



Digital Marketing

Lecture 4

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#SMICBS

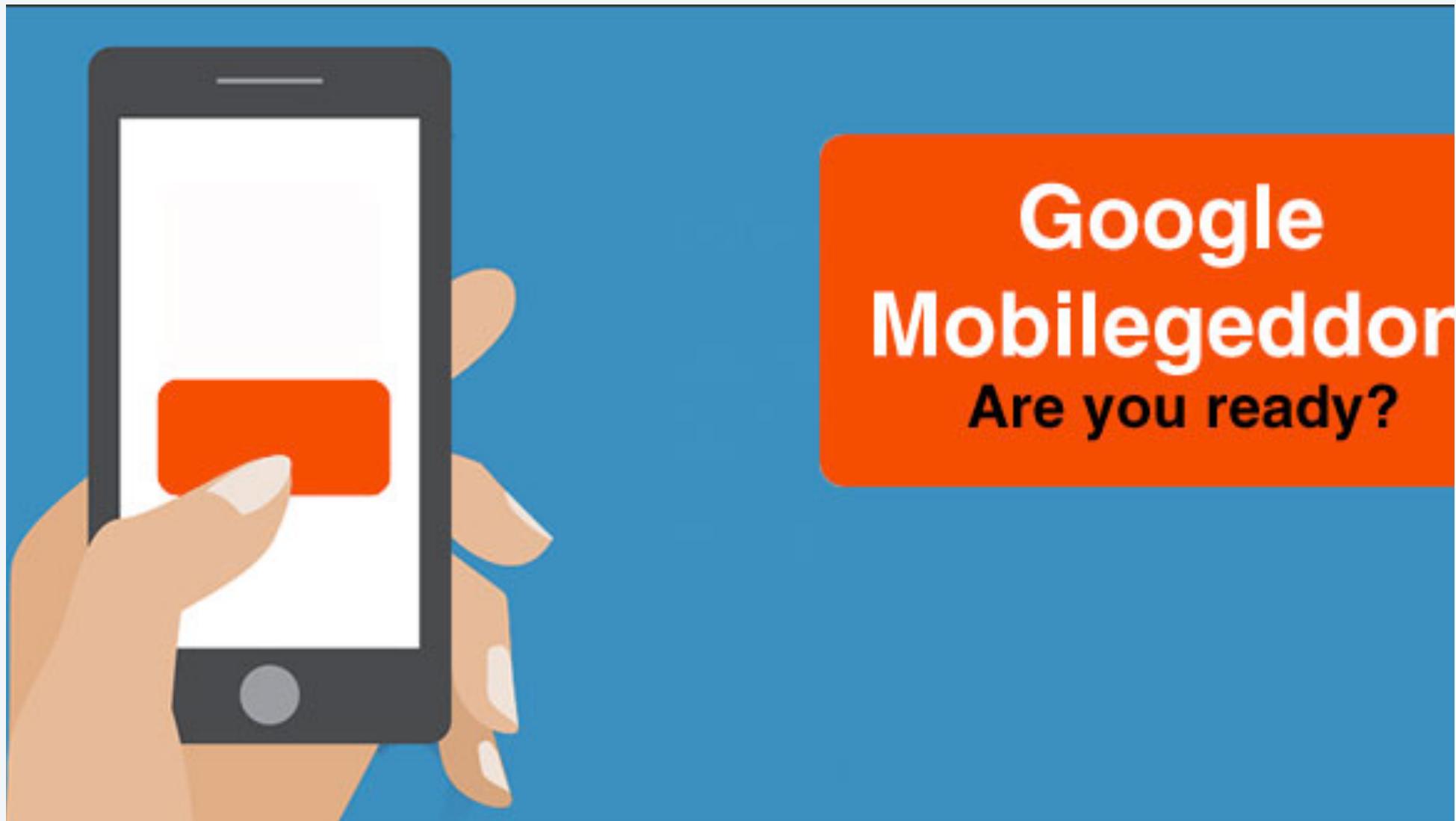


MOBILE MARKETING AND DESIGN

MOBILE IS DEAD



MOBILE SEARCH



MOBILE IN PERSPECTIVE

Over 50% of web traffic will be mobile in 2015

- Only 29% of all ecommerce

Over 50% of emails are first opened on mobile

70% of social media usage is on mobile

MOBILE STATS

Mobile payments have reached mass market

Starbucks has
12 million active monthly mobile users
and **6 million** weekly transactions

(Adweek)

81%
of social traffic comes from mobile

(Facebook)

RESPONSIVE IS NOT OPTIMISED



The screenshot illustrates a website layout designed for responsiveness but failing to achieve true optimization. The top navigation bar is shared across all screen sizes, which is a common mistake. A prominent green banner at the top right is specifically tailored for mobile devices, featuring a smartphone icon and a download button. On the left side, there's a sidebar with a newsletter sign-up form, which is typically a desktop feature. The main content area contains a large, bold headline and a detailed article summary, both of which are clearly legible on the desktop version shown.

ECONSULTANCY | SUBSCRIBER RESEARCH & DATA | BLOG | EVENTS | TRAINING | TRANSFORMATION | JOBS | SUPPLIER DIRECTORY | SEARCH | LOG IN

Bronto | **2015 Trends & Strategies** for the Commerce Marketer | DOWNLOAD TODAY

Blog | 29 May, 2015 | Share 1459

10 most insightful digital marketing stats from this week

By Christopher Ratcliff @ Econsultancy

1459 shares | 0 comments

All the best and most interesting [online marketing stats](#) from the last seven days, wrapped up in a neat little package just for you.

Unless of course you are Shania Twain, with your claim that “stat don’t impress me much” so perhaps I’ll just buy you a new cowboy hat or something.

If you think that I should have been too embarrassed to write that pun, then clearly this

Insight delivered daily to your inbox

Our market-leading Daily Pulse newsletter is an invaluable source for digital and ecommerce analysis, inspiration and learning.

Enter your email | Sign Up

Digital | Data | Digital Marketing | Ecommerce | Social Media | Content Marketing | SEO | SEM | PPC | Display Advertising | Mobile | UX | UI | Design | Analytics | Strategy | Case Studies | Best Practices | Tutorials | Interviews | Webinars | Events | Training | Transformation | Jobs | Supplier Directory | Search | Log In

Cross-Device Targeting

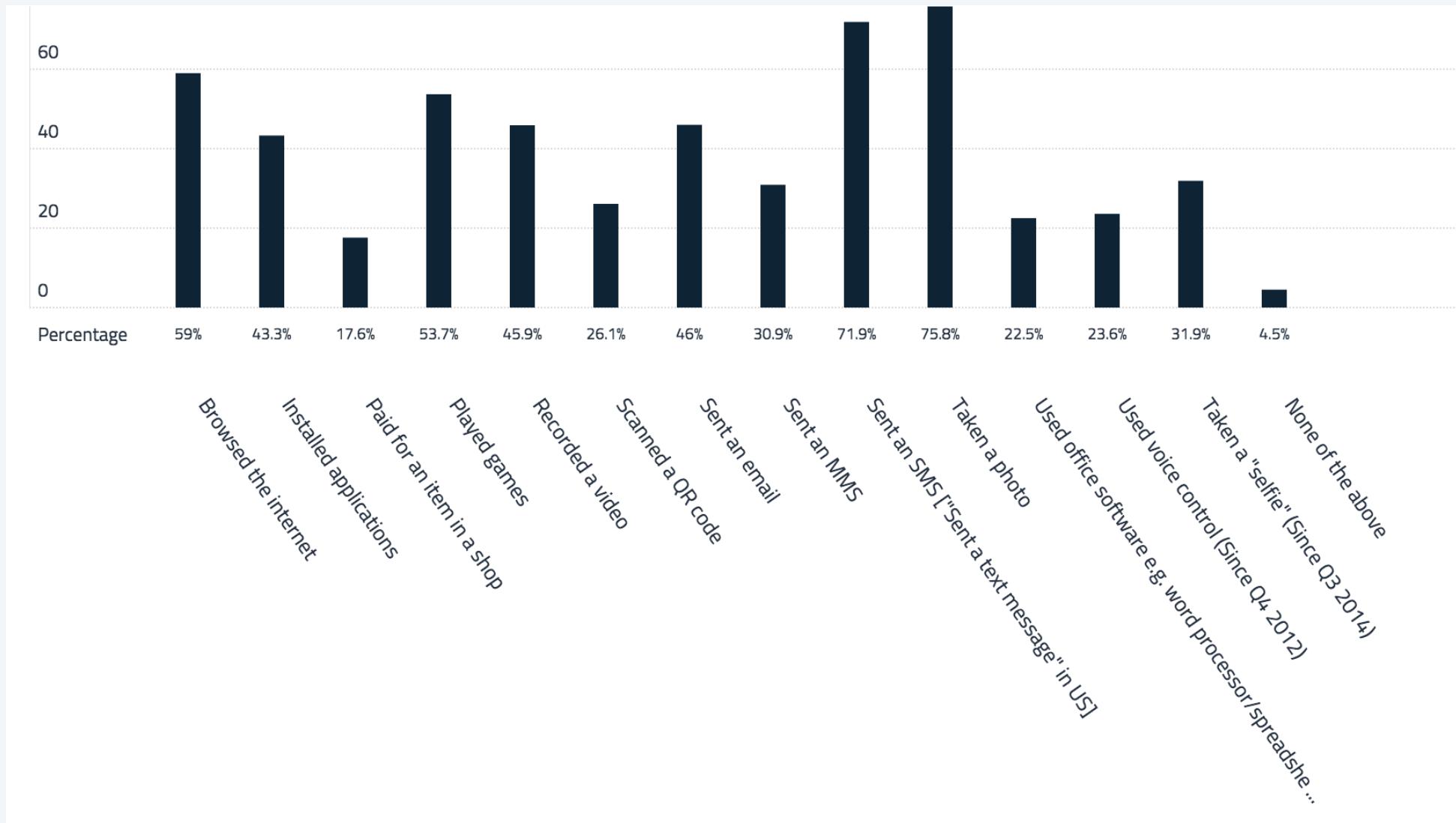
BOLSTERING VALUE

The screenshot shows the Nike Training Club website homepage. At the top, there's a navigation bar with links for SHOP, SPORTS (highlighted in orange), NIKEID, NIKE+, a search bar, and user account options (JOIN, LOG IN). Below the navigation is a social sharing section with Twitter and Facebook icons. The main headline reads "NIKE TRAINING CLUB" followed by "Available on the App Store" and "Android App on Google play". A large central image features two smartphones displaying the app interface against a brick wall background. The left phone shows a menu with options like "CHOOSE GOAL", "GET LEAN", "GET TONED", "GET STRONG", and "GET FOCUSED". The right phone shows a workout timer at "24:47" with a video of a person performing a plank. To the right of the phones is the "NIKE TRAINING CLUB" logo. Below this image, the heading "YOUR PERSONAL TRAINER. ANYTIME. ANYWHERE" is displayed in large, bold, white letters. A subtext below it says "Full-body workouts that will take your training to the next level. Developed by Nike professional trainers." and includes another "Available on the App Store" button. The bottom section is titled "WHAT IT DOES" with the subtext "GET MOTIVATED. MAXIMIZE YOUR RESULTS. WHATEVER YOUR FITNESS GOAL, NTC TAKES IT FURTHER." It features four icons: a barbell labeled "100+ Exclusive Workouts", a trophy labeled "Rewards & Bonuses", headphones labeled "Audio Trainer Guidance", and social media icons for Twitter and Facebook labeled "Share Your Workouts".

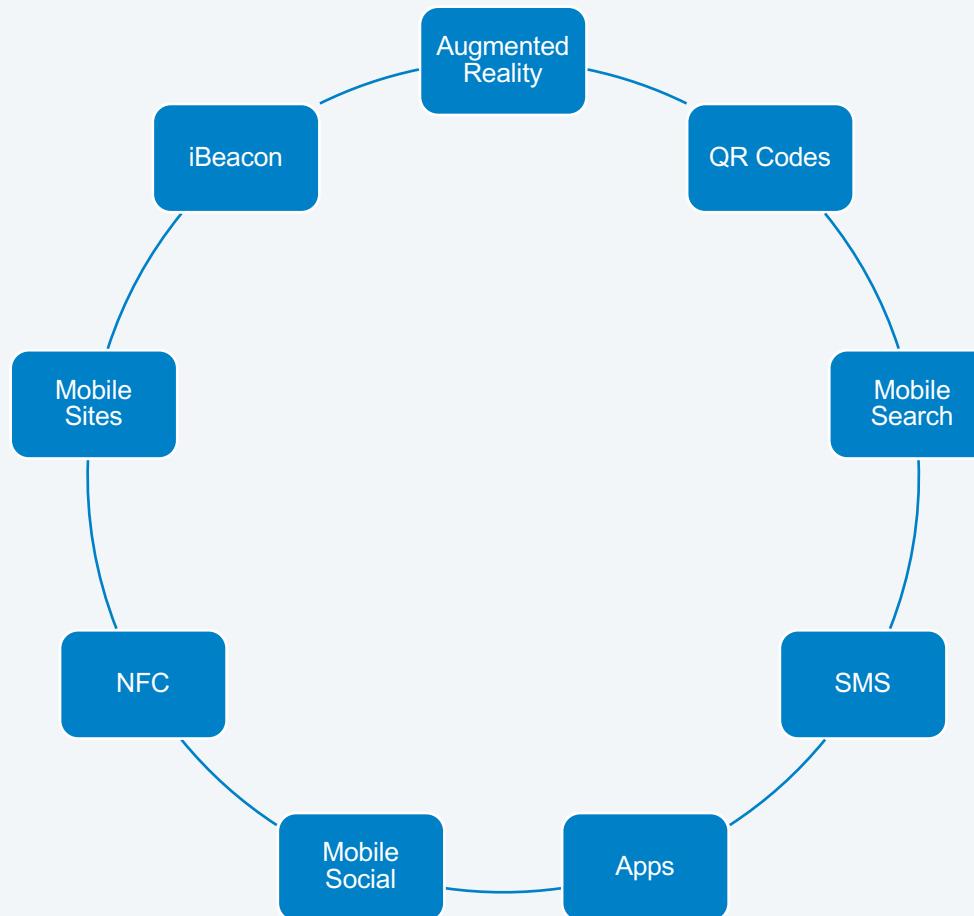
REAL TIME OPPORTUNITY



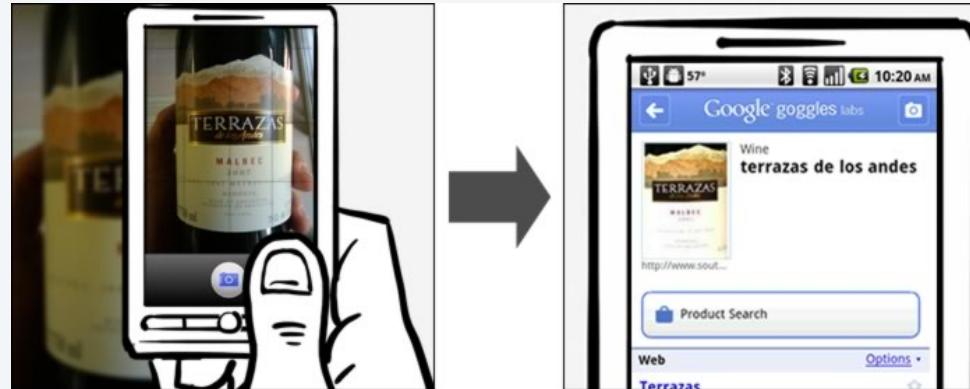
GLOBAL WEB INDEX



MOBILE TECHNOLOGY



VISUAL SEARCH



NFC ADOPTION & APPLY PAY



IBEACON



MOBILE IMPACT ON SOCIAL

Most followers are online between

Monday

Tuesday

Wednesday

Thursday

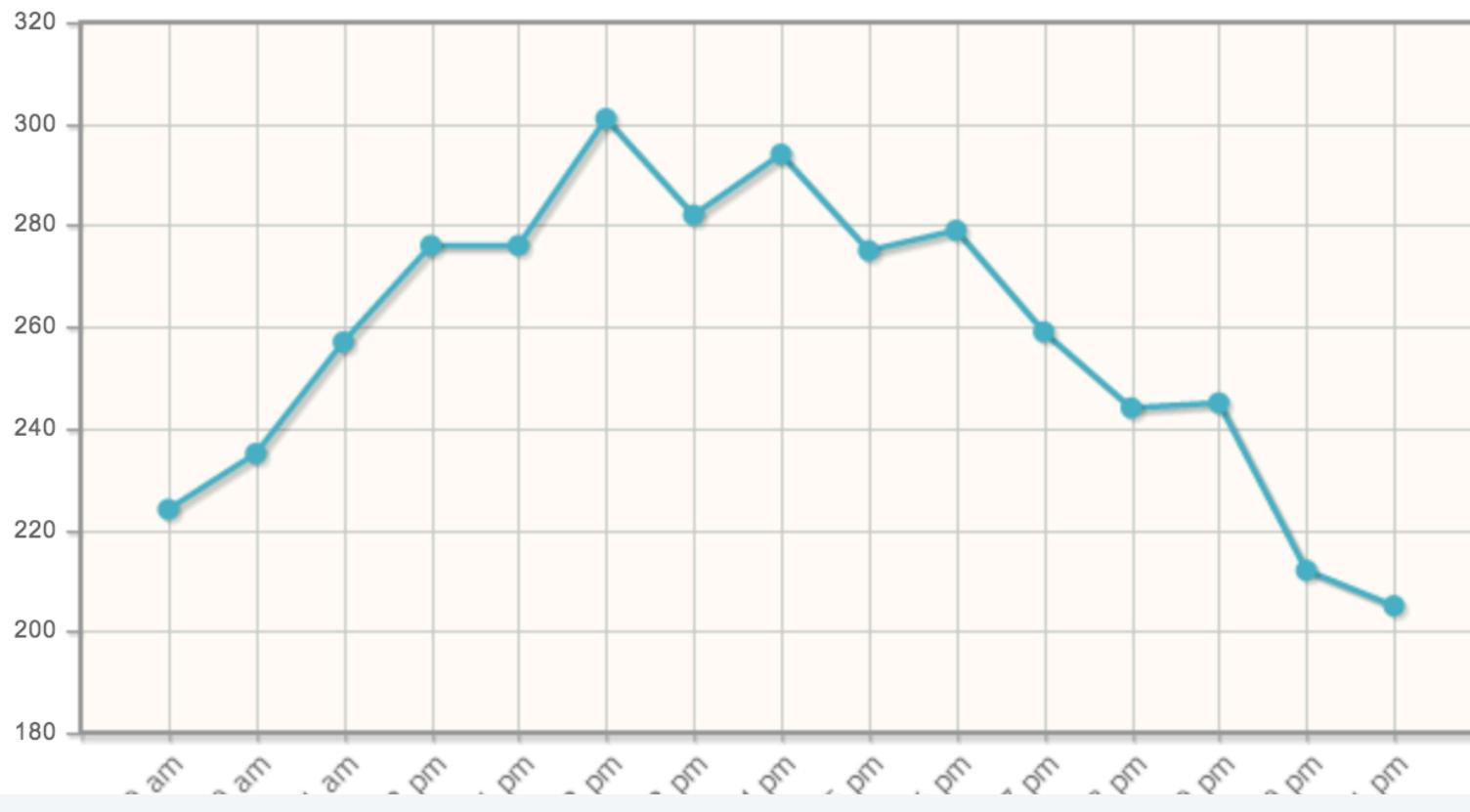
Friday

Saturday

Sunday

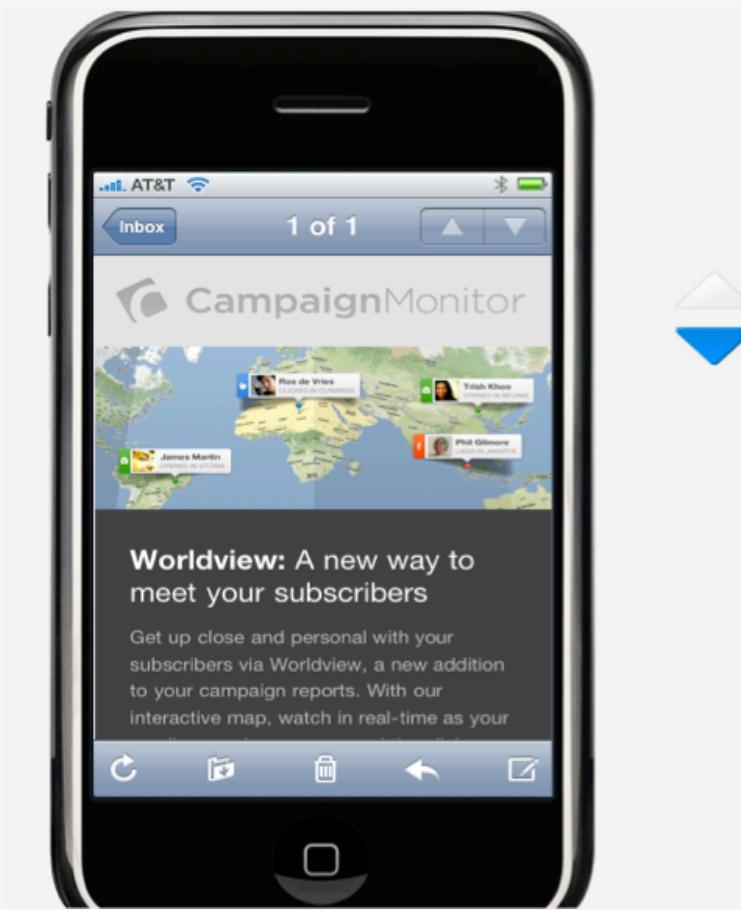
Combined

9 am and 11 pm



www.tweriod.com

MOBILE EMAIL



<http://campmon.createsend.com/screens/y/D8D6697793A2E7DF>

QR CODES



 **Daniel Rowles** shared Jonathan MacDonald's photo.
November 29, 2013 

Received this box in the post.. With no documentation. Went to the link, saw a video of **Daniel Rowles** speaking to me with the code to open the lock. Within the box was a signed copy of his new book within which I'm thanked for making the introduction that led to him getting the publishing deal. Wow. A different level of class Mr. Rowles.. a different level. Thanks mate.



Like · Comment · Promote · Share  9  3

QR TO RISE AGAIN?

This screenshot shows a Google+ post from the NASA account. The post features a large image of a USA Today newspaper with the headline "NASA'S NEXT GIANT MISSION TO MARS". Overlaid on the image is a QR code with the text "Scan QR code to begin". Below the image, there are several comments:

- Craig Froehle at 15:21: woohoo!
- David Santos at 15:21: let's go to mars
- Pedro Alejandro Avila at 15:22: here we go~

The right sidebar lists "TRENDING ON GOOGLE+" including Gmail and #WeLoveMusicWednesday. It also shows a list of people to follow, such as Alberto Giorgi, Carlita Shaun, Gaetano Barreca, Marco Ritali, Rakesh Mills, Marco Pesanti, Olivia Bert, Aidan Dimov, Antonella Anderson, Apollo Jonsson, Anna Dunn, Tom Venâncio, Ross Coxon, Daniele Bush, and Luke Mistry. The bottom right corner credits "produced by Toaster Ltd. for Google Creative Lab".

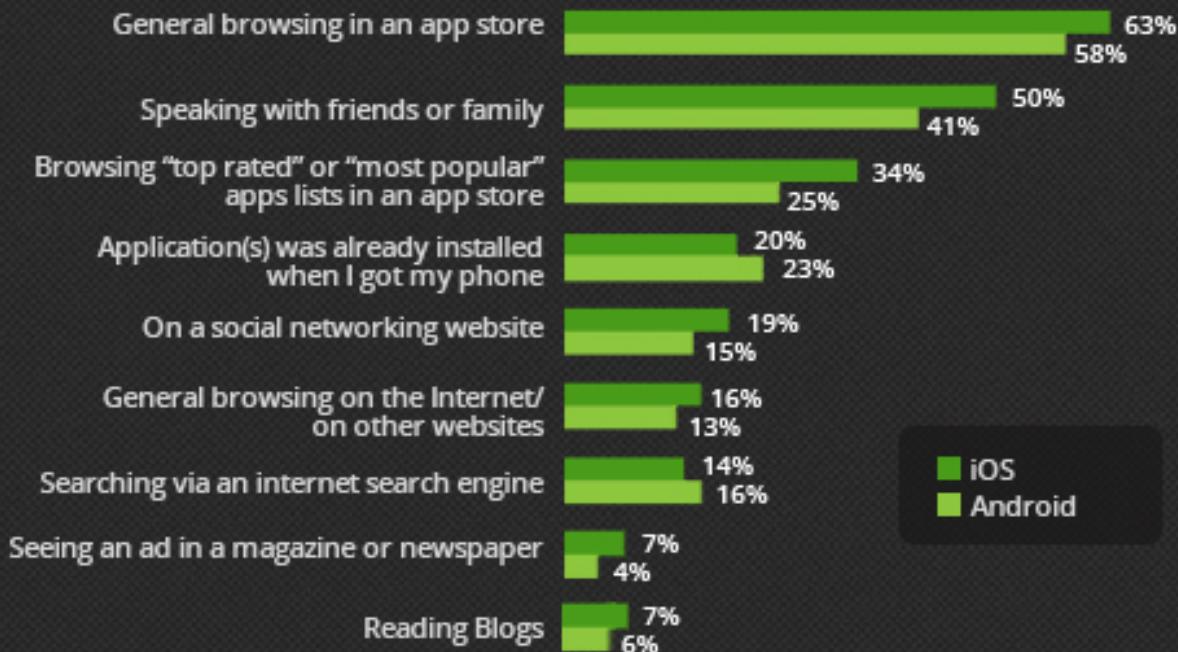
This is a Chrome Experiment

SMS



APP DISCOVERY

NEW APP DISCOVERY METHODS



APP CHARTS



Best New Apps



John Lennon: The
Bermuda Tapes
Music
£2.99



Makr
Lifestyle
Free



ESPN UK
Sports
Free



BBC Weather
Weather
Free



Great British
Chefs Kids...
Food & Drink
Free



digg
News
Free



Frozen:
Storybook Deluxe
Entertainment
£4.99



Pitchfork Weekly
News
Free

See All >

iPad

All Categories ▾

QUICK LINKS

[Learn More: About In-App Purchases](#)

[New to the App Store?](#)

[Kids](#)

[iPad App Collections](#)

[Food & Drink](#)

[iPad Game Collections](#)

TOP PAID APPS >

1. Football Manager Handheld™ 2014 Games

2. Oceanhorn ™ Games

Best New Games



See All >

APP STORE OPTIMISATION

Title

Description

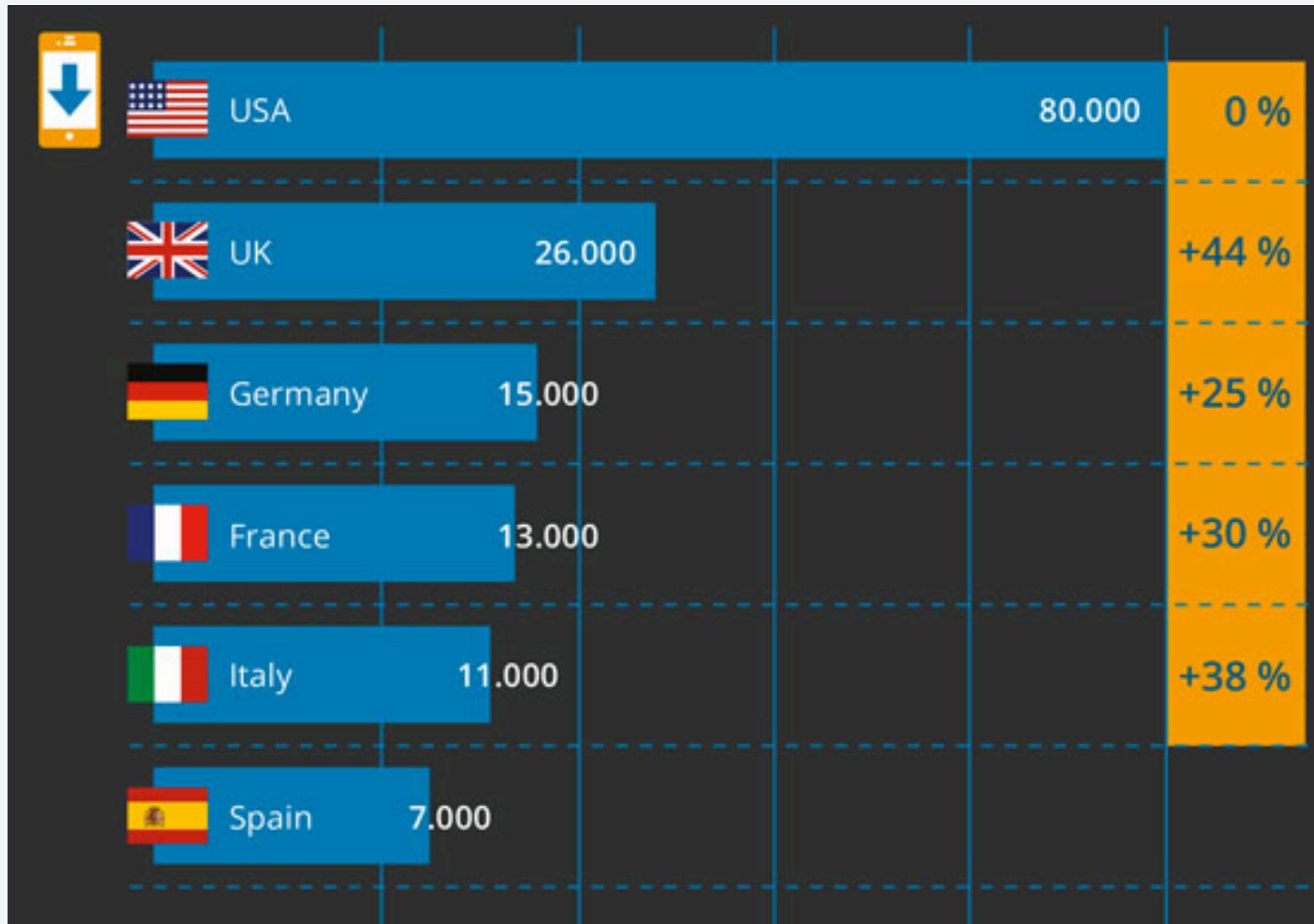
- First 2 sentences

Keyword field (100 characters iOS)

Icons



TOP 10



Life is mobile. So is your bank.

[Get the app](#)

Get the app

[close](#)

Select your device

(You must be enrolled in [Online Banking](#))

iPhone

Download the free Mobile App

Enter your iPhone phone number and we'll text you a download link:

[Send](#)

By providing your mobile number you are consenting to receive a text message. Text message fees may apply from your carrier. Text messages may be transmitted automatically.



More options for fast, secure transactions

[Text Banking and Mobile Website](#)



Secure transact



iPhone

See everything you can do on your iPhone® »

iPad

See everything you can do on your iPad® »



Other
Phones



of

Mobile your way

No smartphone? No problem. We have Mobile Banking solutions for other phones.

MOBILE CHECKLIST

What happens when someone visits your site on mobile?

What happens when a search is done on a mobile device?

Do we have mobile response mechanisms on our Above The Line Campaigns?

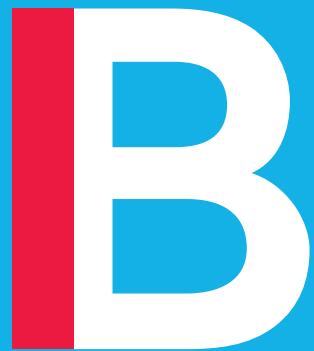
What is the App Store experience?

What is the mobile social media experience for the platforms we use?

What is the mobile experience like on different types of mobile devices?

What is the mobile email experience?

MOBILE CONTENT



Mobile SIMULATION



The image shows a mobile phone displaying the Pixmobi website and a screenshot of the Mobile emulator v2.0 interface.

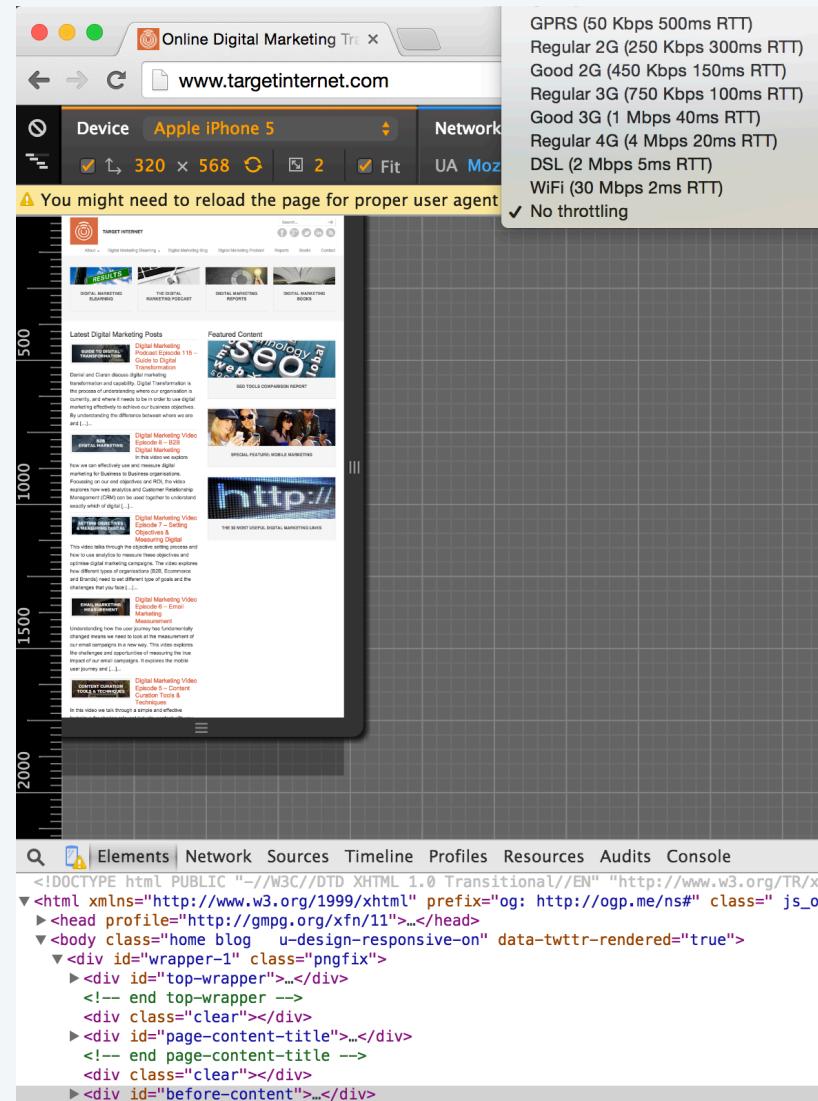
Mobile Phone Screenshot:

- Pixmobi CMS:** The website features a dark header with "Pixmobi" and language options (FR, EN). It includes a search icon and social media links for COWEMO and PIXMOBI.
- Call-to-Action Buttons:** "DEMO", "COWEMO", and "CONTACT".
- Text:** "Pixmobi is the first CMS fully dedicated to the design of websites adapted to any mobile devices."
- List:** "Main benefits" (100% mobile-compliant, Compatible with all mobile devices, 100% customizable (0% coding), Definitely professional, Open and extensible).
- Links:** "Desktop : Site map", "Contact", "Create your free mobile website".
- Footer:** "COWEMO" logo.

Mobile emulator v2.0 Interface:

- Language:** English, French (selected).
- Your monitor size:**
 - Your display settings : 1280 x 800
 - Your window : 820 x 462
 - Your monitor size : 17"
 - Your resolution : 89 DPI
- Cell phone terminal:**
 - Apple iPhone 5 (640x1136 -)
 - Technical informations : ?
 - Preferred Browser : ? Safari
 - Size : ?
 - Screen
 - Real (selected)
 - Screen orientation : ?
 - Vertical (selected)
 - Horizontal
- Website to emulate:**
 - m.pixmobi.com
 - Go
 - Real location : m.pixmobi.com
 - Display wished : device-width
 - Website Width : 320

MOBILE SPEED



MOBILE BEHAVIOUR

Lookup/Find (urgent info, local): I need an answer to something now—frequently related to my current location in the world.

Explore/Play (bored, local): I have some time to kill and just want a few idle time distractions.

Check In/Status (repeat/micro-tasking): Something important to me keeps changing or updating and I want to stay on top of it.

Edit/Create (urgent change/micro-tasking): I need to get something done now that can't wait.

Responsive vs Adaptive

Responsive:

- Flexible grids

Adaptive

- Pre-defined sizes

Difference:

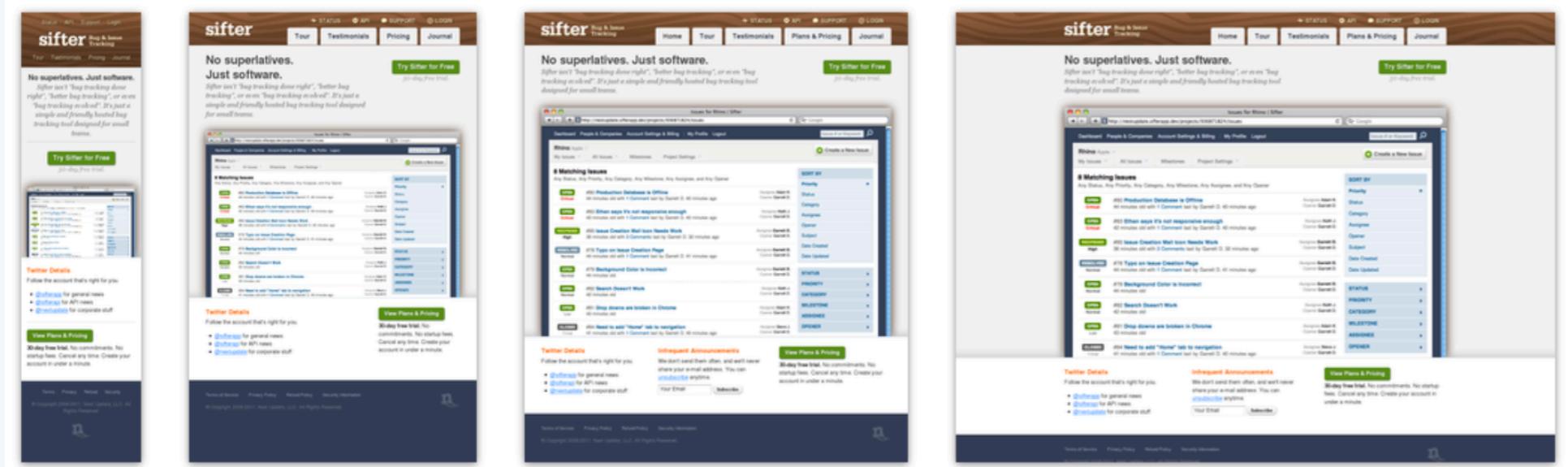
- Responsive Design adapts to screen
- Requires more code and files
- Adaptive requires less code but more predefinition

RESPONSIVE GRIDS

Responsive Grid System
Bootstrap from Twitter
Foundation by Zurb



MOSTLY FLUID



COLUMN DROP

The screenshots illustrate a user interface for a charity fundraising page. The top navigation bar includes links for "Visit TNT", "Tell Your Friends", "Join The Team", and "Sign In". The main header features the "LEUKEMIA & LYMPHOMA | TEAM IN TRAINING® SOCIETY" logo.

Top Left: A purple-themed section with a "DONATE NOW!" button. It shows a progress bar from \$1,750 (Raised) to \$2,000 (Goal). Below the bar is a photo of two women smiling. A text box reads: "I've been running since February of 2007.... Why? No, I'm not Forrest Gump... But I am Goofy... this is the second year in a row that I'm running the Goofy Challenge in Disney: it's a 1/2 marathon on Saturday followed by a full marathon Sunday or 39.3 miles!"

Top Middle: A white-themed section with a "DONATE NOW!" button. It shows a progress bar from \$1,750 (Raised) to \$2,000 (Goal). Below the bar is a photo of two women smiling. A text box reads: "I'm running for people like Uncle Orlo, who is battling Lymphoma. I'm running for Tyler McGinn, who at 14 is diagnosed with AML. I'm running in loving memory of Mommy Camoron, who lost her battle to Lymphoma. I'm running in loving memory of Jim Thomas, who lost his battle to ALL."

Top Right: A purple-themed section with a "DONATE NOW!" button. It shows a progress bar from \$1,750 (Raised) to \$2,000 (Goal). Below the bar is a photo of three women smiling. A text box reads: "I've been running since February of 2007.... Why? No, I'm not Forrest Gump... But I am Goofy... this is the second year in a row that I'm running the Goofy Challenge in Disney: it's a 1/2 marathon on Saturday followed by a full marathon Sunday or 39.3 miles!"

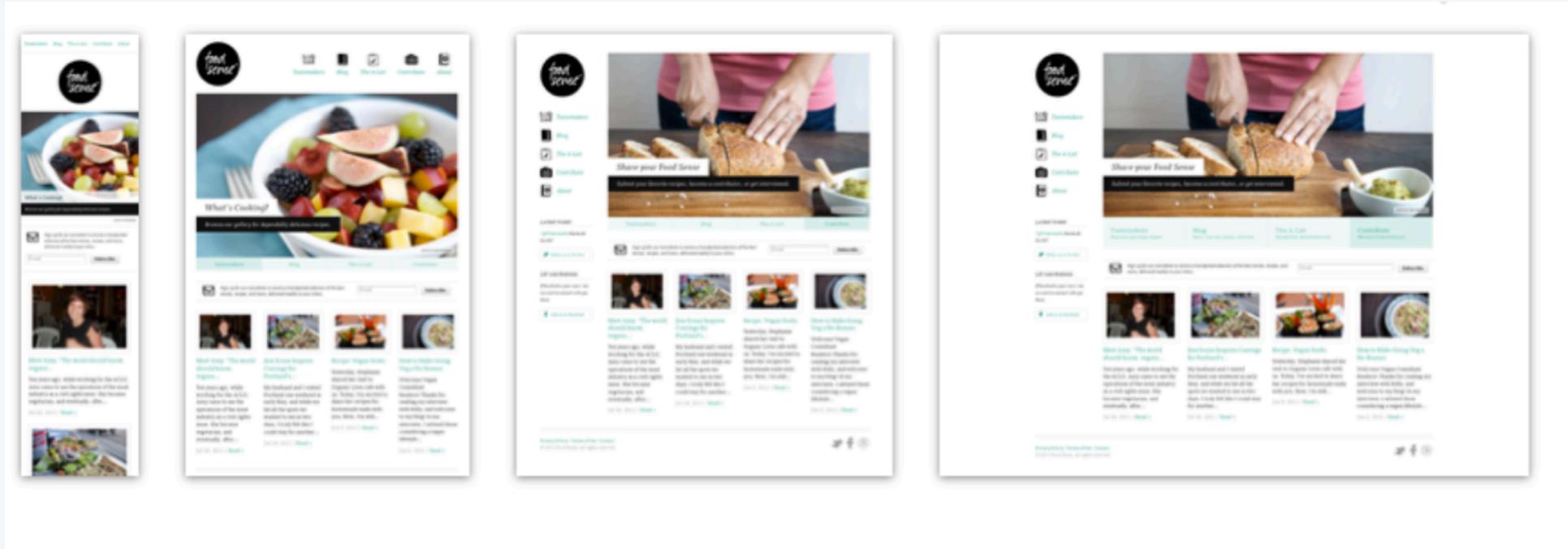
Middle Left: A white-themed section with a "WE SINCERELY THANK YOU!" heading. It lists contributions from Abigail Smith (\$500), Andre Ortiz (\$200), The Moore Family (\$1,000), and John and Rachel (\$50). Below the list are two comments: "Way to go Sally! We're with you all the way!" by Andre Ortiz, Feb. 28th 2012, and "I just want you to know that we are super proud of what you are doing and we will support you as much as we can. Actually, this looks fun... Can I join the team? How can I get started?" by The Moore Family, Feb. 28th 2012. A third comment, "We are really glad to see you do this. You understand what this means to all of us and I know you will do great! Love you!", is partially visible below the first two.

Middle Right: A purple-themed section with a "WE SINCERELY THANK YOU!" heading. It lists contributions from Abigail Smith (\$500), Andre Ortiz (\$200), The Moore Family (\$1,000), and John and Rachel (\$50). Below the list is a "TWEET" button with 63 tweets and a "Like" button with 702k likes. A text box reads: "I've been running since February of 2007... Why? No, I'm not Forrest Gump... But I am Goofy... this is the second year in a row that I'm running the Goofy Challenge in Disney: it's a 1/2 marathon on Saturday followed by a full marathon Sunday or 39.3 miles!"

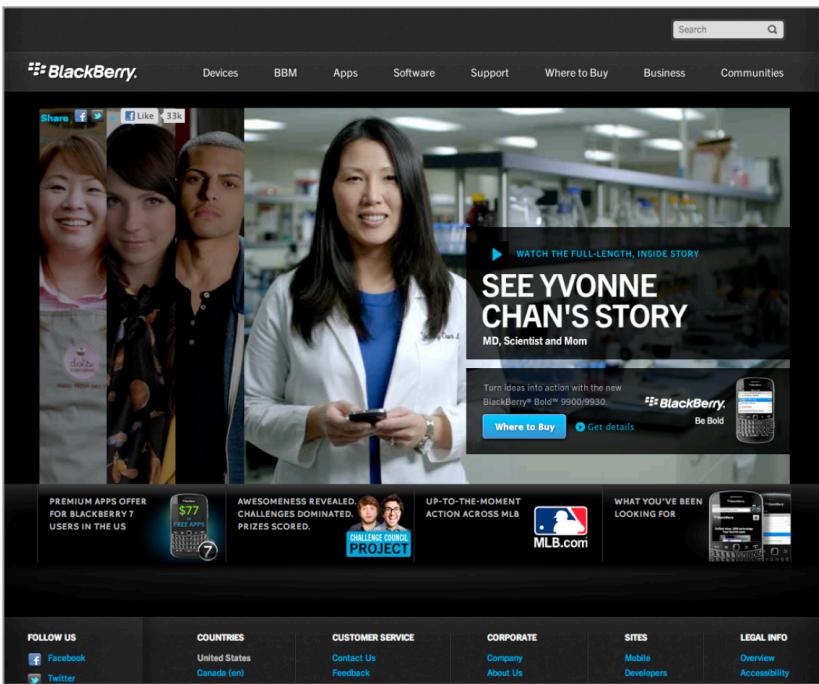
Bottom Left: A white-themed section with a "DO YOU HAVE TECHNICAL ISSUES OR QUESTIONS ABOUT OUR WEBSITE?" heading. It provides contact information: "For assistance, contact us by email, submit a support request or call us at 888-LLS-7177" and links to "Refund • Privacy • Copyright • Security • Disclaimer".

Bottom Right: A purple-themed section with a "DO YOU HAVE TECHNICAL ISSUES OR QUESTIONS ABOUT OUR WEBSITE?" heading. It provides contact information: "For assistance, contact us by email, submit a support request or call us at 888-LLS-7177" and links to "Refund • Privacy • Copyright • Security • Disclaimer".

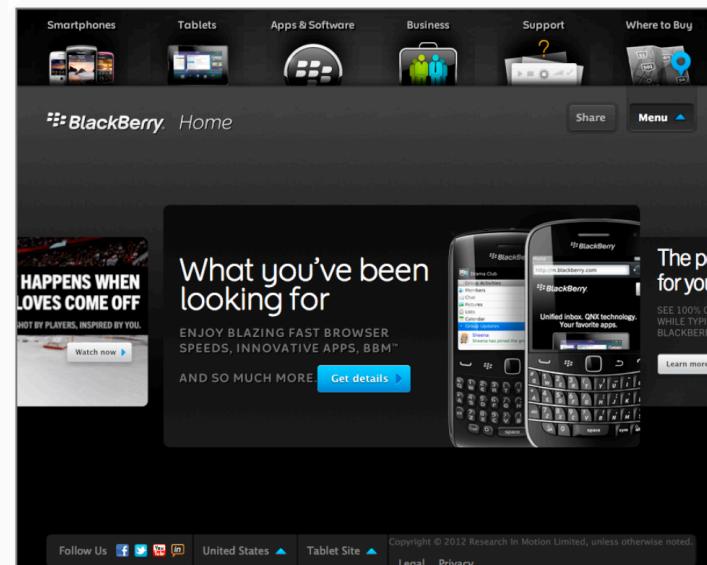
LAYOUT SHIFTER



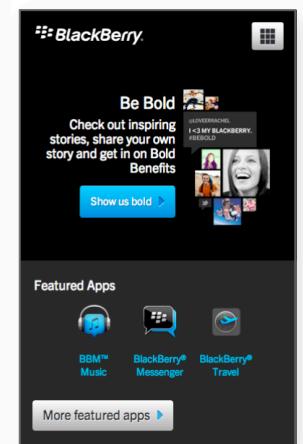
ADAPTIVE



Classic Web Site

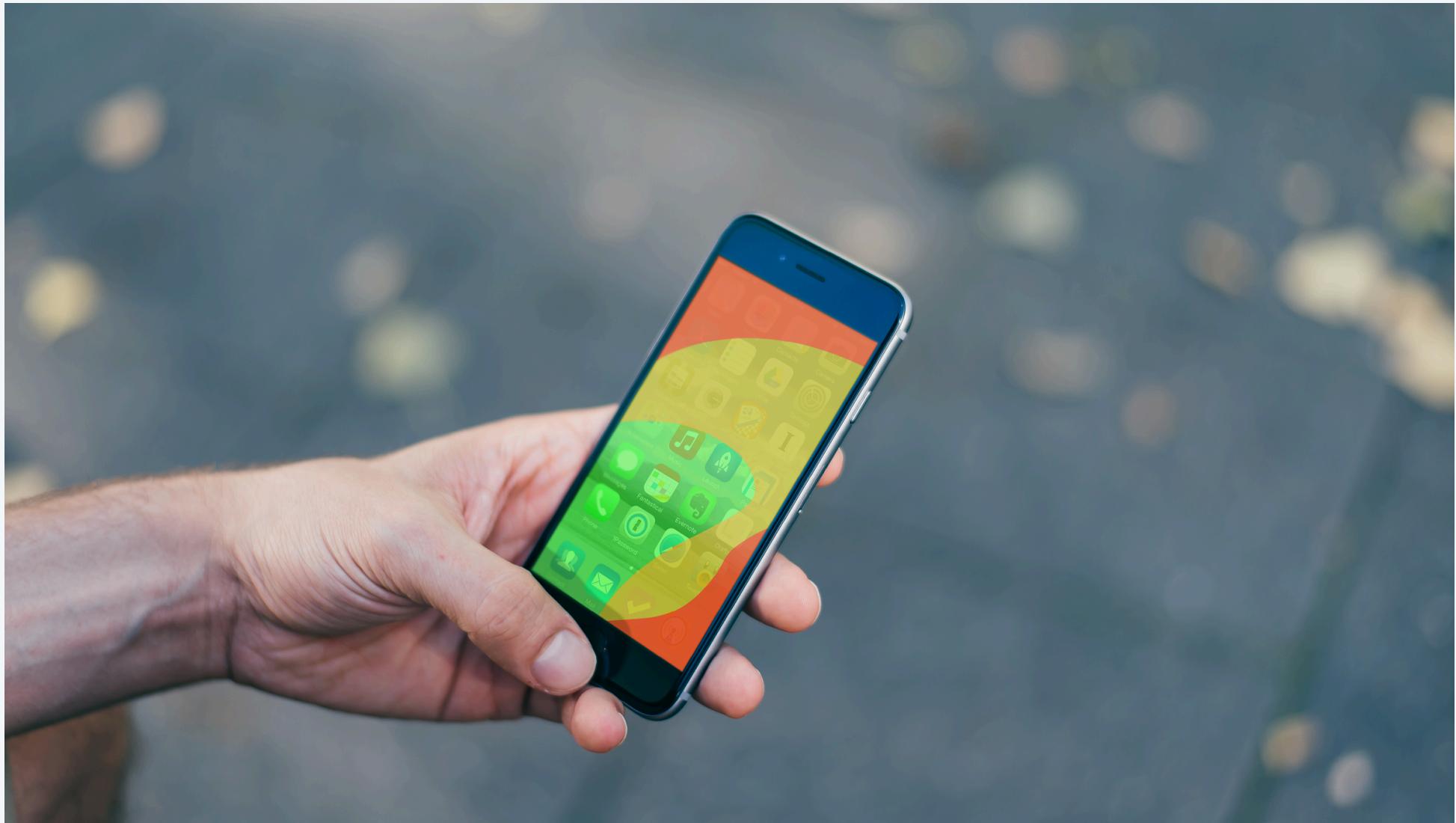


Tablet Web Site



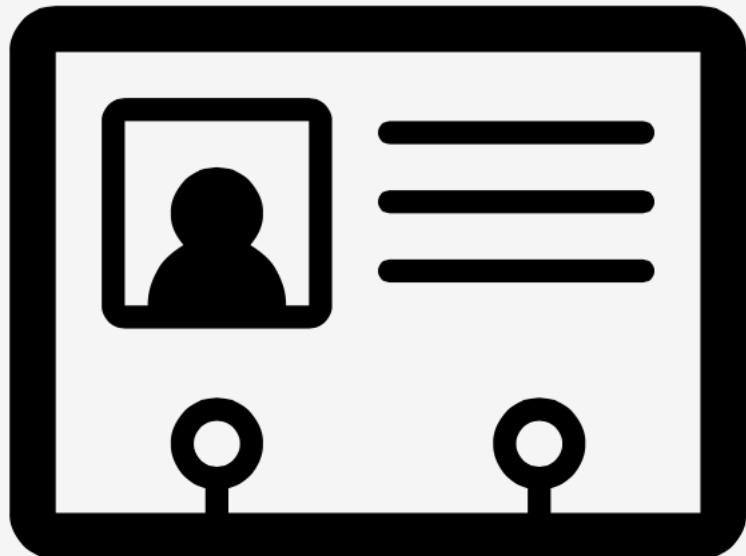
Mobile Web Site

THUMB NAVIGATION



PROCESS

PERSONAS



SCENARIOS



WHERE DOES MOBILE FIT INTO JOURNEY?



Locating

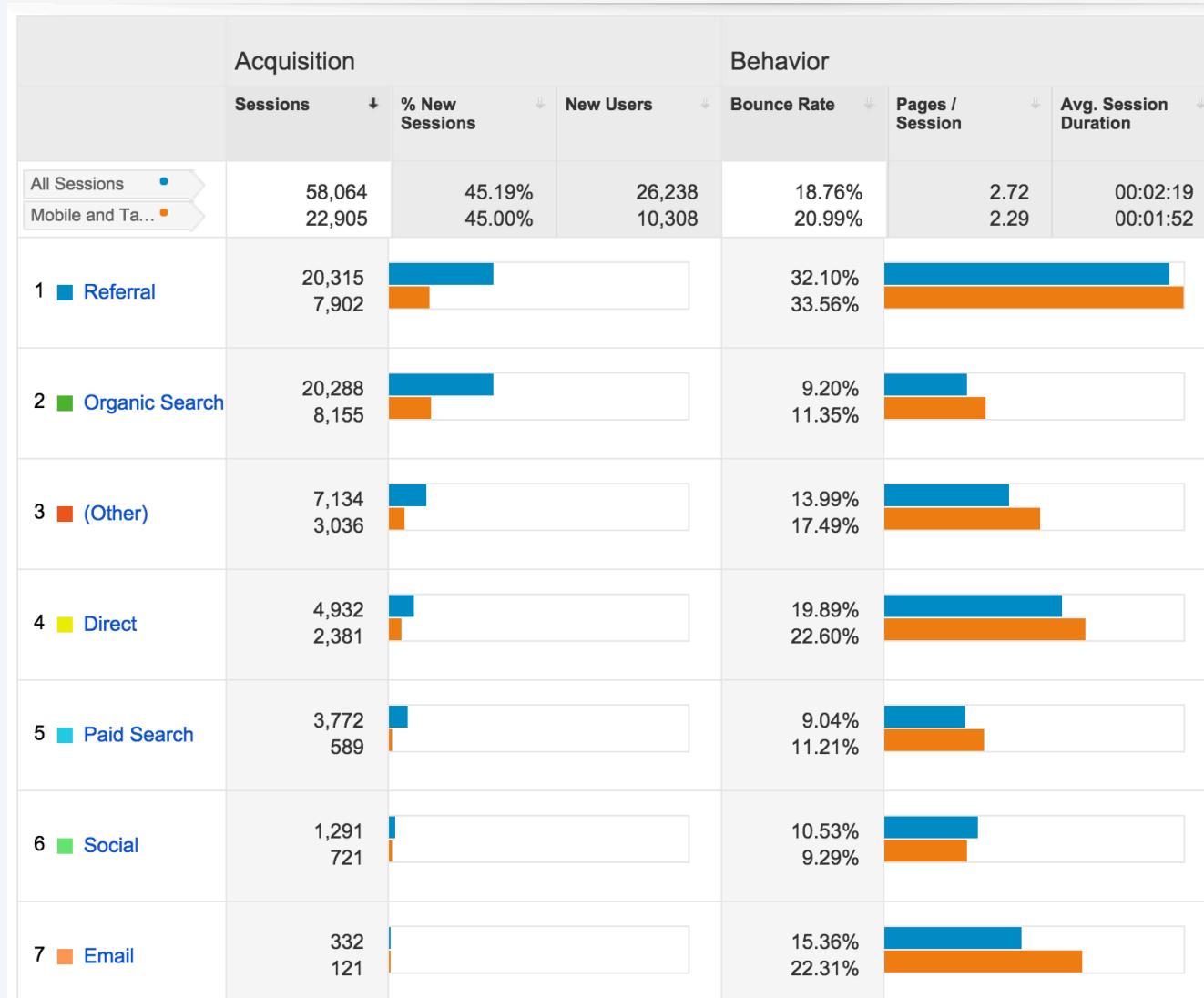


Ordering/Waiting



Paying

MOBILE ANALYTICS



FUTURE?

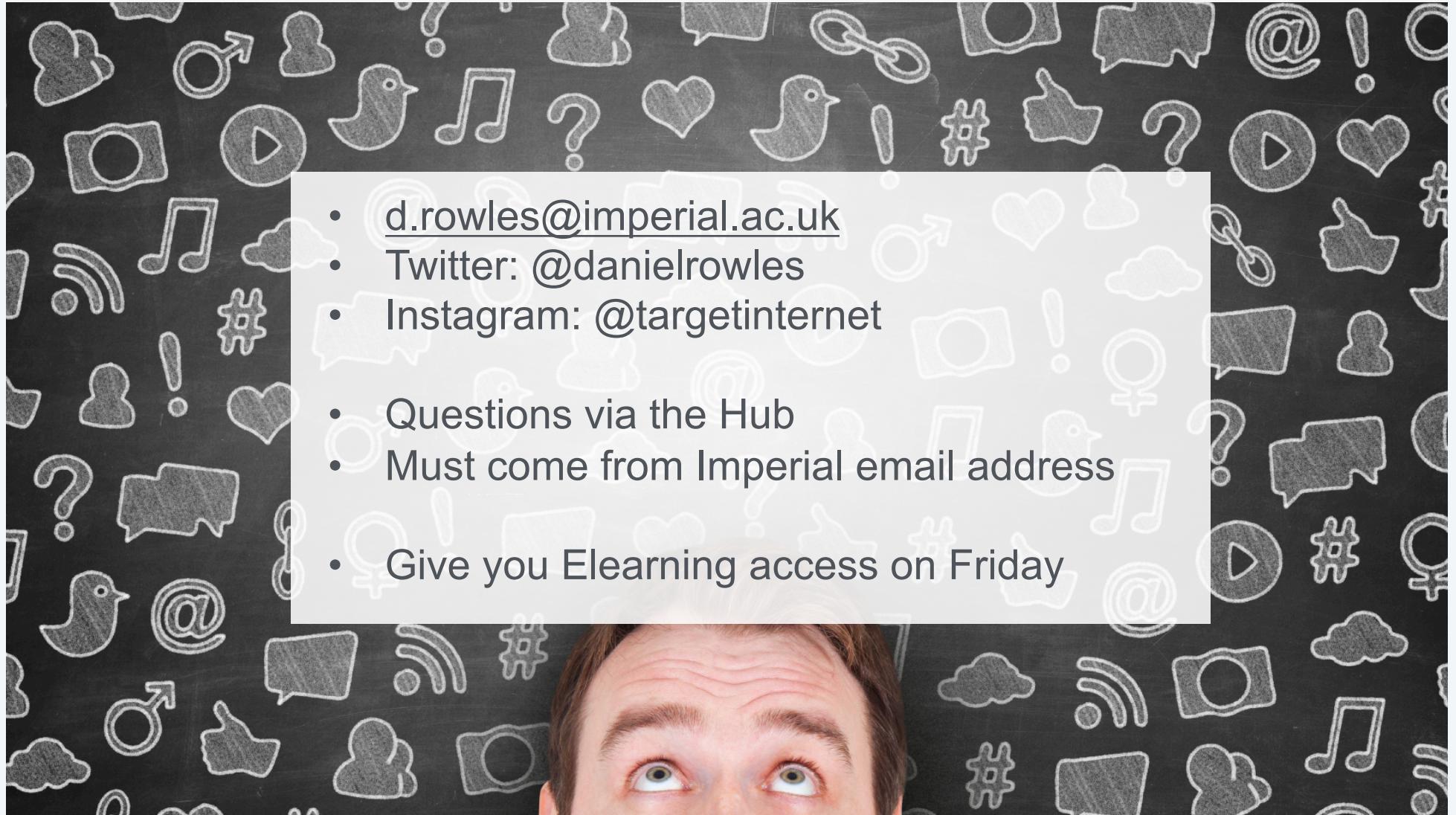


FUTURE



Thank you

SEO and PPC Next Lecture



- d.rowles@imperial.ac.uk
- Twitter: @danielrowles
- Instagram: @targetinternet
- Questions via the Hub
 - Must come from Imperial email address
- Give you Elearning access on Friday