# **MGT 6311 MOBILE MARKETING TRANCRIPTS**

## Lesson 8.1: Mobile Usage Insights

### >> Welcome to the module on mobile marketing. Within this module, I want to cover several different topics. I'll begin by providing some relevant insights that depict the state of mobiles impact on consumer behaviors. I'll also address certain aspects of mobile phones that make them a very unique technology for consumers. From there, we'll learn about key mobile channels that are available to marketers. I'll wrap up this module with a discussion on mobile implementation opportunities and best practices.

### In this initial lesson, I want to share some insights related specifically to mobile devices, and how they're impacting consumer's lives. I'll highlight web usage patterns via mobile devices. We'll also familiarize ourselves with key consumer behaviors related to mobile device usage. Across the globe, consumers are using their mobile devices more and more to access the web.

### More than 4.2 billion people are connected to the Internet via a mobile device. This trend is expected to increase further as many countries build out their technology infrastructure, and are realizing a burgeoning middle class. The expected mobile device usage compounded annual growth rate is between 50 and 70 percent in major countries and regions across the globe. In many areas of the world where discretionary income is limited, consumers choose a mobile device with web accessibility over desktops or laptops, given their versatility, and relative price point. This growth in mobile Internet access translates to 55 percent of all Internet pages being loaded by mobile devices. Nearly 3/4s of all internet usage is now occurring on mobile devices, and roughly 90 percent of the mobile users time is spent within applications on their devices.

### A recent Nielsen study found that the average US smartphone user access 27 mobile apps each month on their device. This figure has been relatively consistent in the past few years. The other interesting fact referenced here reinforces how impatient consumers have become on their mobile devices. When accessing the web, consumers have a roughly three second threshold for page load time. Therefore, marketers have to not only think about the content on their pages and ways to optimize conversion, but must also be conscientious of the technology requirements to ensure the holistic user experience is excellent.

### Most US consumers are now comfortable making purchases on their mobile devices, with roughly 86 percent of them using their smartphone for shopping purposes. In doing so, nearly every mobile user is utilizing their phones to bargain shop, including three out of four users doing so while in a physical brick-and-mortar store. Nearly half of US buyers use their mobile device as the first of contact to begin their search. This trend is expected to grow significantly in coming years as the build-out of new in-store technologies, such as Bluetooth beacons become more pervasive. We'll talk more about proximity based mobile marketing in a future lesson.

### Search on mobile devices has continued to increase year over year for the past decade. Dating back to 2015, Google indicated more searches take place on mobile devices than on computers in the US, Japan, and eight other countries. The obvious implication here translates to opportunities for marketers across an array of industries to use several digital channels within mobile, including paid search, display advertising, and search engine optimization to reach and engage their target audience. Finally, and probably most obvious through our own behaviors, and observing people around us is the frequency with which consumers access their mobile phone. The average American will tap, swipe, and click their phone roughly 2,600 times a day, and spends nearly three hours on their phone each day. Thus, we are creating habits around our mobile devices. Many marketers are looking for ways to engage their target audience via these habitual behaviors.

### This concludes the lesson on mobile usage insights. Fundamentally, I want for us to be mindful of these foundational consumer behaviors related to mobile so that when we think about the content in the remaining lessons of this module, we can consider how marketers can best appeal to their target audiences, existing patterns, and behaviors. [MUSIC]

## Lesson 8.2: Key Aspects of Mobile Phones

>> When thinking about how mobile fits within the digital marketing ecosystem, it's important to understand key aspects related specifically to mobile phones versus other mobile devices such as tablets or laptops. Among mobile devices, mobile phones have specific features and user attributes that are uniquely important to marketers. We want to be cognizant of these features and behaviors when planning a mobile strategy and implementing mobile campaigns.

As such, I wanna talk about key mobile phone characteristics that effect mobile marketing capabilities. The first of these attributes relates to personalization. Mobile phones tend to be personal devices that are used by a single individual. There are certainly exceptions, but the vast majority of people don't regularly share their phones.

Therefore, the usage and subsequent data attributed to a specific mobile phone can also be attributed to a specific user. This fact allows marketers to offer personalized content and experiences that, when implemented correctly, are more likely to result in deeper engagement and greater conversions. Another key point about mobile phones is that most consumers keep them within arms reach at nearly all times.

This provides the opportunity for marketers to engage consumers in a very timely manner, and leverage location services to ensure more effective and efficient communication. Additionally, most consumers keep their phones on 100% of the time. As mentioned previously, this permits marketers to reach consumers In a time sensitive fashion to serve up content and promotions more effectively.

Another aspect of native functionality within mobile phones is the ability to make payments through the device. The SIM card in a mobile phone, which stands for Subscriber Identification Module, contains unique information that identifies the device to a specific mobile network and account. Therefore payments can be processed through the user's mobile network.

Users can also set up and use payment services such as Googlepay, Vernmo and Squarecash which are connected to user's bank account. In addition to these methods users can also leverage payment capabilities to a specific mobile app. For example, apps such as Lyft, Amazon, and Groupon also have the ability to tether a bank account to their shopping platforms.

These various payment options make it very easy for consumers to transact over their mobile devices and make buying decisions in real time. Therefore, marketers can encourage acquisition via mobile channels and accelerate the buyer journey. The ability to record video, take pictures, capture audio, draw, etc on a mobile phone allow users to not only capture moments and thoughts, but to also easily share them via text and social platforms.

As such, a majority of content on the web is user generated. This provides opportunity for marketers to further engage customers, obtain feedback about their offerings, and encourage more immersive interactions. Capturing user analytics across mobile devices can be a huge value for marketers. Since mobile phones tend to be personal devices used by a single person we have an opportunity to learn about specific user interests and actions.

And with customers potentially using multiple devices along their buyer journey, such as a mobile phone for search, and then their laptop at a later time for the shopper browsing experience, we can begin to connect activity across these devices at the individual level. This helps marketers with attribution modeling in ensuring the right content is delivered to consumers at the right points along their journey.

Within the United States, roughly 80% of all people have at least one social media profile. And more than 20% of all mobile minutes are spent on social networks. Thus each time a consumer has a brand interaction, they can easily share that experience with their social network. As marketers, we are continuously looking for ways to encourage positive advocacy that helps generate greater brand awareness and brand preference.

The estimated global projection for AR installed apps in 2018 is 900 million installs. And expected to reach 3.5 billion in 2022. As the name suggests, this technology allows marketers to augment interactions with embedded content that can enhance the customer experience. There are several companies building AR technologies for mobile phones, including Google's ARCore, Apple's AR Kit and Facebook camera effects.

Many people in the industry are referring to the combination of AR and VR as the fourth wave of technology. Although still in the infancy stage, the possibilities for creating more immersive experiences are significant. Not only for entertainment purposes but also to inform and educate consumers. A recent study by Gartner indicates there are over 6 billion Internet of Things devices installed as of 2016.

As we've seen the IoT field grow significantly in recent years, consumers are beginning to leverage their mobile phones to control these devices. Thus it becomes part of the product experience for consumers and an opportunity for brands to delight these consumers and encourage brand insistence. This concludes the lesson on key aspects of mobile phones.

As I mentioned earlier it is important that we consider these attributes that are specific to mobile phones. When developing a mobile strategy that maximizes the consumer experience. In the next lesson, I'll talk about mobile application considerations.

## Lesson 8.3: Mobile Application Considerations

>> Welcome to the lesson on mobile application considerations. Within this lesson, I want to point out a few select criteria for making the decision to develop and implement a mobile application. Before an organization dives into the details of building out a mobile application, it's critical to begin the process by thinking about what the business and marketing goals are within the app, and to think about it through the customer's view.

These goals will drive the strategic thinking for the application. For example, what problems will it solve for the customer? And what are the benefits of using it? Do our customers currently use applications? If not, how will we entice behavior change? Or should we abandon the process of creating an app and use our resources wisely elsewhere?

How is it different from existing options? Meaning, how is the consumer currently achieving their goals, and how will this be better? What are we trying to accomplish with the application in terms of sales, advocacy, frequency of engagement, branding, etc.? And how does this align with our target audience's interests?

As mentioned in the previous slide, we wanna keep the customer at the center of everything we're doing. Therefore, we want to leverage all insights we have about our target audience. A great starting point is to reflect upon our user personas. Keep in mind, there may be different wants and needs among our target audience, and their usage of technologies may differ.

Thus, we wanna take these points into consideration when planning the development of an application. We can use social listening tools to gather insights from our target audience and hopefully learn more about how an app can satisfy their interest. What are they saying about apps that our competitor does?

Are they expressing any frustrations about the buyer journey? Are they referencing experiences that make them particularly happy that can be reinforced with the mobile app? So I just mentioned the buyer journey. So what do we know about the process our target audience follows and the various paths taken to purchase our offerings?

Are there ways we can reduce friction and, or add value along the way via our mobile app? We can also build out user stories to help clarify the features and functionality within the app. Many of you may be familiar with the concept of use cases. User stories are similar in that they identify user goals while also specifying the value the user is seeking.

And finally, let's not forget the opportunity to obtain direct feedback and input from our customers. Of course, we can do so through focus groups and surveys to better understand their interests. Once the app is launched, we can review user comments and ratings for feedback as well. From a technology standpoint, we can think about the development of the app from the perspective of the backend and the frontend.

At the coding and data level, or the backend, we have to be thoughtful about the various mobile operating systems that exist, and the impact that has on both development and listing of the app when it's built. If resources are constrained, we may have to make a decision one way or the other in terms of building for Apple's iOS or the Android OS.

One way to support this decision is to use insights from our web analytics platform to determine what the majority of mobile visitors are using. Keep in mind there may be cost and time-to-market differences as well, which we need to keep in mind if we have specific time-to-market objectives.

We also need to consider the data requirements for our app. What will consumers be inputting and expecting in return? Do we need to integrate with other platforms, either internally or externally, to satisfy the customer? In addition to these backend considerations, we need to be very thoughtful about user experience, also knowns as UX.

Remembering that consumers are becoming less and less patient and have waning attention spans, the application must be super intuitive. Thus, ease of use is critical. It is therefore imperative we determine the most simple steps to navigate and use the app. This concludes the lesson on mobile application considerations.

In the next lesson, I'll talk about specific mobile channels used to reach our target audience.

## Lesson 8.4: Mobile Channels

>> Welcome to the module on mobile channels for reaching consumers. Within this lesson, I want for you to become familiar with various mobile channels and to also understand capabilities across these mobile channels. SMS or short message service and MMS, multimedia messaging service, our text messages sent via a mobile phone.

An MMS can also include different types of media other than just text, such as images, audio or video. This channel allows for both push messaging where the brand sends the message to the customer and the opportunity to receive messages from consumers. These methods can be very effective for transmitting timely offers, reminders and even automated confirmation for things, such as orders and reservations.

A beacon is a low energy Bluetooth device that broadcasts an identifier to nearby electronic devices. It can transmit small bits of information across short distances. When a smartphone with the brand's app installed comes into range, it can receive a notification, such as a sales promotion offer, recommendations or any other message the brand wants to transmit.

It's important to note this is permission based marketing as the app has to be installed and the user must allow for push notifications for it to work. This technology is also known as proximity marketing as it provides exact location messaging within an environment, such as a venue or store.

Augmented reality can enhance a consumer's experience by superimposing graphics and text into the physical space around the person using an AR enabled device. Virtual reality extends this further by providing 360-degree videos that can provide a highly rich and immersive interaction. AR can also use image recognition to modify and manipulate images without the use of markers, bar codes, QR codes or other visible stamps.

It can activate a link. Dial phone numbers. Open an app and provide directions. This technology can also be location based such that a user in a store can launch an app and see more information about the products around them. AR and VR are essentially designed to create highly engaging consumer experiences.

Most mobile applications are designed to perform a very specific purpose. Fundamentally, the application's purpose should be adding value to the customer whether that's via entertainment, information, problem solving, making the buyer journey more efficient, etc. So there are several distinct advantages of applications including easy accessibility on the mobile device by simply clicking the app to launch it.

Integration with the mobile device can allow for fast processing in a super efficient user experience. I mentioned earlier the notion of push notifications, which allow the application to send messages to the user even when the app is not active. Remember that push notifications are dependent upon permission-based marketing.

People will have to opt-in to receive these notifications. Most consumers do not immediately allow for push notifications when originally installing an application. So it's important for the marketer to encourage this permission even after the app is installed. We can also leverage mobile sites to reach and engage our target audience.

We can utilize our own mobile site to do so and we can also potentially leverage other sites via advertising. A quick technology point when thinking about our own site, we want to be very thoughtful about providing a fantastic user experience. Since our audience will be potentially using different devices, such as a smartphone or tablet and the screen sizes are different, we need to think about the UX across these different devices.

As referenced in a previous lesson, this is where we want to consider using responsive design to ensure the layout and formatting fits across multiple device types. We can also explore advertising on third party sites. For example, if we are a financial services company, we might target the financial section of the Wall Street Journal for display ads.

QR or quick response codes represent data in grid form, which only a computer can decipher. They represent a hyperlink or piece of text, which can be read by scanning the code. These encodings are widely used in Japan and China where by one estimate, they enabled $1.65 trillion of mobile payments in 2016 alone.

Scannable codes became popular in Japan in 2002 when mobile internet access was still poor. Advertisers, publishers and mobile phone manufacturers partnered to popularize QR codes as a way to share information with consumers. Japan led the field until recently when the use of 2D codes in China boomed. Two Chinese digital payment platforms, Tencent, WeChat Pay and Alibaba's Alipay allow people to make contactless payments by scanning codes.

A customer can either scan a merchant's QR code or the merchant can scan the customer's account code. This allows mobile phones without near field communication, which is built into modern Apple and Android phones to make contactless payments. While Apple pay and Android pay are flourishing in America and Europe, the technology needed to support them is too expensive for many shops in poor countries.

So this concludes the lesson on mobile channels. In the next lesson, I'll talk about mobile implementation opportunities and best practices.

## Lesson 8.5: Mobile Implementation Opportunities and Best Practices

>> Welcome to the lesson covering Mobile Implementation Opportunities & Best Practices. Within this lesson you'll recognize how mobile channels can be used to reach and engage consumers. And I'll highlight mobile channel best practices. One of the most basic ways to leverage mobile to reach consumers is through mobile advertising.

Various types of mobile advertising can be implemented to reach consumers based upon a combination of business goals, and the buyer journey. These opportunities include mobile SMS ads, display ads on third-party mobile sites, paid search ads,display ads within applications, and push notifications. We can also provide mobile based offers to consumers to encourage more immediate response.

From an implementation perspective marketers can send a text message to opted-in consumers containing a promotional message that encourages a click to the brand's website. Once there, the experience should consistent such at the landing page aligns with the text promotion, therefore, resulting in a higher conversion rate. Mobile loyalty programs can be very effective in keeping consumers engaged, brand loyal and also helping the marketer maintain pricing objectives.

We'll talk more about this latter point when we cover the Starbucks case. A recent study indicates that as of 2017 there are 3.8 billion individual loyalty memberships in the US alone. However, only 46% of them are currently active. So one of the biggest challenges that marketers face is ensuring that their customers are aware of and understand their loyalty programs as well as its benefits.

Programs need to be simple and easy to engage with. More progressive and innovative businesses are trying to take their loyalty to the next level by making loyalty programs smartphone accessible to change the way their consumers view loyalty programs, as well as how they view their brand. Mobile ticketing has become a huge business and a significant shift in how consumers are engaging with ticketed experiences, such as movie, airline and concert tickets.

A Juniper Research study, indicates, nearly 23 billion tickets will be purchased globally using mobile devices by 2020, double the rate from 2016. Another way marketers are engaging consumers via mobile devices is through opt-in text to win campaigns. These initiatives can be used for brand retention purposes. But also to create awareness and engagement with both new and existing customers.

Beyond the allure of the prize, smart marketers need to consider how to best maximize these campaigns. So for example, including a call to action in the brand's website to collect email addresses and encourage the visitor to begin or continue their buyer journey with the brand are all a function of best practices.

But there are a few key points to consider as overarching implementation best practices. These include avoiding spam. So we need to ensure opt in communication to meet the consumer's expectations and avoid a negative brand perception. Relevance is also an important consideration. The content and promotions provided to consumers need to be relevant to where they are in the buyer journey.

Best marketers need to align their communication and offers accordingly, based upon specific consumer insights. We also need to provide very easy and seamless interaction. As I mentioned previously, Uvex is critical as consumers have low patience, and high expectations. Therefore marketers must design highly fluid, frictionless experiences that wow the consumer.

The next point is to think about addressability. It's important to provide as personalized an experience for each consumer as possible. But while also being conscientious of their perception of data privacy. So therefore, marketers must find this line and provide the right value at the right stage of the user journey.

We can also think about geo-targeting and its capabilities through mobile devices. We want to be cognizant of location specific marketing capabilities that we can use to engage consumers at specific points that may encourage more immediate engagement with the brand. And the final point relates to integration. Oftentimes a marketer must leverage information and functionality across platforms to provide the best customer experience.

Therefore it's important to both recognize and deliver an experience that fully satisfies the customer's expectations. This may require more planning, time, and expense, but at the cost of hopefully creating more loyal and advocating customers. So this concludes the module on mobile marketing. In the next module, we'll continue to address digital marketing channels by covering the digital equivalent of direct marketing through email.

See you soon.