

Top 10 Mobile Marketing Tips

If you're engaged in B2B or B2C online marketing and you're neglecting mobile optimization, you're leaving revenue behind. And you're negatively impacting your brand with affluent opinion leaders. Everyday more users move more of their web usage away from their computers and toward their mobile devices. Are you moving with them?

Smartphone users are spoiled by the user experiences they get from their applications. When that experience can be emulated by landing pages, microsites and conversion paths — web pages become persuasive conversion agents. Instead of bouncing as soon as they are faced with pinching, zooming and scrolling — they engage. That's the first step toward conversion. And that's your first step toward monetizing mobile marketing.

Read on and get our top 10 tips for turning mobile potential into mobile revenue.

1. Give the Finger

Yes, that's right, give your users the finger. If you can read and interact with your pages using just one finger, you're in good shape. That means there's no required pinching or other multi-finger gestures to distract or dismay. Yes, you can use a full-size website in a mobile browser, but, it's a lot of work. And most users avoid work like the plague. Keep them from avoiding you — eliminate the work.

2. Keep it Simple

Get ready to edit mercilessly. Each page in your user experience needs to be as concise as it can possibly be. And then more so. People are willing to scroll down, or flick through pages — but not if the content is superfluous or irrelevant. And not if the object of their intent is buried beneath a pile of boring. Keep your message and imagery short, sweet and on point. K.I.S.S. is the most overused acronym in marketing — but in this case, you must.

3. Be Bold

The mobile web is not a boring place. The old-school web has wide swaths of tired, redundant content — long pages, verbose pontifications and blah, blah, blah. Not so on the mobile web. That sort of thing is chucked to the curb like a rancid milkshake on a hot afternoon. You have to be interesting to be in control. You have to be focused. And you have to be confident enough to be up front and direct in your propositions. Skip the hype. Be true and be strong to command attention.

4. Keep it On Purpose

Mobile users have purpose and intent. Most aren't casually browsing — they're on a mission. The sooner you can determine their mission, the faster you can address it. When you can direct your message at their intent early in the experience, you have a much better chance of getting them engaged and converted. User-directed, behavioral segmentation finds a perfect stable



mate in uncovering intent — fast. Present two or three alternatives on the first page of your landing experience and let your users take control and tell you what they want. Then, give it to them.

5. Match Tightly

Matching the message of your ad to the message of your landing experience is post-click marketing 101. It's amplified in mobile. In order for #4 above to work, you need to already be speaking directly to the reason your user came to you in the first place. Then you can use segmentation to more finely target your message and get at your user's intent. Go even longer tail with your messaging and see how specificity breeds conversion success. Sure it means a lot of pages for a lot of messages, but when the upside is a lot more revenue, it's worth the effort. And if you have the right tool (wink, wink—check out LiveBall by ion), it's not so hard.

6. Be Advanced

Most websites stink — in part because they are designed for lowest-common-denominator browsers — some of which are almost 10 years old. The mobile web is much younger and the defined standard much more advanced. Your landing experiences need to take full advantage of that potential. When a user turns their screen from vertical to horizontal, your pages should shine. Your mobile experience should reflect your true brand standards — typeface included — instead of watered-down web standards. Mobile should look and feel much better than your website. Anything less is beneath the market. This isn't your father's web.

7. Be Compatible

Your Flash-based video delivery network won't cut it here. In fact, Flash is out on the street entirely. But smartphone mobile browsing is fast, so video is on the list of good things. That means aligning yourself with video or other rich content providers that deliver mobile-compatible versions of your best stuff. The good ones won't even require that you do anything. It should just work. And that's the big message here — everything should just work — flawlessly and consistently, across Palm, Apple, Android and BlackBerry. If it doesn't work, don't bother.

8. Consider the Source

Whether you're B2B, B2P or B2C, mobile smartphone users are likely your best prospects. They're affluent, engaged, progressive opinion leaders who (should) matter a lot to you. These are not only the people you want to sell to, they're also the people you want to impress. They're going to spread the word about your brand. You need that word to be good. All marketing should be focused on its target, but in this case — for now at least — this target has unifying characteristics that you can confidently appeal to. Speak to them, and they'll speak on your behalf.

9. Handle the Peaches with Care

Mobile user experience shouldn't be bruise experience. It should be easy and friendly. Sense for your user's device and seamlessly give them the best experience. Then let them opt out of your mobile-optimized pages for your full-size website if they want to. Let them be in charge and don't beat them up about it. It's your job as an online marketer to put them in the best environment you can — to make it as likely as possible that they convert. That doesn't mean you force them to experience the web your way. Handle with care, reduce your bounce rate and give yourself the best possible shot at conversion.



10. Test, Test, Test

In this way, mobile conversion optimization is no different than any other kind. You must get started, get testing and get results you can rely on. Test early segmentation against simple landing pages. Test microsites against conversion paths. Test messaging. Test imagery. Always be testing. Consistent testing turns into consistent learning and consistent improvement. Marketing efficiency is about generating more revenue from less spend. Testing makes that happen.

Getting Started with Mobile Marketing

Optimizing your mobile marketing begins with identifying the campaigns that attract the most smartphones and focusing on those first. Then you need to create mobile-targeted experiences for those smartphone users. It's really not that hard and you can start small — with your one or two most mobile campaigns. Once you gain some traction, look at testing alternatives within your high-volume campaigns or at adding other, longer-tail campaigns to your mobile optimization efforts. Remember, web usage is going mobile. Any delay in optimizing for mobile is sacrificing positive branding, conversions and revenue.



What does the iPad mean to marketers?

January 27, 2010 by Justin Talerico, CEO ion

Everything and not much.

Why the iPad doesn't mean much to online marketers...

Unlike other mobile devices, the iPad is a standard resolution: 1024x768. As has become customary with Apple, the iPad appears to uber-elegantly fit websites to its portrait or landscape orientation and display them in a way that makes them look fantastic. So while the iPad is a whole new class of device, from a technical perspective our standard websites and landing experiences should work just fine. Not too much to worry about there.

Why the iPad means everything to online marketers...

The flip side of that coin is what the iPad will mean for usage habits and what the changes in those habits will mean for consumption and engagement. My take is that expectations will just continue to get higher and higher. Lines will continue to blur between the web and applications, to the point where people will expect application-like experiences everywhere. While the web is the centerpiece of everything the iPad does, in most cases it's wrapped in an application's veneer that far outslicks the slickest website. I don't think people want to discern between those modes. They just want to have great interactions.

So the demands on organizations to create great experiences will grow exponentially. It will become a mandate that we create unique and highly valuable content. And that we deliver that content to the right people at exactly the right time. Apple continues to raise the bar on the user experience. And it affects all of us.





ion launches iPhone-optimized landing page service

November 2009, By Chris Harnick, Mobile Marketer

ion interactive, a provider of landing-page software, has launched iPhone-optimized landing-page services. The new services combine the company's existing mobile framework with its LiveBall quick-start program. Ion said that this new service allows customers to launch iPhone-optimized landing pages within minutes, without the coding.

"Our LiveBall platform focuses on continuing the ad," said Justin Talerico, cofounder/CEO of ion, Boca Raton, FL. "When you click on an SMS message, a search or in-app ad or from an email, the ad is at a crossroads. "It can end right there and shuffle you off to some quasi-related page somewhere, or it can continue – moving you from click to click until you're conversion-ready," he said. "Our strategy is to move people into specialized pages that drive conversion.

"We use highly optimized and sophisticated user experiences to make that happen."

ion is a provider of landing page software and its Web-based platform, LiveBall, lets customers create, test and analyze landing pages, conversion paths and microsites.

Besides LiveBall's Quick Start features, the new platforms include five pre-built iPhone landing pages and conversion paths.

The landing pages need fill-in-the-blank text to launch.

Additionally the new LiveBall platform has a custom iPhone-optimized image library and iPhone-ready forms.

Ion claims its LiveBall cloud-based software platform lets non-technical people create, test and analyze campaign-specific landing pages, microsites and conversion paths.

According to ion, American Greetings saw its cost-per-acquisition drop by 20% in its first five months using LiveBall.

Mr. Talerico said that all the advertisements within all of the iPhones and applications for the platform have to link somewhere.

"The places they link need to be optimized in order to generate results," Mr. Talerico said. "Mobile pages – perhaps more than any other kind of pages – become these little bundles of ROI potential.

"In the hand, user experience is everything," he said.

Mr. Talerico said that the LiveBall platform helps brands convert the impulse of a consumer's click into real business.

Ion said the challenge of where to send campaign-driven traffic is the greatest task for a marketer.

For retailers, Mr. Talerico said that they can use LiveBall to target an affluent market and lower its cost per action. "[Mobile] is more important than ever before to go where the people are and where they are spending," Mr. Talerico said. "Mobile marketing can and should be performance based end-to-end and it should be the most efficient spend on the books.

"The economy has pushed all spend to be scrutinized based on its return," he said. "I don't see this changing even as things improve.

"For mobile to thrive, it must deliver return on spend and in order to do that mobile marketers must extend their ads to become conversion experiences. They must turn clicks into business."

Editorial Assistant Chris Harnick covers content, gaming, media, television, music and social networks. Reach him at chris@mobilemarketer.com.





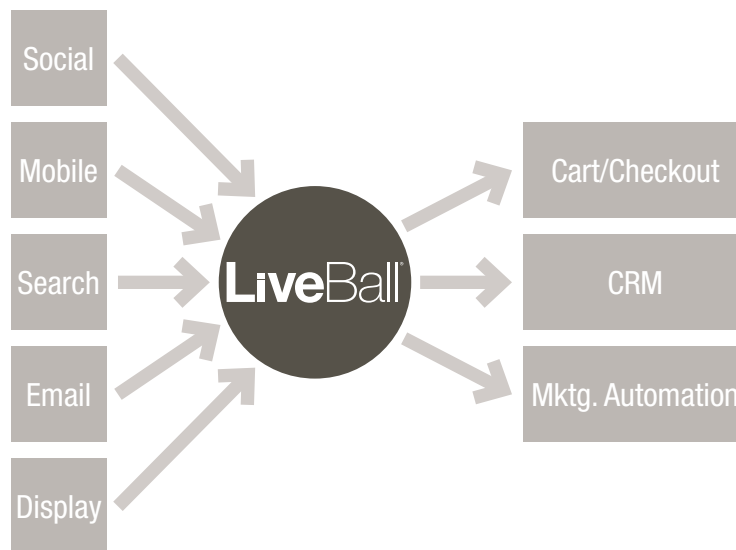
LiveBall optimizes the performance of online campaigns by delivering ideal user experiences. It significantly reduces the resources required to manage long-tail content and optimize conversions.

As a direct result of using LiveBall, customers see significant increases in revenue and profit.

- ▶ American Greetings reduced its cost-per-acquisition by 20% in three months.
- ▶ Bronto Software increased its lead-gen conversion rate from 2% to 18% in five months.
- ▶ Citrix Systems increased its search engine conversion rate from 0.5% to 12% in three weeks.

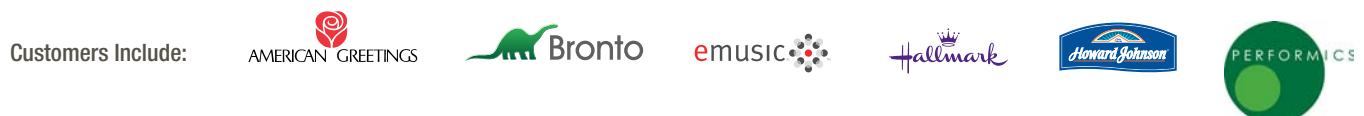
Optimizing the gap between ads and results

LiveBall optimizes the gap between online ads — search, email, mobile, social, display — and results. It creates the first impressions a brand makes on users. By determining a user's intent and then focusing on it, LiveBall significantly increases user satisfaction. That satisfaction translates into more engagement, more leads and more revenue.



Putting marketing in control

LiveBall is technology for marketers. It's a whole new class of easy-to-use software that saves resources, increases agility and improves results. It's IT independent — putting marketing in control of campaigns from beginning to end. LiveBall is cloud based — making it quick to launch and maintenance free. To use it, marketers log-in with a web browser. And for all the enterprise features of the platform, training takes less than two hours. It's low overhead and high impact.





LiveBall[™] The most complete conversion optimization platform.

LiveBall gives marketers the power & freedom to execute.

For marketers. By marketers.

Just point, click and change it. Change what? Everything — forms, text, images, Flash, links, brands, page layouts, SEO controls — you name it. All IT free.

Testing without code or IT

Test it all. LiveBall brings sophisticated testing into the 'no-code zone'. Launch A/B or MVT in three easy clicks.

Industry-leading forms

LiveBall includes an agile, flexible, sophisticated no-code forms engine. Make pain-free, world-class forms all by yourself.

Unparalleled SEO features

Nine ground-breaking features that make LiveBall the most search-friendly landing page platform.

Clear, actionable reporting

Effortlessly get meaningful, real-time reports as HTML, PDF or Excel XLS and automatically send them to colleagues.

Mobile optimization

Every user deserves an ideal experience. LiveBall keeps that promise by optimizing for the latest mobile devices.

Flexible, branded templates

'Template' is no longer a dirty word — not even in the most creative circles. LiveBall includes a proven set of flexible templates, custom-branded for you.

Flexible conditional logic

Design your own if/then statements for advanced logic — trigger actions from 31 different conditions — code-free.

Asset management

LiveBall centralizes images, Flash, fulfillment, forms, email responders, tags and templates, so it's easy to reuse them.

Seamless data sharing

Export to Salesforce.com, post to a form, send email, a delimited or vCard file — LiveBall gets your data where you need it.

Flexible open integration

LiveBall customers mix and match components in their own loosely coupled architecture to attain best-of-breed status in each key sales & marketing area.

LiveBall usability

LiveBall gets out of your way — saving you time & resources at every step. Even the training is short and simple.

LiveBall is cloud-based and IT free.

Cloud-based software is reliable, easy to buy and easy to live with. With LiveBall, you simply order your solution, we provision it and get you started, you just log in and use it. You pay based only on the number of unique visitors you send to the platform.

Content management — make all the pages you want

Testing — three clicks for powerful A/B testing

Reporting — real-time analytics at your fingertips

Hosting — go live in minutes

Support — high-touch service from nice people

Users — everyone in your company can use it

Quick start — everything you need to get started fast

Unlimited seats — everyone can use LiveBall

Unlimited pages — create and launch all the pages you want

Unlimited visits — multiple visits from a unique count as one

Unlimited testing — run all of the code-free tests you want

Unlimited support — via phone & email — for one user

Customers Include:

