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6.15 Figure acknowledgments

Figure 1. Red & Yellow's Brand identity docs, 2018.

Figure 2. Stokes, 2013.

Figure 3. Stokes, 2013.

Figure 4. Screenshot HFM Columbus homepage, 2017. www.hfmcolumbus.com

Figure 5. Lotusnotus, n.d. lotusnotus.com/lotusnotus_en.nsf/dx/does [Link no longer active]

Figure 6. Codecondo, 2016. codecondo.com/10-essential-front-end-development-frameworks-for-web-development-projects

Figure 7. Screenshot, Kellogs branded app in itunes store, 2016.

Figure 8. Interaction design foundation, 2017. www.interaction-design.org/literature/article/adaptive-vs-responsive-design

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Figure 13. Adapted Evatotuts+, 2015. webdesign.tutsplus.com/articles/a-designers-introduction-to-agile-methodology--cms-23349

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07

Mobile
channels and
apps

In this chapter, you will learn:

- » The important principles that govern mobile-specific channels
- » To recognise the importance of location in marketing via mobile
- » To identify the mobile channels available to marketers
- » What to consider when creating an app
- » To describe first steps for implementing marketing via certain mobile channels.

7.1 Introduction

A few years ago, considering mobile as part of your digital marketing strategy was optional, this is no longer the case. In 2015, the number of mobile-only internet users in the US exceeded the number of desktop-only users for the first time (ComScore, 2015). The idea of a mobile device being someone’s first and often only, access point to the Internet is nothing new in developing nations where desktop devices and fixed internet connections are too expensive for much of the population.

This means that mobile is not a marketing strategy that can be considered separately. It’s a necessary part of every digital marketing endeavour, because chances are good that at least some of your audience will see that marketing on a mobile device.

In this chapter, we will discuss some mobile-specific channels and apps. Remember, digital marketing is about looking at where your audience is and working to reach them and your audience is almost certainly on mobile.

7.2 Key terms and concepts

Term	Definition
App	Short for ‘application’, which in a mobile context, means software developed specifically for smartphones and other mobile devices. These come in two types, web apps and native apps.
Augmented reality (AR)	A form of virtual reality in which computer graphics are superimposed onto the physical space around the user by way of a mobile device. These graphics can be 3D images or information tags.
Bluetooth	A short-distance wireless transfer protocol for connecting devices.
LTE	‘Long term evolution’. A fourth-generation mobile communications standard and a name given to technology used in pursuit of faster data communication.
NFC	‘Near-field communication’. A set of communication protocols that enable two devices, one of which is usually a mobile device, to communicate when they are within four cm of each other.
Push messaging	A notification from an app that displays on a smartphone while the app is not actively in use. This is triggered by an external event within the context of a connected device.
QR code	Quick response code. A machine-readable code, like a barcode, that can be used to store information like URLs and can be read by an app through the camera of a smartphone.
SMS	Short message service, a text message of up to 160 characters that can be sent from one mobile phone to another. Multimedia Messaging Service (MMS), is similar, but can include multimedia content and longer messages. This works on a regular cell phone connection, so it does not require a data connection or smartphone.
Virtual reality (VR)	Computer-generated simulations of a 3D image or environment. Using the right equipment, a person can interact with that environment in a seemingly real way.

Wi-Fi	The transfer of information from one device to another over a distance without using wires.
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Table 1.

7.3 Core principles

7.3.1 Nine principles

Certain features are specific to certain mobile phones and don’t apply to desktop or notebook computers or any other mobile devices. These features highlight the importance of mobile to marketers as a whole and affect the ways both consumers and marketers create and share content.

Personal

Mobile phones are very personal devices. People don’t usually share their phones, so data attributed to a specific device can be attributed to a specific user. People also tend to keep their devices nearby, so they can offer valuable information about their location and great opportunities for location-based target marketing.

The implication for marketers: Since mobile phones are so personal, respect for privacy and permission is extremely important. Attributing data to a single user allows marketers to offer personalised interactions, communications and experiences.

Always carried

Everyone is reluctant to leave their phone behind. Consider your own behaviour. What do you take with you when you leave your house? Your wallet, keys and mobile phone? Various research has shown that smartphone owners, in particular, check their phone anywhere from every few minutes to at least once an hour and that people can spend up to 2.5 hours typing texts, swiping through apps or scrolling through Facebook (Gallup, 2015; Dscout, 2016).

The implication for marketers: The mobile device is present at every single step of the consumer journey, arguably the only channel that is. Messages sent to mobile phones are usually accessed within minutes of being received. Location services can also allow you to send contextual messages depending on the user’s real-time location.

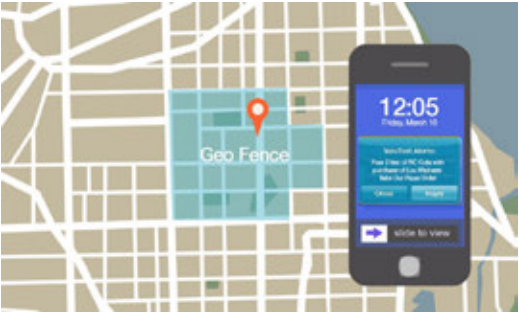


Figure 1. An example of a marketing message tied to a geographic location. Users receive promotions when they enter the area.

Always on

The mobile phone is used to send and receive messages and phone calls. Messages and services can be sent and responded to at all times of the day.

The implication for marketers: This feature changes the services and messages that you can develop. Marketers need to be sensitive with their marketing communications; few people would enjoy a 4 a.m. SMS with a promotional offer. The flip side of this is that you can send time-sensitive offers, such as dinner messages just before work ends or a weekend coupon on a Friday afternoon.

Built-in payment system

This is one of the key features of the mobile phone and a major source of mobile revenue. Every mobile phone has a built-in payment mechanism, the SIM card. Billing is easily handled through the user's mobile network. NFC and QR codes allow other payment options.

A number of services, like Android Pay, Google Wallet, Snapscan or Zapper can turn the mobile into a virtual wallet or bank card, bringing banking and payment services to people globally. Apps like Uber have their own built-in payment services to make payment for users as easy as possible.

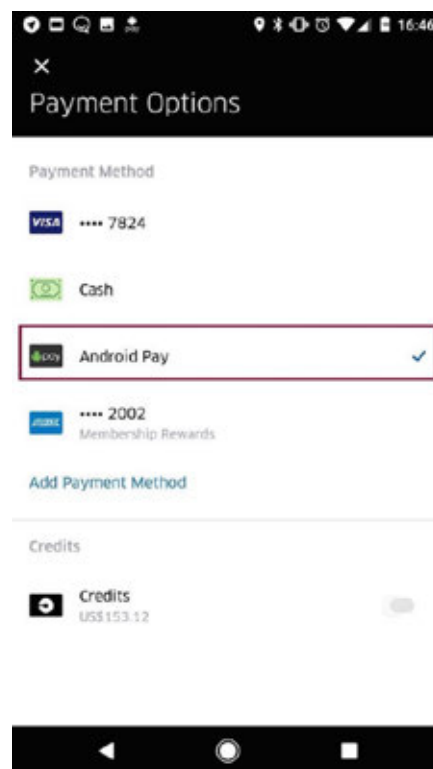


Figure 2. Uber offers its customers a variety of payment options through their mobile phone, including credit card, Android Pay, cash and even Uber credits.

The implication for marketers: Consumers will pay for services and content on their mobile, which is enabled to make payments. This means that advertising is not the only way to generate revenue on mobile.

Available at the point of creative inspiration

Because the mobile phone is always close at hand and many phones today offer tools such as cameras, videos, or note pads for jotting down ideas, it has become a permanent creative tool. It also makes access to social media very easy.

The implication for marketers: Users can be encouraged to interact with brands through campaigns created for mobile devices. Mobile is a useful tool in viral campaigns based on consumer-generated content. Because the amount of effort required to criticise or praise a brand on social is minimal, the social aspect of a mobile can be helpful or harmful or can be used to encourage social engagement or consumer feedback.

Accurate audience measurement

Every transaction made on a mobile phone can be uniquely tracked to that mobile phone number including voice calls, SMS, or Internet access. Mobile phones also allow for real-time tracking, allowing you to edit campaigns as they are run. Google's Universal Analytics also allows you to track user experience across devices.

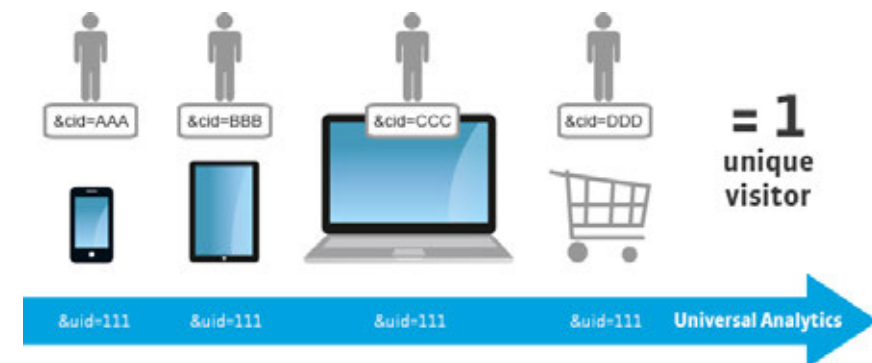


Figure 3. Universal Analytics can now track individual users across devices and touchpoints.

The implication for marketers: The extra data gathered by mobile phones offers marketers profiling and segmenting opportunities for targeting the right audience. Because mobile phones are personal, measurement is improved overall. Campaigns can also be accurately measured and tracked for their return on investment (ROI). The mobile phone offers many more ways to collect data, including location, web analytics, SMS response rates and Bluetooth.

Even with mobiles that are on a prepaid or pay-as-you-go contract, meaning that network operators do not have a name or demographic details to accompany the mobile number, you can still track and measure every transaction made by the user of a particular phone. This information is limited by networks, which determine the data they are willing to share with marketing companies.

Social context

Mobile can capture 'the social context of our consumption', which means capturing who we are sharing with. If you are using a product like an eBook, for instance, your mobile phone holds information on who you talked to while reading it, whom you shared it with and whether you recommended it to a connection who then purchased the item (Ahonen, 2008).

The implication for marketers: Marketers can get insight from the way that mobile-users share their products and socialise while using them. Marketers can use this information to increase sales.

Augmented reality

The mobile phone makes it possible to add a layer of information to the real world through augmented reality (AR). For example, Layar, an augmented reality mobile browser, allows users to see embedded digital content in a number of sources such as posters, magazines, advertisements, or QR codes. This can lead to extra content such as movie trailers, discount codes and videos (Layar, 2016).

The implication for marketers: Cost and accessibility for this technology can sometimes be a concern, but adding a layer of interaction to the real world can be a powerful tool in a marketing campaign.

Digital interface

Various mobile technologies can enrich a user's life by adding a digital layer to a real-world experience as with augmented reality. A mobile phone can also be used to control things in the real world, like switching on a light or opening a door.

The implication for marketers: Marketers can create memorable and emotive experiences that users will want to share and therefore broaden marketers' reach. It also broadens the potential user interface options for a brand or product.

7.3.2 Location and mobile

Two of the most important contributions of mobile to the marketing world are location and convenience. If services and useful information can be shared based on a user's location, the possibility for conversions naturally increase. The more contextually relevant your marketing message is to the user, the more likely they are to engage.

Research by Social Media Today showed that 88% of consumers who search for a local business on a mobile device, call or visit that business within 24 hours and seven out of ten interact with their device while shopping in-store (Impact, 2016). Businesses should absolutely take advantage of the location-specific possibilities of mobile, making themselves easily findable online and ensuring a good mobile experience on their site.

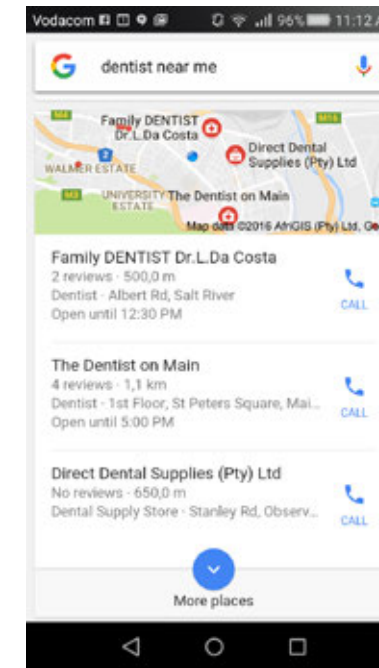


Figure 4. Location-specific results for a local search – note the distance indicator.

Geolocation

Providing customers with what they really need becomes easier when combining marketing techniques with geolocation. For example, someone searching for a local business would find it very useful to see the closest one along with a map to its location. Google is well aware of this and will give users location-specific results, so it's essential for a local business to list itself on Google Business.

Local news results can also offer a better user experience for people conducting news searches and combining QR codes or short codes with print advertising is one way to provide consumers with geo-relevant information. A QR code on a poster could offer a discount voucher to someone coming to the local retail outlet, for example.

A business can also find new options to reach users by providing free wireless to users visiting its location, as Starbucks does.

To reach customers in areas of the world where data is scarce and more expensive, some online services turn to a 'zero rating' system, which means that users don't pay for data when accessing that particular service. While this is somewhat controversial, examples include Facebook Zero and a carrier in the United States announced in 2016 that YouTube would be zero rated for its users, so video content for YouTube would not be counted against data caps (Brookings, 2016).

Some apps have stripped down user interfaces to use less data and work better with poor data connections and low-end phones. Examples here are Facebook Lite and YouTube Lite. These apps demonstrate an important lesson: marketers need to tailor the mobile experience to their audience.

Mobile search combined with location awareness offers a targeted user experience. If a website can detect what device someone is using and where they are (which they can), they can deliver content customised to user location, either automatically or after user input.

Mobile social networks

Several social networks, like Instagram and Snapchat, have been created specifically for mobile phones and the others focus heavily on a mobile-friendly user experience, since most people access social networks via mobile. For example, more than half of Facebook’s monthly active users access it only on mobile (VentureBeat, 2016).

Many social networks also encourage geotagging when users make or comment on posts so if you upload a photo to Facebook it will ask if you want to add a location. Networks like Foursquare encourage check ins at various locations by offering incentives like discounts or vouchers.

Consider the potential of social search as well. Product or brand searches based on social networks and location can be a powerful tool. Personal referrals are now combined with location-specific information.

NOTE

Learn more about this in the Search engine optimisation (SEO) chapter.

There is a strong strategic incentive to provide free Wi-Fi to customers at physical outlets, like Starbucks mentioned above, as this not only provides a great selling point but also gives the marketer a channel to communicate with and gain information from customers. It lets you track their mobile behaviour and location (with permission, of course), send coupons and offers, engage in CRM-related questionnaires and provide helpful information and support.

7.4 Defining mobile channels

NOTE

Read more about these in the Direct marketing, email and mobile chapter.

While mobile is increasingly and inextricably interwoven with all aspects of marketing and as such shouldn’t be considered in isolation, there are some methods of communication that are only accessible via a mobile device.

7.4.1 SMS/MMS

SMS (short message service) and MMS (multimedia messaging service) are standard text messages sent via mobile phone over a cellular network. An MMS can also include various types of media such as images, audio, or a short video.

These are push methods for messaging, where the brand sends out the message to the customer. They also offer the opportunity to receive messages from consumers, for example, as feedback or in a competition. Google has released a click-to-message ad extension that allows users to directly SMS a company from the search engine results pages, without having to look for a number on a web page.

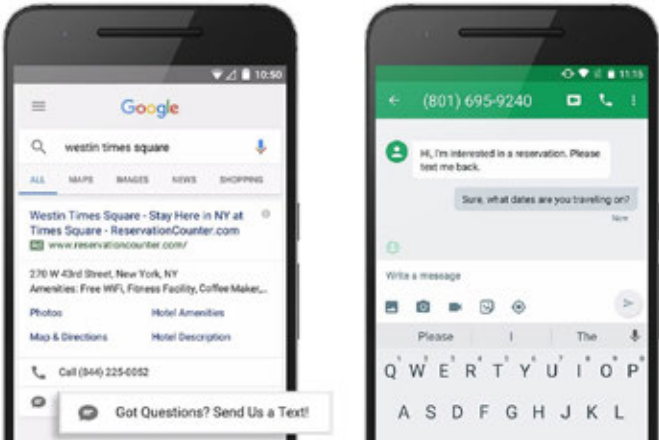


Figure 5. An example of a click-to-text ad from Google.

NOTE

Read more about ad extensions in the Search advertising chapter.

Despite the ever-increasing popularity of smartphones and the associated instant messaging programs, SMS and MMS can still have their place in a good marketing strategy, particularly for relaying information, reminders and automated confirmation.

7.4.2 USSD

USSD is a pull method of reaching your customer in that they need to come to you. The caller dials a number, usually starting with a * and ending with a # and is sent a menu with various options. They can then enter the number that corresponds to their request.

USSD is a good way of collecting data from your user. Some brands use it to capture competition entries and survey answers. It can also be used for mobile commerce, like when you buy more data for your phone by using airtime, and can be used with location-based technology.

7.4.3 Bluetooth beacons

A beacon is a small low-energy Bluetooth device. It can transmit small packets of information across short distances. If a smartphone with the brand’s app installed comes into range, it can receive a notification of a discount, reward, suggestion, or anything else you want to send. This is still permission marketing, as the app has to be installed for it to work.

Also known as proximity marketing, this takes location-specific marketing from a general area to an exact location inside a store. It can be used to send targeted discount coupons, demonstration videos for products or directions to a nearby product.

7.4.4 AR/VR

Augmented reality superimposes computer graphics into the physical space around the person using an AR device (usually a smartphone or tablet). Virtual reality takes this a step further using products like Google Cardboard and 360-degree videos in an attempt to create an even more immersive interaction.



Figure 6. Google Cardboard.

AR can use image recognition to turn images without markers, without a barcode, QR code, or other visible stamp, into triggers that launch an AR or VR experience. It can launch a link, open an app, dial a number and give directions. This can also be location-based, so a user in a store could start an app and see more information about the products in front of them.

NOTE

Check out some good uses of augmented reality here: www.lifewire.com/applications-of-augmented-reality-2495561

AR and VR are not about direct marketing, but engagement, creating an exciting experience for their consumers that makes them want to engage with the brand.

7.4.5 Apps

An app is a software program designed to run on a mobile device like a smartphone or tablet. ‘App’ can also refer to a web app or online app, which is software that you use while online via a browser.

Most apps perform a very specific, narrow purpose, though some do not. The best apps take user needs into account, become a strong touchpoint for the brand, enable the sales of products and importantly solve user problems. They can extend the reach of your business and, assuming you understand the needs of your audience and create an app that meets those needs, can also help build a relationship with your customers.

Apps vs. websites

Should your brand even have an app or can it afford to live without one? Every company seems to be releasing its own app these days, which is understandable, given that consumers spend 90% of their time on mobile in apps rather than a browser. These include social media apps, entertainment apps, games and news (Smart Insights, 2016).

Until about 2015, mobile browsers weren’t very good and even as they improved, websites became more bloated, hindering performance. Apps enable people to do something or access something quickly and easily on mobile. This means that many apps are essentially browsers designed for a specific purpose. SurveyMonkey lists the top five most popular apps in the USA from January to June of 2016 as:

- Facebook
- YouTube
- Messenger
- Google Maps
- Play Store.

The popularity of these apps demonstrates user interest in social networks, entertaining content and practical utility.

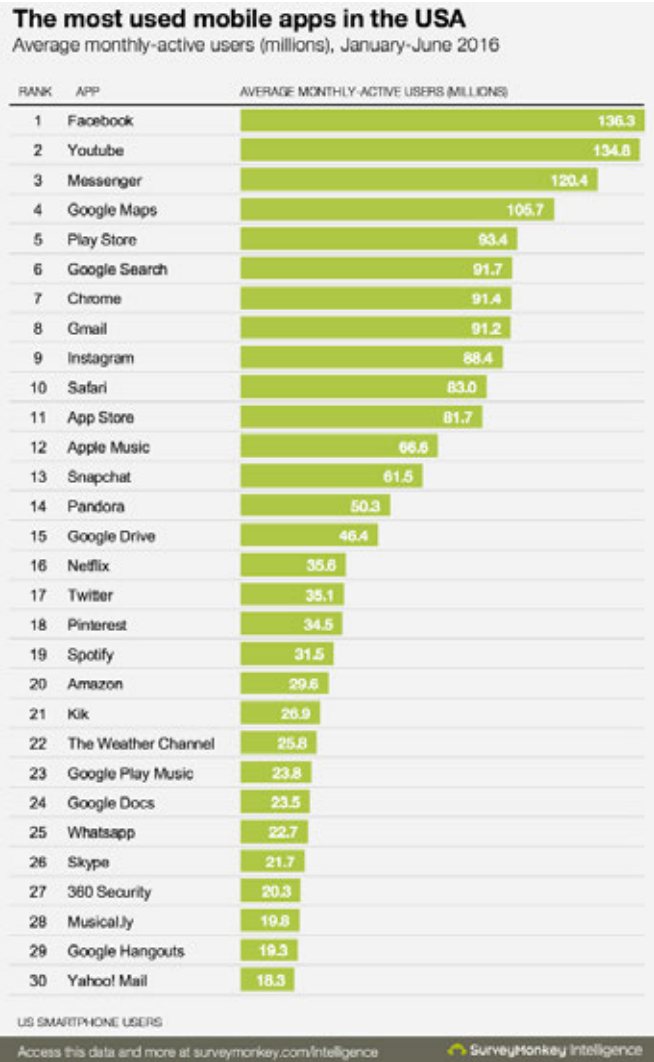


Figure 7. The most-used mobile apps in the USA.

Despite arguably being glorified browsers, the advantages of apps are numerous:

- The easy access button on a home screen
- Integration with the device’s operating system and the speed that comes with that and being locally installed
- Access to native functions.

However, if your website isn’t already getting traffic, an app will not solve that problem.

In the USA, the number of app downloads is decreasing. Globally, because the mobile phone market is still increasing, app downloads are increasing too but, with a few exceptions, not by very much. Of course, once the apps are downloaded, they are of no use unless the smartphone user actually uses them. A survey from the Pew Research Center found that 46% of respondents use six to ten apps per week and 35% use six to ten; AppsFlyer found that most apps aren’t even kept for a full day, with only 3.3% of Android apps and 3.2% of iOS apps still boasting active users after 30 days (eMarketer, 2015).

With more than 2.5 million available apps and users averaging 17–20 apps per device, the app market is saturated, which means that to stand out, you need to offer users something they really want.

Does this mean that you shouldn’t bother with an app? Should you just stick to a website and make sure that it offers the user an excellent browsing experience? Not necessarily. If you do decide to make an app, make sure there is a need for it. For instance:

- If the user needs to do something location-specific.
- If you need to do push messaging (see below).
- If you need to do something graphics-heavy that can’t be done with videos on YouTube or Facebook.
- If your service requires the storing of sensitive user information like credit card information on the users’ phone.

Look at your connected consumer and ask how an app will make a large, continuous improvement to the service you offer. Creating an app simply for its own sake will lose you time and money.

One example of a brand having great success with its app is Starbucks. The app does very well because:

- It is location-specific. The app makes finding the nearest Starbucks very easy. It also uses GPS to determine which store a user is at and then shares music information for that location. Users can then save songs they hear in the store to a playlist within the app and access and keep listening to the music after they leave.
- It uses gamification. The loyalty programme is tiered, with extra freebies and benefits for people higher up.
- It uses functions that are specific to the mobile phone, like GPS.
- It allows people to order and pay in advance by mobile before picking up the drink.

- It engages customers using special incentives and bonuses to encourage continued app use.
- It encourages a social aspect, the rewards offered by the loyalty programme make customers feel exclusive and they are then more likely to share updates on social media.
- It makes access to user data very easy. It also uses in-app messages to encourage users to fill out surveys in exchange for more stars for the loyalty programme.
- It offers a lot of opportunity for branding.
- It plans to expand the app to make personalised recommendations, which will increase in-app purchases.

(Digital Turbine, 2016).

Starbucks has used its app to expand on its existing offering and to differentiate its loyalty programme from those of similar brands by catering to the needs of its mobile audience.

Push notifications

Push notifications let your app send messages to the user even when your app is not active. The app’s icon and a message appear in the status bar, for example when you receive a message on Facebook or WhatsApp or when Memrise sends you a daily reminder to study.

Push notifications, like anything else on mobile, rely on permission marketing; people have to opt in to receive these notifications. The notifications do need to be optimised to ensure that the user pays attention (the majority of users are annoyed by them).

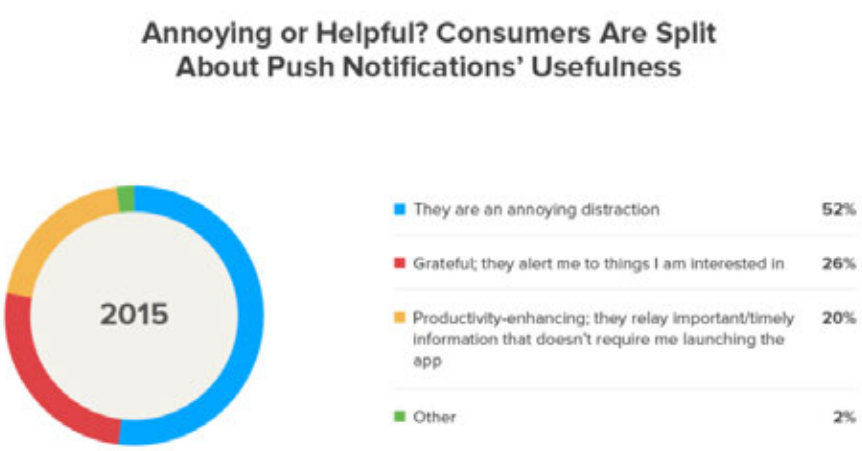


Figure 8. How people really feel about push notifications.

People want personalised push messages that are relevant to their needs, arrive at the right time and don’t come too often.

7.4.6 Other

Other mobile-specific channels exist, such as QR codes and near-field communications (NFC). For the most part, these will fall into other areas of digital marketing. NFC can be used for payment or ticketing, QR codes for launching AR experiences or for payment, so we will not go into detail on those here.

Wearables such as smartwatches and fitness monitors are a rapidly expanding market, though apart from gathering data, marketers are still struggling to determine their impact on our behaviour, expectations and marketing strategies.

Their biggest strength is their ability to reduce the time between a user developing intent and taking action. On the other hand, people don't check their phones as often if they have a wearable to alert them when something happens, which will reduce the number of impressions your marketing messages receive.

For now, the best advice we can give for approaching wearables is to consider what kind of information people want and need to see and how you can use that to encourage engagement. Wearables are something that marketers need to experiment with.

Take a look at Emirates NBD bank's use of wearables synched to mobile devices to promote its savings accounts by giving better interest rates to customers who kept fit: www.digitaltrainingacademy.com/casestudies/2016/10/gamification_case_study_emirates_bank_rewards_exercise_with_better_savings_via_fitness_app.php

It's important to remember that mobile is a layer on top of all of your other marketing activities. As a marketer, you should never start by deciding what mobile channel you're going to use and then plan a campaign. Instead, find out where your audience is and what kind of devices they use to access the Internet and use that to inform what kind of channels and campaign you will plan. For example, if they are more likely to access your campaign at work, desktop channels might be the best way to go.

7.5 Creating an app

7.5.1 Do you REALLY need one?

We've already looked at why you might not want to use an app and what kind of value you need to be able to offer your consumer. Before you decide to make one, ignore all the people telling you that an app is a basic necessity. Think about the following:

- Can you define in one sentence what you want your app to accomplish?
- What problem does your app solve? How can your app make things better for your user?
- What can you give your consumer that they can't get from another app?
- Does your target market download and use apps? Will they use your app?
- Do you have enough engaging content to keep them coming back?
- Will it help you sell a lot more products/services?
- How much are you willing to invest? Remember, apps are expensive. Could you get by with just a responsive website?

NOTE

Read more about responsive websites in the **Web development and design** chapter.

Planning

Once you've decided that you really do need an app, it's time to get into the process of planning it.

Choosing a platform

Before you even choose an app developer, you need to know what operating system you'll be developing for. Developing for multiple operating systems (OS) at a time can get expensive; so many companies start with one and then expand if the app is a success. Generally, this involves doing market research to find out what kind of OS your users are most likely to use. The most common, of course, are Android and iOS.

This research is important, if you build your app for the wrong OS, you're failing before you even start. For example, the iPhone is very common in developed markets like the USA, but Android is far more popular in developing markets and is in fact gaining market share from Apple.

These days, Android has the largest market share, but there is an argument to be made for developing for iOS first. Take a look at these pros and cons (Savvy Apps Blog, 2016).

	Android	iOS
Audience demographics	Large platform share, common in developing nations and areas with lower income	Tend to have a higher income and spend more per app. Can show more engagement
Revenue	More ad-supported apps	More paid-for apps
OS version	Users don't adopt new OS releases quickly	Users adopt new versions quickly
Features	Similar to iOS, but can involve more features	Similar, but fewer features

Table 2.

Start by finding out which platform your target users are most likely to be on. After that, consider the other elements.

User stories

Before you hire an app developer, you should have a one-sentence description of what you want your app to accomplish. From that, you will consider what kind of features your app will include. However, that alone is not enough to let your developers know what you want the end product to look like.

The solution: User stories. A user story is a brief, simple description of one of the features of your app. This should be told by the point of view of your user, the person who wants to use that feature. They look like this:

As a [user type/customer persona], I want to [goal/objective – what they want to do] so that [reason/benefit/value].

This will cover who you are building the feature for, what the feature is and why you're building it. For example:

As a food lover, I want to pull up restaurant reviews so that I can choose the best place to eat.

NOTE

As a hungry person, I want to find directions to the nearest restaurant so that I can eat right now.

As someone who loves cooking, I want to find recipes for food at my favourite restaurant food so I can make it myself at home.

Write as many user stories for your app as you can and give them to your app developer. This will help them create exactly the app you want.

Timing

Developing an app can take at least three to six months, depending on the complexities involved. The back-end tends to take longer than the front-end to develop (see below). Timing can be impacted by, among other things:

- Budget
- Intention (is this a long-term or a small campaign-specific app?)
- Number of features
- Size of the team.

Android apps can take longer to develop than iOS apps. Make sure you keep this in mind when you decide on a desired completion date for your app.

Front-end and back-end

Think about the UX process and what the app (front-end) will look like before development starts. After you have working prototypes, you can think about what kind of information you need from your users (back-end).

Front-end development involves:

- Mock ups and wireframing
- Prototyping
- Designing and developing the user interface
- Remote data access
- Data caching (storing data locally)
- App data synchronisation so that the app can be accessed offline
- Testing
- Deployment.

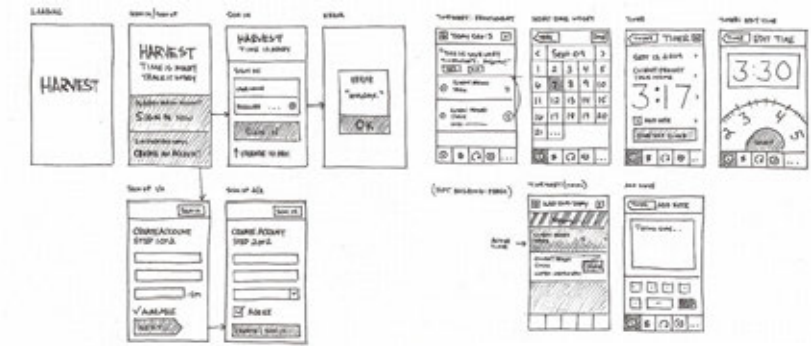


Figure 9. A low fidelity wireframe for an iPhone App for Harvest.



Figure 10. The actual Harvest App.

Back-end development involves:

- Secure data access over network.
- Database management (including user data and other types of data), user accounts and authentication.
- Scaling your database to handle increasing numbers of users and avoid crashing from overload.
- Customising the user experience and how the user goes through the application (relevant to UX design).
- Data integration, how users share information with third-party websites.
- Sending data to front-end devices (push notifications).

Front- and back-end developers need to collaborate because they need to interface with the servers to send and receive data to and from the servers, which happens when they begin implementing the app's functionality.

Testing

App creation should be an iterative process. As the app is being developed, each element should be evaluated and improved as far as possible, meaning you prototype something, test it, get feedback and send it back to the developers to implement improvements. Even after the app is released, the process continues as feedback from users comes in. Remember, your app is a product or, at the very least, a consumer touchpoint that needs to be managed.

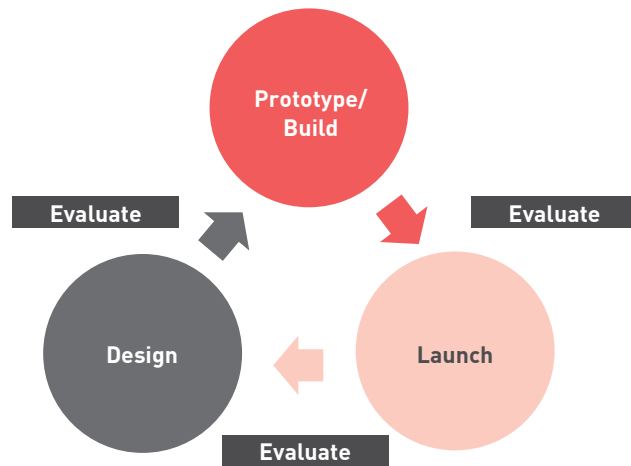


Figure 11. The iterative app development process.

Before launch, you will need to run usability tests, quality assurance testing and beta testing when a sample of your intended audience tries out the app.

7.6 Implementation

Before implementing any kind of marketing via mobile, you need the permission of your customers via an opt-in mechanism. This means that they either need to sign up or grant an app permission to show them marketing materials. Always be honest about what kind of messages users can expect and don't try to hide an opt-in acknowledgement, for example deep in the terms and conditions of a competition.

For something like SMS/MMS, you will need to build up a database of phone numbers from willing customers. For push messaging, your app will need to ask permission to send push notifications to users' home screens. For AR and VR, the users need to download an app and deliberately scan an image, code, or other trigger to launch the experience, so you don't need to actively ask permission for this.

7.6.1 SMS/MMS

For an SMS marketing campaign, you need to use shortcodes and keywords. A shortcode is a simple, short number to which a customer can send an SMS and opt in to the campaign. The keyword is the word they place in the SMS itself.

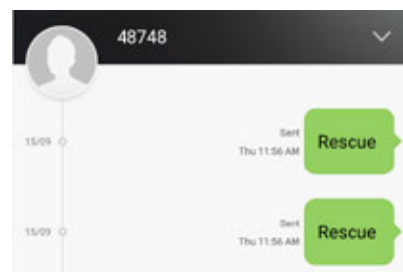


Figure 12. A shortcode and keyword to send a donation to an animal rescue organisation.

They can also opt in online or by checking a box on an order form, among other methods. Once the customer has opted in, you can send them an automated response or add them to your database to receive more texts over time. These can include, among others:

- Coupons
- Very short surveys/votes
- Contests/competitions
- Photos/videos via MMS (such as a flyer or menu).

You don't need special permission to contact a customer about a transaction you have already agreed on (i.e. a notification that a product is on its way).

7.6.2 Push messaging

Push notifications need to involve a lot of security so that no one else can send these notifications to your users. You will need to register your app for push notifications and obtain the user's permission before you can start. If you are interested in the more technical side of this, beyond just asking your app developer to do it, you can read about it in this Push Notifications Tutorial: www.raywenderlich.com/123862/push-notifications-tutorial.

7.6.3 AR/VR

For AR, the user needs to download an app and then scan an image, code, or other trigger to view the experience you have created. These extra steps can make people reluctant to engage with your campaign, so you need to make sure that the instructions are clear and the procedure is both easy and worthwhile. Make sure there's something in it for the user, whether that's real entertainment or something more tangible.



Figure 13. Be sure to include instructions for downloading and using AR apps and to ensure the app is worth the effort for the user.

7.6.4 Apps

A branded app is not complete when the programming is done. There are still a few steps to be followed before people will start downloading the app.

The App/Play Store

First, you need to optimise your app's page on the App Store or Google Play store. Search is responsible for most organic downloads, so you want to make sure people can find your app. This involves some SEO tactics. For Google Play:

- Put your main keyword in the app title.
- Use the keyword repeatedly in the app description.
- Make sure your design and screenshots are eye-catching and engaging.
- Include a demo video.
- Do what you can to ensure good reviews.
- Try to make sure your app will be used often.

For the App Store:

- Again, use your main keyword in the title, the keyword that is searched most often.
- Track your keywords and update them.
- Good ratings and reviews are important.
- A high number of downloads will move you up the rankings in the App Store.

NOTE

Read more about keywords in the **Search Engine optimisation (SEO)** chapter.

Discoverability

Next, you want to make people aware that your app exists otherwise they won't know what to search for. You can do this using:

- Your other digital marketing channels
 - Email
 - Your website
 - Your social media pages
 - Online advertising
- Print ads
- In-store signs
- Your existing customers (they can share the app)
- Event-based promotions
- Search optimisation (discussed above).

Once they're aware of your app, you still need to convince them to download it.

Acquisition

How can you convince people to download your app once they realise it exists? You have a few options:

- One of Facebook's ad options is specifically aimed at convincing people to download your app. You'll want to make sure that you understand your audience well so that you can customise campaigns to different segments of your target audience. Remember to follow social media advertising best practice.
- Referral rewards work well for certain apps. For example, Uber offers discounts to both the referrer and the referee if the app is downloaded. Word of mouth is always a powerful tool.
- Find influencers in your industry, or popular bloggers and ask them to preview your app. You can also submit the app to app review sites.
- If your app is location-specific, make sure you advertise in the relevant locations.

Of course, there are other ways to market your app; these are just a few to get you started. Now that your users have downloaded it, the onus is on your app to prove that it's actually worth using.

7.7 The Internet of Things

The Internet of Things (IoT) stems from the idea that any device can be connected to the Internet or to another device. The IoT itself is a massive network of connected 'things', people, coffee makers, cars, front doors and almost anything else that can be given a connection to the Internet. Think about the concept of a 'smart house' that can read your calendar, see your meetings for the day, set an appropriate time for your alarm to go off, have coffee ready and waiting and send the fastest route to work straight to your car. According to some estimates, there were 10 billion connected devices in 2015, expected to increase to 75 billion by 2020. (The Marketing Journal, 2016).

For some interesting takes on the security problems surrounding the Internet of Things, check out Bruce Schneier's blog: www.schneier.com/blog/archives/2017/02/security_and_pr.html.

The quantified self is related to this. It's all about using technology to measure every aspect of our lives. Fitness wearables like Fitbits are worn every day and can track elements such as your steps, sleeping patterns and eating habits.

The biggest impact on marketing for the quantified self is data, the sheer amount of it being created every day gives marketers incredible opportunities to mine that data for insights to help target their marketing opportunities.

Increased data access is also inevitable with the IoT online devices that can be connected to social data. The marketer will have to be something of a data scientist, using this new data to gain insight into the customer journey; but it goes a little further. The IoT means that brands can connect to customers and encourage interactivity much more easily by sending the right message to the right device and at the right time.

The amount of data available because of IoT allows real-time interaction and targeted, contextual ads.

7.8 Advantages and challenges

The benefits of mobile are numerous:

- Most mobile marketing mediums don't require you to educate the audience.
- Mobile is location-specific, offering opportunities to localise marketing and sharpen targeting efforts.
- Mobiles are very immediate devices, with messages delivered instantly and very often acted on quickly.
- Campaigns delivered via mobile can be very cost-effective.
- Mobiles give you the opportunity to reach a target audience that may not have access to desktop computers.
- Mobiles are ideal devices for well-optimised content delivery.

Of course, it also comes with its own unique challenges:

- Privacy is paramount because the mobile phone is personal, so campaigns need to ask users' permission and assure them of privacy.
- Mobiles vary widely in screen size, operating systems and browsers, so standardising websites and campaigns can be a challenge.
- The small screen size associated with mobile limits options for browsing and inputting information.
- Ensuring that brands provide value to users over mobile can take some careful thought.
- Smartphone penetration is far from 100% in developing areas and data costs can impact user access as well.

7.9 Measuring success

Mobile analytics are important for improving cross-channel marketing campaigns as well as optimising your mobile channels. Analytics for how your website and ads perform on mobile devices can be found in Google Analytics. SMS reporting can show you open rates, which messages were successful and who received your message, among other things. Your mobile metrics should be measured across websites, apps and any other aspect of mobile campaigns to help you measure ROI. Important metrics to measure include:

- Mobile device type
- Operating system
- Screen size
- How mobile visitors came to your site/app
- On-site engagement metrics like number of page views, time on site and bounce rates.

With apps in particular, it's easy to focus on the wrong metrics as important. Most people's instinct is to look at number of downloads and installations, but that's not enough to show success. Many users download an app, open it once and never look at it again.

Important app metrics, then, can include:

- Number of active users
- Lifetime value/revenue per user
- Retention rate
- Session length
- Exit screen (to see if one screen is causing people to leave your app in frustration)
- Number of user sessions per day (users who engage more with an app are more likely to become loyal users)
- Crash analytics (tracking your app's crashes per user to identify technical barriers).

Always remember that you need to focus on metrics that show whether the user is using and enjoying your mobile properties.

7.10 Tools of the trade

POP app is an app prototyping application that helps you create a working prototype quickly and easily: marvelapp.com/pop

Flurry (recently acquired by Yahoo) is an app analytics platform that can also give you metrics on ad performance and detailed user acquisition reports: developer.yahoo.com/analytics

Vuforia is an augmented reality app creation tool: www.vuforia.com

TestFairy is an app testing tool for android and iOS: testfairy.com

7.11 Case study – ASB digital piggybank

7.11.1 One-line summary

ASB, a leading Australian bank, developed a digital piggybank to help children save and learn about money in a world where money is increasingly digital rather than tangible.

7.11.2 The challenge

ASB wanted to build a base of future customers and simultaneously help children save money. They found that because money is increasingly abstract in a cashless society, it can be difficult to teach children the value of money, which can make it harder to encourage them to save.

7.11.3 The solution

ASB, with Saatchi and Saatchi, created Clever Kash, a toy elephant with a digital screen that connects to an app via a secure, encrypted Bluetooth connection. It can be recharged every two weeks or so using a micro USB.

The device connects to an app and allows parents to swipe virtual money from the app into the Clever Kash elephant, which is actually the child's savings account at ASB. It makes use of

gamification with sounds being triggered and badges awarded when a child sends money to the piggybank, reaches a milestone, or completes a savings goal.

The invention also keeps privacy and security in mind as the connection between app and elephant is encrypted, communication is one-way from the app to the piggybank and data sent from the app is controlled by the parent. The child has no transactional ability and the piggybank stores no account information.

7.11.4 The results

The campaign won a Cannes Lion Gold award in 2016 and by this time 38 000 people had signed up for the app.

More than this, the brand gave customers something they valued and helped build strong relationships starting with the children who were using the piggybanks.

It was also the beginning of the bank moving into an innovative tech space, thus expanding its options for the future.

7.12 The bigger picture

Mobile communications should always be considered in context with your other marketing communications. Rather than being a separate channel, mobile is a way to access and integrate with many other forms of communication. It is inextricably intertwined with every aspect of digital and must be considered in that way.

One of mobile's powerful characteristics is its ability to stitch media together, especially as a way to bridge online and offline marketing activities, because it is located in the real-world space and can simultaneously access the digital world. Apps such as those that scan triggers to access media can play a major role in this stitching, as can other mobile-focused channels, such as Bluetooth.

7.13 Chapter summary

Mobile has several factors which make it ideal for communicating with your customers at their moment of need, provided you respect the need for privacy and permission. It also allows for hyper-local and interactive marketing, which can greatly increase engagement.

People spend more time online than with any other media. Much of that time is on mobile and most time on mobile is spent in apps, which makes apps a dominant form of digital interaction (Convince & Convert n.d.). Consider carefully whether your business really needs an app.

If you do decide to run a mobile-focused campaign or create an app, you need to make sure that you implement it carefully and, as always, measure and optimise as you go along.

7.14 Case study questions

1. Describe how this campaign combined real-world experience with digital options.
2. Why was an app the right way to go for this brand?
3. Would you have included any other digital or mobile-specific channels in this campaign? Which ones/why?

7.15 Chapter questions

1. What makes mobile such a powerful medium for marketing?
2. What are the biggest concerns for mobile-focused marketing?
3. When is it a good idea to create an app for your brand?
4. How would you go about deciding which engagement method is the best to use for your target market?

7.16 Further reading

www.mmaglobal.com - The Mobile Marketing Association contains research and insights, case studies and educational material for mobile.

www.mobilemarketer.com - Mobile Marketer covers different forms of mobile marketing, offering news and developments in the industry.

mobilemarketingwatch.com - Mobile Marketing Watch is a blog covering all things related to mobile marketing and advertising.

www.apptamin.com/blog - The Apptamin blog focuses specifically on apps and app marketing.

savvyapps.com/blog - A great, informative resource focusing on app development.

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