enhanced Campaigns – try the Google Offers ad extension, or the click-to-call extension, and see how they work for you.
* **Benchmark Your Results:** Experimenting is great, but there’s no point in trying new techniques if you’re not tracking your results to see what works and what doesn’t. [Try the AdWords Grader](https://www.wordstream.com/google-adwords) to see how your [mobile PPC ads](https://www.wordstream.com/blog/ws/2014/03/18/mobile-ppc-ads) are performing.