The information you include in your e-mail after the prologue depends on what your e-mail is asking your audience to do. For example, if you want your audience to click away from the e-mail and buy something on a mobile Web site, you need just enough content to make them want to take that action. You should provide the minimum amount of information necessary to entice your audience to take the next step and focus on one call to action for each e-mail. To determine the minimum amount of information, work backward from your goal by writing your goal, the action that leads to the goal, and the minimum amount of content your audience needs to make the decision. Here are two examples:

Example 1:

- ✔ **Goal:** Drive traffic to my store.
- ✔ **Action:** Show coupon to clerk at the store.
- ✔ **Content:** Coupon, product photo, link to more photos, link to store map and directions, one paragraph explaining the items for purchase, and a sentence telling the reader how to take advantage of the offer (by showing the e-mail to the clerk).

Example 2

- ✔ **Goal:** Get 100 people to read an article.
- ✔ **Action:** Read the article on the mobile screen, or click the article to read on a mobile site, or save the article to read later on a computer screen.
- ✔ **Content:** All or part of the article text, a link to the mobile-enhanced Web site containing the article, and a prologue suggesting the three ways to read the article.

Keep in mind that most actions with business value take place outside of the e-mail, so you only need to put enough information in your e-mail to get your audience to take the first step, and then put the rest of the information where that next step takes place. For example, making a purchase on a mobile Web site requires someone to visit the mobile Web site. Use your e-mail content to get people to your Web site, and then put content that entices them to take additional action once they arrive on your Web site.

Including mobile calls to action in your e-mails

If you're interested in using e-mail as an effective marketing tool, you're better off if your e-mails make it easy for your recipients to take immediate action, whether they are in front of a computer or a mobile phone. For example, if the main offer in your e-mail requires someone to print a coupon on their printer and walk into your store to redeem it, computer users can simply print the e-mail, but the recipients who are reading that e-mail on their mobile phones have to go home, log back in to their e-mail account, open the e-mail, print the coupon, get back in the car . . . you get the picture. To address both audiences, your e-mail should invite them to either print the e-mail or simply use their phones to show the coupon in the e-mail to the clerk at the counter.

The following list shows you which goals are appropriate for mobile e-mails and how you can ensure mobile interactions with your e-mails.

- ✔ **Opening and reading the e-mail:** If your main goal is to inform, mobile enables an immediate look and reading on-the-go. Keep your e-mails concise if you expect people to read them immediately.

- ✔ **Linking to a mobile Web site:** The majority of phones have an Internet browser, and mobile Web sites have the ability to automatically change the way they display based on detecting the phone. Mobile Web sites are capable of a lot of interactivity, but you need to make sure the links in your e-mail point to a mobile Web site if you expect mobile interaction. You can read more about mobile Web sites in Chapter 8 and you can find out more about creating mobile links a little later in this chapter.

- ✔ **Using a mobile coupon:** You can ask your audience to use their phones to show the coupon to someone on location as shown in Figure 7-14, or you can send a coupon code that can be used on a mobile Web site.

- ✔ **Replying to the e-mail:** If you're looking for an immediate reply, your recipients can send you a reply e-mail right from the phone.

- ✔ **Calling a phone number:** Some devices allow the recipient to touch a phone number to immediately call that number, so make sure you include phone numbers in your e-mails.

- ✔ **Saving the e-mail:** If your e-mail includes advanced functionality that only works on a computer or if your e-mail has a lot of content and takes time to get through, ask your recipients to save the e-mail by summarizing the benefits contained in the e-mail in the first few sentences.

✔ **Gathering feedback:** You can include a link to a mobile Web site form or ask your recipient to text you to begin an SMS survey.

✔ **Enabling social media sharing:** If you want your audience to share your e-mail message, you can provide a link to your e-mail content by making the e-mail into an archive and posting it to the Web. Your e-mail marketing provider can show you how to archive your e-mails.

Figure 7-14: Ask your customers to redeem mobile coupons by showing them on the phone.

Courtesy of ConstantContact.com

Linking to an e-mail address

Instead of linking text to a Web page, you might want to link to an e-mail address. An e-mail address included in the body of an e-mail often shows up as a link, and automatically opens a new message in your visitor's default e-mail program.

People on mobile phones are often checking e-mail between other tasks or during short periods of downtime. You should also include calls to action in your e-mails that deter your audience from deleting your e-mail just because they are busy at the moment.

In order to help your audience make decisions while putting the actions off until they have more time, or are in front of their home or work computer, try using these calls to action as guides to create your own (you can put the calls to action in your e-mail body, the prologue, or the subject line):

- ✔ Save this e-mail — it contains your 50% off coupon.

- ✔ In this e-mail are three new products and photos from our road show.

- ✔ On a mobile device? View a text-only summary. (Link to a text-only paragraph at the bottom of your e-mail using an *anchor tag*.)

- ✔ This e-mail is archived on our Web site (include a link to your archive).

- ✔ Please call 555-1234 if you're unable to order from this e-mail.

- ✔ Visit `www.companywebsite.com` for complete information.

- ✔ Are you driving right now? Stop reading this! (Okay, we're just kidding on that one.)

Part III

Mobile Media, Publishing, and Advertising

The 5th Wave · By Rich Tennant

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"Make sure to pick keywords that people will associate with our brand."

"How about "sleazy," "tacky," "overpriced" ..."

ONLINE ADV
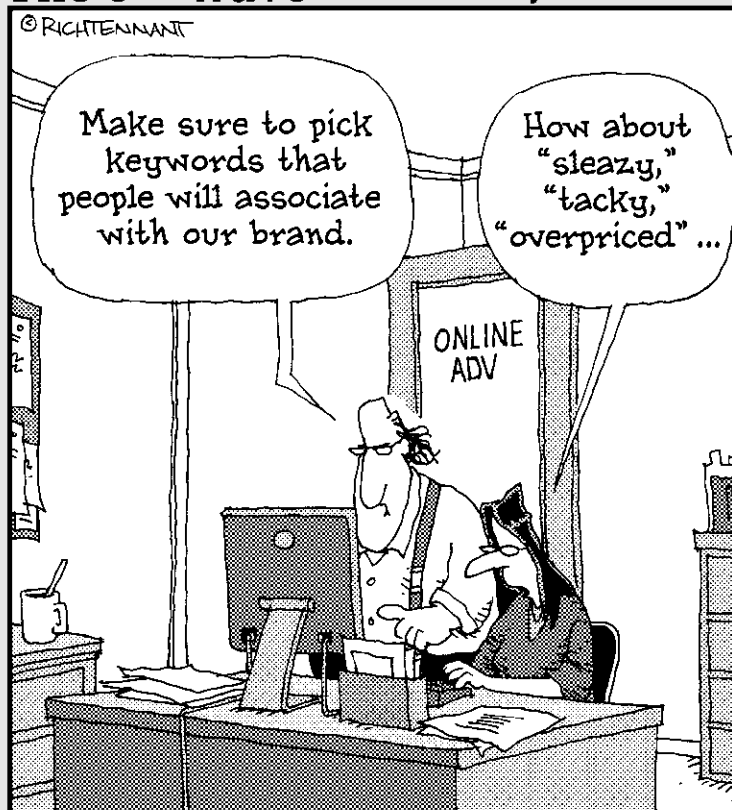
In this part . . .

Perhaps the most exciting thing about mobile market-
ing is that it gives you the ability to create rich expe-
riences through mobile Internet sites, mobile applications,
and mobile advertising.

Chapter 8 tells you how to design mobile Internet sites
and avoid the traps that make traditional Web sites dys-
functional on mobile devices. Chapter 9 explains the
always-expanding world of mobile applications and gives
you tips for building and distributing them.

Chapter 10 shows you how to display advertising on
mobile Internet sites and in mobile applications. Chapter
11 helps you understand how to utilize the voice functions
of mobile devices so you can launch integrated voice
response campaigns. Chapter 12 is all about mobile social
media marketing and gives you tips for adapting your
social media strategy for mobile fans and followers.

Chapter 8

Designing and Developing Mobile Internet Sites

. . . .

In This Chapter

▶ Getting acquainted with the mobile Internet

▶ Settling on the purpose of your mobile site

▶ Securing a mobile domain name

▶ Designing, testing, and updating your mobile site

. . . .

*T*he rising tide of mobile device use, especially smartphones and connected devices (see Chapter 1) is the piston driving the mobile Web forward. As billions across the globe grow to rely on their mobile devices to connect and communicate, the mobile Web's importance expands exponentially.

Today, many users are wowed by mobile applications (see Chapter 9) designed to do everything from simply looking like a Zippo lighter, to recognizing songs on the radio, recommending restaurants in the immediate area, buying stuff, or conducting global banking and commerce. The current apps craze, while impressive in its sheer inventiveness, may ultimately be left behind by a richer mobile Web that provides users with the same content and functionality now found on the traditional Web (For the curious, see the sidebar titled, "The mobile Web versus apps and the role of HTML 5" at the end of this chapter for more on this topic.) To ignore or underestimate this natural progression of the mobile Web is to miss a huge marketing opportunity.

Moving forward, many first impressions between companies and consumers will be made on the mobile Web. If you don't have a mobile Web site for mobile users, your first impression could be your last. In fact, if you learn nothing else in this chapter, know that having a mobile Web site is absolutely crucial to your business, whether it's a full-fledged optimized site or a simple default site with your company's address and contact information.

In this chapter, we help you understand the mobile Web's nuances, potential, and limitations, consider the purpose of your mobile site, introduce site development tools, discuss design and site content considerations, and help you choose a domain strategy.

Understanding the Mobile Web

Offering up the same content and experience to mobile users that you provide people in a desktop environment is a huge mistake because mobile devices have a vastly different form of use than computers. The mobile Web implies an intimate one-to-one experience, often with a user that is on-the-go or visiting the mobile Web to perform a specific purpose (like checking sports scores and the weather forecast or looking to buy a specific item). The mobile Web is a completely different animal than the traditional Internet, which was and is developed for stationary consumption.

When building your mobile site, put yourself in the user's mindset. People on the go or with a specific agenda in mind have little time to dig through menus, scroll left or right, or wait for pages to load. They're frequently multi-tasking — walking down the street or drinking a cup of coffee with one free hand while browsing at the same time with the other. Keep in mind that about 90% of the population is right-handed, so you may want to optimize one-hand use with the idea that the right thumb can reach the primary features. It's critical that you think through what people will want to do on your site and make sure that your site lets them perform these actions quickly and easily.

One common mistake is trying to give mobile Web visitors quick access to your entire broadband Web site experience. A more prudent plan is to develop a simple, clean home page that loads quickly on a mobile device over the wide range of mobile networks and puts key information a click or two away. Simplifying makes sense. Creating a short, descriptive page title, using simple language, and providing order to the content you present are all great ways to stay on track.

The next sections show you how to think about the differences between the mobile Web and the traditional Web so you can have a new perspective and incorporate that perspective into your mobile Web site design.

Putting your mobile site in the right context

Context should always be a high priority when developing a mobile Web presence, that is, a mobile Web site. Context simply refers to all the data that helps you understand how to make the site relevant to the user's current situation — that is, location and time are key contextual elements, as are events in the news, the weather, and so on, as well as all the things you may know about this person, like her past behavior, interests, and so on. For example, your customer might be trying to find directions to your store while she is her car. (Hopefully, she's pulled over to the side of the road!) Put yourself in the shoes of people coming to your site. They are usually looking for quick access to actionable information around a specific task. They probably aren't going to be browsing around to find out everything about your business. They usually do that type of browsing on a computer.

REMEMBER

The user experience is different on the mobile Internet. A recent Microsoft Advertising study (2010) noted that the average person conducting a search on the mobile Web finishes what she sets out to do, for example, performing a local search, in about an hour, whereas on a PC, this search effort on average takes a month.

Here are some other behaviors you may consider about mobile users. Today, for the majority of mobile users, people visiting your mobile site

✔ Won't be planning their vacation, but they *will* be checking their arrival/ departure times, searching for area restaurants, and looking for phone numbers, maps, and recommendations.

✔ Won't be looking to compare mortgage or savings rates on their phone, but they *will* be looking for your nearest branch bank office.

✔ Won't be reading in-depth news reports (unless they're on an Apple iPad or Cisco Cius), but they *will* be checking headlines, stories, sports scores, and checking the weather.

✔ Won't be browsing your entire fall lineup of fall fashions, but *will* be looking for your contact info, special sales, and online coupons. Alternatively, they might buy a specific item like the latest Steve Madden shoe at `http://m.stevemadden.com` or a printer cartridge from Best Buy at `m.bestbuy.com`.

TIP

You can help yourself discover the context your customers are most likely to be in by using a survey to ask them how they use your Web site and how they use mobile sites. Go to Chapter 5 to learn how to send out a mobile SMS survey, or consider doing it through e-mail. You can also use location detection and then use this data to determine what is happening around them.

Keeping your focus on the experience

Your approach to the mobile Web can have a direct impact on what customers think of your company. A simple example may prove illuminating. Suppose you're out holiday shopping. You can't find the perfect gift, so you look up a retail Web site to locate a store nearby and browse for gift ideas. One of three things is likely to happen, depending on how the retailer's mobile Web site is designed:

✔ **The Web site you go to is Flash-based or has a lot of scripting.** Because most mobile phones don't display Adobe Flash content (the mobile video Web standard supported by Adobe) or scripts, your customers will see only broken links (see Figure 8-1). You move on and unconsciously write off the retailer.

*User experience*: Not good. The user can't even see the site.

Figure 8-1:
Sites with Flash or other non-mobile formats won't render on most mobile phones.

✔ **The Web site comes up, but the content is not relevant.** Instead of information your customer needs, the site displays company information, press releases, career opportunities, and investor information. Your customer is forced to dig for the information they want, but eventually exit, thinking that the retailer doesn't really understand or value mobile users like them. Figure 8-2 is an example of this type of site.

User experience: Frustrating. The user can't easily find the information he needs.

Figure 8-2:
Mobile site content can be difficult to navigate if it's not optimized for mobile devices.
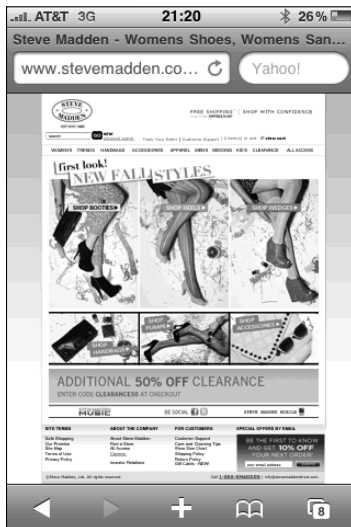
Courtesy of Steve Madden

✔ **The Web site is optimized for mobile users.** Your customer is quickly able to find a phone number, store locator, sale links, and an online purchase path, like the site shown in Figure 8-3. He can browse sale items, call your store, find out that you have exactly what he needs, and spend part of his afternoon in your store buying gifts. He thinks "Cool. This company gets it. I'll be back." In fact, he does go back. Regularly.

User experience: Relevant and memorable. The user can easily view and interact with all aspects of the site.

Figure 8-3:
Mobile site content that is optimized provides the best experience.

Courtesy of Steve Madden

You can find similar examples in most any line of business. When people use a mobile phone to access the Web, they demand three things:

✔ **Speed:** Pages load much slower on most mobile devices than they do on a computer — even on a 3G network. That's because the device's processing power isn't as robust as that of a computer. Because time is of the essence for most mobile users, *abandon rates* (the percentage of people who get impatient and give up waiting for a site to load) on the mobile Web are much higher than on the traditional Internet. Most understand that if your site is slow to load, it probably hasn't been optimized for mobile, so it's a waste of their time to wait. When designing your site, use the minimum amount of content necessary to get your message across and format your images and videos for mobile devices.

✔ **Easy navigation:** Because most mobile devices don't have a mouse and have a really small screen, your navigation links can't be the same as on a computer. Mobile navigation is often placed at the bottom of a site, as shown in Figure 8-4, but a variety of navigation schemes work for the small screen. (We discuss these in the section "Designing and Building Your Mobile Site" later in this chapter.)

✔ **Relevant content:** Probably one of the most important things about a mobile site is the task-oriented nature of its content. People who browse the mobile Web are usually trying to accomplish a specific task — even if that task is just being entertained while killing time. Flip ahead to the "Creating Mobile Site Content" section to discover how to make your content more relevant to task-oriented visitors.

Figure 8-4: Mobile site navigation should be different from navigation on a computer.

Designing for multiple devices

Why can't the rich, interactive Internet experiences you enjoy on your personal computers be seen on your mobile device? The answer is deceptively simple. Most Web sites aren't created using a language that the mobile Web browser can understand. It's like asking someone who only knows English to read and write in another language. Feature mobile phones, the phones with the largest penetration in the U.S — about 75% as of this writing — simply do not have the capabilities and format of a full computer, which leads to limitations in rendering traditional Web sites on the phone. Smartphones, which account for 25% of the phone penetration in the U.S., have much more

capable browsers and can view rich media Web sites. Smartphones are expected to reach 50% market penetration in the U.S. by end of 2011. To compensate for these differences, new browser languages are being developed for the mobile phone.

To make matters more complicated, different mobile browsers, screen sizes, and handset features make it challenging to design your mobile Web site so each user on each handset has an optimal experience. Indeed, the very same handset can react differently depending on which mobile operator network it's running on.

You could build a different mobile site for every type of phone and operating system, but that wouldn't be practical because there are literally thousands of different mobile devices and operating systems. Although standards are emerging, you simply can't design a different site for every one of your customers. You would have to know what phone and operating system every one of your customers has! Fortunately, mobile Web application providers have a way around these rendering problems (the display of your mobile Web site on these different types of phones). First, they can offer you mobile device detection code for your broadband Web site to redirect mobile users to the mobile version of your Web site. Mobile Web app providers can also offer you code that detects which of the many thousands of devices may be requesting your page so that the application provider software can dynamically modify the site (size of images, width, scripts and code) to suit the phone. When someone comes to your mobile site, the code automatically detects the phone, browser, and operating system and renders the mobile site in the format that's best for that phone (see Figure 8-5).

Figure 8-5: Mobile application providers can detect different phones and render your site properly.

REMEMBER

Of course, the code doesn't work by itself. Your application provider's platform has to be able to interact with the code to serve up your site's pages in all kinds of different configurations and it has to keep track of all the new phones, operating systems, and browsers coming on the market. Talk to your application provider to make sure your mobile Web site has the capability to render in all environments, especially to those mobile devices your market research has determined are carried by the majority of your customers. Review your Web site logs or use third-party research services like comScore and Nielsen to find out what devices your customers use.

TIP

Until standards are established for a format that works for all mobile devices, many mobile Web developers choose to design their sites based on the top four or five handsets and screens that are used by their target customer base, or by those phones visiting their broadband site. They may create two or three versions of the same mobile site that vary by image size, line breaks, columns, and so on. For example, they may create versions specially designed for the iPhone, Google Android, and BlackBerry. The version served up to the user is based on the detection code we mentioned previously. They then have their application provider's platform automatically render the site for the thousands of other phones. More on this in the section "Designing and Building Your Mobile Site" segment later in this chapter.

Considering the Purpose of Your Mobile Site

A traditional Web site is usually the destination for all your company's information including everything from products for sale to job postings. Mobile sites need to be established with a specific purpose in mind because people who view mobile sites aren't going to dig through hundreds of links to find the task-oriented information they need.

The next sections help you to establish a purpose for your mobile site so you can serve your customers and prospects with only the most relevant information.

Identifying the needs of your mobile audience

Establishing a purpose for your mobile Web site should take the needs of your prospective visitors into account, not the needs of your company. Answering the following key questions can ultimately help lead to a solution that works for you and your customers:

✔ **What are your customers most likely trying to accomplish with your site?** Make a list of all the tasks that your customers need to accomplish on the go. Examples include finding your phone number or directions to your store, looking up in-stock availability of an item, or making a reservation.

✔ **What functionality do you need to give customers on your site?** You can serve up content like text, images, videos, and audio, or you can give them interactive functions such as chatting with customer support.

✔ **Will your audience be buying things through your mobile site?** If so, you need to make sure your site can accommodate payment gateways and security. If not, your site can act as a source of information for making purchases through another means such as on a computer or in a store. Remember that people can phone in a purchase too. After all, it's still a phone!

✔ **Will social media be a consideration?** Social media interaction on mobile devices is getting a lot more popular and familiar to mobile users. Make sure you build social media into your site if you have social media users among your customers and prospects.

These are just a few of the questions you should ask and answer for yourself. You know your business best, so think through them all. To help generate additional thoughts, see Chapter 2.

Choosing from three types of mobile Internet sites

Before you head off to design and develop your mobile Web site, consider that there are many different types of sites, all of which have their uses. Among the many permutations, there are three basic types of mobile Web sites you need to be aware of:

✔ **Basic landing page:** This is generally a simple, one-page site built to deliver basic information fast. Traffic frequently comes from online ads. Restaurants, small retailers, and service companies are often well served by this type of site. Populate the basic site with

- Key contact information

- Operating hours

- Map/locator

- Special events

- Any other information important to people on the go

✔ **Promotional site:** Promotional sites are built around a specific product, event, or limited time promotion. For example, a music festival would likely build a promotional site to provide festival-goers with the lineup/ schedule, sponsorship information, maps, special events, and links to local happenings and restaurants. After the event is over, the site might go away.

✔ **Persistent site:** Persistent sites are permanent, evolving sites designed to meet the ongoing needs of mobile Web site visitors. Businesses expecting constant customer traffic — from airlines and banks to social media and on-the-go information portals — build persistent sites to pro- vide easy access to information mobile Web visitors constantly need. An airline company, for example, might create such a site to make it easy for visitors to check departure and arrival status, view reservations, and check in online.

Your mobile Web marketing strategy might involve building and maintaining more than one type of mobile site at a time. To avoid confusing your audience as to which site to visit, choose a domain name strategy that differentiates your mobile sites. We discuss mobile domain strategies in the next section.

Choosing a Mobile Internet Domain Strategy

Getting people to visit your mobile Web site requires them to know the address of that site, for example, `www.mobilemarketingfordummies.com`. Before you decide on a name, you need to know how to spot the different parts of a domain name:

✔ The part of your site's address that includes the letters before the dot is called your site's *domain name*.

✔ The part of your site's address that includes the letters after the dot is called your site's *domain extension*.

Your domain name strategy is critical because your audience needs to know your domain name in order to visit your site. You have several options when it comes to how to create your mobile domain:

✔ **Use a completely different domain for your mobile site.** For example, you could use `abccompany.com` for your traditional site, and `abc companymobile.com` for your mobile site. This means you are asking customers to remember both your traditional Web site address and your mobile site address. This method is not recommended unless you're creating a special promotional mobile site that is named after your prod- uct or your event.

✔ **Create a *subdomain*, such as `m.abcompany.com` or `mobile.abc company.com`, to keep your mobile site as part of your brand.** This method isn't much better than creating two different domains because ultimately you're still asking your customers to remember two different domains.

✔ **Use a .mobi domain extension, as in abcompany.mobi.** The .mobi extension is a top-level domain extension meant specifically for delivering the Web to mobile device users. A .mobi site signals to visitors that your site follows certain style guidelines to optimize it for easy viewing. Still, your customers need to remember to use the .mobi extension when visiting you on the mobile Web.

✔ **Use detection code on your server to parse traffic based on the device being used.** (See the sidebar "How does broadband to mobile redirect work?" elsewhere in this chapter.) Your mobile Web application provider can give you code that automatically detects the device and sends computer users to your traditional Web site and mobile users to your mobile site. This method is often called *user agent detection*. This is a great solution, but keep in mind that your mobile users might sometimes want to see something on your traditional site. If you go with this method, include a link to your traditional site in your mobile site just in case your visitors need to find some content your mobile site doesn't contain (see Figure 8-6).

TIP

Whichever naming convention you choose, keep it short. Remember, typing a long URL into your mobile browser can make for the start of a bad user experience.

Figure 8-6: Include a link from your mobile site to your traditional site if you use user agent detection.
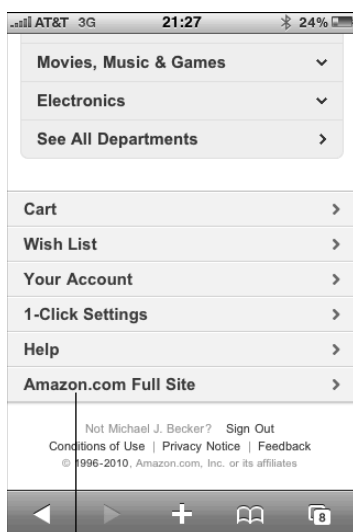
Link to full site

How does broadband to mobile redirect work?

One of the most common questions we hear is, "How do I redirect a user to my mobile Web site if they enter the URL for my traditional Web site on their phones?" There are a lot of ways to do this, but the simplest way is to have your Web designer (or agency, if you had someone build your site for you) add some code to your traditional Web site to detect that your customer is attempting to view your Web site from their mobile phone. After it's detected, the customer's phone can be redirected to the site you've developed specifically for mobile device visitors.

All kinds of different HTML coding standards exist. One of the more popular standards — that is, a standard that is supported by the majority of Web services — is Java/Java Server Pages (JSP). Companies with Java/JSP-based sites can implement the following code example on their main Web site (for example, `http://examplecompanysite.com`) to do some lightweight device detection and automatically redirect mobile browsers to a mobile optimized version of their Web site (`http://m.examplecompanysite.com` or `http://examplecompanysite.mobi`). A leading mobile Web developer, Mad Mobile (`www.madmobile.com`), shared the following sample code that can be added to a Web site with us. (Remember: This is just a sample. We don't warrant that it will work on your site, so check with your developer before adding it to your site.)

```
JAVA (jsp)
===================== Getting some header values ========================= String
        user_agent = request.getHeader("user-agent"); String accept = request.
        getHeader("accept"); String x_wap_profile = request.getHeader("x-wap-
        profile");
String profile = request.getHeader("profile"); String opera = request.getHeader("X-
        OperaMini-Phone"); String ua_pixels = request.getHeader("ua-pixels");
===================================================================
// Checks the user-agent if (user_agent != null) {
// Checks if its a Windows browser but not a Windows Mobile browser if (user_agent.
        contains("windows") &&! user_agent.contains("windows ce")){
return false;
}
// Checks if it is a mobile browser
Pattern pattern = Pattern.compile("up.browser|up.link|windows ce|iphone|iemobile|mini|m
        mp|symbian|midp|wap|phone|pocket|mobile|pda|psp", Pattern.CASE_INSENSITIVE);
agents
}
Matcher matcher = pattern.matcher(user_agent);
if (matcher.find()){ return true;
}
// Checks if the 4 first chars of the user-agent match any of the most popular user-
String[] ua = {"acs- ","alav","alca","amoi","audi","aste","avan","benq","bird","blac",
        "blaz","brew","cell","cldc","cmd -","dang","doco","eric","hipt","inno","ipaq
        ","java","jigs","kddi","keji","leno","lg-c","lg- d","lg-g","lge-","maui","ma
        xo","midp","mits","mmef","mobi","mot-","moto","mwbp","nec- ","newt","noki","
        opwv","palm","pana","pant","pdxg","phil","play","pluc","port","prox","qtek",
        "qwa p","sage","sams","sany","sch-","sec-","send","seri","sgh-","shar","sie-
        ","siem","smal","smar","sony","sph-","symb","t-mo","teli","tim-","tosh","tsm-
        ","upg1","upsi","vk- v","voda","w3c ","wap-","wapa","wapi","wapp","wapr","web
        c","winw","winw","xda","xda-"};
```

```
for(int i = 0; i if (ua[i] == return true;
}
}
// Checks the accept if (accept != null) {
< ua.length; i++ ) { user_agent.substring(0,3)) {
header for wap.wml or wap.xhtml support
if (accept.contains("text/vnd.wap.wml") || accept.contains("application/vnd.wap.
        xhtml+xml")) {
}
}
return true;
// Checks if it has any mobile HTTP headers if (x_wap_profile != null || profile !=
        null || opera != null || ua_pixels != null) {
}
return true;
```

This code checks the `userAgent` string data in the header of requests (that is, when the mobile device pings your Web server, it tells the Web server what type of mobile device it is via its `userAgent`) to determine whether the browser is a mobile device. Here is an example of a `userAgent` string for an iPhone:

```
Mozilla/5.0 (iPhone; U; CPU iPhone OS 2_0_1 like Mac OS X;
en-us) AppleWebKit/525.18.1 (KHTML, like Gecko) Version/3.1.1
Mobile/5B108 Safari/525.20
```

After a user is redirected to a mobile-optimized Web site, more granular device detection takes place. You can utilize deeper device data (for example, video capability, display size, screen resolution) from device data sources such as WURFL (`http://wurfl.sourceforge.net/`) or Device Atlas (`www.deviceatlas.com`) to deliver a truly device specific mobile experience.

Designing and Building Your Mobile Site

Web sites designed to be viewed by PCs are developed in a number of different programming languages, including HTML, Flash, XML, Ajax, PHP, and more. Your browser is designed to read and understand the instructions written in these languages, as well as learn new languages. The same concept holds for your mobile Internet browser. Languages have been developed to improve your experience when viewing the mobile Web — including WAP, XHTML, cHTML, and KHTML — but they are all device- and operator-dependent, meaning they don't work on all phones or networks. Because fewer than 1% of Web sites today can be viewed properly on a mobile phone, we have a long way to go before the mobile Web is a finished product.

One strategic decision sure to have ramifications for how you build your mobile site is what types of handsets you plan to support. Because handsets are not standardized, you need to determine which type of site to build:

✔ A default site that renders the same on all mobile devices

✔ A medium site that increases functionality and design possibilities

✔ A high-end site that provides an optimal experience for people on feature-rich devices

To determine which type of site you need, take a good look at your audience. Who is coming to your site and what do they need to do on it? Site analytics can give you a very clear idea of what type of handsets access your site and what kind of site might be your best bet (see Chapter 14 for more on site analytics).

Default site

A default site should be designed for the lowest common denominator, to render the same on practically all mobile handsets. A default site is generally a basic, low-effort text site free of bells and whistles that gives visitors easy access to key information on your site using simple HTML, CSS, and semantic markup.

When designing a default site

✔ Choose a readable font and size

✔ Use a single-column format

✔ Minimize scrolling

Medium site

If a basic default site isn't enough, the next step up is a site designed to provide more functionality and a richer user experience. Using style sheets, forms, and map integration, for example, you can ensure that visitors can access a professional-looking site to get the information they need and take advantage of advanced handset capabilities. For more details on style sheets, forms, and maps, see *Mobile Web Design For Dummies* by Janine Warner.

When designing this type of site, determine what specific phone capabilities you want to take advantage of or enable before you get started. Testing is very important, as even the same handsets react differently depending on the network.

High-end site

This type of site gives users access to videos, forms, maps, and other features and functionality enabled by iPhones, BlackBerrys and Windows Mobile phones, among others. If you want to ensure an optimal experience

for customers on smartphones, this is the way to go. Although it takes more effort to build out your site, but it also provides considerably more benefit and improves usability for more sophisticated mobile users.

Choosing tools to build your mobile site

Building a simple mobile version of a Web site isn't difficult. Building a mobile site that looks good on multiple mobile-phone models and browsers is an entirely different story. Your options depend on your site's complexity, your expertise, and your budget. You have three primary options:

- ✔ **Working with an agency:** If you have a budget, high expectations, a demanding timeline, and little expertise in mobile site building, working with an agency to develop a mobile Web site is a smart approach. Working with an agency offers many advantages, including brand consistency, ease of maintenance, and a single and trusted point of contact for updates. An agency can help you identify and answer all the key issues involved in your mobile site build. Check to be sure the agency you choose has the specific skills you need, plus broad expertise in the mobile space, Web site design and development, as well as the content development, database, and backend IT capacity you require.

- ✔ **Using automatic transcoders:** *Automatic transcoders* are software tools that look at the HTML code in an existing Web site and translate the code into a mobile-friendly version on the fly or in order to produce a static mobile site. Transcoders work well for simple HTML Web sites. Buyer beware, however. Although they're a nice, simple solution, they are far from perfect. Pages are rendered based on templates, which can lead to a far less visually appealing site. DotMobi, the leading mobile domain registrar, offers a great free transcoder with the purchase of a .mobi domain. UsableNet offers high-end transcoding of existing sites at `www.usablenet.com`.

- ✔ **Using visual editors (see Figure 8-7):** If you are creating a mobile site from scratch, or maybe just using assets from an existing wired site, a visual editor tool is a good choice. Visual editors are usually Web-based, drag-and-drop or WYSIWYG (What You See Is What You Get) site-building tools. They make it fairly simple to create a basic site. You can upload images and create and format pages simply. Some visual editors even have advanced features, such as the ability to pull in dynamic content from an RSS (Really Simple Syndication) feed and populate databases with user information (RSS is the industry standard for converting Web content into data feeds, like news stories, so that the content can be easily shared across the Internet). Visual editors are a great choice if you want to build a basic site that renders correctly on almost all phones and includes some complex features (RSS feeds and so on), but don't want to bother with designer or developer expenses. However, use caution. Aside from a few templates, visual editors give you little

freedom to customize your site. Most sites created with a visual editor will be menu-driven, with copy and links stacked on top of each other. Many visual editors don't have the ability to arrange links horizontally, for example, and type, image, and color options are limited. Some of the leading providers include iLoop Mobile (`www.iloopmobile.com`), Mad Mobile (`www.madmobile.com`), and Whoop (`www.whoop.com`).

✔ **Using code editors:** If you understand Web software coding and development, a code editor may make the most sense for you. Code editors allow you to upload your own code into a tool that ensures your site renders correctly on a mobile device. A code editor can solve some of the issues with customization that often arise when using a visual editor. Many visual editing tools have a code editor feature. If you have a large organization and multiple developers with different mobile skill levels, you should probably license a tool that has both a code and visual editor. Because many editors let you switch back and forth between code and visual editors, the visual editor/code editor combination can serve as a learning aid as your developers get comfortable with mobile development.

Figure 8-7: Visual editors allow you to build your mobile site with a minimum of coding.

Using Web-standard code for your mobile site

Using Web-standard code is always a smart idea: It saves time, simplifies future updates, and makes your pages more consistent across browsers and platforms. Web-standard code includes

✔ HTML was the first standard to emerge and is widely used on the Web.

✔ XML is an enhanced version of HTML. It's much more flexible than HTML and is designed to structure, store, and transport information.

✔ CSS (Cascading Style Sheets) enables HTML and XML elements to be assigned an appearance and position on the page by applying specific styles to them.

TIP

Choose a standard that most closely fits the needs of your viewers. The W3C (World Wide Web Consortium) is a tremendous resource for mobile Web standards. For more information, go to their Web site at `www.w3.org`.

When coding your mobile site, make sure you avoid the following known hazards:

✔ **Frames:** Stay away from frames, which can be problematic and unsupported by many devices.

✔ **Tables:** Using tables for layout can force your viewers to do unnecessary scrolling. Stay away from them and nested tables.

✔ **Pop-ups:** In general, pop-ups are unpredictable, cause confusion, delay users, and add costs.

✔ **Images:** Limit the use of images for navigation and headers. Keep images small and write meaningful alternative text for users who turn images off.

Giving your mobile site good design features

No matter what kind of mobile site you're designing, always keep these guiding principles in mind:

✔ **Make sure key branding elements are in the header.** This helps users find your page.

✔ **Place important content high on the page.** This helps to minimize or eliminate scrolling.

✔ **Use images and other visual elements only when necessary.** If you use images and want to control the user experience, consider designing various versions for different screen sizes.

✔ **Use short phrases and short blocks of text.** If you must use long text, such as an extended article, make sure the page design is clear, that the user is being taken to an extended story, and that the pages are divided in a way that improves readability.

✔ **Design for both high- and low-end users.** Have device detection code serve the appropriate experience to the end user (see the sidebar titled "How does broadband to mobile redirect work?" elsewhere in this chapter).

✔ **Design for search.** Good design creates increased traffic to your mobile Web site. One of the rapidly growing consumer uses of mobile devices is search, meaning that consumers use Google (`www.google.com`), Where (`www.where.com`), Yelp (`www.yelp.com`), and social media tools like Foursquare (`www.foursqure.com`) to search for things they're interested in. You want to make sure that your site has a good chance of showing up when a consumer conducts a search. You can do this by optimizing your site for organized search by using the design strategies we previously discussed, making sure your site is designed for a mobile phone. You can also contact local search providers like Google, Yelp, Where, and Citysearch (`www.citysearch.com`) directly to ensure your site is registered in their database.

✔ **Consider using slide-down menus and charts.** If your site detection determines that the customer's phone supports the feature, consider using slide-down menus and charts. When a link is clicked, the menu slides open (see `http://m.stevemadden.com` for an example). This capability optimizes the phone screen real estate and provides a good user experience for your customer.

✔ **Include a recommendation engine.** A recommendation engine is a Web site tool that automatically suggests products that are similar to the other products your customer is viewing or comparing. If your site is designed for people to buy or choose from a wide range of content, goods, or services, be sure to integrate a product comparison and recommendation engine. (Talk to your Web designer about ways to do this.) A good recommendation engine enhances the overall experience for the customer.

✔ **Add enhanced navigation features.** Be sure to consider adding enhanced navigation features like Sort (sorts the content on the page), Jump-to (links the user to a page deeper into the site), Breadcrumbs (a navigation tool, often on the top of the page, that shows the user the path they've taken through the site such as Home>Products>Printers>HP, so that they don't have to use the Back button as much).

✔ **Leverage location.** When at all possible, leverage the consumer's current location to tailor what content is displayed (talk to your Web designer about how to capture location data).

✔ **Integrate with social media.** Integrate your site with social media elements like Facebook Like, Twitter, LinkedIn, Foursquare, and other services. This drives traffic to your site.

✔ **Be accessible to customers.** Be sure to have links to customer support and care channels. Make it easy for your customer to text you, call you, e-mail you, check your knowledge database, or post a message to you to get help and answers to their questions.

When designing your site, one decision you definitely shouldn't overlook is the need to establish consistency with your wired site in content, design, and voice. If your wired site is predominantly blue and slightly irreverent in tone, your mobile site probably shouldn't be largely green and straightforward. You get the idea. Visitors to your wired site and mobile site should come away with no doubt that the sites are from the same company.

Another key decision to make is what handsets you're going to support. Alas, no standard screen size exists, so you have to be diligent with your design to avoid a user's worst nightmare: horizontal scrolling. There is no real standard for mobile device screen size, unless you count rectangles and squares as standards. The most common size is 240x320 pixels, though the trend is to larger screens, such as the iPhone's 320x480. Many smaller screens appear to be phasing out as the mobile Web grows. See the Device Atlas Web site (`www.deviceatlas.com`) to get a sense of all the different type of mobile devices that are out there.

In general, keep your style minimal and content linear so it's easy for users to get to the information they want without jumping around the page. In mobile Web design, less is more, so fight the urge to make the site flashy and deep. A site that's simple and uncluttered, with minimal content, is always your best bet.

Creating Mobile Site Content

All phones with Web browsers can handle a variety of different types of content, including

- ✔ Text and data feeds
- ✔ Links
- ✔ Pictures
- ✔ Video
- ✔ Click-to-call phone numbers
- ✔ Social media feeds
- ✔ Maps and directions

Creating the content for your mobile site isn't a big challenge. It works much the same way as creating content for any Web site. The challenge comes when you have to deliver your content to the device because some content, such as video, needs to be formatted for proper display on every type of mobile device, browser, and operating system combination.

You can choose between four different ways to deliver your content through a mobile Web site:

✔ **Creating static content:** Static content is just what it sounds like — site content that rarely, if ever needs to be changed. Your company address, product descriptions, promotional copy, and About Us copy generally falls in this category. Create it once, and you can be done with it. When creating static content, you can format your content once and leave it alone, but you also can't change the content to match a specific user's phone capabilities. For example, if one of your site's visitors has a touch-screen and another doesn't, your site's content won't change to accommodate it.

✔ **Employing dynamic content:** Dynamic content changes each time the site is visited or the site page is refreshed. The advantage of dynamic content is that the content can change according to the type of device and even the context of the site visitor (such as when content is geographically relevant). Content for dynamic pages is typically pulled and updated from a content management system, most often via standard RSS and XML data feeds. If your content is stored in a content management system that doesn't support data-feed access, consider working with a company that can convert your data to standard RSS or XML, which can be streamed to your site.

✔ **Downloadable content:** Downloadable content can be formatted for a variety of standards such as PDF documents or videos that play on the device. Downloadable content can be served up in different formats just like dynamic content, but your system doesn't have to do it on the fly because the user has to click a link to request the download. For example, when a mobile phone requests audio or video files, the content management system sends it the version of the content that's most suitable for the phone (3GPP, a video format defined by the 3rd Generation Partnership Project, or .MOV, the Apple QuickTime video format, for example). The content is fully downloaded to the phone and played on the device's resident player.

✔ **Streaming content:** With streaming content, which is most likely audio and video content, the content isn't fully downloaded to the phone before it's played back; instead, it's streamed to the phone and begins to play back before the downloading is complete. One of the most common applications for video streaming is mobile television; for audio content, the most common applications are radio and sports broadcasts. Audio and video streaming are very specialized services that don't work across all carriers and handsets. Moreover, the data charges for these services can be quite high if a mobile subscriber is not on an unlimited data plan. Take special care in launching these services, and keep in mind that, as of yet, they're not ready for use in mass mobile marketing.

WARNING!

Streaming content requires speed. Most mobile users engage with this type of content only when they are on a smartphone with wireless access and they happen to be able to connect to a wireless source. These requirements limit your reach if you focus on streaming content.

Testing your mobile site content

After you create a site, test it on the top handsets used by your target audiences. Here are several approaches to consider:

- ✔ Study research from comScore M:Metrics (`www.comscore.com`) and Nielsen (`www.niesen.com`). These are two commercial mobile research firms that maintain a monthly record of the top handsets used by mobile subscribers throughout North America and Europe.

- ✔ Check reports from leading mobile Web and mobile app providers. AdMob, recently acquired by Google (`www.admob.com`), provides a free report of top mobile handsets being used on its global network, as does Millennial Media (`www.millennialmedia.com`), GetJar (`www.getjar.com`), Netbiscuits (`www.netbiscuits.com`), and other leading advertising, mobile Web, and mobile application providers.

- ✔ Test your site with the dotMobi (`http://mtld.mobi`) mobile-site readiness tool, mobi.Ready, which includes a free evaluation of your site for mobile friendliness, checking everything against industry best practices and mobile Web standards.

- ✔ Subscribe to a commercial service such as Mobile Complete's Device Anywhere (`www.deviceanywhere.com`), which allows you to test your site on real phones via the Internet.

Although the commercial services are great resources, don't skip testing on live handsets, too. Pick a range of devices to test manually, including specific phones you're targeting. An examination of ten phones should get to most of your universe.

Updating your mobile site content

After you've created your mobile site, you need to develop a plan to keep it up to date. Many forget to keep their mobile site consistent with their traditional site. Using tools like RSS feeds help ensure that your mobile site and traditional site stay in sync.

Be sure to reevaluate your mobile site every three to six months. Take a survey of the marketplace, review your mobile Web reports and logs, and determine what types of handsets make up the majority of the traffic to your site. If a new handset is responsible for a large part of the traffic, you may want to create a version of the site customized for that type of handset.

The mobile Web versus apps and the role of HTML 5

While you're grasping all the new and exciting things you can accomplish with a mobile Web site, keep in mind that one of the many moving parts of the mobile Web is the software language that is used to structure, create, and present mobile Web pages on a mobile device. The goal of a mobile Web software language is to provide a good experience for the mobile consumer: to display content in a legible manner, to be fast (loading pages quickly from all the possible data sources, including content management systems, static pages, image repositories, commerce systems, and so on), and to be secure (protecting the consumer's personal information, commerce transactions, and so on from being monitored by someone who shouldn't be monitoring them).

The first software language used for mobile Web was HTML, which stands for HyperText Markup Language. However, computers quickly outgrew the processing power and capability of mobile phones and HTML quickly became too "heavy" for mobile phones, meaning there was too much code to keep the experience fast, readable, and secure. Next came HTML 2.0 and HTML 4.0, both of which were an improvement on HTML, but had many of the same issues. In the late 1990s, WML, or Wireless Markup Language, a lightweight version of HTML, was released. It relied on WAP, or Wireless Application Protocol — network and computer instructions — to deliver Web pages to the phone. WML/WAP was slow, offered little in terms of a rich media experience, and really did not live up to the commercial hype.

However, for many of the old mobile guard, the term *WAP* is synonymous with mobile Web browsing (today, most just call it the mobile Web). After WML/WAP came XML (eXtensible Markup Language), xHTML (a hybrid of HMTL and XML), cHMTL and iHTML (network-specific versions of xHTML), and Flash Lite (Adobe's answer to rich media experiences on a phone).

All of these technologies still exist and are used around the world by developers when needed, based on the design factors that must be considered, including the type of mobile device the consumer is using, the Web browser the phone is using, the capabilities of the mobile network the sites will be delivered over, how much effort is necessary to code and maintain the site, security concerns, back-end content management system interaction, and so on.

However, a new entrant in the Web page software development lingo has recently emerged that should not be ignored: HTML 5.0. It was first developed in 2007 by the W3C (Worldwide Web Consortium, www.w3c.org), the standards body for the Web. Just recently, we're seeing more and more companies launch mobile Web sites based on HTML 5.0. HTML 5.0 offers many advantages. It's fast, provides a good experience, is secure, and, most importantly, can increasingly be used to provide an experience that is more like an application than a traditional Web site. Why? Because it was designed to help a developer access a device's hardware (like the camera on a home), to level location data, to provide a drag-and-drop user experience in the browser, and more. To get a working example of an HTML 5.0 site on your phone, check out www.google.com from your phone and click the My Location link under the search box. Google is using HTML 5.0 to power this user experience.

Chapter 9

Developing Mobile Applications and Content

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*W*hat makes a smartphone a "must-have" device? Is it the sleek design, the bright, easy-to-read touch screen with millions of colors, or the fast wireless network that powers it?

Nope. It's the apps. Applications are essentially miniature versions of the software you use on your PC and they are a very popular way to enhance your mobile marketing strategy. Really good mobile Web sites also exist (see Chapter 8), but the apps are where smartphones really shine.

Apps may be cool, but building them doesn't mean your customers will automatically download them, use them, and buy things from your business. A lot of apps are out there, so you had better have a strategy for making your apps stand out among the crowd.

This chapter gives you the information you need to make good decisions about building mobile applications. We show you how to create a strategy for your apps and how to choose the right method for developing your apps. We also show you some best practices for mobile app design and where to go to get your apps listed in app stores, as well as other methods of app distribution.

Choosing a Mobile Application Strategy

You need to make a lot of decisions before you can even start building a mobile application because apps are so customizable. You can develop apps for specific functions, specific phones, and for an almost unlimited variety of tasks. The next sections show you how to think through your mobile app strategy so you have all the information you need to get started building your app.

Deciding whether a mobile app is the best choice

Mobile apps are cool. You can have so many unique and interactive experiences with them. For example, you can create exciting and fun games, entertainment services, social media and community experiences, financial services programs (for example, find the nearest ATM, transfer money, or even deposit checks through Chase's iPhone app), retail storefronts, picture galleries, broadcast media portals (like those offered by CNN) and so much more.

We don't want to discourage you from building a mobile app. An app can be a very powerful consumer engagement medium; however, before you start building a mobile application, it's a good idea to consider that mobile apps are not necessarily the right choice for *every* business or business need. Before you jump into the world of mobile app development just because it seems like everyone else is, ask yourself the following questions about your business and your goals:

- ✔ **Am I trying to reach the most people possible?** If you're trying to reach as many people as possible, a mobile application may not be the right choice. For example, today in the U.S. market, only about 25% of consumers have a smartphone, so the reach of a mobile app is limited to that audience. By the end of Q3 2011, this number may be closer to 50%; however, this still means that the other 50% of the market can't download your app.

- ✔ **Do you need a mobile app or mobile Web site?** This is a chapter on apps, but not every business is aided by a mobile app. Some sites, such as the Weather Channel site at `www.weather.com`, shown in Figure 9-1, develop mobile apps and mobile sites for their customers. If a mobile Web site can meet the needs of most of your customers, you might want to consider starting there before moving up to an app (see Chapter 8 for more on the mobile Web). A mobile Web site will likely cost less than an app, and mobile Web sites are compatible across multiple phones, including the fanciest of smartphones. Mobile Web capabilities are

improving, with many companies, primarily Google, focusing serious efforts there. For the most part, if your customers need to use the native device functions (for example, like a device's camera, address book, location-detection capabilities, motion sensors, and so on) of the mobile device in order to accomplish whatever task you want them to accomplish, a mobile app is the right choice. If you just want to deliver content to your customers, a mobile Web site is probably a better choice. You can read more about building mobile Web sites in Chapter 8.

Figure 9-1: Mobile apps and mobile Web sites can have similar functionality.

✔ **Do you have the time to do the care and feeding of a mobile app?** Successful apps, like popular Web sites, require care and feeding. If you struggle to find time to update your business Web site, you will likely encounter the same challenge in keeping your app fresh and exciting.

✔ **What phones do your customers use?** Different smartphones and related mobile devices like the Apple iPad require different development, have differing screen sizes, and, in some instances, require completely unique development for each. If your customers use a wide variety of phones, you need to develop a variety of apps or you need to justify the fact that you'll only be reaching a portion of your customer base by developing a single app.

REMEMBER

You must develop several versions of each app to work with the various operating systems on your customers' mobile phones (the iPhone, the Android, and so on, see Chapter 1), or you need to realize that you'll only be reaching a portion of your customer base if you develop a single app.

Choosing which devices to design for

Ask anyone who is a big fan of their smartphone why they prefer it over other types, and you will get some pretty vocal responses. Smartphones come in a multitude of shapes and sizes. They not only differ physically, but stylistically as well. When deciding what devices you want to design for, consider the type of user each mobile device operating system (OS) tends to attract (see Chapter 1 for more details):

- ✔ **Apple OS (for example, the iPhone/iPod Touch/iPad):** Apple set the app world afire with the launch of its original iPhone in 2007. Since then, it has followed up with the iPod Touch, effectively an iPhone without wireless network connectivity, and the iPad, which could be called an iPhone on steroids with a much larger screen. All of them share the same operating system and development standard, the iPhone OS. Unsurprisingly, they all utilize the same application store, the iTunes app store, which boasts more than 200,000 applications as of this writing. Having enjoyed the best selection of apps from what could be called the start of the "app era," iPhone users have a high standard when it comes to apps, but they are also voracious consumers, downloading new apps, particularly free ones, trying them out, deleting them, and moving on. Because iPhone users are the largest single market of app consumers, you should consider the iPhone environment first and foremost.

- ✔ **Android OS:** Google followed Apple into the app market with its Android operating system in 2008. Android quickly moved into the second position behind iPhone in terms of app variety and availability in its Android Market (see Figure 9-2). Android customers are often more "techie" than their iPhone counterparts, although this is changing somewhat. The Android Market can be found as an application link called Market on the home page of an Android-powered device.

- ✔ **Research in Motion BlackBerry OS:** If the iPhone created the app revolution, BlackBerry empowered the mobile e-mail revolution with the easy-to-use, some would say addictive, keyboards on the company's devices. BlackBerry has long been a smartphone leader internationally and still dominates the business market. While BlackBerry arrived a bit late to the app party, it has plans to catch up and continues to sell its devices faster than McDonald's can bag burgers. To know a BlackBerry fan is to know someone in a mind-meld with their e-mail. Whether a banker, a lawyer, or a doctor, BlackBerry users tend to consider themselves professionals in every meaning of the word.

- ✔ **Microsoft Phone OS:** Microsoft struggled to ignite app interest with its dated operating system, Windows Mobile 6.5. With the arrival of Windows Mobile 7 in late 2010, Microsoft plans to change all that. Although no one can predict the type of users that will take to the new operating system, discounting or ignoring Microsoft would be foolhardy.

Figure 9-2:
The Android app market launched soon after Apple's app store launched.

Access via
a computer browser

Access via
a mobile device

✔ **Others:** Multiple other smartphone operating systems allow app capa-
bilities, including Palm, Symbian, Qualcomm Brew, Java, Linux, and
Samsung's Bada. As an app developer, you must keep your eye on the
market as it evolves. Luckily, some sites do that for you, including
mocoNews (`www.moconews.net`), Gizmodo (`www.gizmodo.com`), and
Engadget Mobile (`www.engadgetmobile.com`).

TIP

Choosing which mobile device OS you need to design for isn't necessarily just
a matter of which device your customers use. You also have to take into con-
sideration the capabilities of each device and the behavior of the people who
use those devices. For example, if your customers are mostly corporate execu-
tives who use BlackBerrys, they probably aren't as likely to value a gaming
application.

Choosing a Method for Developing Your Application

Just like when you create a traditional Web site, you have several choices
when it comes to methods of developing a mobile application. Because
mobile apps can get pretty technical, you don't have a lot of choices when
it comes to doing it yourself, unless you have an intimate knowledge of the
code required and the intricacies of the operating systems on all the phone
manufacturers.

Unless you're a programmer, or you have a team of app developers who work at your company, we recommend going with an expert app development company to build apps. Whether you use your own programmers or hire an outside developer, the next sections give you some tips for making the right development decisions based on your financial and human resources.

Going with in-house development

In-house development means you or your team is going to develop the application, soup-to-nuts. You can choose between three ways to build apps in-house:

- ✔ **Coding:** All mobile operating systems have software development kits (SDKs) that empower programmers to code in order to create applications (see Figure 9-3). These applications are often dubbed *native,* meaning they have been coded to the operating system's exact instructions for creating applications. Although this is a sure-fire way to create an application that works well in a given smartphone, it's also frequently the most costly and requires you to have programmers on-hand who are well versed in the targeted mobile operating systems. This may mean that you can afford to target only a single smartphone type, for example, the iPhone, but no others. To find a developer, ask around on your development team, put an ad on Craigslist (`www.craigslist.com`), or check LinkedIn (`www.linkedin.com`) or a similar professional network.

- ✔ **Template-based approach:** What if you have a bit of content, say an RSS feed generated by your blog, a logo, and an interest in getting a mobile app up and running ASAP? Template-based providers may be the right route for you to take. These Web-based solution providers empower customers to get a simple, template-based application up and running in minutes. What you lose in design flexibility (you have little control outside of the templates provided), you gain in speed and, potentially, dollars. Many of these providers even embed advertising banners so that you can make money off your app from day one. Providers include Mobile Roadie (`www.mobileroadie.com`), AppMakr (`www.appmakr.com`), and Applicable Media (`www.applicablemedia.com`). Going this route, you may be limited to just a few operating systems, most typically the top app environments — iPhone and Android. You can find a lot developers and providers simply by surfing the Internet.

- ✔ **Design platform:** A design platform allows the creation of mobile apps for multiple operating systems via a design-centric environment (think Powerpoint or Adobe Photoshop) rather than coding. These powerful solutions require some training and expense, but offer extreme flexibility and allow you the peace of mind that your apps can live and breathe

in just about any smart device environment, from iPhone to Windows Mobile and everything else in between. If you have come to the conclusion that you don't want to place your bets on one format by hiring a developer (like the coding option) and templates are simply too limiting, a design platform is ideal. Providers of this sort include Whoop (`www. whoop.com`) and Unity Mobile (`www.unitymobile.com`). See Figure 9-4 for a sample design platform.

TIP

You know your business and your customers better than any developer or service provider does. Create an outline through visual storyboards or even a creative brief of what you want the app to do and how you want it to look and use it as a design center that is then passed off to the development group you choose. This way, your developer has a place to start and you have the advantage of their know-how on the technical end to make your vision a reality. They can also give you advice on the practicality of your desired app features.

Figure 9-3: Software development kits aid programmers in developing apps for specific devices.

Figure 9-4:
The Whoop mobile application design platform.

Courtesy Whoop

Leveraging outside consultants, agencies and partners

It probably won't surprise you to discover, given the billions of dollars that are flowing out of it, that the app world has created a vibrant cottage industry of consultants, typically small one- or several-person shops, and larger traditional agencies, that can happily create your mobile app for you. Before you take this step, however, consider the following:

✔ **How much app can you afford?** You wouldn't go house- or car-hunting without a budget in mind. The same should be true when you're hunting for a consulting provider. Keep in mind that many providers require upwards of 50% of their total fee upfront before initiating development. Also, additional features may be added during the development process that require more investment than originally planned.

✔ **What should the mobile app do?** A consultant is only as good as the requirements expected of her. Poor requirements usually result in a poor app. Changes after the initial app's launch can be costly. One of the requirements you need to think about are which smartphones you want them to target: Many consultants specialize in one, maybe two, operating systems at most.

REMEMBER

Finding the right resource is a matter of research. This is a critical decision for your business, so you want to take time to find the right partner. Fortunately, there are some easy ways to get started:

✔ **Find out who makes your favorite apps:** If you carry a smartphone and really like a certain application, read the author information in the About section of the app or the store page promoting the application. The app's consultants or developers are often listed there.

✔ **Check out industry sites and awards:** Scan industry sites such as mocoNews.net (`www.moconews.net`) for word of developers or agencies that have been successful. Review past winners of awards such as the Apple Design Awards (`http://developer.apple.com/wwdc/ada/index.html`). Some of the leading players include Whoop (`www.whoop.com`), Trailer Park (`www.trailerpark.com`), Banzai Labs (`www.banzailabs.com`), and Teleca (`www.teleca.com`), to name just a few.

Following Best Practices for Designing Applications

Applications can be built to do almost anything. Instead of showing you in ten thousand pages or more all the best practices for every possibility, the next sections show you what to make sure you include in every app no matter what its function. In the next sections, we also show the most common traps that beset app developers and how to avoid them.

Employing the utility of the touchscreen

A truly useful mobile app is one that keeps the primacy of the screen in mind. Devices that are entirely touchscreen for their interface, the iPhone for example, rely upon navigation that can be manipulated by the touch of a finger. Other devices, such as the BlackBerry Tour or Curve, rely on a keyboard and roller ball/pad for navigation instead. Here are some tips for making sure your app takes full advantage of the touchscreen on the devices that support it and takes into consideration the devices that don't:

✔ **Is it interactive?** If the content of your application is text-heavy (think newspaper rather than TV), it may be better off as a mobile Web page rather than as an app. Apps live to be touched, moved around, and pinched.

✔ **Does it have a lot of A/V?** If your app has a lot of audio or video, it will do well in a touchscreen environment.

✔ **Is it game-like?** The hottest games are targeted to touchscreen devices and for good reason. With all that screen space, manipulation by fingers, whether on-screen or on the side (shaking the device, or moving it to adjust the screen ratio from horizontal to vertical), makes touchscreens the perfect venue for games.

Designing for a platform and hardware

When you have settled on a smart device platform, you have two key pieces of information at your disposal. You know the type of user and the way a user navigates apps on the device. Both are key guideposts for your application's design.

Going further, many smart device platforms have screens of varying size, and this should play a role in your design efforts as well. The iPad, although sharing the same operating system as its smaller cousin the iPhone, has a screen closer to 8x10 inches. An app designed exclusively for an iPad should incorporate that increased real estate, allowing more flexible navigation methods than the iPhone equivalent of the same application.

REMEMBER

In all instances, remember that these devices are called *mobile* devices for a reason. Applications on these devices are meant to be used while folks are walking, talking, multi-tasking and, hopefully, not driving. An app that is designed around the mobile experience will see success; the app that feels more at home on a PC won't.

Distributing Mobile Applications

An application, once built, is a lonely one without users to download it. Fortunately, help is ready and available. The only question is which route you choose to take.

Publishing to device app stores

The most popular route for distributing applications is via the app stores of the various smart device companies. The icons of these stores are prominently displayed on most smart device desktops. Although there are other means to distribute apps, think of the app stores as the swankiest department store in the mall with a big, blaring neon sign. They typically carry the endorsement, if not the name, of the smart device manufacturer and enjoy a high level of trust on the part of the device user.

In addition to offering easy, immediate distribution, app stores provide billing flexibility. With device app stores, you can choose to distribute an application for free, a one-time premium charge, or a recurring or subscription-based charge.

TIP

Alas, nothing in life is *truly* free. Although most device app stores allow free apps to be made available at no cost (about 80% of all apps are offered for free), they keep a share of any premium charges if and when the application is sold. Known as a *revenue share,* the retail fee of the application kept by the smart device company is generally around 30%. So, even though the app store will help you distribute the application, remember you get to keep only about 70 cents of every dollar charged to your users. Keep in mind, whether your application is sold or offered for free, you can also make money with your application through mobile advertising (see Chapter 10) and through mobile commerce (see Chapter 13) strategies.

Which app store you choose depends on two key qualifiers:

- ✔ **What environment you developed your app for:** You can't distribute an app to an app store not built for it. The BlackBerry App World doesn't take apps built for Android, for example.

- ✔ **Which store provides your app the greatest visibility:** You can determine this in a number of ways, including the number of apps in the app store or how many downloads the app store enjoys.

App stores require that you submit your application via a clearance process before an app is posted to the catalog. Keep in mind that some of these approval processes can take months to be completed, so don't go printing flyers with your launch date on them until you know an app has been approved.

The app stores are eager to have your business, so they have made it easy to learn more information about submitting applications. Check out the app store Web sites for more information:

- ✔ **Android Marketplace (for Google Android devices):** `http://market.android.com/publish`

- ✔ **BlackBerry App World:** `http://na.blackberry.com/eng/developers/resources/`

- ✔ **iPhone Developer Program (for iPhone, iPod Touch, and iPad):** `http://developer.apple.com/programs/iphone/`. To get your app into the iPhone apps store, you must go the route of the developer program.

- ✔ **Windows Marketplace for Mobile:** `http://developer.windowsphone.com/Marketplace.aspx`

Here are the steps involved in submitting an application to the iTunes app store. The other stores have a similar process:

1. **Open an Apple Developer account at `https://developer.apple.com/programs/iphone`.**

   You have to pay around $100 up front and on an annual, ongoing basis thereafter.

2. **Create a provisioning profile.**

3. **Create appropriate certificates.**

4. **Create app IDs.**

5. **Submit application via iTunes Connect.**

Exact details for each of the preceding steps are explained in the Apple Software Development Kit (SDK) help and forum files. We don't go into detail here because there are a number of different ways of handling each of the steps depending on the strategy you're using to develop, deploy, and maintain your application.

Every application store and every developer network has a different process. You simply have to go to their Web sites and find out what they require.

If all this seems complicated, you might want to have a coder or developer already accomplished in the app store process submit your application on your behalf.

Going on-deck with carrier catalogs

For a long time, you could download applications only from your carrier's app store. If the smart device app stores are the glitziest store in the modern mall, the carrier store was the general store — the only place in town. Known as going *on-deck* because the carrier store front was typically the first and foremost icon in a phone's data menu in the age before smart devices, it provided instant and automatic visibility for an application. To this day, the on-deck approach still does, although mobile carriers have been somewhat eclipsed by their smart device app store brethren.

Spurred on by the smart device app stores, carriers have recently kicked up the marketing of their storefronts. Although it remains to be seen if this effort will amount to *Empire Strikes Back* or *Grease 2,* carrier catalogs are a fine location to present your apps, especially if your app is key for users of a particular network. If, for example, you have built an application destined to be sold to employees of a company that uses Verizon Wireless, you might want to think about submitting your application to Verizon's catalog first.

Allow some lead time for your application to be approved and assume that the carrier will retain some revenue share, typically a third or more. Check out these Web sites for a rundown of carrier app store resources:

- ✔ **AT&T App Center:** `http://developer.att.com/developer`
- ✔ **Sprint:** `http://developer.sprint.com`
- ✔ **T-Mobile:** `http://developer.t-mobile.com`
- ✔ **Verizon Wireless:** `http://developer.verizon.com/`

More than 60 applications stores exist as of March 2010 and the number is growing each month. The Wireless Industry Partnership (`www.wipconnector.com`) maintains an App Store Report that it updates monthly. Check out this report to get the latest and greatest on application stores. Also, another great resource for marketing with applications is the "Sizing up the Global Apps Market" report by Chetan Sharma Consulting (`www.chetansharma.com/`).

Marketing via direct download

Although smart device company app stores are popular, they aren't the only catalogs around. So-called third-party app stores have gained some prominence, especially in Europe. GetJar (`www.getjar.com`) is one of the largest. Remember, there's no wrong way to distribute an app. Stay focused on your target audiences and where they shop, but if you have the time, extra visibility is always good!

Some design platforms, notably Whoop (`www.whoop.com`), allow distribution via a direct download. A direct download means users can simply click a Web address in a text message, browser, or e-mail to download applications to their devices. The mechanism allows you, the app owner, to market and deliver your application however you wish. Even better, direct download mechanisms can work seamlessly with the same apps posted to smart device app stores. At the end of the day, the more visibility your app has, the better!

Creating and Distributing Mobile Content

Mobile content (also referred to as *personalization content)* refers to images and audio files that are used to personalize a mobile subscriber's mobile device, such as the background image on the home screen of a phone (wallpaper), or the phone's ringtone.

Many mobile marketing companies (for example, SendMe, MyThum, and others) specialize in selling mobile content. You may not be in the business of selling content, but you may want to create some to offer it as an incentive

for customers to participate in your programs. For example, you may give away your product logo to be used as a wallpaper or provide a popular song as a ringtone to consumers as a form of promotional incentive.

The following provides an overview on how to manage wallpapers and ringtones.

Providing branded wallpapers and screen savers

Mobile wallpapers and screen savers are wonderful ways to personalize mobile phones and are conceptually identical to personal-computer wallpapers and screen savers. A *mobile wallpaper* is the still image displayed on a mobile phone's main screen, and a *mobile screen saver* is the still and/or animated image that's displayed on the mobile phone's screen when the phone is idle. See Figure 9-5 for an example of a wallpaper on the phone.

Figure 9-5: A phone with branded wallpaper.

The image you use for wallpapers and screen savers can be your company's logo or any other image that represents your business or the objectives of your marketing campaign: a character, artistic scene, cityscape, landscape, and so on.

Finding a graphics application

Creating your own branded wallpapers and screen savers is easy. You just need a graphics application, some artistic talent, a mobile marketing application, and a marketing plan to promote your content or one that uses the content as an incentive to promote another offering.

You can use a variety of graphics applications to create your content, ranging from free and low-cost applications to professional packages such as Adobe Photoshop.

Search the Download.com Web site (`www.download.com`) for graphics software (available for both Microsoft Windows and Macintosh platforms), or visit a local software store to find an application that suits your needs and skill level.

Creating wallpapers and screen savers

When you create your mobile wallpapers and screen savers, make sure that you create an array of images with the right resolution and file format:

✔ **Image resolution:** You need to configure your images for ten common mobile-phone screen sizes. A screen size typically is measured as number of pixels wide by number of pixels high. The most common screen sizes are

- 96x65
- 101x80
- 120x160
- 128x128
- 132x176
- 175x130
- 176x208
- 176x220
- 240x320 (the size of most BlackBerry devices)
- 480x320 (the size of the Apple iPhone)

Your images should be designed to fit each screen size. Typical phones support 72 dots per square inch *(dpi),* but newer phones like the iPhone support 163 dpi. The higher the dpi, the more detail you can support in an image and the clearer it is.

Both dpi and image dimensions add to the image file size and thereby affect download speeds. You want the files to be as small as possible for quick downloading.

✔ **File format:** Most mobile phones support JPEG, GIF, and PNG file types. Consult your content management system provider about which file type to use.

If you're creating an animated screen saver, you must save it as a GIF file because the other image file formats don't support animation.

Figure 9-6 shows content hosted in a mobile applications provider's mobile content management system. Work with a mobile content provider to help you deliver the content because each mobile carrier network has its own unique requirements.

Figure 9-6:
Wallpapers
in a content
management
system.

You may choose to create a single image and rely on the mobile marketing application's content management system to scale it for you automatically. If you use this method, however, the quality of the image may be impaired, especially if the image contains text. Text in an image that looks great on a display 320 pixels wide may be unreadable when automatically resized to 65 pixels wide. A quality mobile content management system uses the appropriate image for the phone and reduces the image size dynamically only as a last resort.

Delivering ringtones and other system sounds

The term *ringtone* refers to the sound a mobile phone makes when it is being called. Ringtones are immensely popular with all consumer segments and can be a great way to offer value to customers. Your subscribers can get ringtones from many places, including their mobile carriers, sounds built into their phones, and third parties like you.

Like wallpapers (which we discuss in the preceding section), ringtones help personalize a user's phone. Unlike wallpapers, however, ringtones are public because everyone around can hear them when the phone rings. Therefore, ringtones are a great way for a mobile subscriber to demonstrate affinity for a brand, campaign, or cause.

During the 2008 presidential campaign, for example, then-candidate for president Barack Obama provided ringtones that let people show their support for his candidacy every time their phones rang. One of the most popular tones was this message: "This is Barack Obama. It's time to change America. Answer the call," which would play when the user's phone rang. All of the Obama campaign's mobile programs, and they were extensive, were envisioned and executed by Scott Goodstein of Revolution Messaging (`www.revolutionmessaging.com`) along with Douglas Busk, his mobile advisor, two of the leaders in mobile marketing in politics.

Creating a ringtone

A ringtone is simply a properly formatted audio file associated with a mobile phone's ringer preferences so that the audio file plays when the phone rings.

You can use a variety of audio mixing applications to create your ringtones. You can find a free or inexpensive application on the Internet, or you can purchase one. The audio application you use must be able to save your ringtone in an appropriate file format (see the list later in this section).

When you create your audio file, keep the following parameters in mind:

✔ **Length:** A typical ringtone is 20 to 30 seconds long.

✔ **File format:** Most modern phones support the MP3 audio-file format, but many older phones don't. Also, some carriers (including Sprint and Verizon Wireless) have special formatting requirements.

To support the widest range of mobile phones, keep your ringtones to 128 kilobits mono, and produce them in the following formats and sizes:

- **MP3:** 200 kilobits or less
- **WAV:** 200 kilobits or less
- **AMR:** 45 kilobits or less
- **AMRWB:** 90 kilobits or less
- **MMF:** 100 kilobits or less
- **QCP:** 60 kilobits or less

The files can be bigger, but if they are, they take longer to download and take up more space on consumers' phones.

Distributing a ringtone

After you create your ringtones, you can upload them to your mobile application provider's content management system, as shown in Figure 9-7, which delivers the ringtones when a user requests the tones via text messaging, an application, or a mobile Web site.

TIP

You can give your marketing campaign flair by providing unique content for specific events. Before a live concert in 2007, the Black Eyed Peas recorded ringtones and uploaded them to their partner's content management system. When they went onstage, they gave the audience the opportunity to download ringtones that were available only for that night. That's adding value.

TIP

If you lack artistic talent and can't create compelling wallpapers, screen savers, or ringtones on your own, don't lose heart. You can always hire someone else to create the content or tap your friends and family members to do it. Outsourcing content development to a third party is common and needn't cost much. A professional marketing agency can help you and will probably provide great service, but you can also go to a local art school college, or high school — or even an elementary school — and ask a student to produce your artwork. You can find a lot of talented people out there!

Figure 9-7:
Ringtones in a content management system.

Chapter 10

Displaying Your Advertising on Mobile Devices

. . . .

In This Chapter

▶ Leveraging buyers, publishers, and networks

▶ Understanding how to buy mobile advertising

▶ Discovering how to monetize your sites with advertising

▶ Placing mobile ads in front of mobile users

. . . .

*W*ith the proliferation of mobile devices and the increased consumer adoption of services like SMS, mobile Internet and applications marketers like you are turning to mobile advertising, and like them, you can

✔ Generate brand awareness. Increase the number of people who know about your company and its products and services.

✔ Increase the likelihood that consumers may want to buy your products.

✔ Increase sales by driving traffic directly to a transaction.

✔ Generate new revenue streams by including advertising in your messaging, mobile Internet sites, and applications.

If you've never bought an advertisement in your life, or even if you're not sure how you can employ mobile advertising, don't worry. You've come to the right place. In this chapter, we teach you all about mobile advertising: what it is, who to work with, and how to buy and sell it.

Squeezing the Advantages Out of Mobile Advertising

Mobile advertising is the practice of a mobile advertiser (also referred to as a buyer) placing paid-for promotional messaging and sponsorship messages within a publisher's mobile media property as supported by a mobile advertising network or search provider (see Figure 10-1). For example:

- ✔ Text messages, multimedia messages, and e-mail messages
- ✔ Mobile Internet sites, both your own and others
- ✔ Mobile applications that people download through application stores
- ✔ Mobile audio and video content that plays on a mobile device

Mobile advertising is a lot like online advertising, but with three key advantages over traditional online advertising. You should become familiar with each advantage so you can include them in your marketing plans:

- ✔ **Reach:** Reach is defined as the number of unique individuals seeing an ad at least one time during a specific period. In order to get the best results for the least amount of money, you want your ad exposed to as many people (in other words, to have as broad a reach) as possible.

    Mobile has the potential of greater reach than any other medium because the majority of the population is carrying a mobile device and increasingly using mobile media like SMS, mobile Internet, and applications. Research firms like Insight Express (www.insightexpress.com) also point out that mobile generates better brand awareness and overall purchase intent than online media advertising. You can find out more about increasing your reach in the next section.

- ✔ **Relevancy:** *Relevancy* refers to an ad or advertised product being pertinent to the target audience. If your product or message within your ad campaign is not targeted to a relevant audience, the ad campaign will be ineffective. Increasingly, ad networks are able to adjust the content and type of an ad to take many factors into account, such as the consumers' physical locations, types of phones, their direction of travel (and speed), their stated preferences and interests, their demographic profiles, and past and current behaviors (like what they own or are reading). By taking all this information into account in real time, advertisers are able to ensure that your ad is placed in front of people who are interested in what you have to offer.

✔ **Immediacy:** Mobile offers the best "in the moment" engagement. Given the personal nature, the uncluttered space (most pages have only one or two ads), and the, well, mobile nature of the mobile medium, when they're presented with a relevant ad, mobile users are often inclined to respond immediately. Unlike other forms of advertising, mobile advertising can reach users while they are interacting with a brand or product. For example, an ad for laundry detergent is much more relevant to someone standing in the grocery store than someone sitting at work in front of a computer.

Publisher Mobile Media Properties

Buyer selling direct to publisher

* Carrier portal
* Mobile Web
* Content (Radio, TV/video, games, applications...)
* Inline
* Idle screen

Voice and Messaging Channels
Short Message Service (SMS)
Multimedia Messaging Service (MMS)
Voice/Instant Voice Response (IVR)

Wireless Network

Internet

Mobile Advertisers/ Buyers

Wireless Network

Internet

Mobile Search Providers

Messaging Aggregators

Mobile Application Server and Solution Providers

Professional Ad Buyer

Figure 10-1: The mobile advertising ecosystem.

Mobile Ad Networks

Leveraging Different Types of Mobile Advertising

Mobile advertising can take a variety of forms. You should be aware of each so you can know your options and think about advertising across multiple channels and formats, which broadens your reach.

Given the rich diversity of mobile media and devices, mobile advertising has a lot of potential. The following sections help you become acquainted with the different types of mobile advertising and their advantages.

Using multiple ad units and placements

The first thing to consider when building a mobile advertising strategy is the type of advertising you want to do. The type of advertising you want to do is known as an *ad unit.* Because each type of mobile advertising space and device supports a different type of advertising, you need to format your advertising using the ad units that make the most sense for each opportunity. Here are the most common types of ad units:

✔ **Text:** Text ads consist of alphanumeric text, including mobile Internet URLs and phone numbers.

✔ **Banner ads:** Banner ads refer to both static and animated images displayed on mobile Internet pages, in applications, in video, and in animated content (see Figure 10-2).

Chevron sponsorship add in an application

Text link in Mobile Web Page

Mobile Web link in a text message

Figure 10-2: Banner ads are not limited to mobile Internet pages.

Different formats of display advertising

Rich media advertising

✔ **Audio ads:** Audio ads refer to advertisements inserted into audio content, music and radio, directory services, and event text-to-speech services. (For example, when a service reads a mobile Web page to you, advertisements may be interlaced into the content.)

✔ **Rich media ads:** Rich media ads take banner advertising to the next level and are supported on only the latest smartphones and mobile devices. A rich media ad unit may include text, images, video, animation, and audio that may expand to full-screen, float on the screen, or perform any number of other interactive and visual gymnastics. In addition, rich media ad units may leverage the advanced capabilities of the latest mobile devices, like location detection, interaction through the touch-screen, or unique motions of the device (like shaking it).

Almost any mobile advertisement may appear at different places with mobile media, including

✔ **Pre- or post-appended to a text message, MMS message, or mobile Internet site:** That is at the beginning or end of the message or site.

✔ **In-line:** The add is placed in-line within a message, a page, or application.

✔ **Pre- or post-roll:** In this case, the ad is placed at the start and or end of a video or audio clip.

✔ **Interstitial (or bumper ad unit):** The ad is displayed when pages are loading or when applications are downloading.

✔ **Idle screen:** The ad is displayed on the home screen of the device when it sits idle for a period of time, maybe a few seconds or minutes.

Each type of ad unit and placement decision is valuable in and of itself, but advertising is most effective when a variety of messages get in front of the same consumer. Make sure you are familiar with all the aforementioned advertisement types and placements before you come up with your strategy. Consider including three or more ad units and placements in any given advertising campaign.

Placing ads in mobile search

Everyone who browses the Web uses search engines to find Web sites, and advertisers place ads on search engines like Google or Yahoo! in order to attract clicks from the people who are searching for things. Mobile search is a practice similar to Internet search, but with mobile search, people use their mobile phones to conduct the searches.

Most people who engage in mobile search still go to the most familiar search engines, but you should be aware of some key differences in the way that mobile search advertisements work so you can alter any of your search engine advertisements that are targeted at mobile searchers. (If you want to learn the basics of placing search engine ads in general, we suggest you read *Pay Per Click Search Engine Marketing For Dummies* by Peter Kent, published by Wiley.) Here are the key factors to remember about mobile search:

- ✔ **Mobile searches are usually optimized for location.** Search providers like Google, Yahoo!, oneSearch, and Microsoft with its Bing service have optimized their search programs to take into account a user's location. Local search providers can be very effective as well, such as Yelp (`www.yelp.com`), Jingle Networks (`www.jinglenetworks.com`), City Search (`www.citysearch.com`), Where (`www.where.com`), and others. For example, if you're in San Jose, California, and you're using your mobile to look for a pizza place, Google starts by showing you the results for pizza places near where you are standing, as shown in Figure 10-3. If you're targeting mobile searchers, make sure your advertisements take the searchers' locations into account.

- ✔ **Mobile users have access to mobile question and answer services.** These services allow users to post questions to the service. Automated or live agents (meaning real people) answer the questions. Some of the leading providers of this service include Snackable Media (`www.snackablemedia.com`), ChaCha (`www.chacha.com`), AskMeNow (`www.Askmenow.com`), and MobileBits (`www.mobilebits.com`). These services don't own the whole search market, but it's a good idea to be on one or more of them so your business can be the answer to someone's question about your products or services.

- ✔ **Mobile directories are more friendly than Web directories.** Mobile directory search, like the local yellow pages, help people find local services nearby. Mobile directories sell listings and are optimized for smaller screens. When listing on a mobile search directory, make sure your listing points to a mobile Web site. (Read Chapter 8 for more information about mobile Web sites.)

REMEMBER

Working with mobile search providers to place search engine advertising is pretty easy. For most solutions, you don't have to do anything technically different from your Web-based search advertising to get your search engine advertisements to appear on mobile screens.

Figure 10-3:
Mobile
search
advertising
reaches
people by
location.

TIP

In addition to placing paid search advertisements, you want to make sure your mobile Web sites are optimized for search engines so your site appears in organic search results. To improve your mobile search engine ranking, check out Chapter 8.

Grasping the Basics of Buying and Selling Mobile Advertisements

Mobile advertising involves two primary players — the buyer and the publisher — either or both of which may be your company or another company, depending on the situation. Here's how it works:

✔ The company that pays to place a marketing message in an available mobile space is called the mobile *ad buyer*. For example, you're the ad buyer when you buy an ad on someone else's mobile Web site. Another company is the ad buyer when it buys an ad on your behalf.

✔ The company that provides the space for an ad and takes the money from the buyer is called the *ad publisher*. For example, you're the ad publisher when you sell ad space on your own mobile Web site to an ad buyer, and another company is the ad publisher when you buy advertising space from it.

TIP Buying and publishing mobile advertising requires a combination of technology, connections, and expertise. If you have all three, you might be able to buy and publish your own mobile advertisements. Chances are, however, that you'll need at least one of the companies described in the following sections to be successful with all your mobile advertising.

Partnering with media agencies

If buying mobile advertising is not within your area of expertise, you may choose to work with an outside ad buyer (also called a *media agency*). Media agencies are ad buyers that negotiate and purchase mobile advertising space or inventory on your behalf. Buyers work with you to plan and spend advertising budgets so you can maximize the return on investment for a given ad campaign.

Here are some scenarios where you might want to consider using a professional mobile media buyer:

✔ **You want to advertise on premium sites, such as MTV, CNN, ESPN, the Weather Channel, Disney, and others.** These organizations tend to sell their own ad inventory, or work with a specialty group. Moreover, they often want to work through a media buyer, meaning they don't want to work with you (the buyer) directly, unless your budgets are fairly large and your needs are unique.

✔ **You have a large budget.** When you have a large budget, the buyer can help you draw up a strategy to ensure that your advertisements are spread across all the appropriate mobile media, with the right reach and frequency (the number of times an ad is displayed in a given period). A lot of work goes into this, and you definitely ought to leverage the buyer's expertise.

✔ **You need to place ads across several mobile mediums.** If you want to advertise across mobile mediums, such as SMS, MMS, mobile Internet, applications, and so on, realize that a lot of work goes into understanding

how to buy the media as well as deliver it. You shouldn't try to become an expert in all of them — let the buyer do that. If you're buying in only one medium, however, you can go directly to companies like 4INFO (`www.4info.com`) for text messaging advertising or AdMob, recently acquired by Google (`www.admob.com`), for display advertising.

✔ **You need several inventory sources.** *Inventory* refers to all the possible locations where your advertisement may be placed in all the different forms of mobile media. Even the biggest media properties such as CNN or ESPN may not be able to get you the reach and the exposure you're looking to achieve with your advertising. You may need to go to many media companies and use many mobile mediums to get the reach you're looking for. A buyer can help you with this.

✔ **You want a discount.** An ad buyer can negotiate discounted rates due to prior relationships and bulk rates. He also knows the best sources of inventory. He saves you time and money and delivers better results by managing the different allocations of spending across inventory sources where the ROI (return on investment) is highest.

✔ **You're short on time.** You should use an ad buyer when you can't dedicate resources to real-time campaign management, monetization, and the negotiations for getting the best price for your advertising buys.

✔ **You need an expert.** For big-spending clients new to the advertising space, buyers can provide more expert industry knowledge and resources to invest in the most relevant products and targeting methods.

Resources such as *Advertising Age* (`http://adage.com/datacenter/`) can provide lists of the most popular ad buying agencies. The choice of which to use is a personal one and can depend on your product, the size of the ad, and the resources that agency can dedicate to an ad campaign. There is really no easy way to figure out which one is best for you. You simply need to call a few candidates to see whether they know anything about your market and whether their pricing is competitive. If they've been in the industry a long time, you probably can trust that they can do a good job, but be sure to look at smaller firms that may be hungry for your business or have a unique specialty in serving your market. Sometimes the larger firms won't really understand the nuances of your business, in which case a smaller firm may do a better job for you.

Because every ad needs a space in order to be seen by consumers and because advertising generally works better when it's placed in lots of spaces, every ad buyer needs to buy space from *multiple* publishers. If you're working through a formal ad buyer or agency, however, you won't have to interact with mobile publishers directly. The agency will work on your behalf to purchase relevant inventory on placements to obtain the highest ROI.

TIP Another advantage of using media agencies to buy ads for you is that they can also work with multiple publishers to provide data that shows how your ads are performing on their sites in aggregate. Read more about tracking mobile advertising performance in Chapter 14.

Working with mobile advertising networks

Mobile advertising networks aggregate supply and demand for advertisers and publishers by buying inventory from multiple publishers and by providing different types of ad units (see Figure 10-4 for an example). That way, buyers and agencies can reach groups of people who use different mobile sites without needing to work with a different publisher for each site. For example, if an advertiser would like to target females ages 25–54, the ad network can target multiple sites that attract a large number of women within this age range. Women from the category who use different Web sites see the same ads, and the women from the category who use multiple Web sites see the ads multiple times.

Additionally, mobile advertising networks allow an advertiser to target multiple audiences with one or more specific characteristics that span the entire audience. For example, you may want to advertise to people who live in Boston, love sports, and own iPhones. Your advertising network can place your ads on mobile sports sites and display the ads only to people in Boston using an iPhone. Networks can also allow you to target by behavior, so someone who loves the Yankees won't see your ads when they visit a sports site while they happen to be visiting Boston.

If you decide to work with an advertising network, some of these organizations have HTML script (software code) that they'll give to you to paste it into your site. AdMob, shown in Figure 10-5, is one such network.

After the code is in your site, everyone who visits your mobile Web page (or application) sees the ads that your advertising network pulls based on relevancy to the page or application being viewed.

One of the leading advertising networks for do-it-yourself mobile advertising is AdMob (AdMob was recently acquired by Google). AdMob is a major mobile advertising service provider. What follows is an example of how to work through its process to create a mobile ad. Other vendors are available, so make sure to do your research to find out which one is best for your needs.

Figure 10-4:
Millennial
Media, an
industry-
leading
mobile
advertising
network.

To work with AdMob, refer to the following steps (most of the other firms have a similar tool):

1. **Go to `www.admob.com` and click the Not Registered? Sign Up Now link.**

2. **Complete the registration form and select the Submit button.**

   To fill out the form, you have to supply an e-mail address, password, your first and last name, address, country, city, state, and ZIP code, and you also need to read and confirm the terms and conditions.

   After you click Submit, wait to receive the registration confirmation e-mail. Your account is not active until you've confirmed your e-mail address by clicking the confirmation link in the e-mail from AdMob.

3. **After you've activated your account, return to the AdMob site and log in.**

   You may be asked to verify or update your account information and specify the type of account you want. For example, are you an advertiser, publisher, or both?

Figure 10-5:
Some advertising networks allow you to cut and paste code into your mobile site.

After you've created your account, you need to create your first ad. Because you're looking to create an advertisement, click the Marketplace link on the top of the page, click the Campaign tab, and then click the Create New Campaign button. Follow the four steps below to create and launch your ad:

1. **Complete the campaign details form.**

   You need to set a start date and optional end date, and specify your daily budget, for example, $50. The daily budget reflects how much money you're willing to spend each day to have your ad served to a publisher's site. If you set the CPM (cost per thousand) bid rate for your ad at $1 (how much you're willing to pay a publisher to serve your ad), your ad will be displayed 50 times a day ($1 X 50 = $50). You also need to specify the delivery method you want: Standard, which spaces ads out evenly throughout the day, or Accelerated, which shows them as fast as the publishers will take them.

2. **Next, specify where you want your ads to go: mobile Web sites, applications, media (like iTunes), or local business search channels.**

3. **Set the targeting parameters for your ad: what type of devices do you want it served to, what geographies (countries, regions, states, cities), what networks (carriers, Wi-Fi), and specific consumer demographics (gender and age groups). Finally, you need to set your bid rate.**

4. **In the final step, specify the type of ad you're running — a text ad or a banner ad. If you select text, you must enter the text and promotional link for the ad. If you select banner, you have to upload the banner image (file size must be 75K or less) and link.**

As soon as you complete the form, your ad is ready to go and will be published on the start date. You'll be advertising your products and services!

AdMob is not the only mobile advertising network provider with a self-administration tool for advertising management. Millennial Media has a very powerful and easy to use solution, too; see Figure 10-6.

Figure 10-6: The AdMob mobile campaign details form.

Buying ads directly from publishers

If you choose not to buy through a formal publisher or advertising network, you need to reach out directly to the sales staff that sells the space for the publisher in order to buy space for your mobile advertising. You can get a list of top mobile ad sites by looking at Nielsen (`www.nielsen.com`) — a top data collection and research firm with specific outlets for mobile data. Visit its Web site to find out how to license its data.

Some publishers can also be aggregators that work with several inventory sources at once. These aggregate publishers can help you to simplify what would otherwise be a very complex process of ad placements because mobile handsets, carriers, and diversity in the types of ad space tend to require many different creative and technical capabilities. Strong mobile publishers also have best practices to ensure creative compatibility.

Advertising with crosses

When ad networks target ads, they usually base them on several crosses. *Crosses* are characteristics of the ad and the audience that intersect, such as the intersection of age, interests, location, and gender. Examples include the type of handset, demographics, geography, gender, and so on.

The people at mobile advertising networks use a lot of geek-speak to describe the different programs they offer. Here are some of the ways mobile advertising networks can help you target consumers and the terminology you need to be familiar with if you want to get your point across:

✔ **Run of network:** Your ad runs on sites across the mobile ad network's full list of publisher sites, at a frequency set by you. When placing run-of-network ads, make sure you know your network's reach in terms of number of audience members and audience makeup. Your network should have these numbers, but Nielsen also issues a monthly custom rollup of the mobile advertising networks that indicates the reach capabilities of each ad network. The Nielsen numbers may be licensed for a fee. (See `www.nielsen.com`.) Sometimes, however, you can find Nielsen summary reports available for free at `www.slideshare.net` and `www.marketingcharts.com`.

✔ **Channel:** You can choose to target your ad by content affinity, such as advertising on all sports sites, or female sites, or automobile enthusiast sites.

When targeting channels, don't be afraid to cross channels to hit an intersection of your target, for example, crossing the female and sports channel to hit only females within sports sites.

✔ **Custom subnet or sub network**: Your mobile ad network sets up a two-tier custom affinity site list. Examples include female sports sites or working mothers.

Make sure to tell the network the specifics of your demographics, but do not narrow it down too much or you will ultimately limit the total reach of your campaign. For example, if you are marketing an expensive electronics sale, don't target only users with an annual household income of more than $150,000. Instead, be a bit more broad, say to $100,000. You are advertising your brand to this larger demographic and also hitting users more likely to buy as well, with the specific message of a sale.

✔ **Takeovers or network blocks:** A *takeover* or *network block* is also commonly referred to in the online space as a *roadblock.* Ultimately, these refer to large ad campaigns (in terms of budget and target impressions) delivered in a short time frame (typically less than a day or two). A takeover simply means fully taking over inventory (typically only one mobile site or a segment of one site), owning every ad on that particular target within the specific time. A network block is used only by networks and targets a large amount of impressions within a target audience (based on geographic location, demographics, gender, channel, and so on) across a group of sites.

Typically, any type of block has two goals: reach (to hit as many unique people as possible within your target) and frequency (hit all users as many times as they access the inventory). You can only maximize one of these goals within one campaign because they are inversely related. Given that blocks are not performance geared (driving traffic or having a user complete an action), they are typically only sold on a CPM (cost-per-thousand) or flat-rate basis. These are a "must-buy" component of an advertiser's ad strategy mix.

If you work with a sophisticated ad network, chances are that it can uniquely identify users and therefore create custom audiences based on affinity and behavior. Keep in mind that the more targeted your ads, the more your advertising costs. For a full list of the global mobile ad networks, their attributes, and how they stack up against other similar mobile ad nets, visit mobiThinking at `www.mobithinking.com`.

TIP

When you go directly to a publisher to make ad placements, ask your publisher for advice so you can decide how much to spend. Mobile publishers should be able to evaluate the best placement for ads. They do this based on their audience and traffic and by choosing when and how often to show ads in order to optimize the user experience on the site and maximize interactions with ads. If your mobile publisher can't show you lots of useful data, don't buy space from it!

Advertising with mobile carriers

Mobile carriers such as Verizon, AT&T, Sprint, and T-Mobile, offer advertising space on their proprietary mobile sites, also known as *on-deck inventory*. Carrier sites are a good choice when your goal is to reach only the customers using a specific carrier, but keep in mind that you'll need to also consider other characteristics of the people who use that carrier. For example, advertising the availability of an iPhone app to Verizon customers won't work because Verizon doesn't currently carry the iPhone.

WARNING!

Understanding all the carrier's devices, users, geographic coverage, and data plans can become cumbersome, especially when you're trying to run a single ad campaign on more than one carrier's inventory. Unless you really need to reach the customers of a specific carrier, choose a mobile advertising network instead.

Paying publishers and billing buyers for mobile ads

Mobile advertising is purchased on terms that are based on the level of interaction with the ad — just like online advertising. The terms can dictate the cost of each ad displayed or the cost of various actions taken in response to an ad. Here are the most common payment terms for mobile advertising followed by some advice for choosing the right method:

- ✔ **Cost-per-thousand (CPM):** CPM means that you pay a fee based on the cost of one thousand *impressions* (every time the ad appears in front of someone). For example, a CPM of $5 means that you pay $5for every 1,000 times your ad appears. Keep in mind that CPM does not require anyone to click on the ad or even to look at the ad. It just means it was displayed when someone visited the page where the ad is placed. That's why CPM is usually used as a way to compare impressions to clicks or other actions rather than a way to bill you for advertisements.

- ✔ **Cost-per-click (CPC):** CPC means that you pay a fee every time someone clicks on an ad (or, in the case of mobile, every time someone touches the ad with her finger). For example, a CPC of $5 means that you'll pay $5 every time someone touches one of your ads. Use this method when your main concern is driving traffic to a mobile Web site and you are trying to convert visitors to customers.

- ✔ **Cost-per-action (CPA):** CPA means that you pay a fee every time some-one completes a specific action as a result of touching an ad, such as visiting a Web site, filling out a form, or sending a text message with a secret code word found in the ad. Use this method when your agency or another partner is responsible for driving traffic to a mobile Web site and converting visitors to customers for you.

- ✔ **Sponsorship:** Sponsorship means that buyers can also simply pay a publisher a lump sum and sponsor the inventory in a media property for a fixed period of time. For example, you may sponsor the development of an application and pay a little extra to have your logo on the *launch screen* (the screen that appears when the app is loading) for a number of months.

TIP

You can't have a meaningful discussion about paying your mobile buyer, pub-lisher, or network until you know what actions you want to pay for. Make sure everyone involved understands your goals so you can build a payment strat-egy that charges you no sooner than the moment you get value in return.

Getting a Return on Your Mobile Ad Buying

If you want to get a return on the money you spend buying mobile advertis-ing, you want to make sure to pay attention to the purpose of your advertis-ing in relation to the costs of your advertising. If you spend too much, it's probably not because you paid too much, but rather because

✔ You failed to effectively target your ads to the right audience.

✔ You paid the agency, network, or publisher for the wrong deliverable.

✔ You failed to invite your audience to take the right action on your ads.

The next sections explain how to target your ads and set them up to invite actions that lead to sales.

Choosing targets and formats for your mobile ads

Before placing any mobile advertisements, you should make sure your ads are going to reach the right people — the people who are most likely to buy from you! Here are three questions you need to answer before you talk to an agency, make any placement decisions, or spend any money:

✔ **Am I trying to reach everyone or a specific group?** If you're targeting a specific group of people, you'll need to know which Web sites, applications, and phones they use. Publishers can give you this information. Make sure you ask for it before placing any ads.

✔ **How do I want people to engage with my ad?** If you just want people to see your ads, you have more choices than if you need people to be able to click through and complete a purchase or share the ad on through social media. You should choose actions that move your audience closer to completing one of your goals. We discuss actions in more detail in the section called, "Inviting action on your mobile ads" later in this chapter.

✔ **How will I know that my ads achieved my goals?** Decide from the onset how you'll measure success and how you'll track and quantify your results. Your publisher or network can give you a variety of data points that demonstrate your advertising performance. Many of the ad networks allow you to create predictive models so you can make your initial placement decisions and make changes afterward if you aren't getting the results you want. You can read more about ad tracking in Chapter 14.

After you have answered these questions, you should have a good idea of your target audience and target goals. The next step is to share these targets and goals with your publisher or agency or apply the goals to your network by including them in your ad parameters. Then you can begin creating your ads.

Creating ads for mobile properties

When creating ads for mobile properties, like mobile Web sites and applications, you need to make sure your ads are sized and formatted correctly. If you're working with an agency or network, they usually have creative services to help you. If you're buying directly from a publisher, you need to do the creative work yourself in some cases. Even if you're outsourcing your creative work on some level, you need to keep the following in mind so you can get the results you need:

- ✔ **Size:** There are many standards sizes for different screens. The typical standards include X-Large Image Banner (300x50 pixels), Large Image Banner (216x36 pixels), Medium Image Banner (168x28 pixels), Small Image Banner (120x30 pixels), and Text Tagline (text of about 10–24 characters). Make sure you create banners of all sizes so that your advertising network can send the appropriate size for the consumer's phone.

- ✔ **Format:** The format of the ad depends on the type of phone the ad is being served to and the network it's going over. It's best to work with an expert when deciding on a format because there are so many variations. For example, iPhones don't support Flash (Adobe's multimedia platform used to add video, animation and interactivity to Web pages) and most phones don't support JavaScript or other rich media.

- ✔ **Analytics:** Make sure you've integrated a mobile analytics package such as Google Analytics (`www.google.com/analytics`), Omniture (`www.omniture.com`), AdMob (`www.admob.com`), or Bango (`www.bango.com`) to track the traffic on your properties and the success of your programs. The data from these tools helps you optimize your strategy. See Chapter 14 for a more detailed review of mobile analytics.

Inviting action on your mobile ads

Whether you use publishers, agencies, or networks to place your mobile ads, you need to decide what you want people to do, if anything, when they see your ads. Making your ads clickable or touchable is not enough. If you want people to take action on your ads, your ads need to suggest or invite those actions, and then those actions need to meet two criteria:

- ✔ **Your actions must be mobile-friendly.** For example, if your mobile ad asks someone to touch or click the ad in order to visit your Web site, your Web site had better work properly on the mobile phone that person used to touch or click the ad (see Table 10-1).

- ✔ **Your actions must help you reach your goals.** For example, if your mobile ad asks someone to watch a video, that video had better include enough information and incentives to invite a purchase if you're trying to use the video to help sell a product.

Table 10-1	Mobile Marketing Association Mobile Web Ad Guidelines	
Name	*Technical Specifications*	*Sample Creative*
X-Large Image Banner	**300x75 pixels** **Universal unit:** GIF, PNG, JPEG for still image Less than 5K file size **Supplemental unit:** Animated GIF for animation Less than 7.5K file size	
Large Image Banner	**216x54 pixels** **Universal unit:** GIF, PNG, and JPEG for still image Less than 3K file size **Supplemental unit:** Animated GIF for animation Less than 4.5K file size	
Medium Image Banner	**168x42 pixels** **Universal unit:** GIF, PNG, and JPEG for still image Less than 2K file size **Supplemental unit:** Animated GIF for animation Less than 3K file size	
Small Image Banner	**120x30 pixels** **Universal unit:** GIF, PNG, and JPEG for still image Less than 1K file size **Supplemental unit:** Animated GIF for animation Less than 1.5K file size	
Text Tagline	Up to 24 characters for X-Large Up to 18 characters for Large Up to 12 characters for Medium Up to 10 characters for Small	Show Times Click Here

Mobile audio advertising

We often forget that the mobile phone is just that, a phone, and that voice calls can be made with it. Moreover, with the proliferation of smartphones, more and more users are streaming audio over the data channel (the Internet) over their phones. Recently, a number of companies have emerged to make it possible to serve advertising into these audio channels. Here are a few examples:

✔ **Click-to-call audio advertising:** Buyers promote phone numbers in text messages, mobile Web sites, and applications, as shown in the following figure. When the ad is clicked, the phone dials out and the ad plays. The leading provider of this form of advertising is UpSnap (`www.upsnap.com/`).

✔ **Directory services:** Jingle Networks (`www.jinglenetworks`) deploys a robust advertising-supported directory service. Consumers may receive free directory services and forgo the carrier charges by calling 1-800-Free411. To receive the free directory services, all they need to do is to listen to a few ads. This is a great place for buyers to research.

✔ **Internet radio:** As radio and related audio services go mobile, leading firms like TargetSpot (`www.targetspot.com`) are making it possible to buy advertising within mobile radio broadcasts.
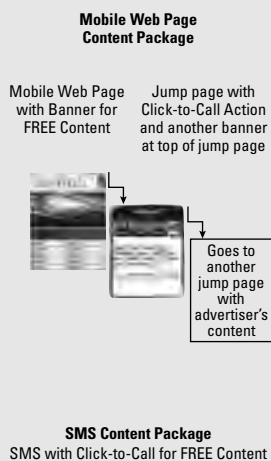
Click-to-Call Action Dials into Audio Content

Mobile Web Page Content Package

Mobile Web Page with Banner for FREE Content — Jump page with Click-to-Call Action and another banner at top of jump page

Goes to another jump page with advertiser's content

SMS Content Package
SMS with Click-to-Call for FREE Content

Audio Ad Before Content
CPM Ad or PPC Ad Played

"Are you looking to get out of debt? Credit Helpers have helped over 70,000 people reduce their debt by as much as 60%. Call now for a free debt consultation with no obligation.

If you would like to speak with this advertiser, please press 7 now."

Call into Call Center

Audio Service - UpSNAP Content

Sporting News Flash

"Last night the Tarheels lost to the Tigers in the National Championship game......."

Audio Ad Post Content
Pay-Per-Call Ad

"Want to listen to your favorite NASCAR driver's real-time race radio? Switch to DIRECTV today for only $29.99 a month, for credit qualified customers.

If you would like to speak to this advertiser, please press 7 now."

Call into Call Center

REMEMBER

Mobile is a location-aware media. That means your ads can invite location-based actions without requiring a click or touch, such as asking someone to walk into a store and show the ad to the person behind the counter.

Here are some ways you can invite action from people using your mobile ads as the starting point, and some tips to make sure those actions are friendly to mobile users. (Mobile advertisers call these *post-click actions.*)

- ✔ **Ask them to submit a form:** Use a mobile form to enlarge your mailing lists, take orders, or collect survey information. Mobile forms shouldn't be too long because screens and keyboards are small. The simpler, the better.

- ✔ **Invite click-to-call:** Click-to-call can happen two ways — directly from an ad, or redirecting to a landing page that customers opt to dial. For an immediate response, click-to-call from the ad is the way to go because it immediately asks a user to touch and automatically dial the phone number. For a secondary opt-in to ensure the user really wants to connect with someone live about the product, redirect the user to the landing page and give him the choice to dial there. This essentially acts like a double opt-in, which could lead to better caller quality, but could lead to drop-off (users getting impatient and moving away from the process before they make the call). In either case, make sure your ad copy asks the caller to mention the ad so you can track the number of calls resulting from your ads.

- ✔ **Display a coupon:** Use mobile ads as coupons to capture comparison shoppers on-the-go or to enable a discounted purchase on a mobile Web site.

- ✔ **Promote a store locator or map:** Mobile ads can be set up to utilize GPS so you can direct shoppers to specific locations such as product displays or VIP parking lots.

- ✔ **Offer an application download:** If you've built an application, mobile ads are a great way to drive people to install the application on their phones.

- ✔ **Show a video:** Only certain phones are capable of displaying video on the handset. Typically publishers and ad networks are able to tell clients which handsets are mobile-capable. The video must be formatted to fit mobile specifications. The videos can be created by an in-house mobile creative staff, or can be outsourced to mobile creative agencies or ad networks with a creative department. Users have the option to interact with the ad campaign through streaming video either through the ad unit or as a call to action on your mobile site or landing page. (The action could be to watch a movie preview, demo a product, watch an interview, and so on.) If a client doesn't have a video specifically built on his home page, a link to a YouTube video works as well, but is limited in the devices it can play on — at this time, mostly only advanced devices (such as iPhones, BlackBerrys, and so on).

TIP

Mobile service providers (like Rhythm Media Networks `www.rhythm newmedia.com`; Smith Micro, `www.smithmicro.com`; Kyte, `www.kyte.com/`; Brightcove, `www.brightcove.com`; and VMIX, `www.vmix.com`) can help with video optimization and help you reach the largest audience able to view a video.

✔ **Make mobile commerce:** Allowing an immediate purchase as part of your call to action requires the consumer to provide credit card or payment information. To enable this action, you need a mobile application or a secure mobile site. You can read more about enabling mobile commerce in Chapter 13.

✔ **Go social:** Direct people to your social media site to become fans or ask people to share your mobile ad with friends. You can read more about mobile social media in Chapter 12.

REMEMBER

Of course, if you just want people to see and remember your ads, that's okay too. Lots of companies use mobile advertising to increase recall or loyalty and that doesn't necessarily require a click or touch. Just make sure you are measuring recall and loyalty by taking surveys or doing research before and after you run your advertising campaigns. You can read more about tracking mobile advertising in Chapter 14.

Placing Ads in Your Own Mobile Properties

If you want to be an ad publisher and sell your own space to other ad buyers, or if you want to advertise your own products or services in the mobile properties you already own, you can use the available space in your mobile properties to place advertising as a publisher. For example, you could place advertisements in

✔ Your own mobile Web site

✔ Text messages and multimedia messages you send out

✔ Mobile applications and downloadable content you own

Placing ads on your own mobile properties allows you to make money on those properties or pay for the costs to create them. Either way, mobile advertising is a great way to make money. The following sections show you how to publish ads in the aforementioned three mobile properties.

Placing ads on your own mobile site

If you're placing your own ads on your own site or if you have a simple mobile Web site and only a few advertisers buying space from you, you can simply cut and paste the ads you create into the appropriate space on your mobile site. If you really want to make money selling mobile ads, use an advertising network so you can sell your inventory to multiple buyers and allow them to bid for the price of your space.

If you want to publish with a network, you need to verify that your mobile marketing Web site application is integrated with one or more mobile advertising networks. If it's not, have a member of your technical team or your mobile applications provider contact a mobile advertising network aggregator to ask what it will take to integrate your application(s) with the ad network. After you have verified network integration, you can use either of two methods to include advertising network ads in your mobile Web Internet sites and pages:

- ✔ **Use a mobile Internet visual editor.** Mobile Internet visual editors make placing ads on your mobile Internet site a snap. These editors are integrated with the leading mobile advertising networks. You simply need to get your account credentials (such as user name and password) from the mobile advertising aggregator, paste this information into the editor, and click Save to insert an ad placeholder into your site. When a mobile subscriber visits your site, the mobile marketing application reaches out to the aggregator's system, requests an ad, places the ad on the site, and displays it to the mobile subscriber — all in a matter of seconds. See Figure 10-7 for an example of a mobile Internet site visual editor, like iLoop Mobile (`www.iloopmobile.com`), Mad Mobile (`www.madmobile.com`), Mobile Card Cast (`www.mobilecardcast.com`), and others.

- ✔ **Paste ad network code into your pages.** If you're not using a visual editor and are simply working in code, getting an ad onto your mobile Internet site may take a few more steps, but is definitely doable; see the section titled, "Working with mobile advertising networks" earlier in this chapter.

Text advertisements can be inserted into Short Message Service (SMS) messages to advertise products, services, or special offers. The ads are usually placed at the end of standard SMS messages as links or ads can stand as text alone. SMS ads are not display ads because they are made up of text only. SMS ads can be linked to display ads, however, as shown in Figure 10-8.

Figure 10-7:
Inserting ads into a mobile Internet site with a visual editor.

Figure 10-8:
SMS ads can include links to display ads placed on mobile sites.

MMS (Multimedia Messaging Service) advertising can be formatted with images, text, audio, and video, which makes them great for delivering richer ads, as shown in Figure 10-9.

TIP

Format is important here to allow for the greatest number of viewers. Service providers can compress content like videos in your MMS advertising and use their unique applications to make your content work across more carriers and handsets.

Figure 10-9:
MMS ads
can contain
pictures or
videos.

Courtesy of Mogreet

REMEMBER

In most cases, MMS and SMS ads need to be sent through an MMS or SMS ser-vice as opposed to an advertising network because it's impossible to dynami-cally insert advertising into MMS and SMS messages through code insertion. To find out how to create an MMS message to send advertisements, read Chapter 6. You can discover how to create SMS messages in Chapter 5.

REMEMBER

Not all carriers support MMS messages. Using them may reduce the number of people you are able to reach if rich content is the only communication you offer.

Advertising in applications and downloadable content

In-application or *in-app* refers to advertisements placed in free or paid appli-cations installed on a mobile device. Ads can be sold within applications to make money or to help offset the cost of building and maintaining the appli-cations. Ads can also be placed by the application owner to increase the brand recall or confidence of the people who use the applications. Ads can also be placed in downloadable content, such as videos, ringtones, or pod-casts to achieve the same goals as in-app advertising.

Placing ads in mobile applications and downloads requires forethought because you need to include the ability to display advertising when you're building the applications or downloads. Talk to your programmers or appli-cation providers about including dynamic ad network servers or static display ads and make sure your agency is aware of your goals and target audience. To find out more about building applications, read Chapter 9.

Chapter 11

Executing Voice-Enabled Mobile Campaigns

*I*t's easy to forget that a mobile phone enables you to verbally communicate with your customers because you can do so many other exciting things to reach people on their mobile phones and related devices. It is, after all, first and foremost, a phone. The fact is, however, that marketing through voice is just as exciting as any of the other mobile media, not to mention the fact that the ability to talk and listen is the one and only feature that is available on all mobile phones. Because pretty much everybody knows how to talk on the phone, you don't have to worry whether the majority of your customers will be able to interact with your voice campaigns.

Marketing through voice can involve humans, it can be automated, or both. Your marketing can invite calls from people or initiate calls to people. Either way, the mobile phone presents an opportunity to reach literally everyone with a mobile phone in a familiar and useful way.

In this chapter, we show you how to tap into the voice features of phones when designing your mobile marketing campaigns, and we explain how to set up and run voice-enabled mobile campaigns. We also touch briefly on using mobile for engaging with a live person, but the majority of this chapter is about how to set up and run campaigns using automated voice solutions.

Choosing an Approach to Mobile Marketing with Voice

You can hire real live people to answer the phone when people call you from their mobile phones, but it's also possible for people to get an answer, book a flight, or find the local Chinese restaurant by voice even if a human doesn't pick up the phone on the other end.

The following sections help you decide between live agent and automated voice campaigns. We also show you how to choose a partner for the automated methods because you need some technology to enable automated voice campaigns.

TIP

Keep in mind where your customer is most likely to engage with your mobile program. If your customer is more likely to use your service in a public place, think about the environment and tailor your content to that environment. Having your customers speak personal information aloud within earshot of strangers or in a crowded loud venue is not ideal. In those situations, an SMS or mobile Internet-based program might be best.

Choosing a live agent approach

Live agent voice means that a live person — or agent — is answering the phone line. Sometimes it takes a human to do a human's job, despite our best attempts to automate things. Some things are too important or too difficult to automate, or you simply may not be allowed to. For example, financial services companies don't allow you to leave voice mail messages with your broker to make a trade — you must speak to them live. Examples of jobs that humans are likely to be called up to do include

- ✔ Roadside assistances services, like those offered by the American Automobile Association
- ✔ Opting in to a sweepstakes entry
- ✔ Getting or requesting a product sample
- ✔ Fulfilling a transaction triggered from a mobile Web site or application

Even if your circumstances don't require a live agent, you may choose a live agent approach if it makes it easier for your customers to place orders or get technical support. For example, you may choose to link your mobile Web site to a call center so that customers may place their orders over the phone by talking to a live agent, as shown in Figure 11-1.

Figure 11-1:
Linking your
Web site to
a call center
can enable
voice
ordering for
customers.

Click to initiate a call
to the call center

TIP

You should employ a live agent approach when it makes more money than an automated response. Try testing one against the other to find your return on investment. For example, you might find that people won't give their credit card numbers over the phone unless they're talking to a live person, whereas other businesses find that people feel more secure sharing a credit card with an automated system. Each business is different. Sometimes people simply need or want the human touch.

Voice is great for multi-tasking

When it comes to marketing by voice, you have a lot of opportunity to effectively engage your audience during other activities. For example, it's easier for your audience to talk on the phone than to stare at a screen and type while watching the kids play soccer, standing in line, or walking down the street. People can use their voice to

✔ Take a survey or leave a comment or opinion without using their hands to type

✔ Check on the status of something they need to pick up without visiting a Web site

✔ Securely leave information such as an e-mail address or a credit card number and securely receive information such as recorded messages or order confirmations

✔ Listen to music, a podcast, a broadcast, or recorded announcement

✔ Request turn by turn directions while trying to find a store, hotel, or other location

Just remember that some contexts, such as driving, are inappropriate for voice if your customer has to look at the screen or push any buttons at all.

Choosing an interactive voice response (IVR) approach

Automating your voice communications is known in the industry as *interactive voice response* (IVR). IVR isn't just listening to a recording prompting you to press 1 for support. These days, IVR can provide very rich and interactive experiences.

IVR offers a lot of possibilities, so choosing an IVR approach is usually a matter of looking at some examples of what other businesses are doing and applying the basic idea of that approach to your business. Here are some examples you may want to consider to see if there is a basic approach that applies to your business:

- ✓ **Location-based sales assistance:** In a store, you call the phone number on a sign next to a product to check whether any store locations offer a model in a different color.

- ✓ **Location-based search:** You call the bank's phone number and request a list of the nearest ATM locations sent to your phone by text message.

- ✓ **Instructions or directions:** You call a toll-free number and enter your ZIP code or phone number to receive detailed information on voter registration and polling instructions for your area.

- ✓ **Directory search:** You call a toll-free or directory service to find a shoe store near your office and the IVR system asks you what you're looking for using voice recognition.

- ✓ **Options-on-hold:** Instead of getting music on hold while waiting to talk to a live agent, the IVR system gives you multiple options so you can leave a message, subscribe to a text message club, or listen to program promotions.

- ✓ **Promotional engagement:** You call a phone number to enter a sweepstakes or participate in a survey. A few years ago, Sony Pictures promoted their movie *Vacancy,* a thriller, by advertising a 1-800 number on television. When viewers called the number, they could hear the sounds of the movie and choose from options to interact with the promotion.

- ✓ **Content delivery:** You call a phone number to hear an audio announcement or to request a wake-up call while you're staying at a hotel.

- ✓ **Information requests:** You call and leave your e-mail address or physical address and the system sends you a brochure via e-mail or regular mail.

- ✓ **Automated ordering:** A mobile Web site's banner ad contains a phone number that connects to an order system.

Mobile-enabling Web sites and text

Many people suffer from reading disabilities or simply want to listen to content rather than read it. With the advent of smartphones, advancements in mobile Web sites, and the speeding of mobile networks, you can now provide your customers with the capability to listen to your content, or, if they wish, they can download and listen to it later. Services like these are powered by companies like VoiceCorp (`www.voice-corp.com`), which translate text from numerous languages into a dialect-appropriate voice, meaning they read a Web site or mobile Web site page or article to you (see the following figure).

Click to have page read over the data audio channel.
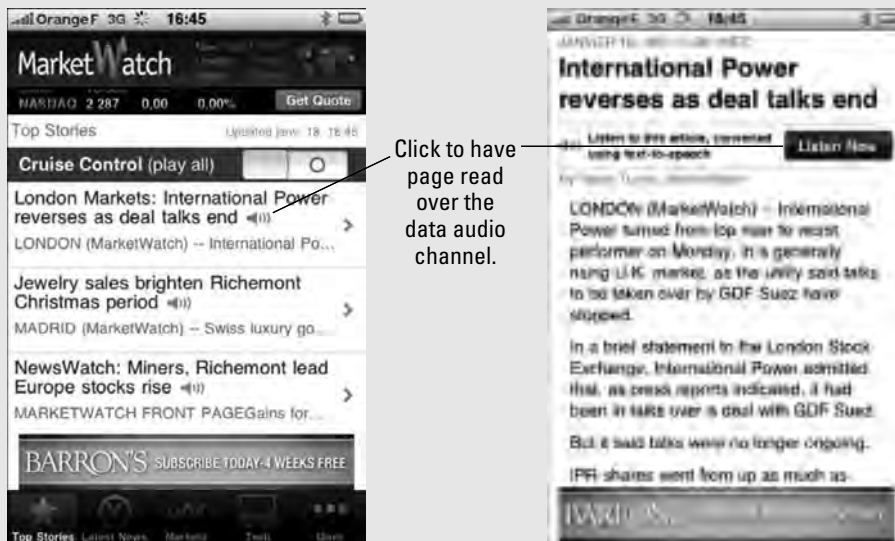
IVR is the cornerstone to voice-enabled mobile marketing programs and the preceding are just a handful of leading examples. We show you how to plan IVR campaigns a bit later on in this chapter.

Finding a voice services provider

If you opt for a live agent approach, search the Internet for companies that offer customer care and support outsourcing services. These companies are also often referred to as *call center* service providers.

Three types of IVR providers exist:

- ✔ **Full-service agencies:** They can manage the entire process for you.
- ✔ **Online applications:** Online apps allow you to log into an application and manage your programs yourself.
- ✔ **Software:** Software solutions can be installed on your computer network so you can manage IVR within your company's data network (this later option is for a highly advanced organization).

A few of the leading IVR solution providers include CommerceTel (`www.commercetel.com`), SmartReply (`www.smartreply.com`), Angel.com (`www.angel.com`), and Nuance (`www.nuance.com`). These are just a few of the stellar organizations that can help you get up and running with mobile marketing and IVR. Do a search on the Web and you can find a number of others.

Setting Up IVR Programs

IVR programs require a bit of setup. You need to plan out your goals, write scripts, and record your voice-overs and options so that people who call you have options to select. The next sections show you the steps in the process of setting up an IVR program. We show you how to launch different kinds of campaigns in the next section.

Planning your campaign

You want to make sure you think through and make decisions about a number of items before you launch your voice program:

- ✔ **What is the purpose of the campaign?** Is the goal of the campaign primarily customer care, marketing outreach, or direct revenue? Don't mix multiple objectives together unless you are sure that your primary objective is being met.
- ✔ **Who or what is behind your message?** You can choose a live person, a recorded voice, or a computer generated text-to-voice message. Make sure your customers are comfortable with your choice. If you decide to go with a live person, you can choose a professional voice talent or a regular person. Again, your customers should be the judges of what to use.
- ✔ **What is your time frame?** It takes time to identify and select a partner and set up your campaign, but you also need to consider the duration of your campaign and your ability to make changes to the voice program over time.

✔ **How will you measure the results of your voice campaign?** Tracking the impact of your campaign gives you the ability to make changes to future campaigns. Make sure you or your voice program partner has the ability to track responses and results. (See Chapter 14 for more information about tracking and analyzing mobile marketing programs.)

REMEMBER

With voice and "live people," keep in mind the time zone variations if you are working across a large geographical area. You need to decide if you want to pay for 24-hour service. Alternatively, you can state specific hours when the operators are on duty in a recorded message and in any print ads.

Scripting the interaction

A *voice script* is a word-for-word document of your voice prompts that helps you to determine what to say and allows you to make changes to one variable at a time, such as a sentence or a few words. One voice script may generate the results you're looking for, whereas another doesn't, even if you think you're basically saying the same thing conceptually.

Scripting your voice interactions entails writing down what your customers hear and what steps your voice prompts will walk them through when they connect with your IVR program. For example, the following depicts a very simple script:

Customer: Dials toll or toll-free number. IVR system picks up.

IVR system: "Hi there, welcome to our mobile marketing program. To opt-in to the sweepstakes, press 1 when prompted and state your e-mail address. To leave us a voice message, press 2 and follow the prompts."

Customer: Presses 1 and vocalizes e-mail address.

IVR system: "Thank you. Your sweepstakes entry has been received. We'll send you a follow-up text message and e-mail message shortly."

This script is pretty dull, but you get the idea. You want to write down exactly what the IVR system will say and how your customer will interact with it. Keep in mind, as in the preceding example, when writing your IVR script, you want to think through the following:

✔ **What are you trying to accomplish?** What is your goal for the call? For example, do you want the caller to leave an e-mail address to opt-in for your sweepstakes program, as in the preceding example?

✔ **What is the first thing your customer will hear when the call starts?** Will he hear a voice, or maybe some music? Then what? When will the optional prompts start?

✔ **What option prompts will you play during the call?** For example, "Press 1 for this and press 2 for that," is common, but rephrasing the prompts as "When you press 1, you can get assistance from a live agent — when you press 2, you can search by ZIP code for a nearby location or receive a text message" gets better results.

✔ **What happens when the IVR system does not understand the user's entries into the IVR system, or if the user calls in from a landline phone versus a mobile phone?** If the person calls in from a landline, maybe you tell them they can't participate in the program because your program is focused on deriving a text message at the end of the call.

✔ **What does the IVR system do if the user presses 3 or any other number as an option when 1 or 2 are the only valid options in the program?** In this case, you want to create an error message for the script. Have the system say something like "I'm sorry, that option is not available," and then have it return the user to the previous step. Table 11-1 highlights key examples you'll find in a script. Figure 11-2 is a visual example of a call flow.

Table 11-1	Voice Script Elements
Item	*Description*
Introduction	The audio recording(s) that play when the call first picks up. You may have multiple audio files, such as one recording saying hello, and another with music. Individual files can be strung together to complete a script or experience.
Option prompt string	To *X,* say or press 1. To *Y,* say or press 2. To *Z,* say or press 3 (with *X, Y,* and *Z* referring to the actions you'd like to offer the caller).
Individual option prompt responses, for example, when someone says or presses 1	Each audio response when the consumer selects an option. For example, thank you for selecting *X.* Your request is being processed.
Error	We're sorry. We did not understand your selection. (Or your selection is not available. Please try again.) Press 1 to return to the main menu or 2 to return to the previous menu.
Thank you	Thank you.
Conclusion	Goodbye.
Unsupported carrier	We're sorry. Your mobile carrier does not support this program. Thank you for contacting us.

Figure 11-2:
A sample
IVR call
flow.

The key to any script is to

- Keep it simple and instructional.

- Put the action at the end of the audio recording (for example, "To receive a text message, press 1" instead of "Press 1 to receive a text message.")

- Use professional voice talent whenever you can. It's relatively inexpensive and makes the user experience much more positive.

The customer care script for American Airlines

American Airlines has an exceptional IVR system that recognizes the customer. The first time a customer calls the number, he gets a simple prompt: "Would you like for me to recognize you next time you call this number?" After he opts in to be recognized, the next time he calls in, the phone recognizes him, looks up his current flight status, and gives him the information that he is most likely calling about:

"Hello Eric and welcome back. It looks like you are in Dallas connecting to New York. Your flight to New York is scheduled to depart on time at 1:15 p.m. from gate D23. If I can help you with more information, please say a command, for example, 'Upgrade'."

This system is exceptional at helping customers solve problems and get information. The information is accurate and actionable, exclusive to the caller, and clear. The systems that deliver these kinds of messages are largely delivered by value-added developers of the Nuance platform, a leading enterprise IVR solution that can be set up and installed within your business to power your IVR offerings.

Recording IVR audio prompts

After you have prepared your voice script, the next step in getting ready for your IVR mobile marketing program is to record your voice prompts. In addition to creating the audio recordings for each part of your script, you need to create all the recordings for errors, help messages, and thank you messages that you may want to include. This process is often referred to as creating the *voiceover.* There are all kinds of ways to record your IVR prompts, including

- ✔ **Online recorder:** Your IVR provider may have an online tool you can use to record your files right into its system.

- ✔ **Your computer:** You can use an audio recording application installed on your computer such as GoldWave, Mixcraft, or StepVoice Recorder. For creative audio effects, use the Easy Hi-Q Recorder.

- ✔ **Professional services:** If you don't want to use your own or an employee's voice, hire a professional actor or service to record your audio files. Many of these services have actors that can impersonate a leading celebrity, like Jack Nicolson or Samuel L. Jackson, or maybe Lady Gaga. If you go the impersonator route, you can have a lot of fun with this because your audience will be surprised when they hear the celebrity's voice, and using an impersonator can be a lot cheaper than actually having the real deal record the voice-over for you. Take a look at the athlete endorsements at www.brandaffinity.net, a firm that provides celebrity impersonator voices. Other companies provide similar services — just browse the Internet to find them.

If you go the do-it-yourself route, do not skimp on the microphone you use to record your voice-overs! Microphone quality has a direct impact on audio capture quality. Use the best microphone you can afford.

The voice of an IVR system becomes your brand's voice to your customer, in the same manner that voice-overs on television and radio commercials tell you something about the personality and integrity of the company represented by the voice-over. Test different voices and see which ones generate the best responses for your company.

Configuring and preparing program responses

If you're going to have your IVR application provider set up your program for you, you can skip this next step. However, if you've licensed access to

your provider's software, you need to follow the steps below. Every application is different, but they all follow the same general principles:

1. **Give your campaign a name, for example, February Sweepstakes, so that you can track it in your reporting. Specify a start and end date.**

2. **Assign a phone number to your campaign.**

   The phone number is the number that people call to engage in your programs or the number that is triggered by an SMS callback or mobile Web click-to-call link.

3. **Specify the parameters of your campaign.**

   For example, one parameter you have to set is the number of times a user can participate in the program in a specific period of time or whether a voice mail can be left if a call is not picked up.

4. **Organize the IVR menu tree, which is the visual representation of your menu options, and upload your audio files for each menu prompt, as shown in Figure 11-3.**

   Your software needs to be able to guide you through the upload process so your customers don't hear the wrong audio message at the wrong time.

5. **Organize the actions that will be initiated by the IVR system when an option prompt is selected.**

   For example, when someone presses 1 on the keypad, a specific action is selected. Possible actions will vary by IVR provider, but the most common are

   - **SMS or MMS trigger:** Send the user a specific SMS or MMS message.

   - **Voice mail:** Capture a voice mail and e-mail to an address or post it to an FTP site to be retrieved later.

   - **Call transfer:** Transfer the call to another number.

   - **Play audio:** Play another audio file in the menu tree.

   - **Web service trigger:** Post the user's phone number and specified campaign parameters to a third-party service, such as your next messaging or mobile Web provider, so that it can pick up the call and take some action on it, like send a text message.

Figure 11-3: IVR applications allow you to configure IVR options.

Executing Different Kinds of Voice Campaigns

The great thing about mobile voice campaigns is that you can incorporate more features than traditional landline phones allow. The following sections show you how to execute the most common voice campaigns using the capabilities of today's mobile phones.

Plain old dialing

The simplest and most common voice call to action is to invite a customer to pull out her phone and dial a toll or toll-free number. After people place a call, you can put them in a queue to speak with a live agent or direct the number to interact with your IVR program.

REMEMBER

Dialing is easy for your customers to understand and every phone is capable of interacting with a dialing campaign. Enabling a dialing campaign is simple. Just put your phone number in your advertising and ask people to call.

Click-to-call

Just like clicking a hyperlink takes you to a Web page, in most phones, clicking or touching a properly formatted phone number in a mobile Web site or application instantly calls that phone number, as shown in Figure 11-4. This is known as *click-to-call.* In fact, the link doesn't necessarily have to look like a phone number. It can be a graphic or any text such as "Listen Now!" linked to a phone number.

Figure 11-4: A mobile Web template — phone numbers listed on Web sites can be formatted to instantly call the number.

Click to call example

REMEMBER

Click-to-call also works in search results when people search on mobile phones using sites like Google Maps and Yelp. Make sure your phone number is listed on every local Internet search page. If you aren't sure you're listed, Google yourself and see what shows up.

Text-to-voice

Text-to-voice returns a voice call for a text message sent by your prospect or customer. For example, a user may see a request to text HEARUS to 472XX. When she does, her phone rings and she hears an automated call with voice options to select from (see Figure 11-5). Some common examples of text-to-voice programs include

- ✔ **Entertainment programs:** For example, at TheLiveLine (`www.the liveline.com`), users can send a text message to a selected celebrity. Within seconds, the user receives back a prerecorded message from that very celebrity; it's great for advertising and deepening customer engagements.

- ✔ **Retail:** Intel ran a program in Argentina and Peru, powered by SmartReply, a leading IVR provider. When a potential buyer of a product with Intel Inside was browsing a retail store, the consumer could get more product information via text message (advertised on merchandise shelves). When the consumer asked more technical questions, the consumer would receive a call back with greatly expanded product knowledge by IVR and the ability to navigate to similar topics, all by phone. This substituted for having sophisticated in-store representative training and exhaustive signage.

- ✔ **Visa Ad Olympics 2008:** Consumers could text in to receive a call back to listen to the story of an Olympic athlete. For example, "Text PHELPS to 234XX." The phone would ring with the prerecorded audio of the athlete's Olympic story sponsored by Visa.

- ✔ **Sports highlights:** Receive a text message with a sports update and have a phone number to call at the end to listen to highlights. For example, "NFL Update: End of third Quarter: Chargers 31 Broncos 10. To listen to third quarter highlights, call 212-555-1234" or reply NFL. See Figure 11-5.

- ✔ **Social media programs:** Voice can also be used in a social media context, where consumers can leave a voice recording to participate in a marketing promotion like providing input on a new jingle or even superimposing their voices over product images, like the services powered by Beema, shown in Figure 11-6 (`www.beema.com`).

Figure 11-5: Text messages can trigger callbacks.

Figure 11-6: Beema social media voice marketing services.
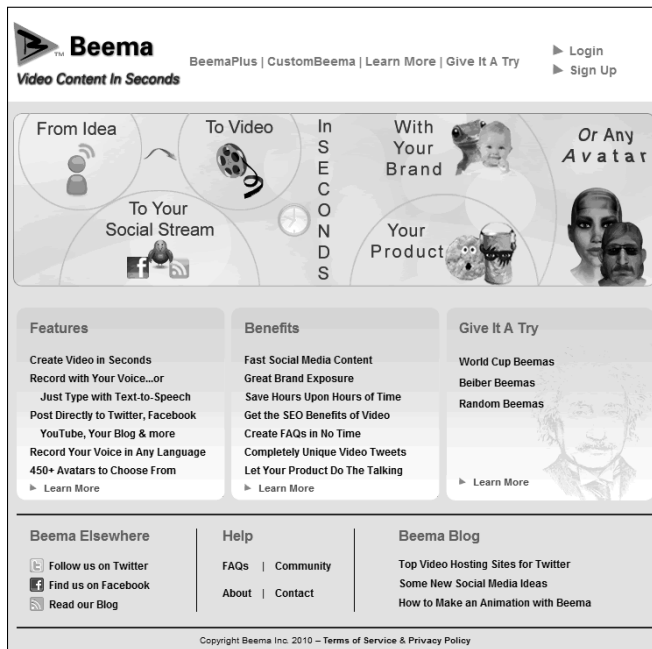
Text messages are not a secure information system. When you need to deliver sensitive information, IVR can take a text message conversation and make it secure to capture credit card information or other sensitive data.

Callback and live chat

Callback or *live chat* is also another popular voice service. A user is invited to enter his phone number in a form on a Web page, mobile Web site, or application. After the user submits the form, the IVR system calls the user back.

Voice broadcast

You can use prerecorded messages to deliver a voice broadcast, which is also referred to as a *push* or *shout-out message.* It's just like making a lot of phone calls, but it can happen automatically.

Your IVR system makes the calls, and, if the call is answered, the user immediately hears a recorded or automated message. After the person who answers the call hears the message, you can give him an option to interact with an automated system or be transferred to a live agent.

If the message is delivered to a voice mail box, the system delivers an alternative message without the interactive features. These types of calls are very popular for airline flight notifications, retail sale and loyalty program alerts, and service notifications from utilities.

WARNING!

The regulations around delivering a prerecorded message to a phone — especially a mobile phone — are vast and complex. Promotional messages require express consent signature-level opt-in, and what state or country you are calling from or to affects the regulatory requirements. See Chapter 3 for more on regulatory issues. Also, don't forget about time zones: You don't want to wake people up in the middle of the night with your alerts.

NPR via IVR

IVR can enable your customers to listen to the radio or other broadcasts. NPR (National Public Radio) has done a fantastic job of using IVR to augment its radio, iPhone app, and mobile Web site (see `www.npr.org/services/mobile/`). As a consumer, you can quickly navigate to top stories and stories by category from your mobile phone. You can then read the article, or simply click-to-call: Click on the phone number next to the story. Your phone calls the number, and the story as it played on the radio is broadcast over your phone. This is a trend that has the potential to replace podcasts because it is on-demand and equivalent to streaming. Imagine NPR taking the next step and sending the top stories every morning to your voice mail with voice broadcasting. Each morning, you could simply listen to your voice mail to get the news.

Chapter 12

Mobile Social Media Marketing

● ●

In This Chapter

▶ Evaluating the impact of mobile on social media

▶ Integrating mobile into your social media strategies

▶ Engaging social communities through mobile

● ●

Social media mobile marketing is all about successfully encouraging your customers to participate in your marketing programs by contributing comments and content or, even better, by starting their own independent conversations about your products and services. Things really start to get exciting when your customers take the initiative to interact with your business in the moment through a mobile device, or even build their own self-sustaining mobile social communities around your products or services.

The very nature of mobile devices allows people to participate more conveniently because they can make contributions anytime and anywhere. The potential of a mobile social community is tremendous because the ability to use mobile technology can be built into your community.

In this chapter, we provide you an overview of how to integrate mobile into your social media marketing activities. We start by showing you how to leverage online communities and create your own mobile-friendly social offerings. Then, we show you how to engage your customers with your offerings through their mobile devices.

Integrating Mobile with Your Social Media Strategy

Your customers aren't going to carry their computers around with them all day and open them up every fifteen minutes to follow your company's latest news and announcements. Instead, they want to stay engaged by quickly checking in with you every so often.

According to Facebook, more than 100 million Facebook users access their pages through mobile devices, and those users are 50% more active on Facebook than computer users. If you want to reach them, your social media strategy had better be active too!

Facebook is just one example of how mobile users participate in social networks and communities. Because social media content can be easily created through mobile devices — and people want to use their mobile devices that way — you need to be thinking about how to include mobile components in your social media strategy and tactics.

Whether you already have a social media marketing strategy or you need to create one, the following sections show you how to make your social media strategy more mobile friendly.

Identifying mobile communities and social networks

Mobile social media is a term that is used to describe content that is created by users and shared using mobile devices. For example, when you use your mobile phone to post a comment to an article you see on the site of *The Wall Street Journal* (www.wsj.com), you are contributing to mobile social media.

A *mobile social network* is any group of people who are drawn together to interact through their mobile phones around a common interest or community. Keep in mind that there are few if any mobile-only social networks. Instead, most networks start online and provide access to the network via one or more forms of social media (see Chapter 1). For example, when you create your own account on Facebook and access it through your mobile phone, you are part of a mobile social network, and the content that is created or shared through mobile devices is considered mobile social media. A number of social networks are increasingly being accessed via mobile. They include

- ✔ **Facebook** (www.facebook.com): Facebook is a social community with more than 500 million users.
- ✔ **Foursquare** (www.foursquare.com): Foursquare is a location-aware social network and game. Users participate in the community by visiting physical locations and are awarded badges for their interaction in the community.

✔ **Gowalla** (`www.gowalla.com/`): Gowalla is similar to Foursquare. Users check into locations and interact with their friends.

✔ **Twitter** (`www.twitter.com`): Twitter is a real-time network where people share their thoughts and ideas (often through text messaging, mobile Web, and mobile applications) in messages no longer than 160 characters.

✔ **Google Latitude** (`www.google.com/latitude`): Latitude users are able to share their locations and see their nearby friends on a map and contact them.

✔ **Yelp** (`www.yelp.com`): Yelp is a user review and local search community. Members review everything — restaurants, nightclubs, health and medical services, and more.

✔ **Loopt** (`www.loopt.com`). Loopt is a social community that helps you find out who is around you, what to do, and where to go.

✔ **Buzzd** (`www.buzzd.com`): Buzzd is a social community providing up-to-the minute rates of restaurants, nightlife, and venues in cities throughout the U.S.

✔ **Brightkite** (`www.brightkite.com/`): Brightkite is a mobile social community service that helps friends keep up- to-date with each other.

✔ **MocoSpace** (`www.mocospace.com`): MocoSpace is a youth-oriented social community with massive mobile traffic.

REMEMBER

Not all social media sites are alike. Although many have similar capabilities, in the end, it is the community and networking that really matter. For example, as of July 2010, Foursquare has five times as many users as Gowalla, and the demographic profile of the users differ. For example, men outnumber women two to one on Foursquare.

In order to enable meaningful interactions with a high number of mobile users, you should determine which social networks the majority of your customers already use (the preceding list highlights just a few), and then apply your mobile strategy to those networks. Here are some ways you can poke around to find out which networks your customers are already using while identifying mobile users at the same time:

✔ Ask your current customers which social networks they use and go with the majority or the top two or three. If you do this through a mobile survey or text message campaign, you'll be targeting your mobile users. You can read more about creating mobile surveys via SMS in Chapter 5. You can also create them using forms in mobile Web sites (see Chapter 8) and mobile applications (see Chapter 9).

✔ Provide social sharing links, such as Facebook Like, as shown in Figure 12-1, which depicts Steve Madden, a leading American shoe designer and retailer leveraging the integration of Facebook Like features with its mobile Web site (`http://m.stevemadden.com`). Social sharing links allow your customers to share the content of a Web page with other people through e-mail or social networks. You can place social sharing links on your Web site, in an e-mail, or on your mobile Web site and track how your customers share your content with their friends. Use a service such as `www.sharethis.com` to create the links for you. Services provide the share links and track the details on which networks your customers used to share content.

Figure 12-1: Steven Madden integrates Facebook Like with every roduct.

Courtesy of Steve Madden

Don't be limited by just what you see with existing mobile social networks. If you have a good idea on how to integrate your business with an existing social network, see if that network has application interfaces that you can use to link your services together. Alternatively, you can simply call them and build out a program. In February 2010, Bravo, a leading U.S. television network, announced a partnership with Foursquare to create marketing promotions that encouraged its viewers to visit and check in at upwards of 500 Bravo-tagged locations to receive Bravo badges and a chance to win prizes.

✔ Use a social media monitoring tool to search social networks and communities for keywords related to your business. Check the posts to see if they were created using a mobile device.

✔ Use general demographic data that is available from each social network or service to find out if people using a particular network match the demographics of your prospects or customers. You can find general data at the following pages:

- Facebook Statistics: `www.facebook.com/press/info.php?statistics`

- Twitter 101 for Businesses: `http://business.twitter.com/twitter101/`

- YouTube Fact Sheet: `www.youtube.com/t/fact_sheet` (see Figure 12-2)

- MySpace Fact Sheet: `www.myspace.com/pressroom?url=/fact+sheet/`

- LinkedIn About Page: `http://press.linkedin.com/about`

✔ If you have e-mail addresses for your customers, you can use the major social networks or other services to match those e-mail addresses to customer profiles on social networks to get reliable data on which social networks are used by your customers.

Figure 12-2:
Social sites such as YouTube provide demographic data to users.

TIP

If you run a niche business, you shouldn't be surprised to find your best prospects and customers networking on niche social networking sites you haven't heard of and using less popular tools and applications for sharing with mobile. If you run a niche business, use a search engine like Google or Bing to search for social networks and applications related to your niche products or services. For example, pet supply retailer PetSmart runs Pets.com, a social

network for people who are parents of dogs and cats. If you can't find a network for your niche, maybe you should create your own! The next section helps you to do just that.

Creating your own mobile communities

Social networks like Facebook or social services like Twitter are so large that they might be all your business needs to engage with the vast majority of your customers and prospects. They also have built-in tools to enable people to share things from their mobile phones. However, large networks and services also provide an opportunity to entice large numbers of people to actively participate in your own mobile social community.

Some possible advantages of your own mobile social community could be to

- ✔ Create local areas or groups of users within your community based on common interests, such as location or mobile device preference.
- ✔ Control the messages better by keeping closer tabs on the content and being able to remove unruly customers.
- ✔ Control access to the network with password protection or by approving members.
- ✔ Avoid relying on third-party software for such a critical part of your business. After all, this is a new medium and social networks may change, close down or merge with others.
- ✔ Provide a specific service only to your customers or a subset of your customers. For example, maybe you want to enable your customers to ask questions when they have trouble assembling your products, and you want to allow other customers who have encountered the same issues help you out by answering those questions from a customer's perspective.
- ✔ Provide special incentives only to your customers within the community that can be used through mobile — such as music or video downloads.

REMEMBER

Your community does not have to be a persistent community that lasts forever. You can also run campaign-based communities, where you rally people together for a specific purpose and for a limited period of time. For example, in 2009, the fast food chain Hardees (`www.hardees.com/mobile`) ran a fantastic program called "Name Our Holes" to support the launch of a new product. They invited the community to name the new product, which consisted of small, round, frosted balls of pastry. Many of the recommendations were hilarious. The program got both customers and the press engaged with the product launch.

MySpace evolution

The MySpace community (`www.myspace.com`) began in 2004. Starting out as the place for younger audiences, it rapidly gained acceptance by adults and by big brands alike. Whereas brands started to invest in Facebook as its popularity increased, the MySpace community in 2010 is focused on sharing of content and highlights its music community, the largest on the Web. If a non-music company invested heavily in MySpace in 2008 or 2009, they might need to make new investments in a different community now if their customers have moved on to another network.

Groups like the Direct Marketing Association also create social communities around events. Consumers create ad hoc social networks through applications like Bleam, a mobile app that supports the creation of temporary local networks through Bluetooth and Wi-Fi. (You can download Bleam from the iPhone App Store for a fee).

If you don't want to build out the infrastructure to run your own social community, you can license the capability from a number of companies, including ShoutEm (`www.shoutem.com`), Socialight (`www.socialight.com`), and INgage Networks (`www.ingagenetworks.com`). These companies set up, host, and maintain a community that can run using your brand.

WARNING!

If you are going to have a presence in the social networking arena, make sure you monitor the content frequently. The unsupervised nature of the content posted by the public is both a pro and con of social networking. Misleading, incorrect, or negative content can pop up and go viral if you don't keep a handle on it. Find out more about automated activity alerts later in this chapter.

Creating your own mobile social community or application is no easy task. First, you need to create the social network on a platform. For advice on social media strategy and community building from scratch, we recommend that you read *Social Media Marketing For Dummies* by Shiv Singh (published by Wiley). The following steps walk you through the decisions you need to make in order to include mobile users in your overall social networking community plans:

1. **Determine what your customers should be able to do in your mobile community.**

   For example, customers could find other customers by location, tell the community when they're out-and-about, or create groups of people with similar phones.

2. **Determine what mobile devices your customers use.**

   If you are currently running text campaigns to your customers, you can get your customer's mobile device data from your application provider. Otherwise, you need to collect data through a poll or survey.

3. **Plan for the capabilities installed on the majority of your customer's phones.**

   You should take advantage of all the phone's built-in capabilities, while excluding functions that are difficult for your customers to use. For example, if the majority of your customers use smartphones, you can build your social community to take advantage of all the phone's built-in capabilities, like GPS, cameras, video, and even motion detection. If your customers don't use smartphones, you should build functions that rely on text messaging, mobile Internet, and cameras.

4. **Choose a platform on which to create your own social network.**

   Some community-building services are built exclusively for mobile Web users, such as MocoSpace (www.mocospace.com) or peperonity (www.peperonity.com). Other communities are built for computer users and may or may not include mobile-enhanced features.

5. **Decide how to measure the community or the application.**

   Ultimately someone will want to see a return on investment — even if it's increased customer satisfaction scores rather than higher sales. Make sure your community can keep track of new users, returning users, numbers of uploads and downloads, and other metrics that show that users are engaging with the community.

Engaging with Mobile Social Media Users

People aren't going to participate in your social media strategy unless you invite them and give them ongoing reasons to interact and engage on increasingly deeper levels. You have the advantage in a mobile community rather than a Web-based community because of all the great ways that the mobile device can enable engagement.

This section shows you how to invite participation and engage people in discussions and other interactions through text, pictures, videos, and applications so you can encourage them to buy or take other actions in support of your business goals.

Encouraging people to join your community via mobile

People are more likely to share things about your business in the moment than hours, days, or weeks later. For example, imagine that some of your customers are in the crowd at a really exciting football game and they see a funny and entertaining ad for your business on the big screen. If they like the ad, they might make a positive comment about your business to someone sitting next to them at the game. They probably aren't likely to post comments about the ad from a computer when they get home. A lot of time has passed and other events — like the exciting comeback victory by the home team — are at the forefront of their minds instead of the more easily forgotten 30 seconds of advertising comedy.

You'll get more interactions if you encourage people to post comments on their mobile devices in the moment. For example, if the ad shown to the customers attending the aforementioned football game asks the viewers to post a photo of themselves at the game to a social network in order to enter to win a prize, the ad can be shared immediately even if it's forgotten later.

Try these tips for increasing social participation and engagement with your company through mobile devices:

- ✔ Add a text call to action to all your existing marketing efforts as a way to ask people to join your mobile social community. For example, ask people to text "Join" to 12345 for an invitation to your community.

- ✔ Advertise your community on other mobile Web sites; an example of mobile advertising is shown in Figure 12-3. See Chapter 10 for more information on mobile advertising.

- ✔ Make sure your mobile community site is optimized for mobile search engines. That way, when someone looks for you via their phone, they find your new community. You can read more about mobile search in Chapter 10.

- ✔ Invite thought-leaders from other mobile communities to join your community. Encourage them to share by providing incentives such as group leadership privileges or by featuring their expertise on the front page of your community.

- ✔ Encourage your customers to interact with you while they are in your store or office — put up signs asking them to upload photos or contribute their ideas through their mobile devices. Figure 12-4 shows what the user experience might look like.

Figure 12-3:
Advertise your mobile community on mobile Web sites to attract mobile users.

Sender sends referral

Mobile marketing application referral setup screen after the setup application processes referral requests automatically

Figure 12-4:
Peer-to-peer sharing between phones and a mobile marketing application.
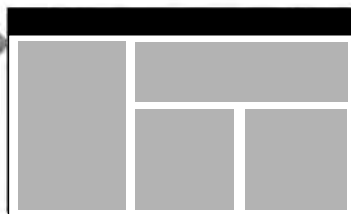
Recipient receives personalized text

✔ Use Facebook or Twitter as a customer service destination and then tell people they can ask you questions on those networks whenever they need help. For example, Best Buy advertises their "Twelpforce" (employees who answer customers' questions on Twitter) in their stores, by saying "If you need us, Tweet us."

✔ Advertise across TV, radio, and outdoor venues, asking customers to text or use their mobile devices to come to your mobile social site while they are watching, listening, or reading.

Enabling mobile social media interactions

It doesn't do any good to encourage mobile sharing if the people you're encouraging don't have the ability to share from their mobile devices. Most major social networks offer mobile applications to access their sites, so if the majority of your customers use a major network, that network is probably already mobile friendly. For example, lots of mobile Twitter applications are available, and Twitter has a mobile-friendly Web site for phones with mobile Internet capabilities. If your customers use Twitter, you can simply encourage them to download the existing apps or recommend one that best supports your business.

If, however, your customers use a niche network or you are sharing on a network you built yourself, you may need to create your own mobile application or make some adjustments to your own software platform to enable mobile sharing.

Social media applications are sometimes called *MoSoSo* or *mo*bile *so*cial *so*ftware. Applications are being created for specific mobile phones and niche networks by independent developers all the time. In some cases, they are creating applications that allow people to share information with lots of different social networks big and small. For example, iSkoot has a mobile and Web application that provides access to Twitter, Facebook, and lots of other networks simultaneously (see Figure 12-5 for the interface on a phone). iSkoot also has branded products for mobile providers and services, such as AT&T, T-Mobile, Verizon, and Skype. These combined applications are getting better and easier to use all the time. To find existing applications, search for them online or on your mobile device's app store. You can learn how to create your own branded apps in Chapter 9.

Figure 12-5:
Mobile applications allow your customers to share across multiple networks.

If you can't find an application or mobile-ready community to enable mobile social sharing for your prospects and customers, you can use text messaging and e-mail as a way to enable sharing. Some networks allow users to send text messages or e-mails that turn into posts. Check with your social media software provider for information about enabling text messaging posts.

Listening and responding to social sharing

People, especially consumers, like to have their voices heard. These days, those voices take the form of words, pictures, and videos shared through social networks. It's important for your business to listen to what's being shared so you can respond and initiate meaningful interactions. Listening involves one part tracking the things people are saying about you and one part providing different ways for dialogue and engagement to happen.

Social sharing is sometimes very formal, such as when someone writes an opinion or review, and it is sometimes very informal, such as when someone tells a story about an experience. Here are three ways that people typically make their voices heard:

✔ **Sharing with you directly:** For example, someone may send a text-message or e-mail directly to you, or she might send a direct message to your social media inbox.

 ✓ **Sharing with others directly:** Sometimes people leave you out of the loop and share directly with an individual or a group of people without you knowing about it. For example, a member of a private Facebook group might share a story with the members of the group without your knowledge.

 ✓ **Sharing with you and others publicly:** Sometimes people direct their messages at the public by posting messages to public forums or they reference your business when making their messages public. For example, a Twitter post is publicly viewable and could also be directed at a company or individual, as shown in Figure 12-6.

Figure 12-6:
Public messages are often directed at a particular business, person, or group.

Content related to Chick-fil-A

REMEMBER

When people send you direct messages, it's easy to figure out what they're saying and to reply because the messages are usually in your inbox or posted to your own social page. When someone shares something publicly, however, it's not always right under your nose, so you'll have to go looking for it.

You can find out what people are publicly saying about your business by searching through millions of social media posts on the Internet until you find a related discussion going on, or you can do it automatically by using a social media monitoring service. *Social media monitoring* is available at the enterprise level for a high cost, or you can use free services with fewer features if you're on a budget.

Google Alerts (www.google.com/alerts) is a good tool to get you started if you're new to social media. You can move on to something with more features after you gain some experience and have a need for more in-depth analysis.

Social media monitoring helps you become aware of your customers' perceptions so you can decide how to approach your social media strategy. For example, you may want your monitoring tool to find every instance of your company name that appears in social network postings and then

✔ Look for patterns in the types of networks and the types of people involved when your brand is the topic of discussion, and go with the majority.

✔ Look for patterns in the things people say about your brand, products, or services.

✔ Try to determine how frequently your customers engage in discussions about your brand, products, or services.

TIP

The trick in responding to the social interactions you monitor is to remember that people who share in the moment are more likely to expect a response in the moment too. If you're going to respond effectively, you should be prepared to respond to mobile users at all times during your normal business hours or customer support hours.

Use mobile applications to enable mobile responses if you or your staff members are not in front of a computer all day. Here are some of the ways you can interact and engage with the members of your community in a timely manner:

✔ Allow customers to sign up to receive text message alerts from your community when updates happen. Most major networks allow you to enable text message sharing from your customers.

✔ Make sure you have the ability to type directly into your social network page through a mobile site or application. If your social network's Web site is already mobile-friendly, you only need a phone with a good mobile browser. If your social network's Web site isn't mobile-friendly, you need to use an mobile application distributed by the social media network (if one is available) or text messaging to post content (if it enables it).

✔ Create mobile polls and surveys and report the results on your social page. That way, you can aggregate attitudes and opinions from multiple members and respond once to many voices.

> ✔ Encourage your employees to respond, provided they disclose their relationship to your company and understand how to respond.
>
> ✔ Post your availability through a terms and conditions statement, and provide your customer service phone numbers, if available. This helps manage expectations of a timely response.

REMEMBER

You need to respond and contribute, but often the other community members will respond to posts before you can. Give your community a chance to respond before you do on networks like Facebook, where everyone can see the question. Make sure you thank people for helping you when they post responses that help your business and have a plan for responding to people who are unfriendly toward your business or your customers.

Engaging with pictures, videos, and other media

One of the most compelling reasons to join a mobile social community is the ability to easily upload media. A lot of phones can take pictures, and an increasing number of phones are capable of recording video and audio.

The major social networks allow people to post photos and videos through special e-mail addresses they provide, and they also provide applications and mobile-friendly Web sites for the same purpose. Here are some tips for engaging your mobile social community members using media:

> ✔ Remind your customers that they should take photos and upload them while they are shopping or interacting with your business. For example, ask them to take photos of your products in action.
>
> ✔ Create video and photo contests, asking community members to create your next commercial or advertisement from their phones.
>
> ✔ Encourage event coverage when you are sponsoring an event or attending one, and ask everyone to take photos or video and upload to the site or application.
>
> ✔ Ask your customers to submit video or audio as their way of recommending your product to other customers

WARNING!

Photos and videos may be more difficult to monitor than text, which can be scanned for malicious content or profanity. If you are concerned about potential content that users may upload, you should adjust your community's privacy settings so you can visually review all uploads.

Part IV

Mobile Commerce and Analytics
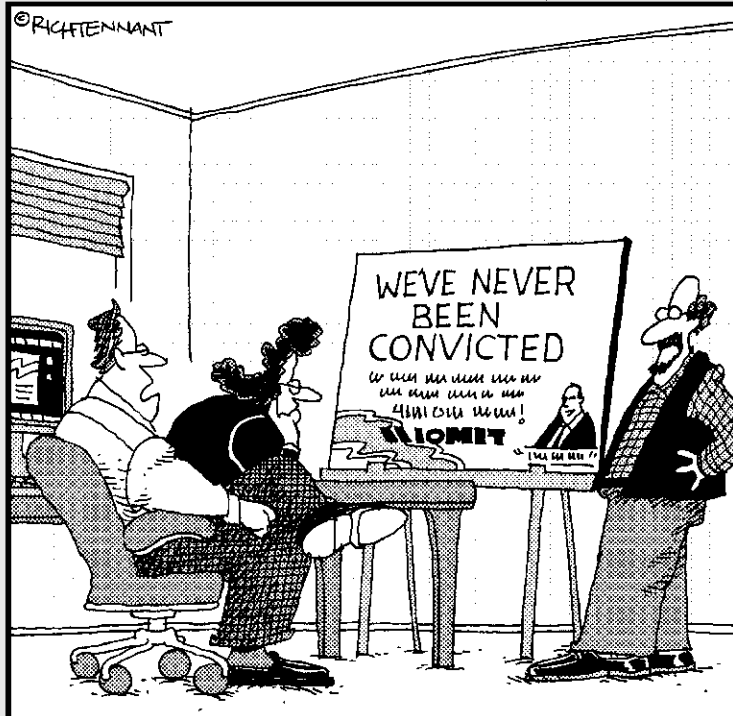
In this part . . .

Mobile devices are capable of enabling a variety of financial transactions including point-of-sale purchases, subscriptions, and Internet commerce. Mobile devices also give you the ability to track and analyze a variety of financial and behavioral data points when people interact with your mobile marketing campaigns.

Chapter 13 shows you how to enable mobile transactions and set up mobile merchant accounts so your customers can place orders through mobile devices. Chapter 14 guides you through mobile analytics and tracking so you can determine your effectiveness and improve your mobile marketing results.

Chapter 13

Engaging in Mobile Commerce

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*M*obile commerce, also known as *m-commerce,* means selling things through a mobile device. It usually involves a monetary transaction as opposed to simply messaging someone who buys something at a later time. You have two basic ways to make money through mobile commerce. First, you can sell content and services that can be consumed on mobile devices, such as ringtones, applications, games, content subscriptions (everything from joke and horoscope of the day to newspaper content), non-profit donations, and more.

The second way to make money through mobile commerce is to sell physical goods and services, like t-shirts, taxi rides, parking meters, hamburgers, computers, tractors, and more, and bill for these items through non-carrier billing channels; for example, credit card, PayPal, or similar billing services.

Charging customers through mobile devices is governed by a select handful of global carriers and paymasters with whom you need a close relationship if you want to collect money from your customers' mobile phones. In fact, every aspect of mobile commerce has its own set of gatekeepers and processes.

This chapter shows you what you need to know about the basics of mobile commerce, how to set things up, and how to bill your customers when you sell content, services, and physical goods through mobile phones.

Deciding Where to Sell Your Stuff

You have three basic choices for selling through mobile, but not all of them support the sale of every type of product or service. The following list shows

you which outlets are available for different types of products and services so you can decide where to sell your stuff:

- ✔ **Third-party outlets:** Many independent aggregators of mobile content and products can be found online — just go to your favorite search engine and search for ringtones. You can find hundreds of Web sites devoted to selling that type of mobile content. These sites work by either paying a commission to the sellers or by buying products and content outright and reselling them. The benefit of third-party outlets is that they might have higher numbers of visitors than you could attract on your own. These outlets usually charge a commission of 30% or more for the service of selling your stuff. If the commission is less than what you would spend to drive your own traffic to your own store, a third-party outlet could be for you. Of course, you want to look for those sites with the most traffic representing your ideal customers; in other words, keep in mind that customers gravitate to services that align with their profiles. Use a service that matches up with your ideal customer.

- ✔ **Carrier stores:** Mobile carriers have their own "stores" for selling mobile content (these are often referred to as the carrier's *on-deck* presence). The difference between payment from third-party sites and carrier sites is the fact that carrier sites enable the consumer to purchase content through a credit on their monthly phone bill. That adds a measure of convenience for your buyer, but it also means you have to share most of the revenue with the carrier (see the section titled, "Collecting Payment through Carrier Billing: PSMS and the Mobile Web" later in this chapter.) You should approach all major carriers with your content to increase your chances of pickup; however, this can be a long and involved process. Carriers either buy the rights to mobile content or pay a commission on sales. Neither of these options generates a margin quite as large as selling mobile content yourself. For example, when selling content via Premium SMS (PSMS), carriers often take as much as 60% of the revenue.

- ✔ **Your own mobile store:** This can involve either setting up a mobile Web site or offering content for download onto a mobile device through text messaging. On the plus side, you keep all the proceeds from the sale of your mobile content when you sell it yourself. The downside is that you have to get the word out. If you have an existing online presence with established traffic, this could work as a sales platform for your mobile content.

Setting Up Your Mobile Billing Infrastructure

In order to sell something and facilitate a transaction through a mobile device, you must first have a mobile property, such as

✔ A text messaging program (see Chapters 4 and 5)

✔ An MMS program (see Chapter 6)

✔ A voice service (see Chapter 11)

✔ A mobile Internet site (see Chapter 8)

✔ A mobile application (see Chapter 9)

✔ A tie-in with contactless payment services via Near Field Communications (see Chapter 1)

✔ Something to sell, such as mobile content or a physical product

Whatever mobile property you're using to facilitate the transaction must be capable of setting the billing process in motion upon user initiation. This means plugging a billing initiation process into the flow of whatever mobile property your customers are interacting with.

The following sections tell you what you need to know and who you need to partner with to get started with mobile commerce and billing.

Setting up a merchant account

The first step toward enabling mobile payment is to set up a merchant account. Merchant accounts are available from banks, credit card companies, and third-party services such as PayPal (www.paypal.com).

A merchant account connects your customers' mobile payments to your business and enables the companies behind the scenes of every transaction to identify which transactions belong in your bank account funds.

A typical merchant account usually requires your business to be legitimate and established, so you should expect an application process that asks you for detailed information about your company's financial condition, ownership, and history.

TIP Many, many companies out there would like to provide you with merchant services, and they all negotiate their rates. If you're a small business, we recommend starting with PayPal or your small business bank. If you have a more sizeable business, go with an enterprise solution.

Setting up mobile billing systems and accounts

An m-commerce system has two components, each of which must be established to enable your customers to pay and your business to receive the funds:

✓ **Commercial relationships** with everyone in the transaction process, including

- Mobile commerce application providers that provide the software and user interface to enable payment collection

- Paymasters who control the payment authorization and fund transfer gateways

- Fulfillment houses, if you plan to sell physical goods

- Content providers, if you plan to sell downloads

✓ **Check-out functionality** in your mobile property. For example, your mobile Web site might have a Buy It Now button that is linked to a mobile order form, as shown in Figure 13-1, so your customers can input their order information.

Figure 13-1: Mobile check-out enables customers to pay via their mobile devices.

When you're using a third-party payment option, building these relationships can be as simple as linking your customers to a third-party interface or incorporating some code into your mobile properties that points customers to the payment system. Third-party billing systems typically have all the necessary behind-the-scenes relationships in place for you, adding a level of convenience. Those services aren't free, however, so if you're planning on doing a lot of business on mobile, you're going to save a lot of money if you set up your own accounts and payment gateways.

Here are the four main partners you need to enable mobile commerce on your own:

✔ **Carriers:** Nearly every aspect of mobile commerce on a mobile device is managed by the major carriers; that is, unless consumers are buying content through third-party mobile application stores. Billing for any type of mobile content is generally subject to carrier review. Some payments can actually be billed and collected by the carriers on your behalf after a customer confirms payment by replying to a PSMS message or by confirming payment on a mobile Web site. (We discuss carrier billing through PSMS and mobile Web later in this chapter in the section "Collecting Payment through Carrier Billing: PSMS and the Mobile Web.")

✔ **m-commerce application providers:** M-commerce application providers are companies that specialize in managing the technical details of financial transactions via the mobile device. They work with and through mobile carriers, credit card companies, and related billing services companies to help you sell your goods and services via the mobile device. You have many choices of companies to work with. Here are just a few that can help develop an end-to-end mobile commerce solution. Leading m-commerce paymasters and application providers include PayPal (`www.paypal.com`), Mocapay (`www.mocapay.com`), Obopay (`www.obopay.com`), Usablenet (`www.usablenet.com`), Digby (`www.digby.com`), DeCare Systems Ireland (`www.decaresystems.ie/`), Spotlight Mobile (`www.spotlightmobile.com/`), Bango (`www.bango.com`), ShopText (`www.shoptext.com/`), mFoundry (`www.mfoundry.com/`), Billing Revolution (`www.billingrevolution.com`), Branding Brand Communications (`www.brandingbrand.com`, see Figure 13-2) and Square (`https://squareup.com/`).

✔ **Content providers:** If you're going to charge people for content such as ringtones, apps, games, or periodic messages, you need content providers to create this content for you. If you are selling products or services through the mobile Internet, content providers are usually the companies who develop the content in your Web site and maintain it. If your company develops and maintains your own content, *you* are the content provider. You can also work with companies that aggregate mobile content from other developers so you can sell it to your customers.

✔ **Aggregators:** Aggregators (discussed in Chapter 2) provide connectivity between an application or content provider and the carriers' wireless networks. Without them, you wouldn't be able to deliver any content to a person who buys from you through their mobile phone. Aggregators typically have agreements with most or all of the major carriers, so you won't have to develop a separate billing system for each carrier. Most of the time, you won't be working directly with an aggregator; more than likely, you'll work with your application provider.

Making It Easy for Customers to Pay by Mobile

If you launch an e-commerce site, such as a traditional computer-accessed Web site that takes credit cards, you can assume that people who visit your site have a full keyboard, a mouse, and a color display with which to view, select, and purchase your products. With m-commerce, you can't assume that every consumer you want to reach has that same functionality on their mobile device.

Even the most advanced mobile phones differ in the types of hardware and software they support. Here are the key differences and what you can do about them to make sure it's easy for your customers to pay on mobile phones:

✔ **Keyboards:** Some mobile devices have full keyboards; some don't. To reach the widest audience — which is the goal of a mobile commerce program — you need to develop content and user interfaces that are not overly dependent on extensive typing. Some retailers, for instance, include payment forms that require a user to enter his name, address, phone, e-mail address, credit card information, a user name, and a password. You want to collect only the information you absolutely *need* to complete the transaction; otherwise, you run the risk of the customer not completing the transaction because he finds the process too tedious.

✔ **Navigation:** Some mobile devices offer mouse-like cursors, whereas some others rely on scroll-through lists. There are two ways to deal with this aspect of user interface: create separate versions of your mobile site, one optimized for smartphones, like the iPhone, and a streamlined version for less capable mobile devices; or create a single mobile site

that is both inviting on the screen (for smartphones) and simple to navigate (for other phones).

The Steve Madden mobile commerce site is a good example of a streamlined interface featuring description, purchase and similar product links, optimized images, and social media integration (see Figure 13-3).

Figure 13-3: Mobile commerce sites should provide easy navigation on any phone.

✔ **Uniformity in data plans:** No one pays for broadband Internet access at his home or office by the minute or the kilobyte anymore, yet some people pay for mobile Internet access that way. Keep the number of screens that customers must use to make a payment to a minimum. Also, make sure your payment screens load quickly and don't have too many images. Unlimited data plans are becoming more popular, but you still don't want your customers waiting while an overabundance of payment screens download.

✔ **Display size:** Putting tablet computers and iPads aside for a moment, mobile devices always have a smaller display than their computer cousins, no matter how powerful they are. One thing an m-commerce site developer can always count on is having to tailor the size of the site's visible area to accommodate the display limitations of a mobile device. Use a mobile site development program (or establish parameters for your mobile site developer) that keeps payment pages properly sized so that no aspect of the selection or payment process is overlooked by the user.

✔ **Security:** The mobile channel is not inherently less secure than the online channel, but consumers tend to be more wary about their personal information when conducting transactions in the mobile space than they do online. Partly, this is because of the relative youth of the

mobile channel compared to online. But both the portability of the mobile device and the personal nature of mobile communications make consumers naturally more mindful of security vulnerability. The trick is to keep things streamlined and easy-to-use without compromising security and privacy protocols. Amazon (`www.amazon.com`) does a good job of enabling users to perform single-click payments after an initial setup — this is a good example of safe yet streamlined consumer interaction.

Selling Content through Carrier Portals

A carrier portal is a mobile Web site owned by a carrier that offers products and content downloads to the customers of that specific carrier (see Figure 13-4).

Every mobile carrier offers its own branded portal on the mobile phone. This portal features content and services created by the carrier and its partners. You too can offer content through a carrier portal, but the process isn't as easy as you may think. To offer your content and services for sale through a carrier's portal and ensure that you ultimately get paid, you must follow one or more of the paths described in the following sections.

Figure 13-4: Carrier portals can enable you to sell content to the customers of that carrier.

Developing a direct relationship with carriers

Many companies establish a direct relationship with each individual carrier for the purposes of promoting their content and services directly on the carrier's portal. The deals that you can strike can vary greatly, but here are some common ways to develop revenue opportunities with a carrier:

> ✔ The carrier gives you a lump-sum payment for access to your content for a certain period.
>
> ✔ The carrier provides you minimum sales guarantees.
>
> ✔ You and the carrier enter into a revenue-sharing relationship in which you share the revenue (often not equally).

REMEMBER

Direct carrier relationships take time to develop and negotiate — often, 12 to 18 months or more. This time frame assumes that you already have a head start and generally know who to talk to.

Entering into a channel relationship

Many carriers offer developer and content-channel relationship portals that you can sign up for on the Internet. The channel relationship business model differs from the direct carrier relationship discussed in the preceding section in that you're not negotiating a direct deal. Instead, with a channel relationship, you get access to the carrier portal, business terms that are easy to adopt and employ, royalty payments for the sale of your content, access to the carrier's marketing education materials, and more. Table 13-1 lists various carrier content and developer programs.

Table 13-1	Carrier Developer Programs
Name of Carrier	*Contact Information*
Sprint	`http://developer.sprint.com`
Verizon	`www.vzwdevelopers.com/aims`
T-Mobile	`http://developer.t-mobile.com`
AT&T Wireless	`http://developer.att.com`

Here's how to get started with channel relationships:

1. **Go to the carrier's Web site and sign up for a standard third-party service program.**

2. **Have your content or service certified.**

REMEMBER

You *must* be certified before the carrier puts your content on its portal. Every carrier's certification process is different, based on the type of content or service you're offering. Review the details of the process on the carrier's Web site.

3. **Accept the terms and conditions of the program.**

   The terms include how much and when you get paid for your services. In very rare situations, you may be able to obtain minor adjustments in the standard program terms.

Contracting with an intermediary company

Some intermediary companies have direct relationships with mobile carriers that have been forged over many years. The intermediary firms sublicense your content to get it on a mobile carrier's portal.

TIP

Intermediaries are great channels because they enjoy economies of scale and greater reach than you could get on your own by going to each carrier individually.

Examples of intermediaries include Airborne Mobile (`www.airbornemobile.com`), Thumbplay (`www.thumbplay.com`), Zed (formerly 9 Squared; `www.9squared.com`), and Mobile Streams (`www.mobilestreams.com`). Each company has its own business model, but you make money from every sale of your content and service, minus any revenue splits, transaction fees, setup fees, and maintenance fees charged by the intermediary.

Collecting Payment through Carrier Billing: PSMS and the Mobile Web

Sometimes it's more convenient for your customers and for your business if you allow the mobile carriers to collect payments from your customers on your behalf. With *carrier billing,* the mobile carrier collects payments from your customers by placing the charges on their mobile phone bills, as shown in Figure 13-5.

Figure 13-5:
Carrier billing via PSMS shows up on your customers' mobile phone bills.

When your customers pay their mobile phone bills, the mobile carriers send the payments to your business minus a fee for the service.

Carrier billing is primarily used to sell content, rather than physical products. These days, you can use carrier billing to collect payment from customers who want to

✔ Receive text alert content such as jokes and horoscopes

✔ Participate in voting and contests

✔ Download games, ringtones, and images

✔ Receive MMS messages

✔ Donate to a charity though mobile giving

TIP

Carrier billing eliminates the need to collect credit card numbers, send out paper bills, and many of the other hassles that go along with accepting payments directly. Of course, just when you think something sounds simple or too good to be true, there's a catch. Wireless carriers recognized this opportunity early on and established very clear guidelines, processes, and fees for marketers who want to bill customers through their carriers. The following sections show you how to set up carrier billing through premium SMS campaigns and mobile Web sites.

Billing with premium SMS (PSMS)

One of the most pervasive methods of carrier billing is payment via premium SMS. *Premium SMS* (PSMS) refers to the practice of charging a consumer for content, like ringtones, games, applications, and alerts via MMS or SMS messaging. Even though premium SMS includes MMS messages, people in the industry often refer to it as PSMS, so that's what we do in this book.

Before you think about how you're going to bill your customers through PSMS, you have to remember that your customers are the mobile carriers' customers first. Because mobile carriers want to protect their customers and keep them from being unhappy, you have to go through many steps to set up PSMS. Here are the steps involved:

1. **Identify the content you want to sell.**

   Music (including ringtones and full tracks), videos (especially behind-the-scenes and hard-to-find content), graphics and wallpapers to personalize your device, and cellphone games are great things to sell via Premium SMS. Although you can bill people for physical goods, PSMS pricing can make that very expensive because a portion of the sale price goes to the wireless carrier. (Skip ahead to the section called, "Understanding premium messaging payout" for more information on billing details.)

2. Choose a price point for your products.

Your customers are the best judge of what your premium content is worth, so it's often helpful to do a quick focus group and ask people what they would pay for your products. Think of this as getting help from the audience on the game show *Who Wants to be a Millionaire?* — usually, the crowd is right!

3. Get a short code or use a shared one provided by your application provider.

You can read more about obtaining and renting short codes in Chapter 4. This short code is the billing mechanism that enables you to start making money from your content.

4. Because it's not easy to do PSMS entirely on your own, we recommend that you choose an application provider to help you through this process.

Most importantly, your service provider is going to help you write an application (called a *campaign brief*) that the carriers must approve before you can start making money through PSMS (see Figure 13-6). With PSMS, the carriers are very careful about who can charge their subscribers for content. Each carrier has different rules and regulations — this is why a partner can help to simplify this process for you.

Figure 13-6: Carriers require approval of a campaign brief before PSMS can be enabled.

TIP

Lean on your aggregator to help you fill out the brief. You can to refer to the Industry Standard Best Practices on the MMA Web site at `www.mmaglobal.org`. The leading wireless aggregators include OpenMarket (`www.openmarket.com`), mBlox (`www.mblox.com`), Sybase (`www.sybase365.com`), and Ericsson IPX (`www.ericsson.com/ourportfolio/ipx`).

5. **Prepare a demonstration Web site for your short code application.**

   This Web site should show exactly the type of content that you will be selling and how a customer might buy the content and get it on his phone. It also must comply with the carrier's guidelines. This is basically a demo of your new business! This is purely to get through the approval process with your campaign brief. The wireless carriers, aggregators, and audit houses need to see a working demo of your service before they approve it to go live.

   TIP

   You should definitely make sure to have your Web site demonstration ready on the heels of submitting your campaign approval form (see Chapter 3) to the carriers. You don't want to move to the back of the line for approval, if you're not ready when your time at the front of the line has come! Getting a campaign brief approved can take up to six months.

6. **After your program brief has been submitted, start thinking about marketing your service.**

   Whether you're an Internet novice or veteran, there are some great ways to use affiliates to drive traffic to your Web site. Check out Commission Junction (www.cj.com), LinkShare (www.linkshare.com), or Amazon Associates (affiliate-program.amazon.com) for a few of the most popular ones. You should also think about using Google AdWords, doing strategic partnerships with other mobile companies and getting your PSMS short code everywhere (from your e-mail signature to your print, television, and radio advertisements), so that any potential new customer hears about your service!

   REMEMBER

   Remember that all PSMS messages require double opt-in by the recipient of your message. To read more about opt-in regulations and attracting people to your messaging campaigns, read Chapters 3 and 4.

Partnering with PSMS stores

If you've got some incredibly unique content for sale, you should think about working with some other companies that would like to resell your products through their Web sites and stores. Several large PSMS stores on the Web and on mobile phones will pay you a commission for your products sold to their customers. Some of these companies include Jamster, PlayPhone, and Myxer. If you're really lucky, some of the wireless carriers also may want to resell their customers too! You can meet with them at the annual CTIA (Cellular Telecommunications Industry Association) conferences bi-annually and see if they want to resell your products.

Understanding premium messaging payout

If you decide to bill your customers $5.00 for a PSMS message, you aren't going to receive the full $5.00 because the carriers charge you a fee for billing the customer and collecting the money for you.

A *PSMS payout* refers to the amount of money you receive from the mobile carriers upon selling your content via PSMS. In return for processing the transaction, billing the customer, and using the carrier infrastructure to manage the PSMS transaction, wireless carriers typically take between 30 percent and 60 percent of the price charged to each consumer's phone bill.

The payout schedule is based on total sales by price point and the payouts can be different for every carrier. For example, if you sell a PSMS piece of content for $1.99, the carriers take roughly $0.60–$1.00 of the $1.99, and your payout is the amount that is left over ($1.00–$1.40).

Although this revenue share is higher than other payment processing platforms (PayPal, Visa, or MasterCard, for example) and it may sound high to you based on your experience outside of the mobile industry, PSMS and the wireless carriers eliminate a lot of pain and challenges encountered during this process in return for their revenue share. They take care of the customer service, billing operations, and billing verification issues, while empowering companies like yours to get into PSMS quickly and inexpensively!

The revenue share typically increases on more expensive consumer price plans. For example, a $9.99 plan will likely generate $7 in gross payout from the carriers (70% payout), compared to a $.99 plan that will net a payout of $.45 (45% payout ratio).

Reconciling PSMS reports

Logging each transaction that your campaign sends is very important for the final step in collecting revenue from your PSMS campaign. This process is known as *reconciliation*.

At the end of each month, you and your aggregator discuss the exact total of PSMS transactions generated over the prior month to ensure that you, the carriers, and the wireless aggregators agree on the revenue that has been collected. Discrepancies do happen, so make sure to have your logging system in place and come prepared to demonstrate your case, in the case that there is a discrepancy between the various transactions records.

When your report comes from the carrier or the aggregator, check the numbers against your sales records and calculate your expected payout to ensure you aren't surprised by unforeseen charges or fees.

Giving goes mobile

In 2007, an industry-leading entrepreneur, Jim Manis, and his team at the Mobile Giving Foundation (www.mobilegiving.org) worked closely with the mobile carriers in the United States to establish the practice of mobile giving. With mobile giving, consumers are able to make micro-donations via premium SMS. The donations are usually in $5 and $10 increments. However, unlike typical PSMS payouts, which are reduced by carrier fees, 100% of the donated proceeds are given to the charity by the carriers and the Mobile Giving Foundation. The charity pays only some nominal transaction and application services provider fees to set up and maintain their mobile giving programs (fees vary by provider).

Mobile giving came into its own in response to the January 2010 Haiti earthquake. Leading charities, including UNICEF and the Red Cross, raised more than $40 million in a little more than a week through mobile giving. For example, the Red Cross, via all its traditional and new media channels (for example, television, e-mail, social media, and related channels), invited people to donate by texting *Haiti* to a short code to donate $10 to Haiti relief, as shown in the following figure. (See www.mobilegiving.org for terms and conditions for this and related programs.)
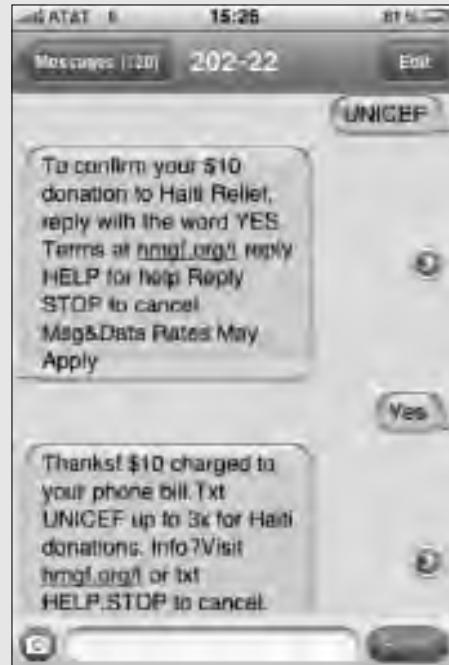
To participate in mobile giving programs, you must be a 501(c)3 and meet the Mobile Giving Foundation qualifications. See the Mobile Giving Foundation Guidelines for details (http://mobilegiving.org/Files/MGFGuidelines.pdf).

Keep in mind that your reconciliation report is not sent with a payment from the carrier. The wireless carriers and aggregators typically pay between 90 to 120 days *after* the billing event happened, which means that businesses should not expect to be paid any earlier from their PSMS businesses. This is vitally important to ensure that you don't get in a cash flow crunch while operating your business. Despite some of these long payment windows, several companies have built very significant PSMS businesses in the U.S. and around the world. We hope yours is the next success story!

Carrier billing via the mobile Web

Carrier billing through the mobile Web is much simpler than PSMS because you won't have to go through the process of obtaining short codes and obtaining opt-in permission through SMS. If you're selling mobile content via the mobile Internet browser, some paymaster application providers, like Bango (`www.bango.com`), already have relationships with mobile carriers so you can sell content by using a confirmation link on a mobile Web page instead of a PSMS message (see Figure 13-7).

This billing method is much more convenient for consumers and typically generates much higher participation rates (meaning you'll sell more stuff) than other billing methods such as PSMS and credit cards.

Check with your mobile billing application provider to see if it supports carrier billing via mobile Web browser in the country you're looking to sell content. Not every carrier in every country supports this capability.

Figure 13-7: Bango enables customers to confirm carrier-facilitated payments via mobile Web sites.

Actually, selling items through the mobile Web isn't very much different from selling things through the regular Web. (Well, it's better, obviously, but not too different.) The first step is setting up a billing system. To do this, you must

1. **Determine your billing needs.**

   Are you willing to work with an established billing service, like PayPal, that may take a percentage of each sale, or do you want to set up a proprietary billing system? Using a third party like PayPal leads to fewer headaches, but also slightly lower margins. If you're striking out on your own, you need to create software to accept credit card numbers and interface with paymasters (like Visa). That software also has to be integrated, at least on the back end, with any other sales channels (for example, online or in-store) for tracking and repeat customer purchases.

2. **Implement a billing service.**

   Third-party billing services like PayPal plug right into your existing mobile site, but if you're starting from the ground up, you have to create a program that works with your mobile site. Proprietary systems and Web services that allow you to create a billing system that can be incorporated into your mobile site are available. The best bet to avoid PayPal (if that's your goal) is to seek assistance from a mobile payment specialist, like Billing Revolution (`www.billingrevolution.com`), who can work with you through every phase of the billing implementation process.

Leveraging the Mobile Wallet

Here's a vision of utopia for your business: a world where everyone carries a single device, capable of direct communication, Web access, payment, identification, and entertainment, and everything and everyone they interact with can read that device. No more bulky wallets stuffed with credit cards, no more of that foldable green paper with dead white presidents on it. No more being turned away at the sales counter for not having the right credit card and no more guessing at account balances. Every payment is secure, and every transaction is basically at your fingertips.

Mobile commerce is a growing field that enables consumers to use their mobile devices for payment in a physical retail environment, thus turning the mobile device into a mobile wallet. Yes, people carry traditional wallets around too, so they are just as mobile, but not nearly as convenient as having all your purchasing power available in your phone. Some of the leading mobile wallet players in the market include Western Union (`www.western union.com`), Gold Mobile with its GoMo Wallet offering (`www.gomowallet. com/`), mFoundry (`www.mfoundry.com`), and Alcatel-Lucent Mobile Wallet Service (`www.alcatel-lucent.com`), to name just a few.

In the relatively near future, more and more payments will be made through the mobile wallet. Anyone wishing to engage in mobile commerce (this means you) needs to begin searching for ways to make the mobile wallet welcome wherever you sell goods or services.

The following sections show you the features of mobile wallets so you can adjust your marketing campaigns and terms of payment to allow your customers to take advantage of the convenience of paying for your products and services through their mobile wallets.

Accepting mobile integrated payments

At its core, mobile integrated payment is simply the payment for goods or services using the mobile device:

✔ It can be a numeric code, which a cashier can accept as payment. Generating a numeric code can be as simple as concocting a number (4 to 6 digits, for security) and assigning that number as a coupon code at the point of sale (POS). When the cashier or customer enters this code, the POS system recognizes this as payment — just as it might a gift card or a house account.

✔ It can be an encrypted bar code that enables a money transfer, as shown in Figure 13-8. A bar code performs the same function as a numeric code, except it can be scanned by an optical reader at the point of sale. Special Web services and dedicated software programs can create bar codes. Any mobile commerce company is capable of creating a bar code, and incorporating a bar code into a mobile display is the same as incorporating any other data.

Figure 13-8: Bar codes can enable POS systems to accept payment on mobile devices.

Offering mobile loyalty programs

A typical loyalty program involves going to a retail store that hands you a punch card or asks for your phone number in order to track your purchases so the store can reward you with a discount or freebie when you have reached a certain level of purchases. For example, if you buy twelve lunches at the local Chinese restaurant and get your card punched accordingly, you get the thirteenth for free.

A mobile loyalty program is similar to a traditional loyalty program, except that loyalty points or purchase units are collected on the mobile phone. Loyalty units can also be redeemed through the mobile device, using a form of mobile integrated payment or through an auxiliary system such as a Web site.

Setting up a loyalty program is just like implementing a mobile marketing program. Here are the steps:

1. **Build a mobile database of willing customers (in this case, loyal customers).**

   Databases can (and should) be created from multiple data sources, including online information forms connected to your Web site, in-store collections, and direct SMS opt-in.

2. **Establish a unit/reward system and set up a system that allows your customer to accrue points on the mobile phone.**

   This is best accomplished by setting up an app — see the sidebar titled, "The Starbucks 'loyalty card' on the iPhone" elsewhere in this chapter — or it can also be done through unique customer codes delivered through SMS. (This process would work within your POS or application provider's systems because they keep track of a customer's account and transactions.)

3. **Distribute rewards based on consumer activity.**

   Tracking consumer behavior can be accomplished through a capable POS system, and incorporating that to the mobile channel is a function of database management.

Loyalty programs, like many of the programs covered in this book, aren't unique to mobile. Mobile just made them better.

The Starbucks "loyalty card" on the iPhone

Starbucks provides an excellent example of how a mobile app can be leveraged for mobile commerce. The Starbucks Card Mobile App functions as a loyalty program and a mobile integrated payment system, and it relies on the 2D bar code technology. As of this publication, the Starbucks app allows for mobile payment at all of its Target locations (more than 1,000 in-store cafes across the U.S.).

Built on its existing physical Starbucks Card program, the mobile app allows consumers to load money into their Starbucks Card account through a credit card, and then pay for their purchases by having a bar code on their iPhone screen scanned at the point of sale. The app is effectively a replacement for the physical card. Because the payment technology that powers it is built on an existing payment scheme, the infrastructural investment for Starbucks was minimal.

Selling mobile gift cards

Mobile gift cards function like regular gift cards, except without the physical plastic card. Using aspects of both mobile integrated payment and a system akin to mobile banking, mobile gift cards allow consumers to make gift card payments and check balances through the mobile device.

Mobile gift cards can be sold just as physical gift cards are sold, or they can be sold online or through the mobile device itself. Apps can facilitate the gift card distribution and redemption process (in fact, there are gift card apps available in the iTunes Store). One such app, developed by Wildcard, uses bar code technology for redemption. Other companies, like Target, accept the gift card mobile simply by making gift card information available on the Web, and thus accessible through smartphones. In this sense, the only technology needed to enable the sale of mobile gift cards is the technology needed to implement and redeem mobile coupons.

REMEMBER

Mobile gift cards can also be reloaded easily, through mobile banking or at the point of sale, and can be transferred or shared.

The gift card is accomplished through a bar code or a numeric code — for example, the Visa and Neustar's 2D bar code program is based in gift cards — and is powered by a platform that links the two functions. The process of creating mobile gift cards also allows retailers and gift card providers to streamline their gift card development and distribution systems. Fifth Third, an electronic payments and credit, debit, and gift card processing services provider, is using Transaction Wireless's wGiftCard suite of products to target national retailers and restaurants, as well as local and regional merchants. The mobile channel allows for such cross-brand aggregation.

Chapter 14

Evaluating the ROI on Mobile Marketing

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In This Chapter

▶ Understanding the measurement and analysis of mobile marketing campaigns

▶ Setting up databases, profiles, and CRM systems

▶ Collecting data and analyzing reports

▶ Calculating return on investment (ROI)

• •

*M*easuring and tracking the results of your marketing programs, including both your direct and mobile-enabled traditional marketing programs, is an essential part of your job as a marketer. Over the last few years, marketers have been put under a significant amount of pressure to demonstrate a return on investment for the organizational resources they consume. *Return on investment (ROI)* is the measurement of dollars received for every dollar invested. In other words, you need to show the value of your effort and how those efforts contribute to meeting the company's goals and objectives.

Mobile analytics provide valuable insights into the performance of your mobile campaigns. *Mobile analytics* refer to the process of measuring, monitoring, and tracking your mobile marketing campaigns. With mobile marketing analytics, you can

✔ Track individual user participation in all your programs by time, frequency, location, and other measurements

✔ Measure and compare all your mobile marketing campaigns, in some cases in real time, so that you can make immediate adjustments to your programs

✔ Use data to calculate your ROI to see if you're making more than you spend (a positive ROI) or if you're losing money on your programs (a negative ROI)

This chapter shows you a number of ways you can collect information and analyze it to improve your mobile marketing programs.

Determining What to Track and Analyze

Mobile analytics is the process of collecting data from your mobile marketing efforts so that you can compare a change in a single metric over time and compare multiple sets of data to each other. Mobile analytics impact your mobile strategy in two ways:

✔ Analytics help you plan your mobile campaign strategy

✔ Analytics help you evaluate the success of your strategy

To gauge your mobile marketing success, you need to analyze which parts of your strategy work and which parts don't. Measurable data collected for the purpose of analysis are often called *metrics*. A *metric* is any number expressed in a scale, used to quantify how much you have of something. (Think temperature in degrees Fahrenheit, or speed limits in miles per hour, for example.)

Marketers use metrics all the time in other media, especially digital, direct, and retail. Although you could track literally hundreds of metrics, Table 14-1 shows you a list of the main mobile campaign interactions and the metrics you should be prepared to track and analyze.

Table 14-1	Mobile Interactions and Associated Metrics
Interaction	*Metrics Worth Paying Attention To*
SMS	Unique participants in a campaign
	Number of respondents, opt-ins, opt-outs, total churn (% of people who opt out compared to the total list)
	Successfully and unsuccessfully delivered messages
	Carrier participation and which mobile carriers drove the most participation
	Participation by geography
	Count of embedded URL visited
	Average revenue per user (ARPU)
	Total revenue per campaign
MMS	All the SMS metrics listed previously
	Number of unsupported devices
	Mobile operator MMS policy rejections
Content downloads	Unique downloads
	Total downloads
	Failed downloads
	Total revenue

Interaction	Metrics Worth Paying Attention To
Mobile Web sites	Unique visitors
	Repeat visitors
	Entry and exit points
	Bounce rates (number of visitors who see only one page)
	Number of page views
	Geographic location of visitors
	Devices used by visitors
	Mobile operators used by visitors
	Average time spent on a site, on a page
	Conversion rate
Mobile advertising	Cost per impression (CPI)
	Cost per click (CPC)
	Cost per conversion (CPC) or cost per acquisition (CPA)
	Total number of click-throughs (the number of times an ad is clicked on)
Voice campaigns	Date and time of incoming calls
	Number of calls
	Total minutes per call
	Billable minutes
	Average call length
	Number of transactions per call
	Revenue per call
	Error messages processed
Mobile applications	Number of downloads
	Download count by handset type
	Unique active users
	Failed downloads
	Time to download
	Total revenue
	Location of download
	User reviews of your application
	Time spent using application
Mobile e-mail	Click-through rate (CTR)
	Conversion rate

(continued)

Table 14-1 *(continued)*

Interaction	Metrics Worth Paying Attention To
	Opt-ins and opt-outs
	Open rate
	Unsubscribe rate
	Forwards and shares
Bluetooth and Wi-Fi	Total delivered sessions
	Total content downloads
	Frequency and time spent per location
	The type of phone interacting with the system
	The mobile carrier used
	Location access point by location

The metrics in Table 14-1 are by no means an exhaustive list; they simply highlight some of the more prominent measures tracked.

Metrics aren't just about measuring success. In fact, just as often, metrics help you recognize that parts of your mobile marketing are *not* working, so you can fix them.

Preparing Your Database to Collect Information

A *mobile marketing database* (see Figure 14-1) is simply a database that houses all the information about each and every mobile customer you have and all the campaigns and programs you run. A mobile marketing database allows you to link your mobile marketing campaign interactions with the people in your database and apply metrics to individuals and groups of individuals.
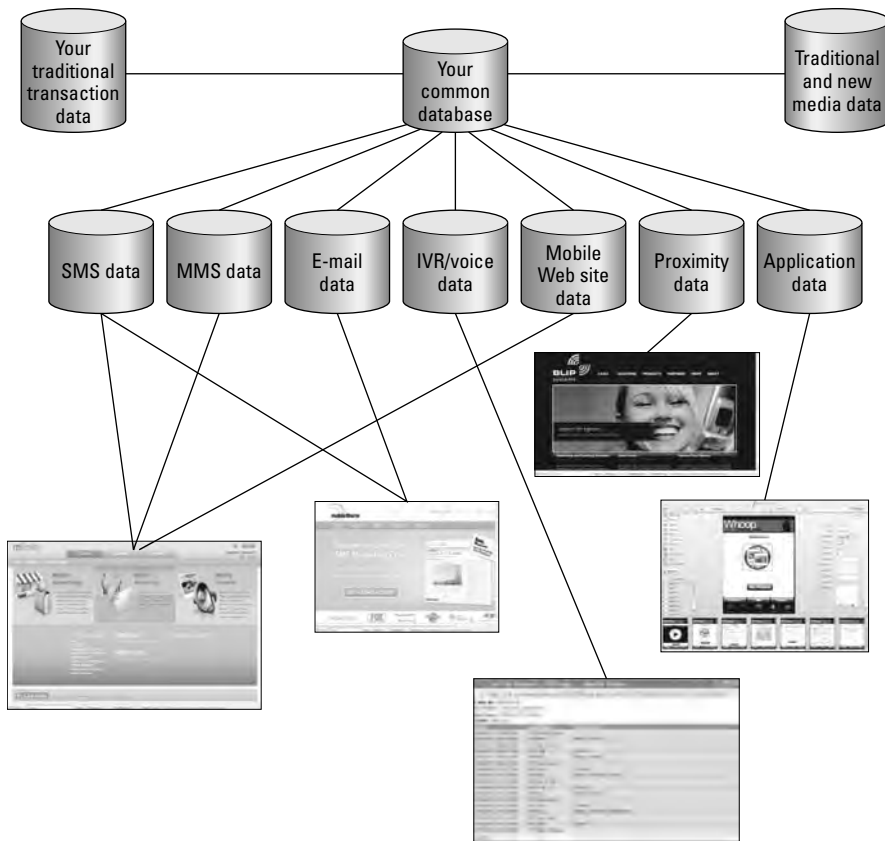
Figure 14-1:
A mobile marketing database stores information you can use and analyze.

TIP

You'll probably end up working with a number of databases, depending on how many mobile marketing companies you work with. Many companies support multiple mobile media paths (see Chapter 1), but no one supports them all. For a specific setup of programs, a database is typically built and hosted by your mobile marketing application provider. Or, you may already have your own customer relationship management (CRM) system or database that you work with.

In any event, whether your mobile marketing database is hosted by your application provider, integrated with your CRM solution, or is some hybrid model, you need to set up your database files to accept the data you need to collect and analyze from each type of interaction.

The following sections show you the types of information to consider adding to your database for each customer or prospect who interacts with your mobile marketing campaigns.

Outlining demographic data

Demography is all about studying populations; consequently, demographic data are the data points that detail a population's characteristics. You want to think about the various demographic data points you'll find helpful for your business (every business is different). Data you might consider including in your database include

- ✔ Age (either in the form of a birth date or age range, for example, 14–24, and so on)
- ✔ Sex (male/female)
- ✔ Marital status (single, married, divorced, domestic partnership, and so on)
- ✔ Number of children (zero, one, two, three, more than you can handle)
- ✔ Level of education (high school, some college, college graduate, doctorate, life experience)
- ✔ Occupation (there simply are too many to list — isn't that a great thing?)
- ✔ Income (typically presented in monetary ranges, for example, $50,000–$75,000 per year)
- ✔ Nationality (American, French, British, Chinese, and so on)
- ✔ Geography (residence, place of work, or, if you're a road warrior, American Airlines, seat B17)

In tech speak, all this data is commonly referred to as *metadata,* or "data about" something. When your engineer asks you, "What kind of metadata do you want to capture?" You can say, "I need demographic metadata — age, geography, and psychographic data (that is, information about your preferences, attitude, intention, and so on)." Now you're cooking!

Organizing psychographic data

You may wish to capture and organize psychographic data about members of your audience. *Psychographic data* is qualitative data used to measure an individual's lifestyle. Examples could include

✔ Behaviors such as frequent travel

✔ Attitudes, interests, and beliefs

✔ Values and opinions

✔ Personality

✔ Purchasing motivation

✔ Usage behavior

You can include psychographic information in your database to help you describe and identify customers and prospective customers in more detail and to aid in developing promotion strategies designed to appeal to specific psychographic segments of the market for a product or service.

Planning for preferences data

Preference data is data volunteered by members of your audience regarding their preferences, for example, their likes and dislikes (favorite food, music, and so on). Other preference criteria may include the days of the week and times the consumers prefer to be messaged or called, how many times the consumers are willing to let you contact them within a particular time frame (for example, ten times a month, but no more than three times per week).

By setting up your database to include preferences information and using it appropriately, you have a much better chance of pleasing the customers and prospects who interact with your mobile marketing campaigns.

Planning for behavioral data

Behavioral data includes information about past behavior or expected behavior based on past interactions or predictions based on other data. Including behavioral data in your database can tell you whether someone is likely or unlikely to respond to a specific campaign. For example, a person with a behavioral profile that indicates procrastination may not respond to a limited time offer.

You can get some great mobile subscriber behavior data from comScore (`www.comscore.com`) and Nielsen (`www.nielsen.com`), two research firms that track user behavior on mobile phones.

Behavioral data is an emerging field in marketing. Talk to your application provider and connection aggregator to get a sense of what they're doing in this area or with whom they're working.

Looking out for location data

Location is a dynamic data point that can be used to adjust your interaction with members of your audience so that those interactions are contextually relevant to their location. For example, if they're browsing mobile Internet sites and your database knows their location, you can display location-relevant advertising or guide them to the nearest location. You can also track location in real time and use that information to deliver location-based messages when your customers give you permission to use their location data.

Mining syndicated data

Syndicated data is consumer purchasing data compiled from individually scanned consumer transactions from thousands of purchase locations. The data is collected by market research firms, cleansed, and put into aggregate to protect the privacy of individuals. It's then used by marketers to better understand the purchasing behavior of their target audience. Marketers use syndicated to data to

- ✔ Improve sales tracking of their products and their competitors.
- ✔ Monitor marketing promotions and merchandising for both their own products as well as those of their competitors.
- ✔ Determine which distributors are using their products.
- ✔ Segment customers effectively, identifying their best and worse prospects.
- ✔ Perform market basket analysis, understanding what other products are typically purchased at the same time as theirs.

Syndicated data can be very useful; in fact, it can often be better than data you collect yourself because it amasses information not just about your own client interactions but those of your competitors as well.

Although data and information collection may give you knowledge and power, with this knowledge and power comes great responsibility and liability. You must protect the data you collect. If you don't protect it (if you misuse it, or it gets in the hands of someone else), you may face many commercial and legal challenges. Seriously think through all the liabilities before you collect and use data. Be sure to consult your legal counsel. You can read more about the laws governing mobile marketing in Chapter 3.

Populating a Mobile Database

After you've identified the types of customer and prospect data that you're going to collect and you've worked with your own internal team or mobile marketing application provider to build a database, you're ready to start populating the database, that is, loading it up with all the information about your campaigns and your customers.

The following sections show you how to collect profile information about your customers when they interact with your campaigns. We show you how to track the details of each interaction with your campaigns in the next section.

Collecting data through SMS

With SMS, you can collect some data automatically as well as request that participants of your campaigns provide the data. When a consumer opts into your campaign via SMS, the mobile marketing application captures the participant's mobile phone number. From this mobile phone number, your application provider can identify the following:

- ✔ **Previous participation in other programs you've run:** You can match the number to see if the number has been used in other campaigns.

- ✔ **Wireless carrier**: Discover which wireless carrier the subscriber is using.

- ✔ **Crude location:** Using the country code and area code of the number, you can make a crude estimate of location (country, state, city, and time zone). This method should not be used for real-time location detection because it does not tell you where the person is, just where his phone was registered.

- ✔ **Porting history:** Find out if the number has ever been moved from one wireless carrier to another.

- ✔ **Technical bits:** Discover if the phone supports binary data (for example, pictures and video), text messaging, or WAP push. (*WAP push* is a method of delivering content and mobile Internet sites. Ask your mobile marketing application provider about this.)

Your mobile marketing application provider, connection aggregator, or even Neustar's Wireless Message Routing Service (WMRS) service (`www.neustar.biz/interoperability/wmrs.cfm`) can help you collect the preceding information.

In addition to the preceding data, the marketer can request the user to submit any number of different types of data points, including demographic, physiographic, and preference data via SMS. For example, you may ask the user to submit her birth date as an opt-in challenge if you're marketing a program not suitable for children. You simply need to make sure that your text messaging application supports the ability to collect the data you are asking for and in the manner you're asking for it.

Collecting through the mobile Internet and installed applications

You can use Internet and mobile Internet browser forms or forms in an installed application to collect information from your prospects and customers by requesting that the visitor to the site complete the form. Upon submission, you capture the requested data.

For example, a leading marketer to youth retail markets, Access 360 Media, uses Web forms that can capture different consumer preference attributes, as shown in Figure 14-2.

Figure 14-2:
A consumer retail-focused preference opt-in form via the Internet.

TIP

You can use forms on mobile Internet sites, but be sure to keep them short. Mobile subscribers do not have the patience to complete long forms via their phones, so ask only the basics. If you need more info, augment the experience with another mobile (for example, voice) or traditional path (for example, the

Internet). But be careful. Make sure you understand your audience. For example, not all demographics use all mobile technology, like the mobile Internet, so take care to understand your audience.

REMEMBER

Be sure to ask your application provider if you'll be able to create your data schema and forms. Companies like iLoop Mobile have robust mobile customer relationship management elements that give you this capability.

Integrating CRM with mobile campaigns

There may come a time when you want to merge your mobile campaign data with that data stored in your company's customer relationship management (CRM) system. This is easy to do and typically can be handled in one of three ways:

- ✔ **Manually**: You can ask your mobile marketing application provider to provide you a manual report (in Microsoft Excel or in an XML data structure) so that you can combine your data with that of the mobile marketing campaign database manually.

- ✔ **Via data feed:** Your mobile marketing application provider should be able to give you access to an XML data feed that you can pull from on a regular basis (once a day, every five minutes — the timing depends on your application needs) so that you can combine your data with that of the mobile marketing campaign database automatically per the set schedule.

- ✔ **In real time:** You can also ask your mobile marking application provider if it can pass you data in real time as your participants interact with the system (see Figure 14-3). For example, maybe you need to know immediately if someone opts out of your mobile marketing campaign so that you can update the other permission marketing management system in other parts of your company.

Figure 14-3:
The real-time data transfer configuration screen in the iLoop Mobile mfinity platform.

Courtesy of iLoop Mobile, Inc.

Tracking Interactions: Clicks, Calls, Votes, and More

Your mobile marketing application is capable of tracking most, if not all, interactions a mobile subscriber has with it. That includes any calls, text clicks, snaps, scans, StarStars (**), pounds (#), presses, pictures taken, acceptances, submits, votes, requests, replies, and more.

REMEMBER

How this information is tracked and reported on, however, varies significantly by the type of mobile method you're using; moreover, you should consult with your mobile application provider prior to running your campaigns(s) to ensure the data you need (that is, the data you want to use to measure and report on the efficacy of your program(s)) is being tracked and retained.

Using third-party tracking tools

You have your choice of a number of mobile analytics providers to track consumer interactions on your mobile Web sites and applications. For example, if you want to track interactions on your mobile Web sites, you can consider using Google Analytics (`www.google.com/analytics`). Google Analytics allows users get rich Web site information, and the account creation process is simple:

1. **Go to www.google.com/analytics/.**

2. **Sign up for a new account (or use your existing account credentials).**

3. **Add a Web site profile.**

   You need to enter the URL of your Web site, give the profile an account name, and specify the time zone of your site. Also, provide the first and last name for the primary site contact person and agree to the terms and conditions.

4. **After you've completed the preceding steps, you are asked to follow the tracking instructions.**

   After you've completed the preceding steps, you are asked to follow the tracking instructions, which basically means you copy a bunch of HTML code from Google. This code can then be pasted into your mobile Web site's code. The code acts as a sort of tag that Google can use to track the user's behavior on the site. You can ask your site designer or partner for help at this point. Google sends you an e-mail with the necessary information that you can simply copy and send to your designer — they really make it easy for you.

5. **Click Save and you're done.**

After you have the tracking code successfully copied, pasted, and saved into your mobile Web site's code, Google immediately starts tracking and monitoring your site. You can then log in to Google Analytics as often as you'd like to see how your site traffic is doing.

Bango has a similar process. See Figure 14-4 for a sample Bango mobile Web report.

Figure 14-4: A Bango mobile behavior multi-channel meeting report.

Courtesy of Bango

You can choose between a number of application provider reporting tools, including Flurry (`www.flurry.com`), Medialets (`www.medialets.com`), Motally (`www.motally.com`), Bango (`www.bango.com`), Omniture's SiteCatalyst (`www.omniture.com/en/products/online_analytics/sitecatalyst`), Mobile Behavior (`www.mobilebehavior.com`), and others. See Figure 14-5 for an example of Mobile Behavior's reporting tool.

> **TIP** If your mobile application provider won't let you integrate a third-party reporting tool, go find another vendor. Third-party validation is incredibly important.

Obtaining metrics from partners and service providers

You should be able to obtain from your mobile application service provider a wealth of operational and business metrics from your campaigns. In general, obtaining metrics is a straightforward process, and as a marketer, you have to assess what mobile metrics are appropriate for you to measure.

Here is a list of the common metrics, tools, and questions you should be asking your provider about so that you can develop your mobile analytics strategy:

- **Frequency of data available:** How often are the reports updated? (Many providers only provide previous day snapshots, not real-time data.)

- **Summary levels of data (in addition to detailed transactional data from the mobile campaign):** For example, do they provide you with a total SMS message count or mobile Web page view count in a summary report?

- **Specific data elements available**: Ask your provider what data elements they can provide you, like those listed in Table 14-1.

- **Sorting and selecting data capability:** Can you sort and filter the data online, or do you need to export it and do it in a spreadsheet program like Microsoft Excel?

- **Availability of campaign dashboard tools:** Campaign dashboards are graphical Web-based tools provided to marketers for manipulating and visualizing data.

- **Charts and graphs availability:** Similar to summary level data, can you get bar charts, pie charts, time line graphs, and other visual representations of your campaign data?

✔ **Customization options (alarms, triggers, views):** In other words, can the system send you an e-mail notifying you if your opt-out rate exceeds a threshold that concerns you, or if your text message campaigns hit previously unreached heights?

✔ **Integration capability:** Do you have the ability to integrate with databases or other proprietary tools for data delivery?

✔ **Help support availability:** Is both business and technical help available?

✔ **Privacy controls:** Can you administer privacy controls, such as masking a user's phone number out of reports?

✔ **Process analysis (for user flows and consumer acquisition):** Can you evaluate consumer engagement across different types of campaigns, such as moving from initial acquisition and into a loyalty or customer service program?

If your mobile service provider cannot comply or provide the majority of these items, either as a standard offering or by developing a customer report or tools for you, you may want to consider finding another vendor who can help you.

Before you set up a customer report with a service provider or agency, make sure you are clear about who owns the information gathered. Also, be sure you understand and are comfortable with its process for data security. You want to make sure you own the data and that you can take the information with you if you choose to move on to another service, even if the information is collected through its platform. You can revisit more related to this and code of conduct and ethics in mobile marketing in Chapter 3 of this book.

Understanding analytics reports

An *analytics report* is a collection of mobile metrics presented to you in a single report so that you can see all your data as a whole and begin to gather insights from it. You can then use these insights to make decisions on how to best move forward with your business (see Figure 14-5). In other words, reporting and analyzing the data generated from your programs are absolutely critical components of your mobile marketing efforts. What good is the best mobile marketing campaign if you do not have strong insights into exactly how it performed or is performing?

Figure 14-5:
Analytics
reports
quantify the
interactions
with your
mobile
campaigns.

Courtesy of Mobile Behavior

Many of the companies in the mobile marketing space today can provide a high level of reporting sophistication. Campaign dashboards are often configurable so that you can see the metrics that matter to you and see them in a variety of formats.

Reports typically are summary views of a mobile campaign on a daily, weekly, or monthly basis, but they can also be unprocessed and unformatted data files, which require additional work to arrange and present the data.

Every mobile application provider has a different user interface for pulling its reports. Ask about the reporting feature in the application as well as the mobile Web site reports available when you're selecting a mobile service provider.

You'd be amazed by how quickly data can be amassed as mobile subscribers interact with a mobile marketing application. Every click, snap, and call can be, for the most part, tracked.

From log files to readable reports

In addition to all the reports your application provider shares with you, you should keep in mind that more information may be stored in an application provider's server log files. Application providers capture a lot of data within their systems; however, due to time constraints, technical challenges, or their own failure to realize that the information is valuable, they may not immediately share it with you. All you need to do is ask for it. They may be able to provide you with custom reports and data access or start tracking additional information that they were not tracking before. For example, during an SMS interaction, the mobile marketing application may record the following transaction: abcvote yes 4085551212 543221. In this example,

✔ abcvote is the keyword to be associated with a particular text messaging voting campaign.

✔ Yes is the vote response.

✔ 4085551212 is the mobile subscriber's phone number.

✔ 543221 is the wireless carrier's carrier ID, which is a number that tells the mobile marketing application that the phone number is on Verizon Wireless, T-Mobile, or Sprint, for example.

It takes a lot of computer power to analyze data, so often a mobile marketing application processes the data externally to its core applications and/or late or early in the day, say, every morning at 4:00 a.m.. Be sure to ask your mobile marketing application provider to show you what data is available in real time versus what data is processed later. You should also find out what data is available upon request, that is, in the log files, but not readily available in the system for general consumption.

The preceding example is very simple. Log files include lots of other data, including success and error codes, server IDs, time stamps, and so on. Converting the log file data, data that is often unintelligible to the common reader (log files are written in another language, engineering-speak), into actionable results is another matter entirely. Your mobile marketing application provider needs to map the log file codes to a series of database tables that help translate the numbers in the log file; for example, 543221 equals AT&T Wireless. The provider then maps this data to reports.

Transaction reports can come in two flavors: raw data dumps and analyzed reports. With raw data dumps, you receive a report that provides a line item for every transaction. You can use tools like Microsoft Excel to analyze the data and report on it. For analyzed reports, the mobile application provider gives you calculated statistics in an analysis report; for this example, the report provider displays not just the votes, but how many votes there were and which option received the most.

REMEMBER

Your application provider(s) no doubt has a lot of experience with collecting and analyzing transaction data; however, more often than not, the application provider is not in your business and doesn't know exactly how you want to look at the data or what analysis of the data is meaningful. Rather than assuming it knows what you need, tell it the type of results and data you want to see in the

transaction reports. Have this discussion before your campaign launches; otherwise, you may have some late nights slogging through log files to get the answers you need. If you plan and coordinate with your application provider prior to the launch of your program(s), the application provider can give you the answers you seek in a perfectly packaged report, often in real time.

Often mobile marketing reports can contain both graphs and data for the metrics and be made available in a variety of formats (such as Microsoft Excel spreadsheets, Adobe Acrobat PDFs, or other). A current trend is to provide visual representation, typically in graph form, so a user can quickly see how his campaign is doing.

Figure 14-6 shows a sample trend graph on the effectiveness of mobile advertising.

Figure 14-6: Mobile advertising and application download reports can call out important details on effectiveness of advertising.
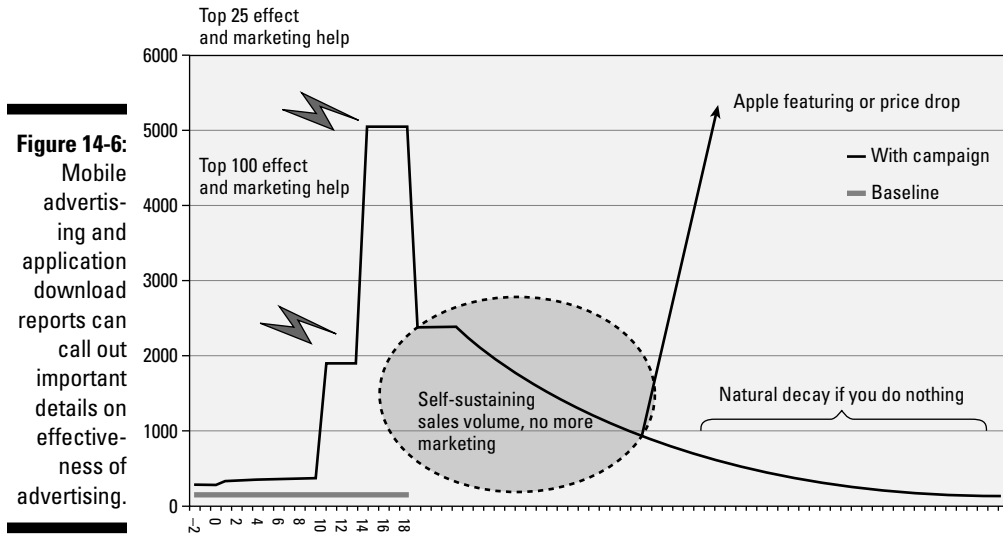
Calculating Your Return on Mobile Marketing Investment

Return on mobile marketing investment (ROMMI) is an important measure to keep track of because it lets you know whether you're achieving your objectives and getting more out of your mobile marketing than you're putting into it. There are two basic ROMMI measures: a ROMMI against direct revenue generating programs and a ROMMI against indirect revenue generating programs. Both are discussed in the following sections.

Calculating expected ROMMI for direct revenue programs

Calculating your ROMMI for revenue generating mobile marketing programs is a simple math exercise. The ROMMI for revenue generating programs compares the sales you generated, or expect to generate, in revenue terms against your mobile marketing spending, or expected spending, that helped generate those revenues.

Here's the formula:

Return on mobile marketing investment (ROMMI) = [incremental revenue attributed to mobile marketing (in dollars) * sales contribution margin – mobile marketing spending (in dollars)] / mobile marketing spending (in dollars)

Here's an explanation for each variable:

- **Incremental revenue attributed to mobile marketing (IRAMM),** is the total additional revenue, in monetary terms (for example, in dollars) you generate by running the mobile marketing program as opposed to the revenue you'd receive if you did not run the mobile marketing program. For example, if your revenues were going to be $22,000 before running the mobile marketing program and you estimate they'll be $30,000 by adding the mobile marketing element to your marketing program, your IRAMM is the difference, $8,000.

- **Marketing spending** is the total cost for running the mobile marketing program, including all strategy, creative, tactical execution, and technology elements. See Chapter 2 for details on estimating the cost of your mobile marketing programs.

- **Contribution margin** is the calculation of the marginal profit (a percentage) generated from the product or service being sold. To calculate this, you need to know the selling price of the product(s) or service(s) that is contributing to the revenues being tracked and the variable cost it takes to produce it. With this information, you can use the following formulas to calculate your contribution margin. The calculation is a two-step process. You first must calculate the contribution per unit and then you can calculate the contribution margin:

    - **Contribution per unit (in dollars)** = Selling price per unit (in dollars) – variable cost per unit (in dollars)

    - **Contribution margin (percentage)** = contribution per unit (in dollars) / selling price per unit (in dollars)

Here is an example: Say you're selling T-shirts. The shirt sells for $10 and it costs you $1.50 to make it.

The contribution per unit (in dollars) is $10.00 – $1.50, which equals $8.50. The contribution margin is $8.50/$10.00, which equals 85%.

TIP

If you plan to use mobile marketing for the promotion and sales of multiple products, you can use the same model. You simply have to run the math for each product and add things up.

For example, say you own a chain of retail outlets and you want to use mobile marketing to drive traffic to your store to generate T-shirt sales. You're already spending money on a direct mail campaign and you want to mobile enhance the program by adding a mobile coupon call to action. The total cost of the mobile marketing element to enhance your existing marketing campaign is $5,000. You expect the mobile marketing element of the campaign to increase revenues from $22,000–$30,000. You previously calculated that the contribution margin of the T-shirts sales averages out at 85%.

In this case, your ROMMI would be

ROMMI = [incremental revenue attributed to mobile marketing (in dollars) * contribution margin percentage – marketing spending (in dollars)]/marketing spending (in dollars)

The ROMMI for this example = [$8,000 * 85% - $5,000]/$5,000 = 36%

In this case, your mobile marketing program is estimated to generate $0.36 per every dollar of spending. Not bad!

Leveraging industry data as a baseline

As a keen mobile marketer, you should read industry reports, Web sites, and blogs that denote trending or typical mobile marketing statistics. Several of these services have mountains of data and reports readily available. These include Keynote Systems (www.keynote.com), comScore (www.comscore.com), Nielsen (www.nielsen.com), eMarketer (www.emarketer.com), Marketing Charts (www.marketingcharts.com), and other third-party data sources. These services can be used to establish performance baselines for better understanding the relative performance of a mobile marketing campaign.

Leading mobile marketing case studies highlighting campaign results and best practices can also be pulled from free sources like Mobile Marketer (www.mobilemarketer.com) and other companies by doing a Web search for mobile marketing case studies.

Calculating expected ROMMI for indirect revenue programs

Calculating your ROMMI for indirect revenue programs can be a bit harder than doing so from direct programs, but it is not impossible. The same premise applies as for direct revenue programs: You want to estimate the overall value of the mobile market program to your achievement of the company's objectives.

Your goal for indirect revenue objectives is not sales, but rather some other trackable measure (opt-ins, impressions, clicks, traffic, redemptions, and so on). For example, maybe you want to measure the number of new leads in the opt-in database (opt-ins), total mobile advertising impressions generated (impressions), increased traffic in the store or on Internet or mobile Internet sites (traffic), the number of loyalty points redeemed by customers (redemptions), or whatever. In order to calculate your ROMMI, you need to know what each of these measures means to you. Look at your historical data and calculate how much additional revenue an opt-in, impression, redemption, or traffic means to you in terms of real revenue. You can then compare the value of an indirect measure, like an impression, against the estimated/actual costs of running the marketing program to estimate your indirect ROMMI and see if the program is worth doing.

Here's the formula:

ROMMI for indirect programs = [estimated value of measure – mobile marketing spending (in dollars)] / mobile marketing spending (in dollars)

Here's an explanation for each variable:

- ✔ **Estimated value of measure** is the total revenue you'd expect from the metric. For example, say historically that you've calculated that every new impression on your Web site, on average, is worth $0.20 in expected revenue.

- ✔ **Mobile marketing spending** is the total cost for running the mobile marketing program, including all strategy, creative, tactical execution, and technology elements. See Chapter 2 for details on estimating the cost of mobile marketing programs.

As an example, say that a travel agency wants to sponsor a live event. The sponsorship costs $35,000 (including the mobile marketing program costs). The agency assumes the sponsorships will generate 250,000 impressions, which results in a cost of $0.14/impression ($35,000/250,000). The agency knows that historically an impression is worth, on average, $0.20 in future revenues.

The ROMMI for these indirect programs = [$0.20-$0.14] / $0.14 = 43%

Based on these estimates, the sponsorship is worth the expense.

Part V
The Part of Tens

The 5th Wave   By Rich Tennant

"Snappy ad copy. And it really got my attention."

In this part . . .

*M*obile marketing strategies and tactics are always changing and adapting because mobile technology is advancing so rapidly. That's not likely to change for a while, so this Part gives you a snapshot of the things to remember now and where to look ahead to the future.

Chapter 15 shows you ten ways your marketing can reach people now on their mobile devices. Chapter 16 lists ten mobile marketing resource centers you can follow for updates on future technology and the marketing tactics that go along with new technology.

We also include a mobile marketing Glossary so that you can quickly look up the definition of any new mobile marketing terms that you come across.

Chapter 15

Ten Ways to Reach Your Customers on Their Mobile Devices

*E*ven the most personal and powerful marketing message doesn't help your business if it never reaches a person who can absorb the message and respond with a decision in favor of your business objectives. The great thing about mobile devices, like feature phones, smartphones, and tablets (see Chapter 1) is that they are connected to a single person and they offer lots of different ways to get your marketing messages delivered and noticed by the people who use them.

This chapter discusses ten ways for you to reach your customers on their mobile phones today. Technology is always changing, so make sure you also read Chapter 16 so you know where to look for even more ways to reach your customers as the future of mobile marketing unfolds.

Text Messaging (SMS)

Almost every mobile phone being produced today has the ability to send and receive text messages, also known as Short Message Service (SMS) messages. SMS is limited to 140 characters of plain text, but that's a good thing because short messages are a quick read that save your customers time reading through the stuff that isn't important. SMS is perfect for sending alerts, reminders, coupons, and other messages that get to the point quickly. You can also include links to mobile Web sites, downloads, and phone numbers. You can read about sending text messaging campaigns in Chapters 4 and 5.

Multimedia Messaging Service (MMS)

MMS messages are text messages with the ability to include more text as well as multimedia enhancements such as pictures, video, and sound. Think of MMS messages as e-mails that get delivered directly to a phone's message inbox via a phone number instead of an inbox in an e-mail service via an e-mail address. MMS messages are perfect for sending product brochures, greeting cards, audio messages, and videos that show your products or services in action. We show you how to create and send MMS messages in Chapter 6.

Mobile E-Mail

People check their e-mail at home, at work, in bed, in the bathroom, on the sidelines at the kids' soccer games, and even while they drive (but don't do that!). E-mail is still one of the best ways for people to exchange and share private messages and files with each other. More people than ever are checking their e-mail on mobile devices because people are always on the go. Mobile e-mail is also one of the lowest-cost ways to deliver your message — it's low-cost for you and your customers. You can read about designing and delivering mobile friendly e-mails in Chapter 7.

Mobile Internet Sites

Phones with Internet browsers have the ability to access the Internet so people can interact with Web sites from almost anywhere. People who browse the Internet on phones and other mobile devices are often looking for directions, contact information, reviews and ratings, and other stuff that helps them make fast decisions while they are away from their computers. Because mobile phones aren't as powerful or big as computers, you need to make sure your Web sites are formatted to provide a good experience to your mobile visitors. After you have a handle on the differences between designing Internet pages for computers versus mobile devices, you can build mobile sites for your products, your promotions, and your entire company. Read more about designing mobile Internet sites in Chapter 8.

Mobile Applications

You can provide rich software-like experiences to smartphone owners and people who use mobile devices such as the iPad by developing mobile applications for them to use. Applications are like computer programs that are

installed on the device, and they are useful for all kinds of things, from checking account balances to playing games. The benefit of providing mobile applications isn't limited to productivity or entertainment, however. Mobile apps can include your advertising and branding, and you can even sell your mobile applications to make money. You can read more about developing mobile applications in Chapter 9.

Interactive Voice Response (IVR)

Mobile phones can do a lot of cool things, so it's easy to forget that the primary function of a phone is the ability to make and receive voice calls. In fact, voice calls are a lot more convenient while people are on the go in some circumstances. For example, phone numbers in mobile Web sites or text messages can be clicked or touched to automatically dial the number, and placing an order or listening to a voice message is easier to do than staring at a screen or typing while walking down the street or standing in line. Interactive Voice Response (IVR) is a technology that allows you to send and receive voice calls from people and interact with them without involving a live person on your end of the call. We explain how to implement IVR in your mobile strategy in Chapter 11. Of course, you can also use mobile to send and receive live agent calls, so we show you the benefits of doing that in Chapter 11 also.

Mobile Social Media

Why wait until you're in front of a computer to interact with customers and colleagues through a social media site when you can be involved in conversations through a mobile device and never miss a conversation? Social media is one of the main behaviors driving the adoption of smartphones. Your business can be a part of the growing number of real-time conversations when you include social media in your mobile marketing strategy. You can find out how to make your social media marketing strategy more mobile-friendly in Chapter 12.

Mobile Advertising

A mobile device's screen is the focus of attention multiple times per day for everyone who owns one. Wherever there are lots of eyeballs, there are lots of opportunities for advertising to deliver your message. Mobile advertising can be placed on mobile Web sites in much the same way as regular Web sites, but that's not all. You can also advertise in mobile applications, during downloads, in mobile videos, in mobile e-mails, voice and IVR calls, and in text and MMS messages. We show you how to place ads and sell your own mobile advertising space in Chapter 10.

Mobile Commerce and Location-Based Enabled Engagements

Mobile phones and devices can act like order-takers when the goal of your marketing message is an immediate purchase. You can sell your stuff through mobile Internet sites and voice ordering systems, and you can sell downloads and other content by accepting payments by credit card or by charging the purchase to your customer's mobile phone bill. Mobile phones can also act like digital wallets that can pay for things at retail through mobile point-of-sale systems and bar code scanners. You can read more about enabling mobile commerce in Chapter 13.

In addition, marketers have always been concerned with the general geography of prospects and customers when engaging them, but mobile devices are capable of revealing the *precise* present location of those prospects and customers. You can use mobile technology to detect someone's location in order to deliver a location-relevant message, or present a relevant ad or offer. Alternatively, you can place your marketing in relevant locations and allow people to interact with your marketing messages when they are nearby. Marketing based on location isn't limited to one type of technology. Location can be a key factor in almost every type of mobile marketing campaign or engagement offer. We discuss location-based tactics and tips throughout the book when location is relevant to the technology being discussed.

Mobile-Enabled Traditional Media

Marketing, at its core, is about communication and engagement. As a marketer, it's your job to communicate and engage your customer — that is, impart information and news about your products, services, and related activities to your audience (customers, clients, partners, and society at large) so that they can know what your organization does and how to connect with you. Because (as explained in Chapters 1 and 3) the mobile channel requires that you either have permission from a consumer prior to proactively engaging him on his mobile device or that the mobile consumer is aware of your mobile programs so that he reaches out and engages *you*, the best way to do either is to mobile-enable your traditional and digital media by putting mobile call-to-actions in your media and inviting consumers to pull out their mobile devices and contact you. (See Chapters 1 and 2 for more on understanding the approach to mobile marketing and how to build your strategy.)

Chapter 16

Ten Mobile Marketing Resources

*M*obile marketing standards and technology are rapidly changing, so it's almost guaranteed that the mobile marketing strategies tactics of today will need to adapt over time. Moreover, more and more people are coming up with new and exciting ways to use all the capabilities with mobile — innovation is occurring on an exponential scale. You can also expect that with all this change, you'll need to keep track of new laws, best practices, and industry regulations.

The following list of ten mobile marketing resources can help you keep up with trends and advancements so you can keep your marketing on track and compliant with the entire mobile marketing ecosystem, now and in the future.

REMEMBER

In addition to the list of organizations and players in this chapter that are on the top of their game when it comes to mobile marketing, you can also find a host of other great resources by searching on the Internet.

The Mobile Marketing Association (MMA)

The Mobile Marketing Association (MMA, at `www.mmaglobal.com`) is a global association with headquarters in New York that focuses on developing and promoting the mobile marketing industry, educating the market players about mobile marketing, measuring the industry, providing best practices in metrics, guiding the industry through the thought-leadership of its members, and publishing industry self-regulatory guidelines and best practices.

dotMobi

dotMobi (`www.mtld.mobi`) is the main source of .mobi domain names. It provides a number of other valuable mobile technology services and resources to businesses and individuals to ensure that the Web works well on mobile phones. Here are some of the services dotMobi provides:

- ✔ **Instant Mobilizer:** Instant Mobilizer is an automated tool that converts an ordinary Web site into a mobile site. The process is completely automated, so there is no programming or content management required.

- ✔ **mobiThinking:** mobiThinking is a resources Web site with insight, analysis, and opinions from the world's mobi-marketing gurus.

- ✔ **mobiForge:** mobiForge is a developer forum that offers mobile Web developer tools, resources, and support. More than 25,000 developers and designers use the site to compare notes, share tips, upload ideas, and download expertise.

- ✔ **mobiReady:** mobiReady allows you to test your mobile Web site and get a free report and in-depth analysis to determine how well your site performs on a mobile device.

- ✔ **DeviceAtlas:** DeviceAtlas is one of the largest open databases of mobile device profiles. You can use the database to detect a particular mobile phone and then adjust your marketing campaigns automatically based on the features of each device.

- ✔ **site.mobi:** site.mobi enables you to build your own mobile Web site.

The Common Short Code Administration (CSCA)

If you want to register a common short code (CSC) in the United States, you need to go through the Common Short Code Administration (CSCA, at `www.usshortcodes.com`). The CSCA also has a resource center with whitepapers, tutorials, videos, podcasts, best practices, and case studies. Find more about common short codes in Chapter 4.

Mobile Testing Services

If you can remember only one word before launching a mobile marketing campaign, it should be the word *test.* To test your campaigns, you can go out and buy a few thousand of the most popular devices, or you can use services like Device Anywhere (`www.deviceanywhere.com`) to provide instant remote access to more than 2,000 real devices across live global networks in seven countries.

Device Anywhere allows you to see how your applications, automations, and certifications are going to function so you can either discover problems or have the confidence to launch your campaigns without fear of technical glitches across multiple devices and networks.

Another great mobile testing and monitoring service is Keynote (`www.keynote.com`). Keynote monitors and tests your messaging (SMS and MMS), mobile Web, and applications. They can do this over short periods of time or you can contract them to continuously monitor your services to ensure that they are performing properly. They can also compare the performance of your services against your competitors.

Another form of testing is test and control benchmarking to compare your customer engagement before and after you add mobile marketing to your marketing programs, or when you make changes to your mobile marketing programs. A number of research firms can help you with this, including Synovate (`www.synovate.com`), Insight Express (`www.insightexpress.com`), Dynamic Logic (`www.dynamiclogic.com`) and Luth Research (`www.luthresearch.com`).

The Wireless Telecommunications Bureau (WTB)

The Federal Communications Commission has a wireless division known as the Wireless Telecommunications Bureau (WTB). The WTB governs all the wireless telecommunications programs and policies in the U.S. including licensing, enforcement, and regulatory functions.

The WTB publishes resources on its Web site (`wireless.fcc.gov`) related to new laws and government policies. Be sure to check it out periodically to keep up with changes. See Chapter 3 for more on related resources.

The Federal Communication Commission puts out a great report each year called the FCC Commercial Mobile Radio Services (CMRS) Competition Report. Find it at `http://wireless.fcc.gov/index.htm?job=cmrs_ reports`.

Mobile Marketer and Other Reference Sites

Mobile Marketer (`www.mobilemarketer.com`) is the leading news publication covering mobile marketing, media, and commerce. The publication covers topics that are relevant to advertisers, technology partners, publishers, agencies, senior executives, and everyone else who needs to make decisions about mobile marketing. They also include information about successfully combining mobile marketing with other marketing channels.

Mobile Marketer owns other publications and blogs, like Mobile Commerce Daily (`www.mobilecommercedaily.com`). It also delivers Webcasts, events, and other resources with the latest mobile marketing information.

In addition to Mobile Marketer, here are a number of other great blogs and sources that you can check out to find information on mobile marketing:

- ✔ Mobile advertising metrics can be found at Smaato (`http://metrics. smaato.com/`), Millennial Media Smart Report (`www.millennial media.com/research/`), and AdMob (which was recently purchased by Google, `http://metrics.admob.com/`).

- ✔ Marketing Charts, `www.marketingcharts.com`, a really useful Web site that puts out daily report highlights, may of which relate to mobile marketing.

- ✔ SlideShare, `www.slideshare.net`, an online community-powered resource of published presentations. Just do a search on mobile marketing to find a ton of great info.

- ✔ Pew Internet, `www.pewinternet.com`, a government-funded research program that puts out numerous reports related to consumer mobile usage throughout the year.

- ✔ Mobile Marketing Watch, `www.mobilemarketingwatch.com`, a great mobile blog.

- ✔ Mobile Industry Review, `www.smstextnews.com/`, a great mobile blog with a focus on Europe.

✔ Mobile Active, `www.mobileactive.org`, a community focused on applying mobile for social impact work around the world.

✔ Other mobile industry news blogs include MocoNews (`www.moconews.net`), Fierce Wireless (`www.fiercewireless.com`), Mobile Crunch (`www.mobilecrunch.com`), RCR Wireless News (`www.rcrwireless.com`), Marketing Sherpa (`www.marketingsherpa.com`), Google Alerts (set up a private Google alerts channel at its Web site (`www.google.com/alerts`), Google Images, (`www.google.com/imghp`, search on mobile marketing for a great way to visually see the market), YouTube (`www.youtube.com`, search on mobile marketing to get videos).

✔ Great industry networking resources include INmobile (`www.inmobile.org`), LinkedIn, (`www.linkedin.com`), and Jigsaw (`www.jigsaw.com`). These are all great resources for finding other executives active in the mobile marketing industry — just do a search on mobile marketing, mobile advertising, mobile commerce, and so on, and you can find someone to help answer your questions or to partner with.

The Direct Marketing Association (DMA)

The Direct Marketing Association (DMA) is the leading global trade association of businesses and non-profit organizations using and supporting multi-channel direct marketing tools and techniques.

Because mobile has a lot of value in the direct marketing space, the DMA works to advocate industry standards and provide cutting-edge research, education, and networking opportunities at its Web site, found at `www.the-dma.org/segment/mobile`.

Founded in 1917, DMA today represents companies from dozens of vertical industries in the U.S. and 48 other nations, including nearly half of the Fortune 100 companies, as well as non-profit organizations.

CTIA: The Wireless Association

CTIA: The Wireless Association (`www.ctia.org`) is an international non-profit membership organization that has represented the wireless communications industry since 1984.

The association is an advocate on government policy and provides consumers with a variety of choices and information regarding their wireless products and services. This includes voluntary industry guidelines, programs that promote mobile device recycling and reuse, and wireless accessibility for individuals with disabilities.

CTIA also supports important industry initiatives such as Wireless AMBER Alerts. The association also operates the industry's leading trade shows, as well as equipment testing and certification programs to ensure a high standard of quality for consumers.

Another leading carrier-centric trade association you should be aware of is the GSMA, which can be found at `www.gsmworld.com/`. Whereas the CTIA focuses on U.S. carrier relationships, GSMA has a global focus.

MyWireless.org

MyWireless.org (`www.mywireless.org`) is an advocacy organization promoting government policies that benefit wireless consumers and promote freedom of use and innovation in wireless.

MyWireless.org focuses on unfair and excessive taxes and regulations on wireless that threaten the innovation, value, and choice wireless consumers enjoy, especially for those on fixed budgets, like seniors, working families, and small businesses.

The Netsize Guide

The Netsize Guide (available at `Netsize.com/Ressources_Guide.htm`) is a comprehensive annual industry report documenting the state of the global mobile content and services market. The guide is put together using in-depth research and exclusive interviews with industry executives and opinion-makers.

The guide includes interviews with industry senior executives, survey results, and mobile data from more than 40 countries. The guide can be downloaded as an Adobe Acrobat PDF document from the Web site.

You may also want to check out Clickatel's Web site (`www.clickatel.com`). Like Netsize, Clickatel is a leading mobile aggregator. You can find a lot of useful information on international SMS deployment at its site.

Glossary

3G: The third generation wireless service that provides high data speeds, always-on data access, and greater voice capacity. The high data speeds enable full motion video, high-speed Internet access and video-conferencing, and are measured in Mbps (megabits per second). The data transmission rates range from 144 Kbps to more than 2 Mbps. 1G (the first generation network) and 2G (the second generation network of the 1990 and early 2000s) preceded 3G. The first 4G networks (fourth-generation networks) are launching in 2010.

ad impression: An advertisement impression transpires each time a consumer is exposed to an advertisement (either prepended or appended to an SMS message, on mobile Web or Web page, within a video clip, or related media).

ad unit: Any defined advertising vehicle that can appear in an ad space inside of an application. For example, a rectangular banner is considered to be a common type of ad unit.

advertisement: Any collection of text, graphics, or multimedia content displayed and accessible inside an application for the purposes of promoting a commercial brand, product, or service.

advertisement action: Any activity associated with an advertisement that enables interactivity and communication between the advertiser and the consumer. For example, common actions include clicking on a phone number to call the advertiser, a hyperlink that takes the consumer to an advertiser's mobile Web portal, or a link that adds the advertiser's contact information to the consumer's phone book.

advertiser: Individual or organization that places a paid promotion within media for the purpose of promoting commercial messages, goods, or services, also often referred to as the "buyer."

aggregator: An organization that acts as a middleman between application and content providers and mobile carriers. Provides message traffic throughput to multiple wireless operators or other aggregators; provides mobile initiative campaign oversight, administration, as well as billing services.

alerts: Notifications, typically in the form of a text or multimedia message, containing time-sensitive information (event details, weather, news, services updates) that are pushed to a mobile subscriber who has opted in to receive this information. Note: If the mobile subscriber has not opted in to receive said information, the notification is considered spam.

application: Software solutions that power the business logic for mobile marketing initiative(s), also referred to as "application platform."

application provider: An organization that offers network based applications, or downloadable applications that enable the business logic that supports mobile marketing initiatives.

asynchronous: A type of two-way communication that occurs with a time delay, allowing participants to respond at their own convenience.

banner size: The width and length dimensions (typically presented in pixels) of a banner/image advertisement placed on the mobile Web.

billing aggregator: An organization that provides billing solutions (Premium SMS, direct-to-bill, credit card, PayPal, loyalty points, credits, and so on) to off-portal mobile application solution providers.

Bluetooth: A communication protocol that enables mobile devices equipped with a special chip to send and receive information wirelessly over short ranges using the 2.4 GHz spectrum band.

call to action: A statement or instruction, typically promoted in print, Web, TV, radio, on-portal, or other forms of media (often embedded in advertising), that explains to a mobile subscriber how to respond to an opt-in for a particular promotion or mobile initiative, which is typically followed by a notice. *See also notice.*

carrier: A company that provides wireless telecommunications services.

clear and conspicuous notice: The vehicle by which descriptions, instructions, terms and conditions, and other relevant details pertinent to a specific marketing initiative, are prominently posted. (For guidance on the meaning of "clear and conspicuous" disclosure, please see Section III of the Federal Trade Commission's "Dot Com Disclosures: Information About Online Advertising" document, available at `www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus41.pdf`.)

click: The act of when a mobile subscriber interacts with (highlights and clicks on) an advertisement (banner, text link) or other actionable link that has been served to his screen.

click-through rate (CTR): A way of measuring the success of an online or mobile advertising campaign. A CTR is obtained by dividing the number of users who clicked on an ad on a Web page by the number of times the ad was delivered (impressions).

click-to-call: A service that enables a mobile subscriber to initiate a voice call to a specified phone number by clicking on a link on a mobile Web site. Typically used to enhance and provide a direct response mechanism in an advertisement.

commercial messages: Text or multimedia messages that are sent to a mobile device, usually for commercial purposes.

common short code: Short numeric numbers (typically 4–6 digits) to which text messages can be sent from a mobile phone. Wireless subscribers send text messages to common short codes with relevant keywords to access a wide variety of mobile content.

Common Short Code Administration (CSCA): An organization that administers the common short code registry for a particular country/region. CSCAs are predominantly in Canada, China, the United Kingdom, and the United States. Local mobile carriers and short code aggregators are the administrators of CSC registry in other countries.

confidentiality: The treatment of information that an individual has disclosed in a relationship of trust, with the expectation that it will not be divulged without permission to others, in ways that are inconsistent with the understanding of the original disclosure.

confirmed opt-in: The process used for verifying a mobile subscriber's intention, and for gaining the subscriber's explicit agreement to participate in a mobile program or initiative.

consideration: Although the definition of consideration varies from state to state, generally, consideration means that a willing participant is required to purchase something or pay for access to be eligible to enter a game.

content aggregator: An organization that contracts with an array of content providers and redistributes licensed content.

content provider: A company that creates and offers content, for example, graphic products, ringtones, games, news, information and entertainment services, and so on.

contest: A promotional mechanism that includes a prize and a game of skill. Consideration is allowed, but there cannot be any element of chance.

cost per thousand (CPM): A metric used to price advertising banners. Sites that sell advertising may guarantee and advertise a certain number of impressions (number of times an ad banner is served and presumably seen by visitors) and then set the cost based on the guarantee, multiplied by the CPM (cost per thousand) rate.

coupon: A ticket, message, or document that can be exchanged for a financial discount on a product or service.

data collection: The process by which a marketer collects mobile subscribers' personally identifiable information.

dedicated short code: The process of running only one service on a common short code at any given time.

direct to consumer: Content and services promoted directly by the third-party provider to the phone end user. The promotion of these services does not depend upon listing in (operator) portals; the content provider is responsible for tasks such as pricing and marketing.

double opt-in: The process of confirming a mobile subscriber's wish to participate in a mobile program by requesting the subscriber to opt in twice, prior to engaging the subscriber. A requirement for premium and many other types of mobile services.

end user: A person who accesses and uses a product (for example, a user who watches a video using her mobile device).

global positioning system: A system of satellites, computers, and receivers that can determine the latitude and longitude of a given receiver (within its system) located on Earth. It pinpoints the receiver's location by calculating the time it takes for signals from different satellites (positioned at various locations) to reach the receiver.

handset: Term used in reference to a mobile phone, mobile device, or mobile terminal.

image: A photograph or graphic that may be delivered to the mobile handset as any of several low resolution image formats, including .PNG, .GIF, .JPG, and so on. Images on mobile platform may be classified as mobile content/products (wallpapers, screen savers, and so on), assets for a mobile Web site, or enabled with links to trigger an action.

impressions: A business metric for counting the number of times mobile subscribers have viewed a particular page, mobile advertisement on a mobile Internet site, or ad embedded within a text message or similar mobile medium.

interactive voice response (IVR): A phone technology that allows a computer to detect voice and touch tones using a normal phone call. The IVR system can respond with pre-recorded or dynamically generated audio to further direct callers on how to proceed. IVR systems can be used to control almost any function where the interface can be broken down into a series of simple menu choices.

interstitial ad: A page displaying an advertisement that is displayed in the middle of the MMS message, application, or mobile Web page.

interstitial image ad: An advertising image that is inserted into the middle of a complete MMS message. This image is displayed as the subscriber is viewing the complete MMS message.

keyword: A word or name used to distinguish a targeted message within a Common Short Code-enabled messaging service (for example, SMS and MMS).

landing page: A secondary page to which users are directed when they click on an ad, where they are provided additional information or a mechanism to make a purchase. Users are often driven to a landing page via an ad banner, link, or other offer-related communication.

layered notice: The provisioning of a short-, medium-, and long-form description for a program/service overview, terms and conditions, and related program details.

location information: Information that enables a mobile marketer to identify the specific location of a particular wireless device. Zip codes and area codes typically do not alone provide the specificity to qualify as location information. However, a global positioning system (GPS) is an example of a functionality that provides location information.

location-based services (LBS): A range of services that are provided to mobile subscribers based on the geographical location of their handsets within their cellular network. Handsets have to be equipped with a position-location technology such as GPS to enable the geographical-trigger of service(s) being provided. LBS include driving directions, information about certain resources or destinations within current vicinity, such as restaurants, ATMs, shopping, movie theaters, and so on. LBS may also be used to track the movements and locations of people, as is being done via parent/child monitoring services and mobile devices that target the family market.

messaging: Collectively, SMS and MMS messages sent to mobile phones/devices. This definition does not include advertisements delivered on WAP sites or advertisements delivered into games on mobile devices. *See also WAP (Wireless Application Protocol).*

MMS banner: A transparent advertising screen image that is inserted with text onto an MMS message. This image is displayed as the subscriber is viewing the complete MMS message.

mobile advertising: A form of advertising that is communicated to the consumer/target via a handset. This type of advertising is most commonly seen as a mobile Web banner (top of page), mobile Web poster (bottom of page banner), and full-screen interstitial, which appears while a requested mobile Web page is loading. Other forms of this type of advertising are SMS and MMS ads, mobile gaming ads, and mobile video ads.

mobile content: Entertainment, sports, and news information and games delivered via any wireless media type in a non-advertising format. Location, delivery, and technology of content is irrelevant and can include both on- and off-deck.

mobile marketing: Mobile marketing is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.

mobile marketing program: Any marketing or advertising program distributed via a handset. This includes, but is not limited to, a mobile messaging program, one or more advertisements delivered on WAP sites, or one or more advertisements delivered via games on mobile devices. *See also WAP (Wireless Application Protocol).*

mobile message: SMS or MMS message sent to a handset but does not include advertisements delivered on WAP sites or advertisements delivered into mobile games. *See also WAP (Wireless Application Protocol).*

mobile originated message: An SMS/MMS message sent from a mobile device.

mobile search: Executing a search via mobile Internet, application, or text messaging.

mobile subscriber: A consumer that enters into an agreement with a carrier. After it's executed, the agreement requires the carrier to provide wireless telecommunications services to the consumer.

mobile terminated message: An SMS/MMS message received by a mobile device.

mobile Web: The mobile Web is a channel for delivery of Web content, which offers and formats content to users in awareness of the mobile context. The mobile context is characterized by the nature of personal user information needs (for example, updating your blog, accessing travel information, receiving news updates), constraints of mobile phones (that is, screen size, keypad input) and special capabilities (for example, location, connection type such as 3G or WLAN).

Multimedia Messaging Service (MMS): Standard for telephony messaging systems that enable the sending of messages that include multimedia objects (images, audio, video, and rich text). May or may not include normal text.

non-personally identifiable information: Information that may correspond to a particular person, account, or profile, but is not sufficient to identify, contact, or locate the person to whom such information pertains.

notice: An easy-to-understand written description of the information and data collection, storage, maintenance, access, security, disclosure, and use policies and practices, as necessary and required, of the entity collecting and using the information and data from the mobile subscriber.

off portal: Point of sale or access on the mobile network, but outside of the carrier's walled garden (also known as portal or deck), where consumers can access and purchase information and mobile products, content, or utilities.

on portal: Point of sale or access within the carrier's walled garden (also known as portal or deck) where mobile customers can access or purchase information and mobile products, content, and utilities.

opt-in: The process where a subscriber provides explicit consent, after receiving notice from the mobile marketer.

opt-out: The process through which a subscriber revokes consent after receiving notice from the mobile marketer. An example of an opt-out process includes, but is not limited to, a subscriber replying to an SMS message with the phrase *stop*.

opt-out mechanism: A process by which a subscriber may exercise his or her right to opt-out.

page view: Unit of measure that tracks the number of times users load a particular Web or WAP site or page. *See also WAP (Wireless Application Protocol).*

payout: The net revenue provided to a marketer after mobile carrier and aggregator allocation.

penetration: The percentage of the total population that owns a mobile phone.

personalization content: Any content that serves to personalize the handset or service for the owner, often based on the owner's personal style and entertainment preferences. Includes all graphics (wallpapers, screen savers, phone themes, and so on) and certain audio (ringtones, ringbacks, alerts, greetings) and video products (video tones, and so on).

personally-identifiable information: Information that can be used to identify or contact a person, including name, address, telephone number, or e-mail address. PII also includes any other data, such as, but not limited to, anonymous identifiers, demographic or behavioral data, when such data are linked to PII and identify a person to the party holding such data. Data that are PII for one party may not constitute PII for another.

placement: The area where an advertisement is displayed within a publisher's mobile content.

post roll: The streaming of a mobile advertising clip after a mobile TV/video clip. The mobile advertisement is usually 10–15 seconds.

potential audience: The total number of unique users/devices that is reached by any site's content (pull advertising), or the number of addressable devices to which the service provider or marketer has the permission and ability to push advertising (push advertising).

premium billing: The ability to bill above standard SMS/text rates.

premium content: Content for which the provider levies a charge separately and in addition to any fixed charges made by the network operator to access that content.

premium rate: Programs or messages that result in charges above and beyond standard text messaging charges normally applied to the subscriber's wireless bill.

premium short message service (PSMS): Billing mechanism by which the mobile subscriber is charged above standard text messaging rates for mobile content and/or subscription.

pre-roll: The streaming of a mobile advertising clip prior to a mobile TV/video clip. The mobile ad is usually 10–15 seconds in length.

privacy: The quality of being secluded from the presence or view of others.

program approval: A specific program presented for approval to an aggregator and carrier for the usage and provisioning of a short code.

publisher: A company that provides space in its mobile media properties (SMS, MMS, e-mail, voice, mobile Web, applications) or facilitates the delivery of advertising via one or more mobile media paths.

pull messaging: Any content sent to the wireless subscriber upon request, shortly thereafter, on a one-time basis. For example, when a customer requests the local weather from a WAP-capable browser, the content of the response, including any related advertising, is pull messaging. *See also WAP (Wireless Application Protocol).*

push messaging: Any content sent by or on behalf of advertisers and marketers to a wireless mobile device at a time other than when the subscriber requests it. Push messaging includes audio, short message service (SMS) messages, e-mail, multimedia messaging, cell broadcast, picture messages, surveys, or any other pushed advertising or content.

random short code: A random number sequence assigned by the administration body to the company leasing the short code.

Really Simple Syndication (RSS): The model for content discovery and purchase that is provided by operators on-deck. This model is increasingly emerging off-deck, and replicates the PC Web experience for sites designed for handsets.

redemption: The number or percentage of consumers that actually take advantage of a particular offer.

redirect: Automatically sending a user to a URL different from the one clicked on. Considered a very negative tactic if used deceptively, it is approved by the engines for the purpose of sending users to content formatted appropriately for their device.

referrer: The Web page that delivered your visitor to your Web site.

relevance: The likelihood that a given Web page will be of interest or useful to a search engine user for a keyword search.

revenue share: Each party behind the mobile marketing initiative splits the revenue derived from the mobile marketing program.

revenue share percentage: The designated percentage share of revenue to which a stakeholder/rights holder is entitled based on revenue sharing agreements and so on. Applies to revenue collected from the sale and distribution of content, programming, services, and other revenue-generating property.

ringtones: The audio or "ring" a handset owner hears when a call is received. Can be a Mastertone, Polytone, or Voicetone and is either a device default or set by the handset owner when personalizing her mobile device. Ringer length is based on carrier requirements.

royalties: A fee paid by a content aggregator or service provider or mobile carrier to the content owner — for example, music publisher or movie distributor — for the right to use or repurpose the content for mobile consumption.

screen characteristic: The pixel size and color of the device screen that can display advertising. This would include text limit for SMS messaging.

screen real estate: Pertaining to the quality and size of the handset screen, the area of which advertisers can utilize for banner placements.

screen size: Amount of display space a particular handset offers. Size usually is measured in pixels, inches, or millimeters.

secondary keyword: Similar to a keyword but used for gathering metrics, repurposing existing keywords, or as a geographic locator.

service provider: A third party that performs or assists in the performance of a function or activity involving the use or disclosure of personally identifiable information or non-personally identifiable information on behalf of a mobile marketer.

shared short code: A short code that is utilized to run multiple mobile services or marketing campaigns simultaneously.

short code: Short for common short code. *See common short code.*

short code program: A marketing campaign that utilizes a short code as the primary means of opt-in.

short message service: A standard for telephony messaging systems that allow sending messages between mobile devices that consist of short messages, normally with text only content.

single opt-in: When a mobile subscriber opts in to a program via a subscriber-initiated message to a service provider as prompted by the terms of the program. For example, when a subscriber texts JOIN HEALTH ALERTS to a short code, that subscriber is opting in to the service.

smartphone: A handheld device that integrates mobile phone capabilities with the more common features of a hand-held computer or PDA. Smartphones allow users to store information, send and receive e-mail, install programs, and make and receive calls in one device.

SMiShing: A security attack in which the mobile subscriber is tricked into downloading a Trojan horse, virus, or other malware onto his handset. SMiShing is short for *SMS phishing.*

SMS message: A message sent via a Short Message Service. Messages are 160 characters max in length and most commonly referred to as a text (or txt).

standard rate: Programs or messages that result in only normal text messaging charges being applied to the mobile subscriber's wireless bill or that result in messages being deducted from a subscriber's messaging plan allowance.

subscriber information: Information that pertains to a mobile subscriber, including personally identifiable information and non-personally identifiable information. Subscriber information includes demographic information (for example, user's age, income range, and education level), or preference information (for example, user visits travel WAP sites).

subscription: Product or services initiated by a mobile subscriber to receive content on an ongoing basis, typically with periodic premium billing events. It is not a one-time usage service.

subscription period: A period of time set for a subscription program, usually no longer than one month.

subscription program: Any program in which the mobile subscriber opts-in to a program which results in the mobile subscriber passively incurring premium or standard charges over time for content delivery.

sweepstakes: A legal game that includes a prize and a game of chance. No consideration is allowed.

synchronous: A type of two-way communication with virtually no time delay, allowing participants to respond in real time.

targeting: Various criteria to make the delivery of a mobile advertisement more precise (age, gender, geographical, time of day, household income, and so on).

text ad: A static prepended or appended text attached to an advertisement.

text link: A creative use for mobile advertisements — represented by highlighted and clickable text(s) with a link embedded within the highlighted text. Usually limited to 16–24 characters.

text message: *See SMS message.*

throughput: The number of messages an application can process within a specified period of time, typically in seconds (for example, 30 messages/sec).

tracking: The ability to assess the performance of a mobile campaign.

triple opt-in: An additional opt-in that is required from the program participant after she has exceeded a defined premium fee threshold.

unsolicited messages: Commercial SMS or MMS messages sent to subscribers without seeking prior approval.

vanity short code: Common short codes that are specifically requested. It usually spells out a content provider's name, brand, an associated word or is an easy to recall number sequence; for example, DISNEY = 347639 or 88888.

viral marketing: The communication via text message or other mobile content including ringtones, games, and wallpaper by a process in which consumer A receives the original message and identifies consumer B who she believes will be interested in the message. Consumer A then initiates a process — such as inputting a phone number — by which consumer B automatically receives the same message.

visibility: How well placed your Web site is for relevant keyword searches in the search engines.

wallpaper: A piece of graphic content that is formatted to fit the screen of handsets.

WAP (Wireless Application Protocol): A format of mobile Web. Relies on WML markup language and special protocols designed for ultra-efficient transmission of content to limited devices over limited connections.

WAP billing: A billing interface that enables third-party content to be charged directly to the subscriber account (that is, not via an intermediate system such as PSMS). WAP billing is usually delivered by the carrier as a wholesale offering of the billing scheme used for on-deck content purchase. The carrier retains a percentage of all transactions as its cost of billing. *See also WAP (Wireless Application Protocol).*

WAP push: A specially encoded message which includes a link to a WAP address that allows WAP content to be pushed to the handset with minimum user intervention. *See also WAP (Wireless Application Protocol).*

wireless advertising: *See mobile advertising.*

Wireless Markup Language (WML): A markup language developed specifically for wireless applications to enable optimum usage of the limited display capabilities of a handset. Based on XML, it is used for tailoring WAP content.

wireless spam: Push messaging that is sent without confirmed opt-in.

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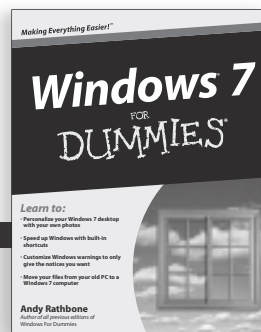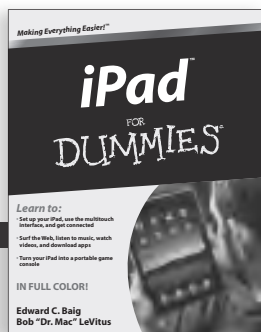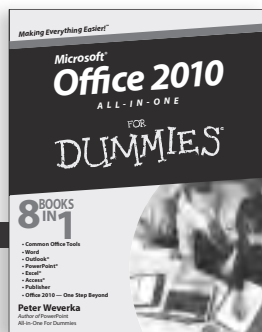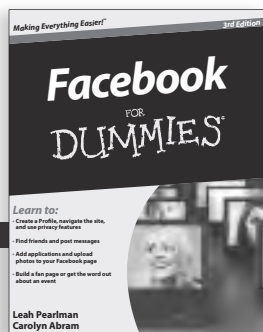All-in-One
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