



Best Practices for Mobile Marketing:

How to Acquire, Engage, and Retain Users

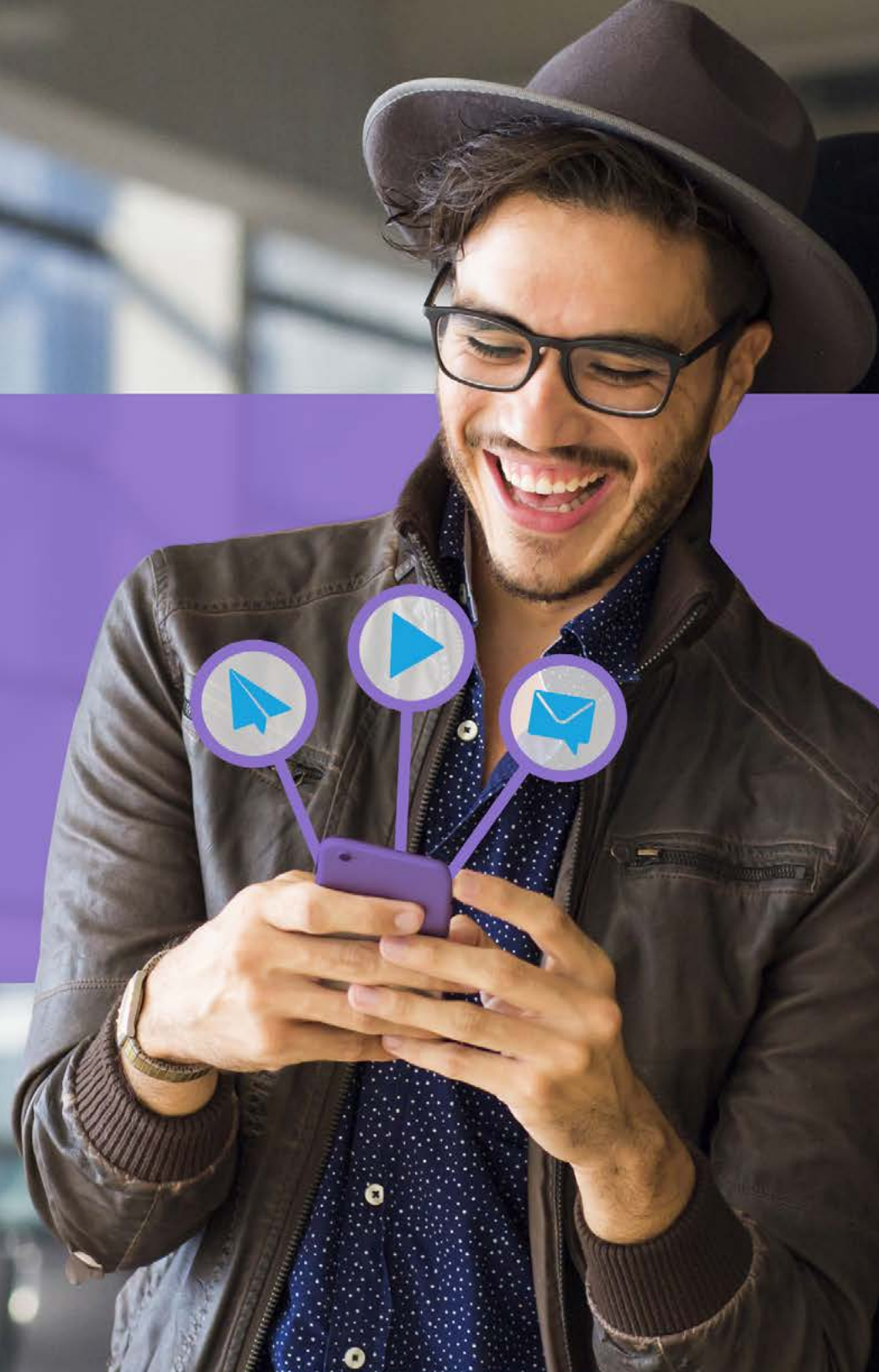


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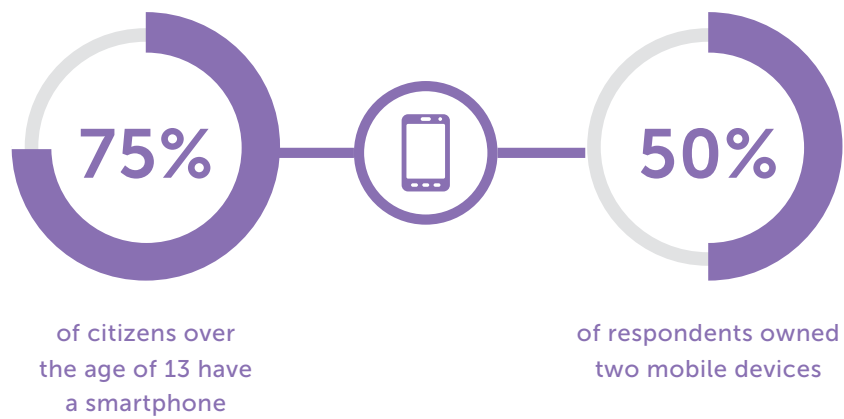
DELIVER THE MOBILE EXPERIENCE THAT USERS EXPECT

We live in a mobile-first reality, one that has put the world's information at our fingertips via smartphone, tablet, or wearable device. It has forever altered the ways in which we shop and consume, and how marketers engage with buyers.

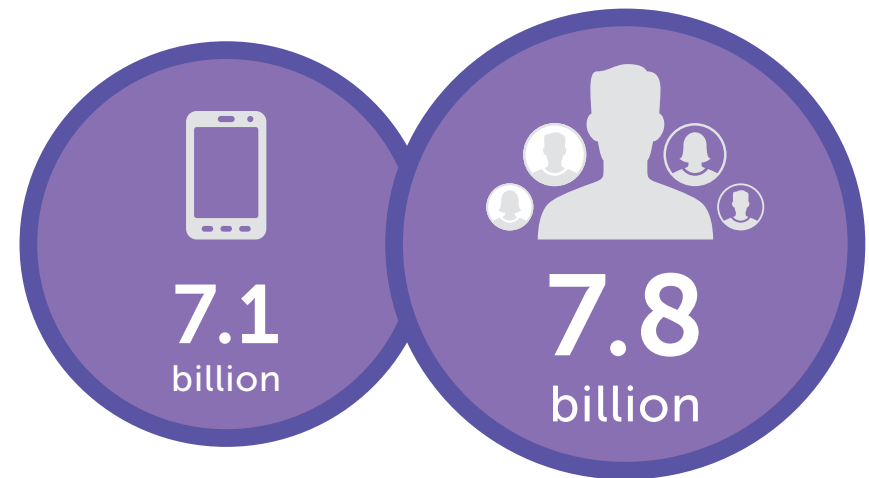
As a mobile marketer, you need to deliver the cohesive experience that your audience expects. That's no small challenge as you work to acquire, engage, and retain users across a variety of platforms. Today, there are more mobile devices in the world (7.8 billion) than people (7.1 billion), due largely in part to our voracious appetite for "new." Users purchase

four billion fresh devices every two years, drastically outpacing the rate of PC purchases (1.6 billion PCs were sold in five years time). In the U.S., 75% of citizens over the age of 13 have a smartphone, and for many, these devices are the key entry point to the digital world. In fact, in a recent survey, nearly half of respondents owned two mobile devices.

Smartphone Ownership



Number of Mobile Devices vs. People



DELIVER THE MOBILE EXPERIENCE THAT USERS EXPECT

Mobile users have developed an intimate relationship with these devices. Four out of five smartphone users check their phones within 15 minutes of waking up, and **44%** admit to sleeping with their phones beside their bed.

But, despite a huge increase in time spent on their mobile devices, time is not spent equitably across all apps. In fact, data from Nielsen suggests that there is an upward limit to how many apps consumers can use on a monthly basis—with most consumers using only 26-27 apps per month. And that doesn't account for the majority of their usage, which according to Nielsen, **84%** is spent on five non-native apps from the app store. As a mobile marketer, your challenge

is to capture this precious attention and earn a spot among the top five apps that your mobile users rely on consistently.

So how do you earn and keep attention with so many apps competing for consumers' attention?

The key is cutting through an exceedingly noisy world to engage individuals continuously, in a meaningful and personalized way, across channels and devices. This is engagement marketing in action, and it's a critical part of the overall customer journey.

This ebook will explore how you can ensure you're driving deep engagement with users wherever they are by delivering relevant, cross-channel experiences.



Engagement marketing is about creating meaningful interactions with users based on who they are and what they do, continuously over time, directed towards a goal, anywhere they are.

Reach Users Across the Mobile Customer Lifecycle



REACH USERS ACROSS THE MOBILE CUSTOMER LIFECYCLE

The key to effectively engaging users is to understand precisely where they are in the mobile app lifecycle, which can be broken down into these five stages:

1

Acquire

Identify the right users and make your app discoverable to them

2

Engage

Provide value to users and increase time in app

3

Retain

Use what you know about users to deliver personalized content and offers, and reduce churn

4

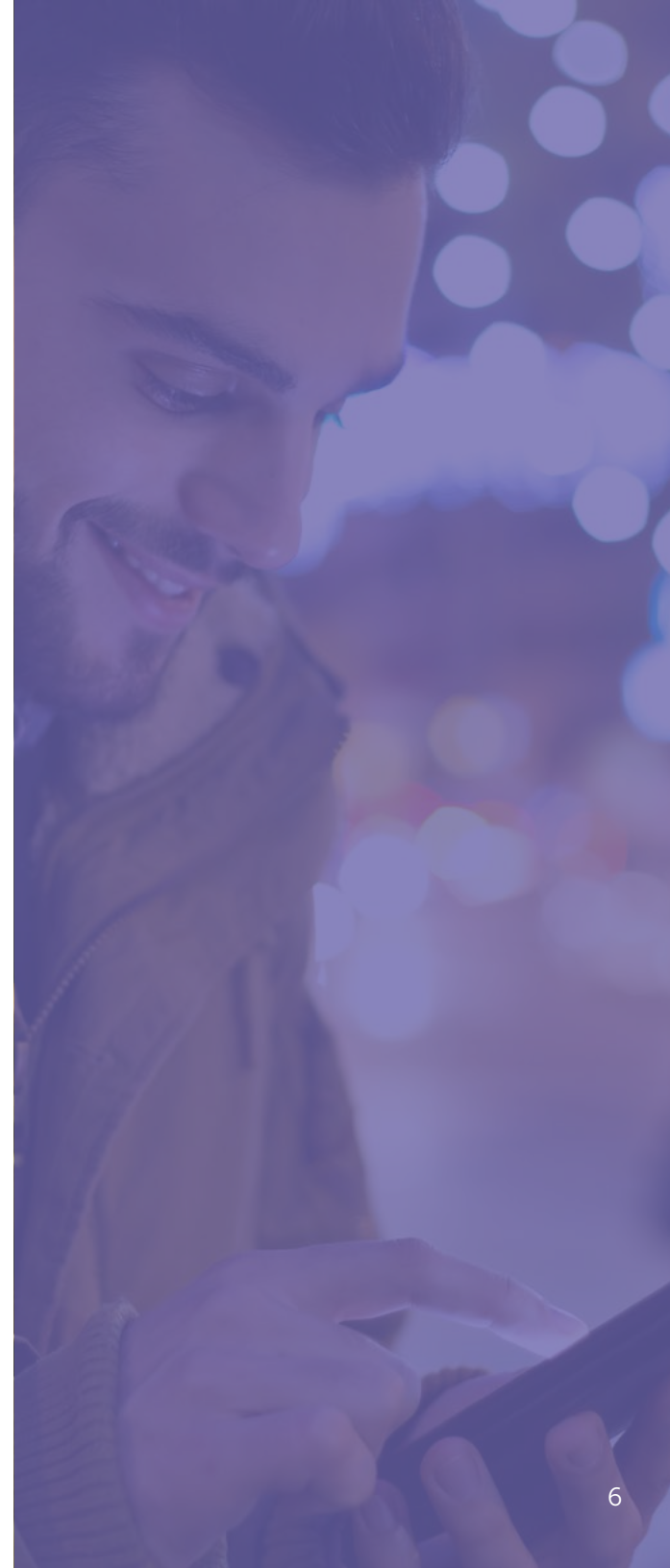
Reactivate

Identify lapsed users and bring them back

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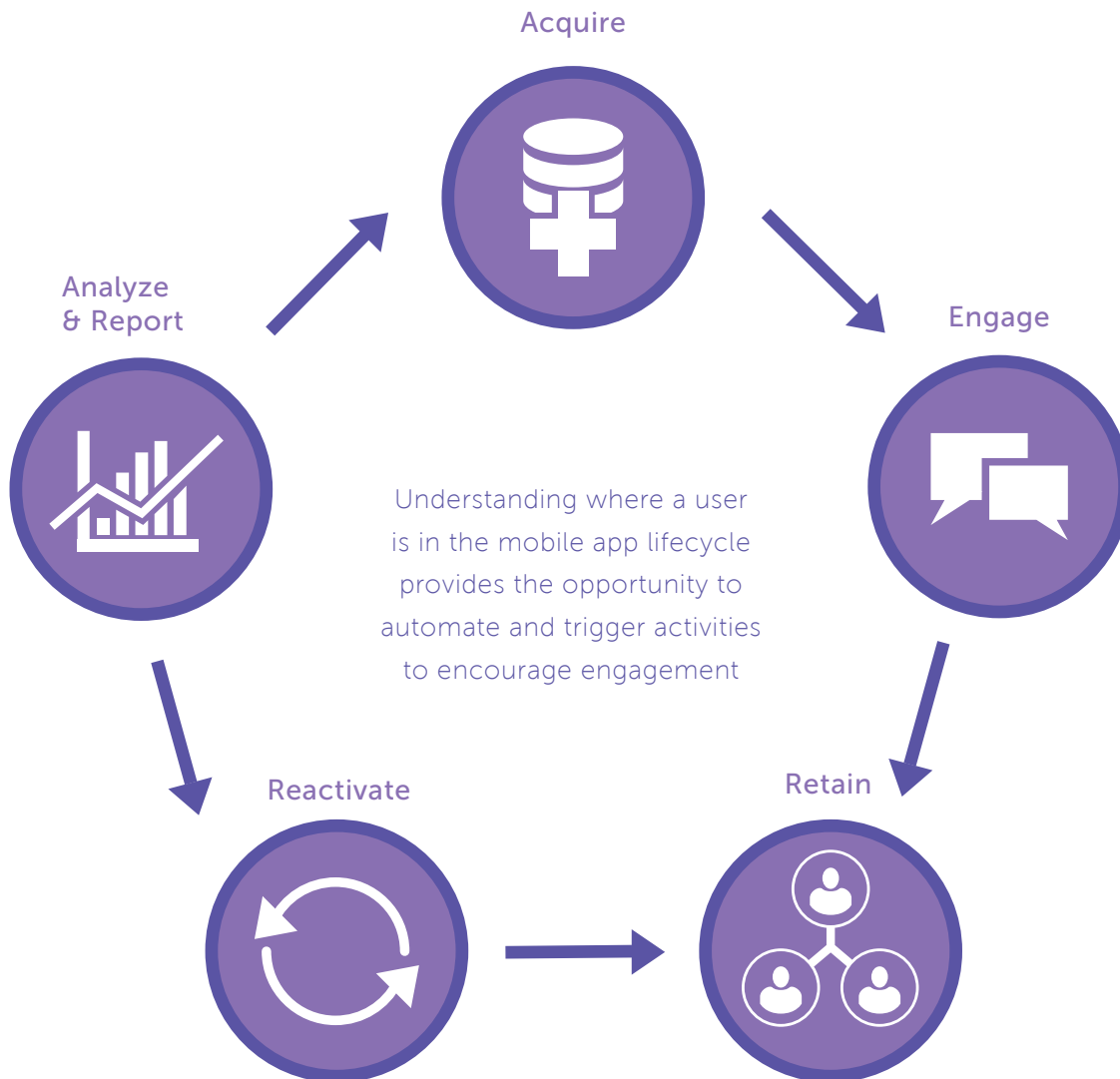
Analyze and Report

Understand user needs and behavior to optimize engagement



REACH USERS ACROSS THE MOBILE CUSTOMER LIFECYCLE

A solid mobile marketing strategy addresses the continuum of mobile app usage, from acquisition to reactivation. But you need to consider mobile app activity as part of the bigger picture.



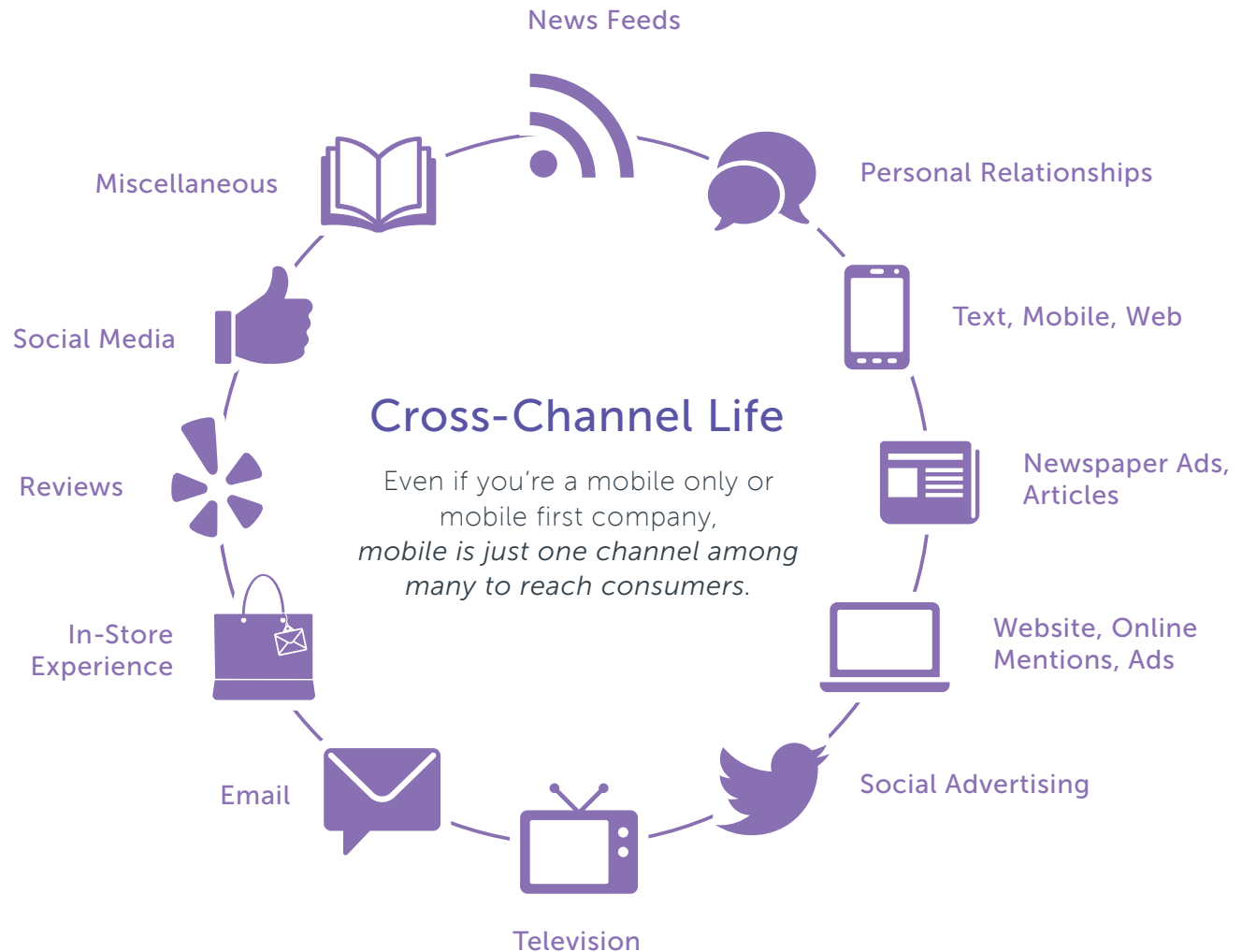
When creating your mobile marketing strategy, don't think about your mobile app in isolation. Instead, consider how mobile marketing fits with your other marketing initiatives.

REACH USERS ACROSS THE MOBILE CUSTOMER LIFECYCLE

Embrace a unified cross-channel view

As the mobile landscape continues to mature, many organizations still regard mobile as a separate channel from traditional ones, leaving its potential untapped. But there's a powerful advantage to integrating mobile interactions within a unified, single view that spans all channels where consumers engage.

Mobile offers an unprecedented ability to access billions of users on their most personal device—this new level of access even includes their specific location (based on permission, of course). Because of this, it's important to weave mobile into a comprehensive cross-channel marketing strategy. After all, as marketers, we are the stewards of the customer journey and responsible for meeting users' expectations of a truly personalized experience.



REACH USERS ACROSS THE MOBILE CUSTOMER LIFECYCLE

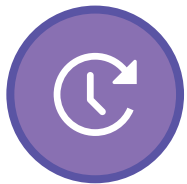
By aggregating all interactions into one cohesive view within a centralized database, you can drive lasting user engagement. That's because a single view makes it easier to listen for customer behavior across all channels and communicate directly via multiple touchpoints—including mobile—that best drive user engagement.

Effective mobile app marketers engage with users through push notifications, in-app messages, SMS/MMS, personalized web communications, and email based on the user's behaviors. The ability to understand each user's needs and pair it with their recent behavior enables marketers to reach them at critical points in their customer journey, across every channel. In other words, they listen to user activity on mobile devices and respond anywhere.

REACH USERS ACROSS THE MOBILE CUSTOMER LIFECYCLE

Tap into mobile signals and insights

Due to the personal nature of mobile devices, you can leverage a range of signals and insights that aren't typically available in other channels. Let's take a look at the types of signals you can call upon in mobile app marketing:



Timing

Deliver messages at moments when the user is currently interacting with your brand, whether that's in a mobile browser or native app.



Behavior

Present content and messaging dynamically, based on actions that users have completed or are actively engaged in on their device.



Proximity and Location

With data on user activity and technologies like GPS, iBeacon, and geo-fencing, you can gain insights into a user's real-world location and deliver a relevant message or offer in response.



Stage/Sequence

Depending on specific actions the user has taken, you can deliver messages directly to the device to accelerate conversion or drive a specific behavior.

Enable a continuous cross-channel conversation

To discover true ROI, you must be able to track the way each user has engaged with your brand across each channel. And that means you must effectively link these touchpoints to evaluate their performance and contribution to revenue.

REACH USERS ACROSS THE MOBILE CUSTOMER LIFECYCLE

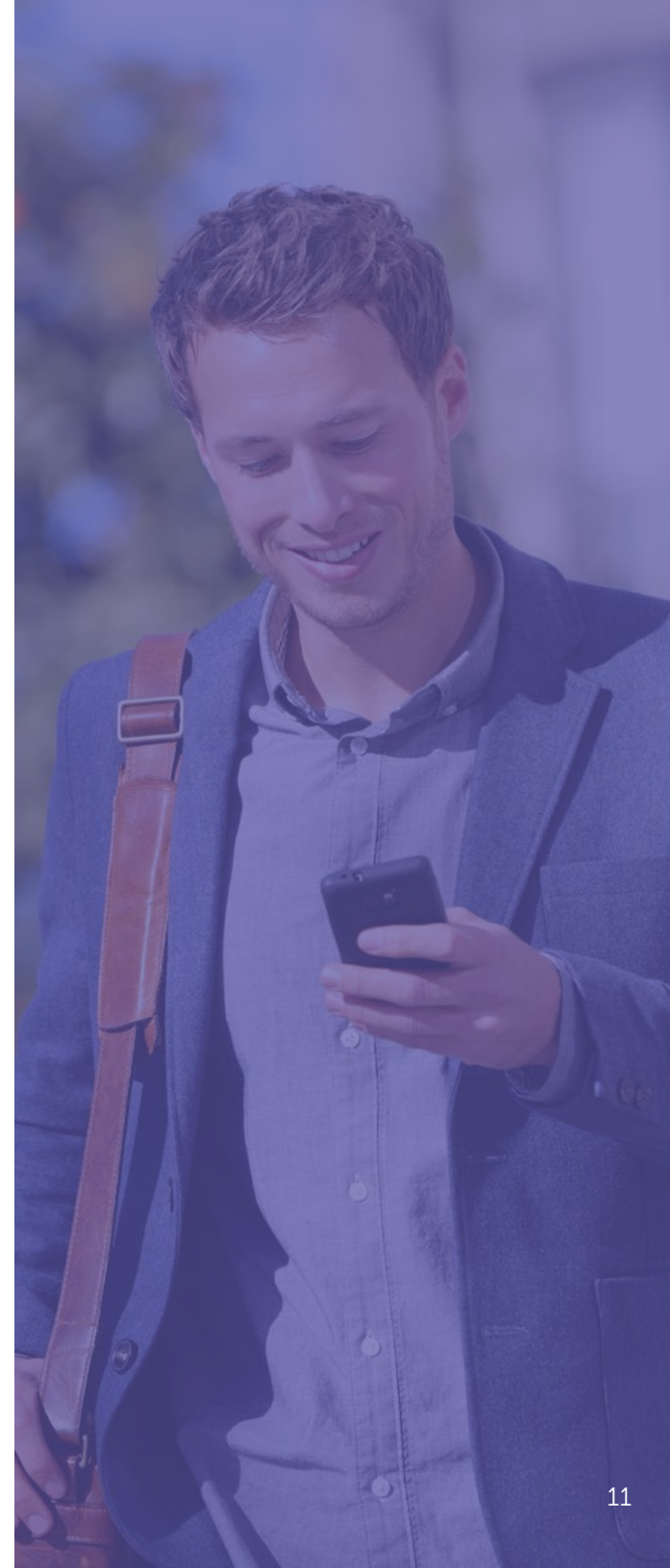
Measure engagement and optimize

Once you're able to put some of these tactics into action, measuring your users' success is the key to turning prospects into customers—optimizing your ability to continuously engage users and ultimately creating advocates.

To start, it's important to understand the difference between mobile app analytics and how you can leverage metrics and insights from your mobile marketing to drive real-time and future engagement across channels.

Mobile application analytics indicate your ability to engage users within your mobile application. If engagement is your primary goal, track metrics that measure if users are spending time in your app and where they're disengaging. These may include:

- ✓ Monthly active users
- ✓ Average revenue per user
- ✓ Cost per loyal user
- ✓ Time in app
- ✓ Time spent per screen
- ✓ Session length
- ✓ Session interval
- ✓ Bounce rate
- ✓ App opens




REACH USERS ACROSS THE MOBILE CUSTOMER LIFECYCLE

Mobile marketing measurement shows the effectiveness of your marketing across all mobile touchpoints, including:

- ✓ **SMS/MMS**
- ✓ **In-app push notifications**
- ✓ **Mobile landing pages**
- ✓ **Emails on mobile**
- ✓ **Cross-channel communications**
(for example, how well an email performs when combined with other mobile marketing elements)

A robust marketing tool, like marketing automation, offers marketers the ability to extend their understanding of a user behavior beyond traditional point-in-time mobile analytics. This more robust set of analytics allows marketers to gather and understand data from across devices, notifications, apps, and channels, which serves as a foundation to determine what the right conversation is, when you should have it, and how often.



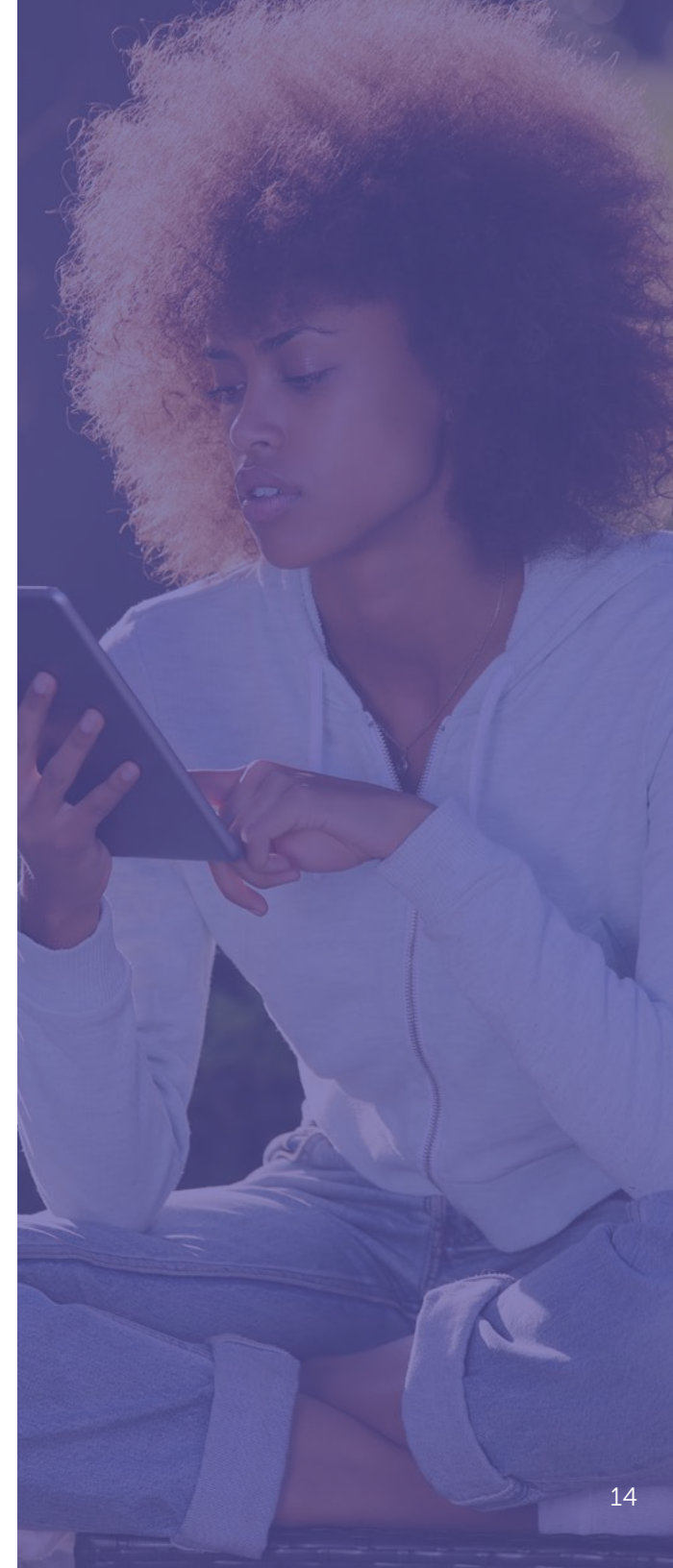
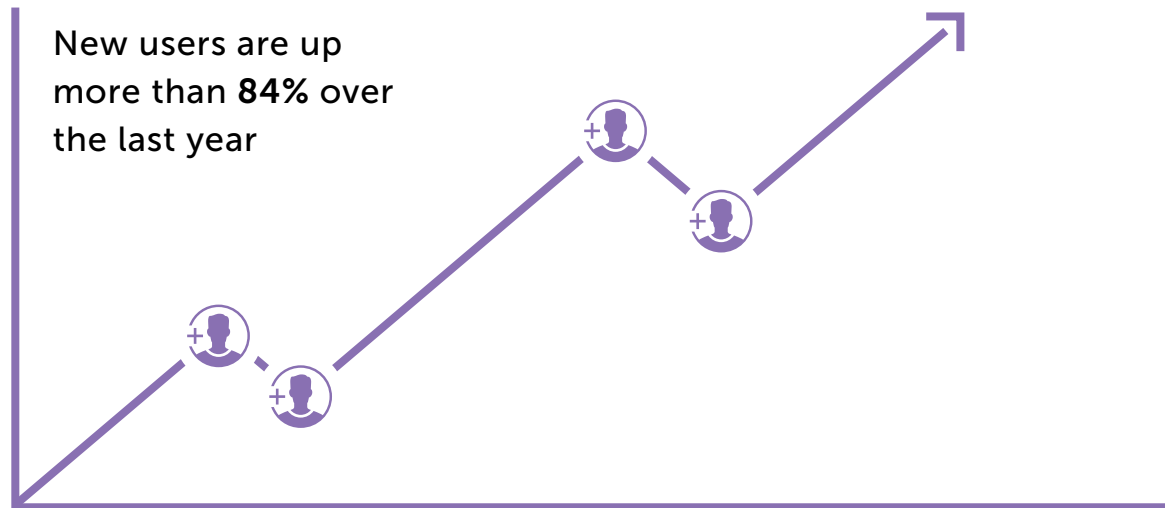
How to Find and Acquire the Right Users

HOW TO FIND AND ACQUIRE THE RIGHT USERS

It's expensive to acquire new users in a highly competitive mobile atmosphere—in fact, the number of new users has gone up more than **84%** over the last year, according to research from Fiksu. And it's all too easy to misspend valuable marketing dollars attracting the wrong users. Mistargeted mobile marketing leads to low engagement levels, high app abandonment/uninstall rates, and low retention rates.

How can you ensure your efforts to acquire users are not wasted on those who will not remain loyal or engaged? To win in a near-constant battle to acquire new users in a universe of 1.6 million mobile apps, you need to build a strategy on a solid foundation.

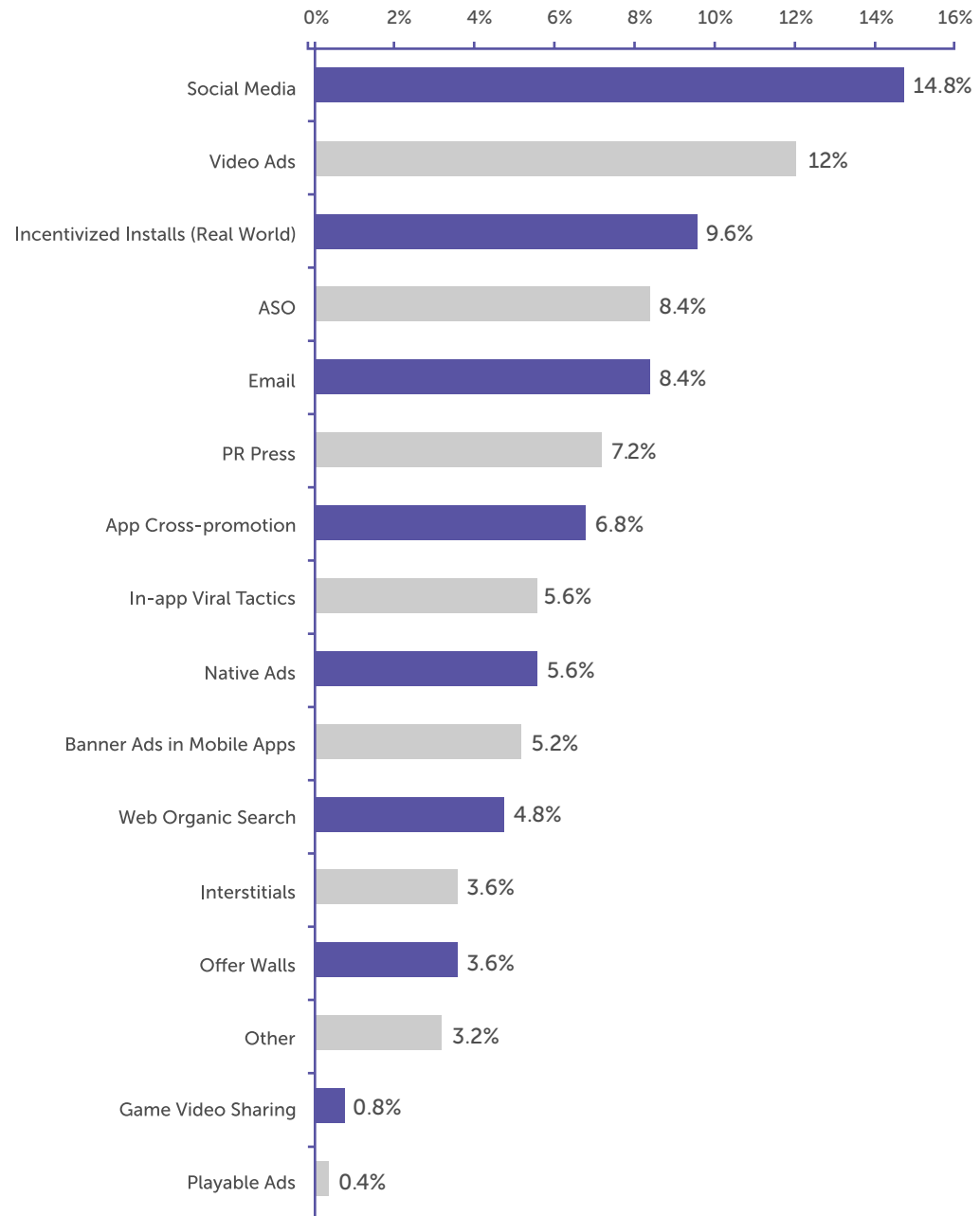
The best plans are rooted in a deep understanding of your best audience; use this to guide your decision-making as you work to find and attract new users.



HOW TO FIND AND ACQUIRE THE RIGHT USERS

To avoid wasting effort, dollars, and resources, conduct research up-front to build a solid profile of the *right* user. Understand what makes your users loyal and pinpoint their distinct demographic attributes and interests. This insight will help you form the critical strategy you need to find more users just like them. By quickly and effectively targeting the right people—those most likely to engage with your app and stay loyal over time—you're well on your way to higher levels of engagement, lower cost per install, stronger reviews and referrals, and new user growth.

Most Effective User Acquisition Strategies



insight.venturebeat.com

HOW TO FIND AND ACQUIRE THE RIGHT USERS

Employ proven tactics

With a solid understanding and plan in hand, you can call upon numerous tactics to acquire more of the right users. According to a study by VentureBeat, social media is the most effective user acquisition strategy, followed by video ads and email.

Email

Initiate an install campaign by leveraging your existing marketable email database to drive awareness of your mobile application among contacts that haven't yet downloaded. To drive action, offer exclusive information or a particular motivation to download.

Web

Monitor site visitors to detect those coming from mobile devices and deliver personalized messaging to encourage them to download your app. Don't forget to present users browsing mobile web with the opportunity to download the app before directing them to a mobile web page.

Social media

Use what you know about your existing users to find lookalike audiences and then deliver targeted and relevant posts and ads, catering to their specific personal attributes and interests. On some social platforms, like Facebook, marketers can purchase paid discovery advertisements that enable marketers to target specific audiences with the goal of getting them to download the app outside of the app store.

Paid ads

Run paid ads to drive app downloads, and be sure to track attribution so you can understand if a particular demographic comes from a certain source.

Retargeting

Run ads specifically to users who have previously visited your website. Since this tactic targets those who have already expressed interest, it allows you to narrow your reach (but improve your results).

Gauge your success

Like any marketing activity, it's critical that you understand which efforts are delivering results (and why). With that in mind, measure these metrics:

- ✓ **Number of users and new user growth over time**
- ✓ **Acquisition rates by channel/location**
- ✓ **Average revenue per user**
- ✓ **Cost per install or cost per acquisition (CPA)**



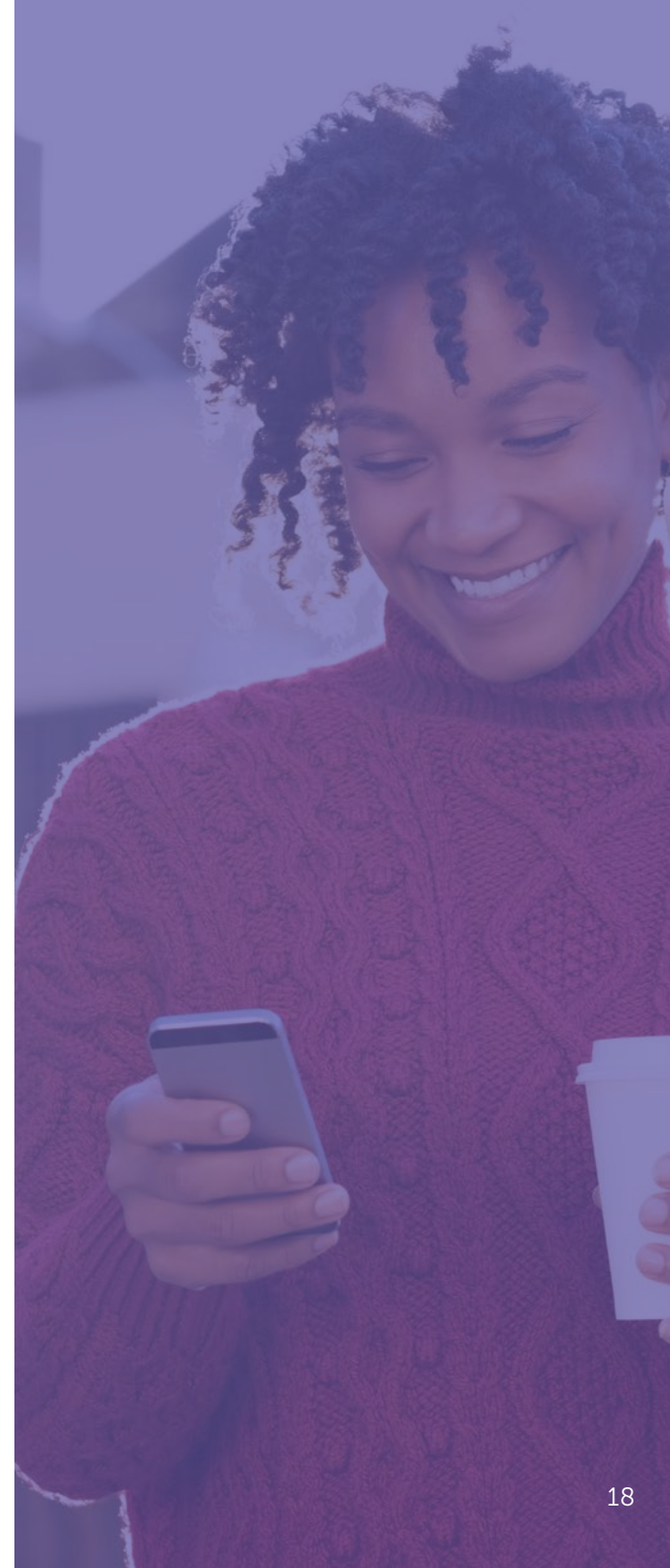
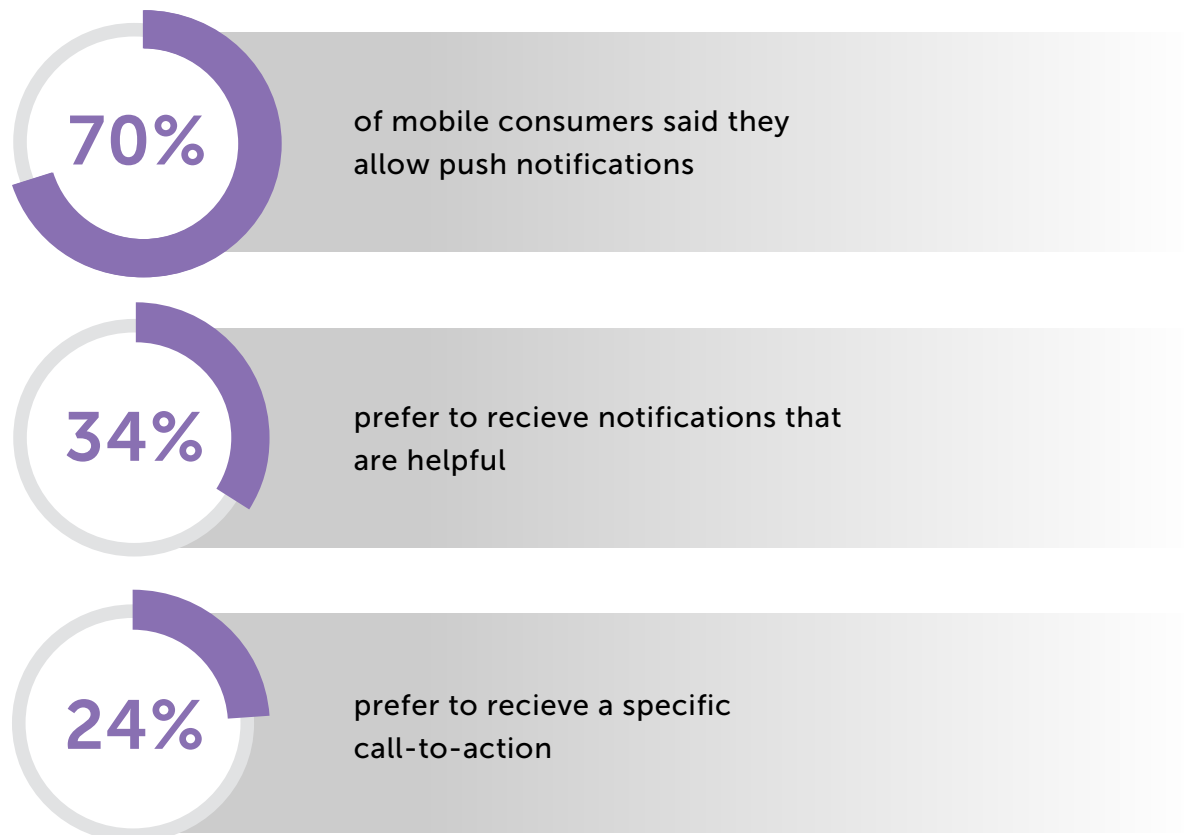
How to Drive Mobile Engagement and Retention

HOW TO DRIVE MOBILE ENGAGEMENT AND RETENTION

Despite the rise in mobile, the majority of users stop using apps after the first 30 days.

That means attracting new users is only half the battle. You need a strategy for continuously engaging with users, driving loyalty and converting them into brand advocates. To avoid the fate of abandonment, you should consider a variety of factors and employ a range of tactics.

Find out how users prefer to hear from you



HOW TO DRIVE MOBILE ENGAGEMENT AND RETENTION

Your goal is to remind each user of the value your app provides and encourage them to keep revisiting. Use all channels—including mobile-optimized emails, push notifications, SMS/MMS messages, social, and responsive landing pages—to drive users to continuously engage with your app and remind lapsed users to come back.

Make it personal

Remember: users seamlessly navigate between channels and devices, but expect their experience with your brand to be personalized wherever they are, especially on mobile. Using a 360-degree view of each individual, interact with your users based on their

mobile app activity, behavior, and location. These personalized messages should be relevant and meaningful to foster your user's trust and loyalty to your app. For example, you could send a push notification with a special offer when a user is in proximity to your retail store. Or listen for when a user did not complete an appointment setting action and send them a follow-up email guiding them to complete their information.

Like any outbound communication, you'll need their permission to reach out, so you should offer rewards or goal-based incentives when asking for push notification consent.



SMS/MMS messaging provides great engagement opportunities as these texts receive higher engagement with a **15%** average click-through rate, boost campaign opt-ins by **20%**, and increase the likelihood of a social share by 8X.³

³Outspoken (pulled from page 75 of definitive guide to mobile marketing)

HOW TO DRIVE MOBILE ENGAGEMENT AND RETENTION

To design the most effective engagement plans, start by segmenting your user base and messaging accordingly. Without proper segmentation, you run the risk of a user opting out of your communications, or worse, deleting your app due to irrelevance. Use each user's lifecycle stage, behavior, and demographics to segment them into categories that you can target with highly relevant offers and messages. And remember, you can automate many engagement tactics, including surveys, quizzes, trivia, tutorials, personalized discounts, and offers.

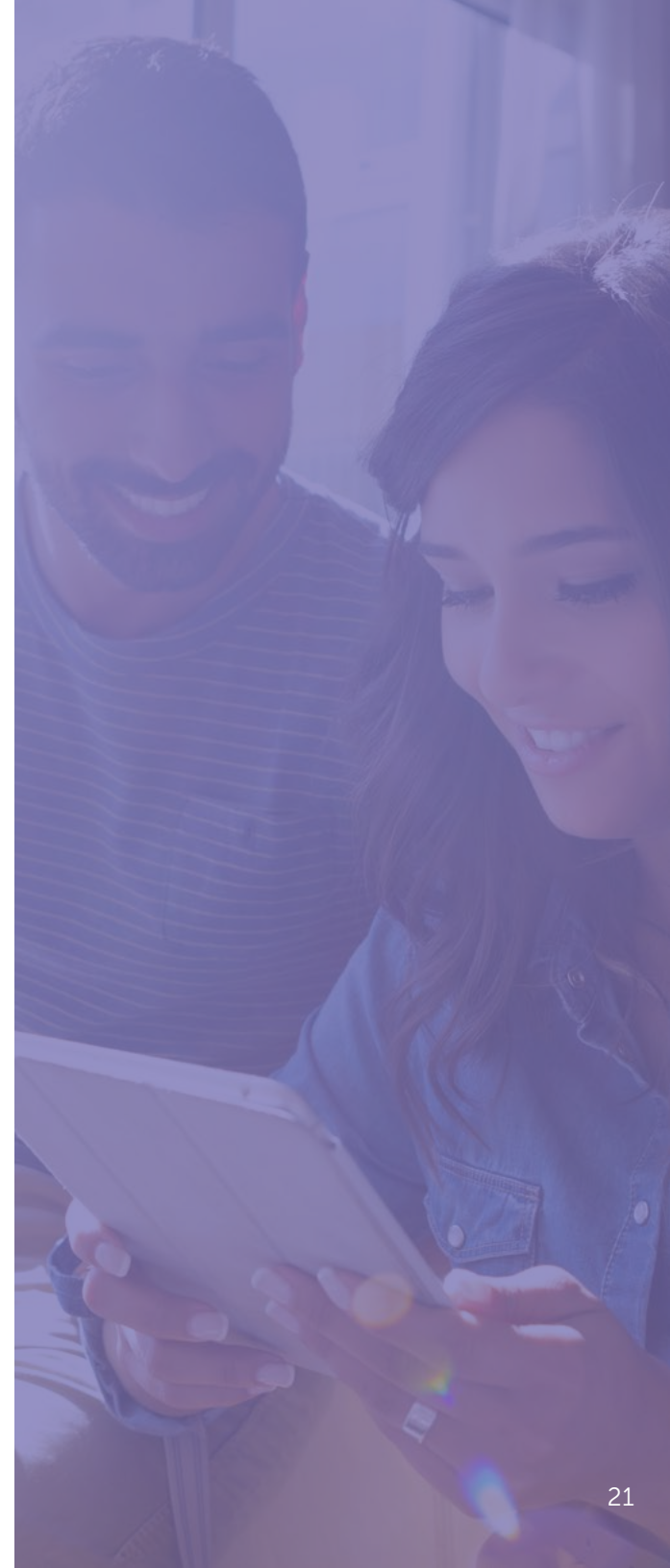
Each segment of your users will warrant personalized content, and each individual user's behavior should indicate what offer or message will be sent. Trigger special offers or other meaningful interactions based on the user's real-time behavior, such as opening your app, tapping on a push notification, visiting your mobile website, opening email on mobile devices, or performing in-app activities such as a purchase or shopping cart abandonment. With this context, you can send offers that will encourage an upsell and engage the always-connected user.

HOW TO DRIVE MOBILE ENGAGEMENT AND RETENTION

Test, improve, repeat

As you should do with all marketing tactics, continuously test and measure your mobile campaigns to help you figure out exactly what's working—and what needs to be fixed. With that in mind, here are ways you can optimize your mobile marketing efforts:

- **Test the copy of your push notifications or SMS/MMS messages.** Does a particular tone or length result in a higher engagement rate?
- **Analyze your calls-to-action (CTAs) across in-app messages and push communications.** Test the phrasing of the CTA, the offer, or even the look and feel itself.
- **Measure the result of send times and frequency of messages.** When are you seeing high engagement? Are there certain times or days of the week that perform better?
- **Find out how an image within your email or on your landing page affects engagement, and which images drive the most reactions.**
- **Measure the impact of including SMS/MMS in cross-channel marketing campaigns.** What channels drive higher engagement rates when combined?
- **Track by segment.** Does a particular tactic work for one audience and not another?



HOW TO DRIVE MOBILE ENGAGEMENT AND RETENTION

How do you measure the success of your user engagement strategy? Look for results that indicate higher engagement and overall user retention.

- ✓ **Monthly active users**
- ✓ **Average revenue per user**
- ✓ **Cost per loyal user**
- ✓ **Time in app**
- ✓ **Bounce rate**
- ✓ **App opens**
- ✓ **Number of app screens per session**

Beyond engagement metrics, seek user feedback. This will make users feel their needs are being heard, which can boost app and brand loyalty. While you track how users engage with your in-app and push notifications, be sure to also determine how they engage with your brand across other touchpoints. This will help ensure a cohesive user experience.



It's important to track key metrics that allow you to understand the return on investment for your marketing activities on each channel to identify problem areas and determine where improvements can be made.



How to Reactivate Lapsed Users

HOW TO REACTIVATE LAPSED USERS

No matter how personalized your app, some segments of users will disengage with it at some point. While these users may drop out of the experience, that doesn't mean they can't be reactivated into highly engaged users.

Consider using users' previous activity to guide your interactions. The insight drawn from historical transactions and behavioral data can help you craft a highly personalized offer that re-invigorates inactive users.

Leverage all channels, including emails coupled with strong web creative. Be certain that all communications at this stage are highly relevant, very interactive, and easy for the user to act upon.

Once you are able to win a user back, treat them as a new customer again. Customers that are successfully re-activated and subsequently nurtured have the potential to become the most loyal and profitable. Measure them as an additional acquisition, one that contributes lifetime value. As with all tactics, test your timing, offers, personalization, cadence, creative, channel, and more to find out what brings lapsed users back into the loop and what drives them away.



Your definition of a lapsed user is unique to your business. Start by defining an appropriate period for lapsed interaction, and then use the tools at your disposal to re-engage.

A man with a beard and short dark hair, wearing a blue and red plaid shirt over a purple t-shirt, is sitting at a desk. He is holding a smartphone with both hands and looking at the screen with a smile. On the desk in front of him are several papers and a tablet. The background is a blurred office or cafe setting with large windows and warm lighting.

Checklist: What to Look For in a Mobile Marketing Solution

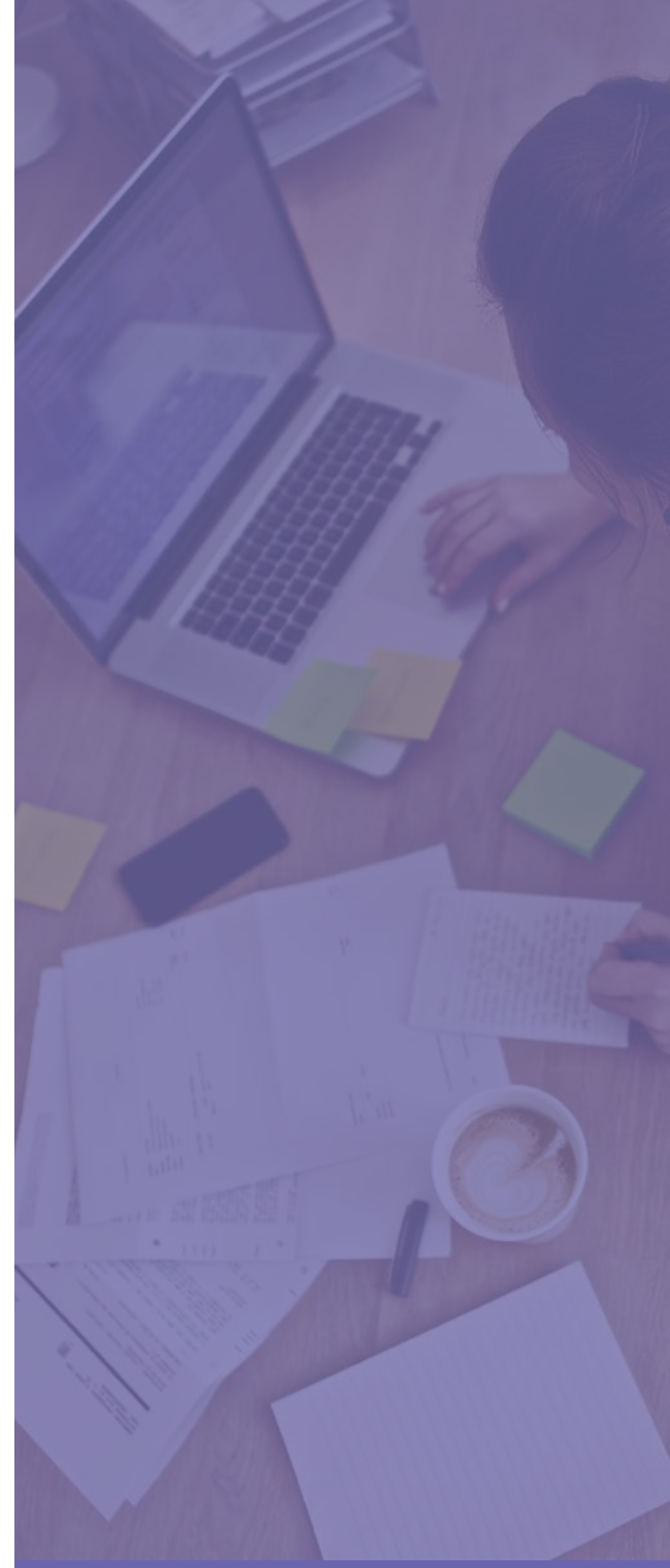
CHECKLIST: WHAT TO LOOK FOR IN A MOBILE MARKETING SOLUTION

Even if mobile is not the primary way your brand interacts with your buyers, it's a key component within a holistic customer journey. To design the type of experience that mobile users expect, you should seek a solution that helps you take a truly holistic approach. The right technology will enable a unified user experience on any device from acquisition and engagement to reactivation and long-term loyalty.

As you're assessing your options, look for a holistic mobile marketing solution that makes it easy for you to:

- ✓ **Listen to user activity in your mobile app and across all brand properties**
- ✓ **Respond to user behavior across any channel, including mobile, web, social, and emails**
- ✓ **Reach users with push notifications, SMS/MMS, and in-app messages**
- ✓ **Personalize messages based on activity in the app and location**
- ✓ **Automate engagement with web, email, and social for users at scale**
- ✓ **Measure and optimize efforts**

The ideal solution allows you to deliver a relevant cross-channel experience for each user at scale from a single unified platform. You need a centralized view of each user and the ability to see and hear all behaviors and activities across every channel.



CONCLUSION

Mobile has forever changed the landscape of how individuals interact with brands. If you can harness the power of this channel, you will unlock the potential of an always-on, highly personalized vehicle to engage—and delight—users like never before.





Marketo (NASDAQ: MKTO) provides the leading engagement marketing software and solutions designed to help marketers develop long-term relationships with their customers - from acquisition to advocacy. Marketo is built for marketers, by marketers and is setting the innovation agenda for marketing technology. Marketo puts Marketing First. Headquartered in San Mateo, CA, with offices around the world, Marketo serves as a strategic partner to large enterprise and fast-growing small companies across a wide variety of industries. To learn more about Marketo's Engagement Marketing Platform, LaunchPoint® partner ecosystem, and the vast community that is the Marketo Marketing Nation®, visit www.marketo.com.