

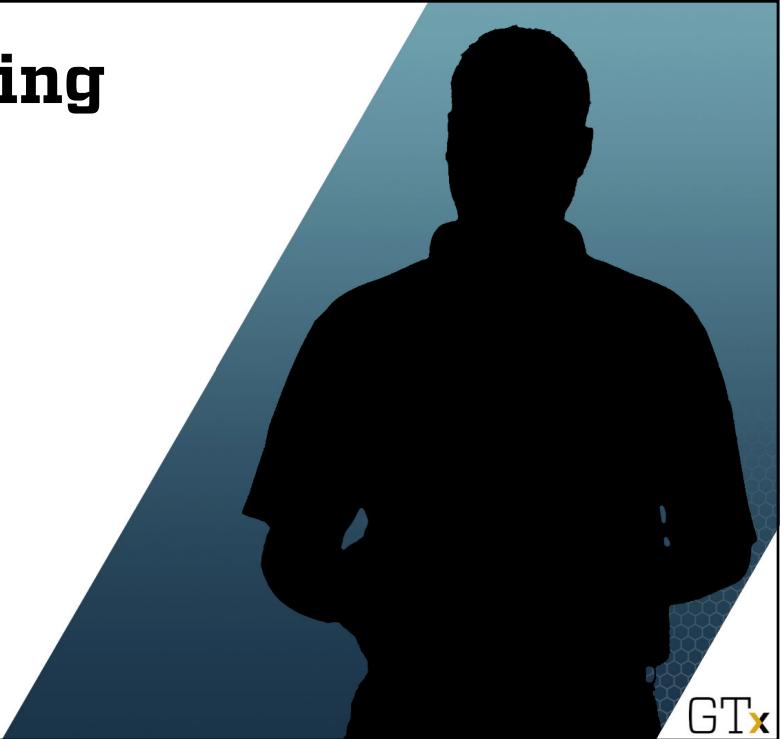
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Mobile Marketing

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Mobile Usage Insights



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Lesson Goals

- Highlight web usage via mobile devices.
- Discuss several consumer behaviors related to mobile devices.



Internet Usage with Mobile Devices



1.2 BILLION
PEOPLE WORLDWIDE USE THE
WEB VIA MOBILE DEVICES



38.6%
OF ALL INTERNET PAGES
LOADED



EXPECTED MOBILE COMPOUND
ANNUAL GROWTH RATE BY 2018

Goldstein, J. (2017, January 08). Mobile Usage Facts and Figures 2017. Retrieved July 25, 2018, from <https://hostadvice.com/blog/mobile-usage-facts-figures/>



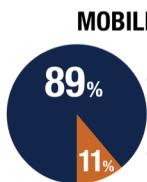
Internet Usage with Mobile Devices



71%
OF INTERNET USAGE
IS NOW MOBILE



MOBILE USERS EXPECT PAGES TO LOAD AS FAST AS, IF NOT FASTER THAN, PAGES ON DESKTOP COMPUTERS.



MOBILE USERS SPEND

40%
WILL ABANDON A PAGE
THAT TAKES LONGER THAN
3 SECONDS TO LOAD

Goldstein, J. (2017, January 08). Mobile Usage Facts and Figures 2017. Retrieved July 25, 2018, from <https://hostadvice.com/blog/mobile-usage-facts-figures/>
So Many Apps, So Much More Time for Entertainment. (2015, June 11). Retrieved July 25, 2018, from <http://www.nielsen.com/us/en/insights/news/2015/so-many-apps-so-much-more-time-for-entertainment.html>



Consumer Purchases on Mobile Devices



96%
OF AMERICANS REPORT THAT
THEY WILL USE THEIR MOBILE
DEVICES TO FIND BARGAINS.



55%
OF CONSUMERS USE A SMARTPHONE TO
FIND A COUPON WHILE SHOPPING IN-STORE

MOBILE AND DIGITAL COUPONS
WILL GROW IN POPULARITY BY
50%
ANNUALLY THROUGH 2019

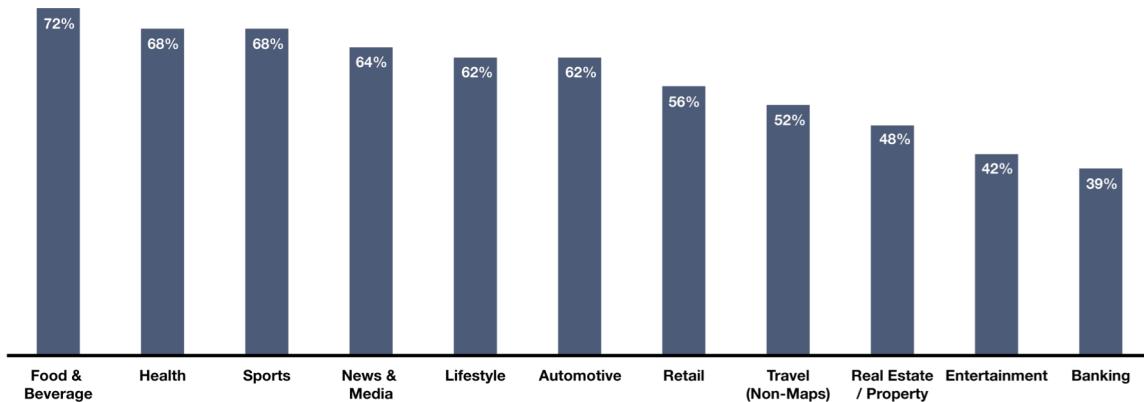


BEACON TECHNOLOGY
WILL BE USED TO DELIVER
1.6 BILLION
COUPONS TO IN-STORE MOBILE
DEVICES BY 2020

Goldstein, J. (2017, January 08). Mobile Usage Facts and Figures 2017. Retrieved July 25, 2018, from <https://hostadvice.com/blog/mobile-usage-facts-figures/>
Rainie, L., & Perrin, A. (2017, June 28). 10 facts about smartphones as the iPhone turns 10. Retrieved July 25, 2018, from <http://www.pewresearch.org/fact-tank/2017/06/28/10-facts-about-smartphones/>



Share of Online Searches Initiated on a Mobile Device, by Industry



Sterling, G. (2016, August 08). Report: Nearly 60 percent of searches now from mobile devices. Retrieved July 25, 2018, from <https://searchengineland.com/report-nearly-60-percent-searches-now-mobile-devices-255025>

Dischler, J. (2015, May 05). Building for the next moment. Retrieved July 25, 2018, from <https://adwords.googleblog.com/2015/05/building-for-next-moment.html>



Mobile Phone Usage



AMERICANS CHECK THEIR PHONE ONCE EVERY
12 MINUTES
 BURYING THEIR HEADS IN THEIR PHONES
80 TIMES A DAY



1 IN 10
 CHECK THEIR PHONES ONCE EVERY **4 MINUTES**



4 HOURS
 IS THE LONGEST THE AVERAGE PERSON IS PREPARED TO GO BEFORE THE NEED TO CHECK THEIR PHONES BECOMES TOO MUCH.

S. (2017, November 08). Americans check their phones 80 times a day: Study. Retrieved July 25, 2018, from <https://nypost.com/2017/11/08/americans-check-their-phones-80-times-a-day-study/>



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Key Aspects of Mobile Phones



Lesson Goals

- Understand key mobile phone characteristics that affect mobile marketing capabilities.



Key Mobile Phone Characteristics

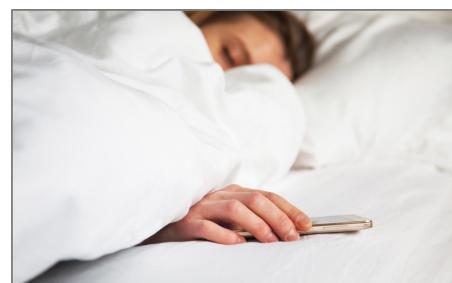
- Personalization – 1-to-1 usage



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Key Mobile Phone Characteristics

- Personalization – 1-to-1 usage
- Proximity – almost always carried



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Key Mobile Phone Characteristics

- Personalization – 1-to-1 usage
- Proximity – almost always carried
- Always on



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Key Mobile Phone Characteristics

- Personalization – 1-to-1 usage
- Proximity – almost always carried
- Always on
- Payment transaction capabilities



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Key Mobile Phone Characteristics

- Personalization – 1-to-1 usage
- Proximity – almost always carried
- Always on
- Payment transaction capabilities
- Native content creation functionality



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Key Mobile Phone Characteristics

- Personalization – 1-to-1 usage
- Proximity – almost always carried
- Always on
- Payment transaction capabilities
- Native content creation functionality
- Measurement



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Key Mobile Phone Characteristics

- Personalization – 1-to-1 usage
- Proximity – almost always carried
- Always on
- Payment transaction capabilities
- Native content creation functionality
- Measurement
- Social connectivity



U.S. population social media penetration 2018 | Statistic. (2018). Retrieved July 25, 2018, from <https://www.statista.com/statistics/273476/percentage-of-us-population-with-a-social-network-profile/>
 Gordon, K. (2018). Topic: Mobile social media. Retrieved July 25, 2018, from <https://www.statista.com/topics/2478/mobile-social-network/>



Key Mobile Phone Characteristics

- Personalization – 1-to-1 usage
- Proximity – almost always carried
- Always on
- Payment transaction capabilities
- Native content creation functionality
- Measurement
- Social connectivity
- Augmented reality



Merel, T. (2018, January 25). Ubiquitous AR to dominate focused VR by 2022. Retrieved July 25, 2018, from <https://techcrunch.com/2018/01/25/ubiquitous-ar-to-dominate-focused-vr-by-2022/>



Key Mobile Phone Characteristics

- Personalization – 1-to-1 usage
- Proximity – almost always carried
- Always on
- Payment transaction capabilities
- Native content creation functionality
- Measurement
- Social connectivity
- Augmented reality
- Digital interface



Tung, L. (2017, February 13). IoT devices will outnumber the world's population this year for the first time. Retrieved July 25, 2018, from <https://www.zdnet.com/article/iot-devices-will-outnumber-the-worlds-population-this-year-for-the-first-time/>



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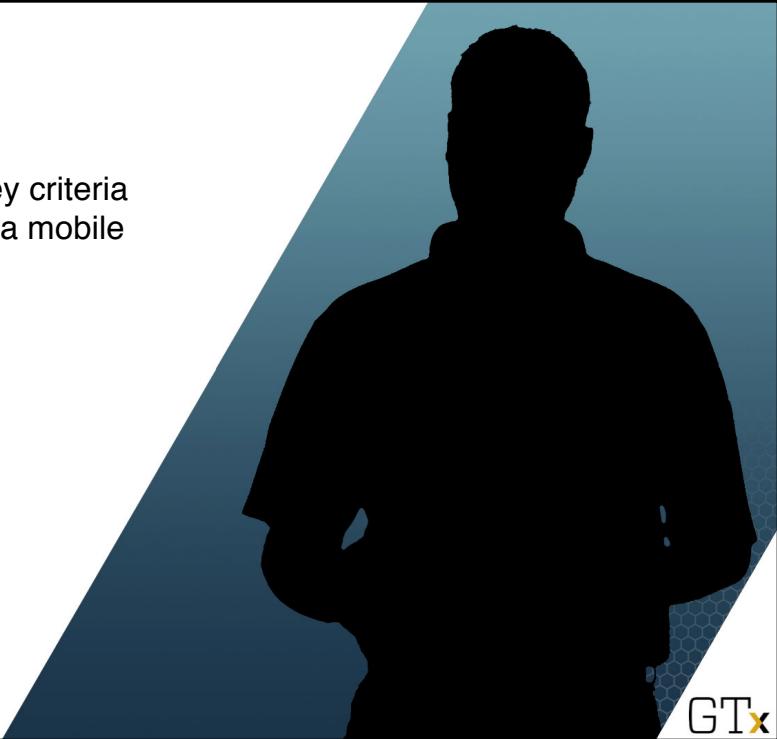
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Mobile Application Considerations



Lesson Goals

- Identify and understand the key criteria for building and implementing a mobile application.



Mobile Application Considerations

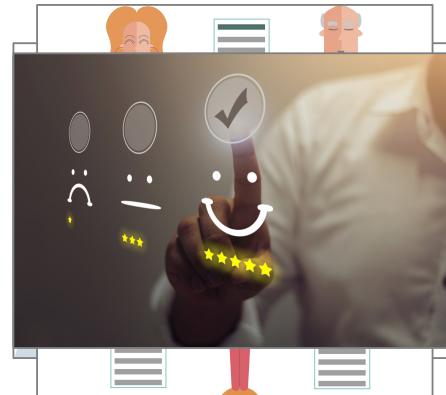
➤ Goals

- What problems will it solve for the customer? What are the benefits of using it?
- Do our customers currently use apps? If not, how will we entice behavior change?
- How is it different from existing options?
- What are we trying to accomplish with the app in terms of sales, advocacy, frequency of engagement, branding, etc.?



Mobile Application Considerations

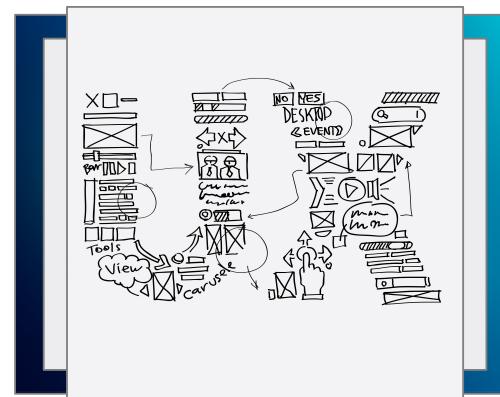
- Customer Strategy
 - Personas
 - Social Listening
 - Buyer Journey
 - User Stories
 - User Feedback



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Mobile Application Considerations

- Platform and Buildout
 - OS & Data
 - UX



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Mobile Channels



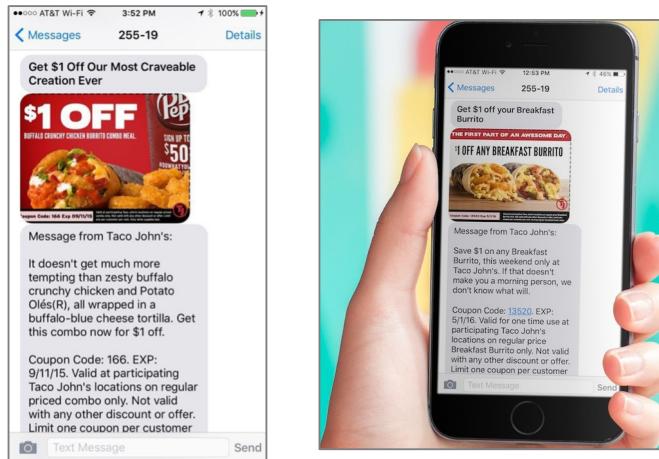
Lesson Goals

- Become familiar with various mobile channels.
- Understand capabilities across mobile channels.



Mobile Channels

➤ SMS/MMS



Chick-fil-A Sothern Hills Mall Wacky Wednesdays are back in March! (2012, February 27). Retrieved July 25, 2018, from <http://www.bethannshelpfulsavings.com/2012/02/chick-fil-sothern-hills-mall-wacky.html>
 Taco John's Goes Loco Over MMS Coupons. (2016, June 29). Retrieved July 25, 2018, from <https://www.tatango.com/blog/taco-johns-goes-loco-over-mms-coupons/>



Mobile Channels

➤ Proximity / Bluetooth Beacons



Bradley, D. (2015, February 3). Beacons show the way to real-time marketing innovation. Retrieved July 25, 2018, from <https://www.campaignlive.com/article/beacons-show-real-time-marketing-innovation/1332243>



Mobile Channels

- AR/VR



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Mobile Channels

- Applications
 - Native functionality
 - Push notifications



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Mobile Channels

- Mobile Sites
 - Owned
 - Paid



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Mobile Channels

- QR Codes



F., G. (2017, November 02). Why QR codes are on the rise. Retrieved July 25, 2018, from <https://www.economist.com/the-economist-explains/2017/11/02/why-qr-codes-are-on-the-rise>

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Mobile Implementation
Opportunities & Best Practices



Lesson Goals

- Recognize how mobile channels can be used to reach and engage consumers.
- Illustrate mobile channel best practices.



Mobile Implementation

- Mobile advertising



Mobile Advertising. (n.d.). Retrieved July 26, 2018, from <http://mobitact.ca/mobile-advertising/>



Mobile Implementation

- Mobile-based offers

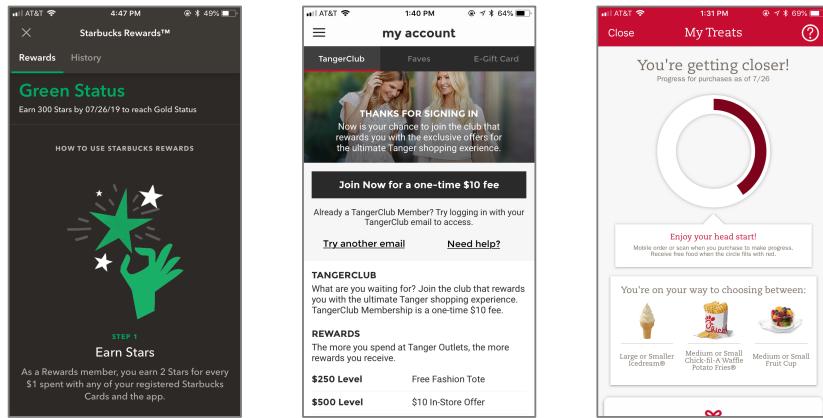


Mobile, I. (2013, June 14). Furniture. Retrieved July 26, 2018, from <http://www.mmaglobal.com/taxonomy/item/1691>



Mobile Implementation

➤ Mobile loyalty

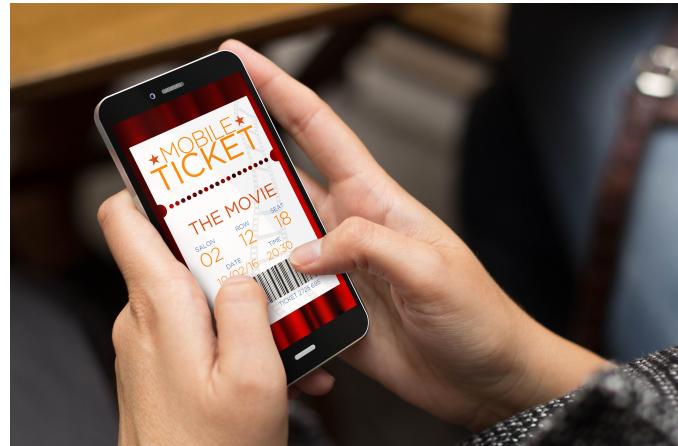


Farrell, J., & DeBow, B. (2015, January 14). Mobile Payments, Loyalty Programs and Your App. Retrieved July 26, 2018, from <http://themobilesurge.com/post/108017226450/mobile-payments-loyalty-programs-and-your-app>
 Why Mobile Loyalty Apps Are Rapidly Replacing Plastic Loyalty Cards. (2018, April 10). Retrieved July 26, 2018, from <https://loyaltyplant.com/blog/article-04-10-2018-why-mobile-loyalty-apps-are-rapidly-replacing-plastic-loyalty-cards>



Mobile Implementation

➤ Mobile ticketing



Cowles, S. (2017, June 04). Mobile Ticketing Isn't The Future Of Festival Sales - It's Happening Now. Retrieved July 26, 2018, from <https://www.eventbrite.com.au/blog/future-mobile-ticketing-ds0c/>



Mobile Implementation

- Text to win



Watch and Win Your Way to Maui! (2016, February 24). Retrieved July 26, 2018, from <https://werockatmobile.com/2016/02/24/watch-and-win-your-way-to-maui/>



Mobile Implementation Best Practices

- Avoid Spam – ensure opt in communication
- Relevance – content, promotions
- Easy Interaction – limit user tasks
- Addressability – personalization
- Geo-Targeting – location specific marketing
- Integration – complement other marketing activities



Lesson Wrap-Up

Head Shot

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