

WORKBOOK

SET YOUR MOBILE MARKETING GOALS



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DEFINE YOUR GOALS

Once you determine your personas and map out their journeys, next you must define your goals. Creating a mobile strategy should be part of your overall company initiatives, so your mobile goals should relate to the business' success.

Set the Stage

The key to designing an effective mobile strategy is to first determine what you are doing now for mobile engagement (if anything), and then ask yourself some important questions to determine your future goals for mobile. By asking the right questions, you can start to map out your plan.

Invite key stakeholders into the room for the initial discovery process. Work with the teams listed earlier in this part to answer the following:

1. What are you currently doing for mobile?

This question enables you to define your baseline. Some companies may already be conducting a variety of mobile marketing activities, while others may not have any mobile activity (yet).

Ask yourself:

- Are you currently using responsive design in your outbound emails?
- Have you designed your website to engage mobile visitors?
- Do you currently have a mobile app? Is it optimized for search in the app store?
- Are you currently using push or multi-media notifications?
- Is adding mobile marketing a large part of future company initiatives?

2. If you are conducting any of these mobile marketing initiatives today, how well are you performing?

If you answered "yes" to any of the questions above, now is the time to evaluate how well you are doing. How are you measuring success? What are the areas that need improvement? Be sure to evaluate your current processes and strategies before moving forward.

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3. What are your main objectives for including mobile marketing as part of your overall marketing strategy?

Why has your company started to think about mobile and how do you think it will help you with your overall business objectives? Consider why you think mobile is a critical initiative for your organization.

- Is brand building a key objective?
- Is gaining new customers a key objective?
- Is relationship building with current customers a key objective?

4. Who are the key audiences you want to target with mobile marketing?

You may have one or multiple personas that you would like to target with your mobile marketing. How different is each persona in terms of demographics? To what extent will each persona need different messaging and mobile tactics?

5. How are you engaging your mobile audience cross-channel?

As we mentioned, mobile should be a holistic part of your entire marketing strategy. Ask yourself:

- What channels are you using to engage your audience today?
- How are you including mobile into that mix?
- Are you able to actively listen on each channel and respond on another channel?

