

# **RBFF Quarterly Webinar Series - Mobile Marketing**

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**TAKE ME FISHING™**  
takemefishing.org



# WHAT WE WILL REVIEW

- **Mobile Marketing defined**
- **2013 Mobile Landscape**
- **What it means to be “mobile friendly”**
- **Mobile Marketing Tactics**
- **States/DNR Adoption**
- **Getting Started**
- **Key Takeaways**

# WHAT IS MOBILE MARKETING?

**Mobile marketing enables you to communicate with your customer on the devices they use the most – their mobile phones and tablets– for the purpose of marketing your business and/or products**

- It is a simple, yet effective medium
- Allows you to reach everyone, everywhere
- It is a personal form of communication
- Enables you to deliver relevant content



**4.8B** people now own mobile phones



**Only 4.2B own a toothbrush!**

A man with dark hair, wearing a blue and white plaid shirt, is shown from the chest up, holding a white smartphone in his right hand. He is looking down at the phone. The background is a blurred green field with trees, suggesting an outdoor setting. The text "82%" is overlaid on the right side of the image.

# 82%

of U.S. adults  
own a cellphone.



The majority of 25-34 and 18-24 year olds now own smartphones (64% and 53% respectively).





# 75%


smartphone penetration  
among Hispanics





The average person checks their  
smartphone **34** times a day!





The average consumer spends  
**127** minutes in mobile  
applications a day!

By 2016, **tablets** will account for **70%** of mcommerce sales







Mobile Internet usage is  
projected to **overtake** Desktop  
Internet usage by **2014!**





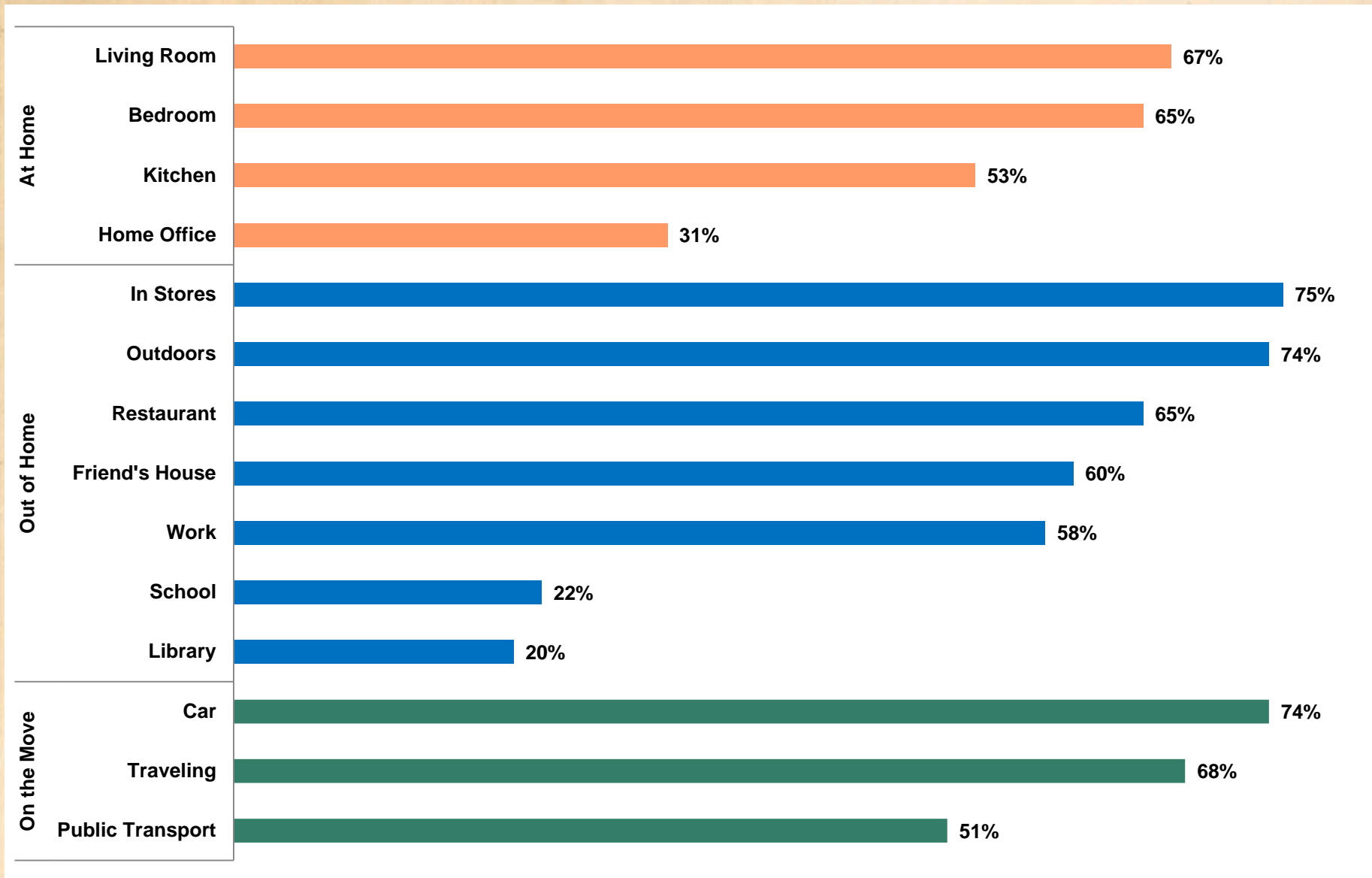
By **2016**, the number of mobile devices is expected to **surpass** the world's population

# MOBILE IS RIGHT NOW





# MOBILE USAGE





# MOBILE SEARCH DRIVES VALUABLE OUTCOMES FOR BUSINESSES

# 73%

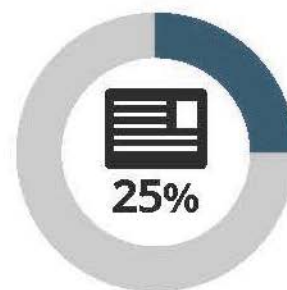
OF MOBILE SEARCHES  
TRIGGER **ADDITIONAL**  
**ACTION & CONVERSIONS**



**28%** of mobile searches  
result in conversions  
(store visit, call, purchase)



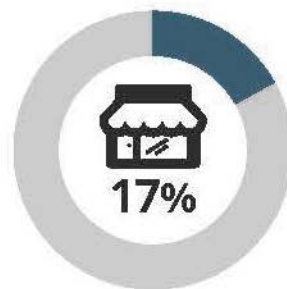
Continued Research



Visited a Retailer's  
Website



Shared Information



Visited a Store



Made a Purchase



Called a Business

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Outcome survey completes n=1,958 Q: Which of the following did you do on your smartphone? Q: Which of the following have you done on laptop/desktop/tablet? Q: What other actions did you take in person? (select all that apply)

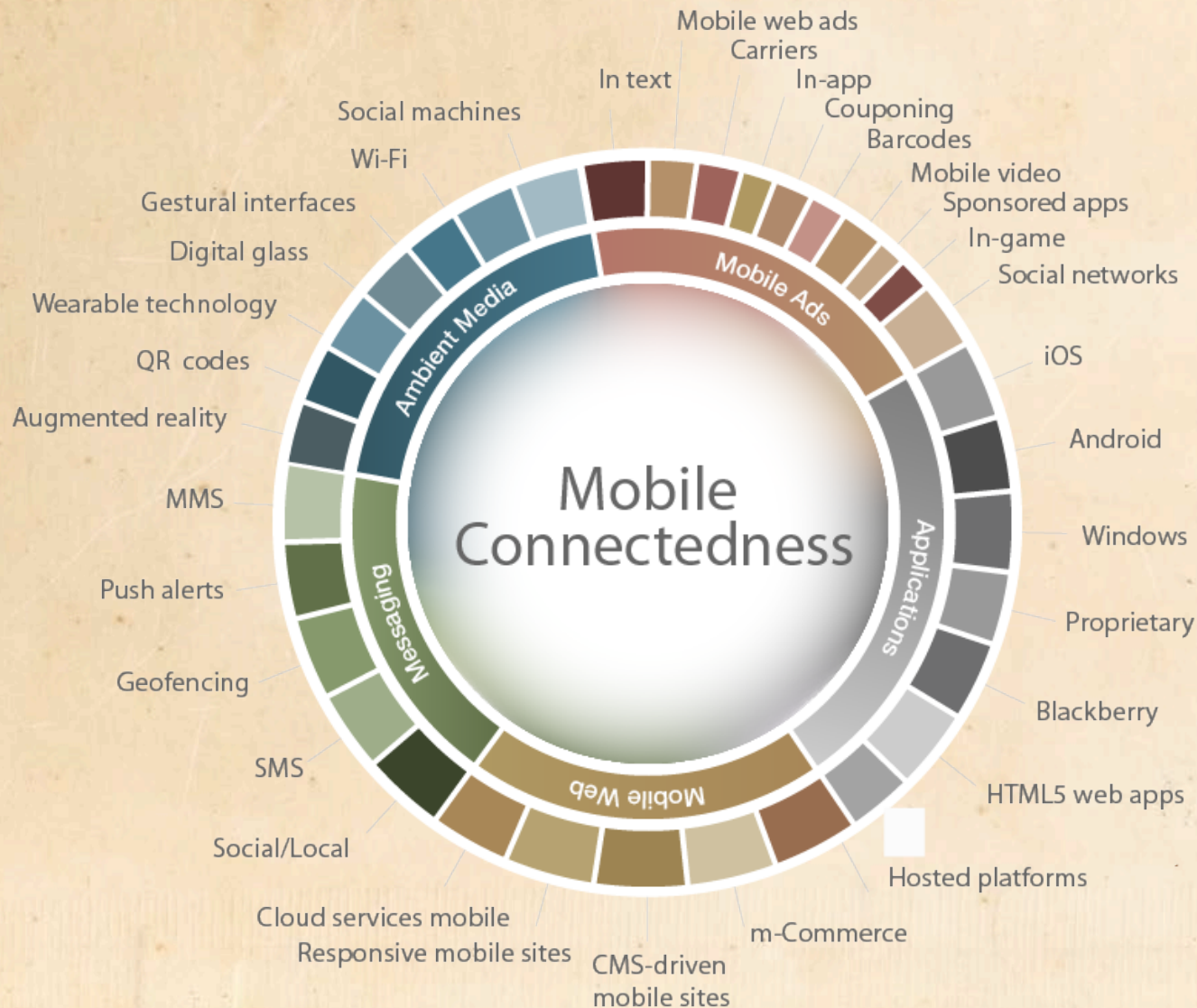
# WHAT'S AT STAKE? YOUR AUDIENCE

Smart devices have revolutionized not only **how** we communicate, socialize, stay informed and entertain ourselves, but also **how much** and **how often**.





# MOBILE LANDSCAPE IS COMPLEX & EVOLVING







**48%** of mobile users who visit a site that isn't mobile-friendly felt that the company **didn't care about their business!**

# THINK MOBILE FIRST



- The key to success lies in understanding your customers and how they use mobile across every phase of the customer journey.

**“What happens if our customers experience our digital properties from their phone?  
What does that look like?”**



# BEING MOBILE-FRIENDLY

- ✓ Use visuals over text, larger fonts
- ✓ Ensure pages / online content load quickly
- ✓ Encourage immediate action
- ✓ Ensure continuity in the mobile experience
- ✓ Use “thumb-friendly” designs
- ✓ Use simple forms & leverage native features of the device

Google reports that **40%** of mobile consumers turned to a competitor's site after a bad mobile Web experience

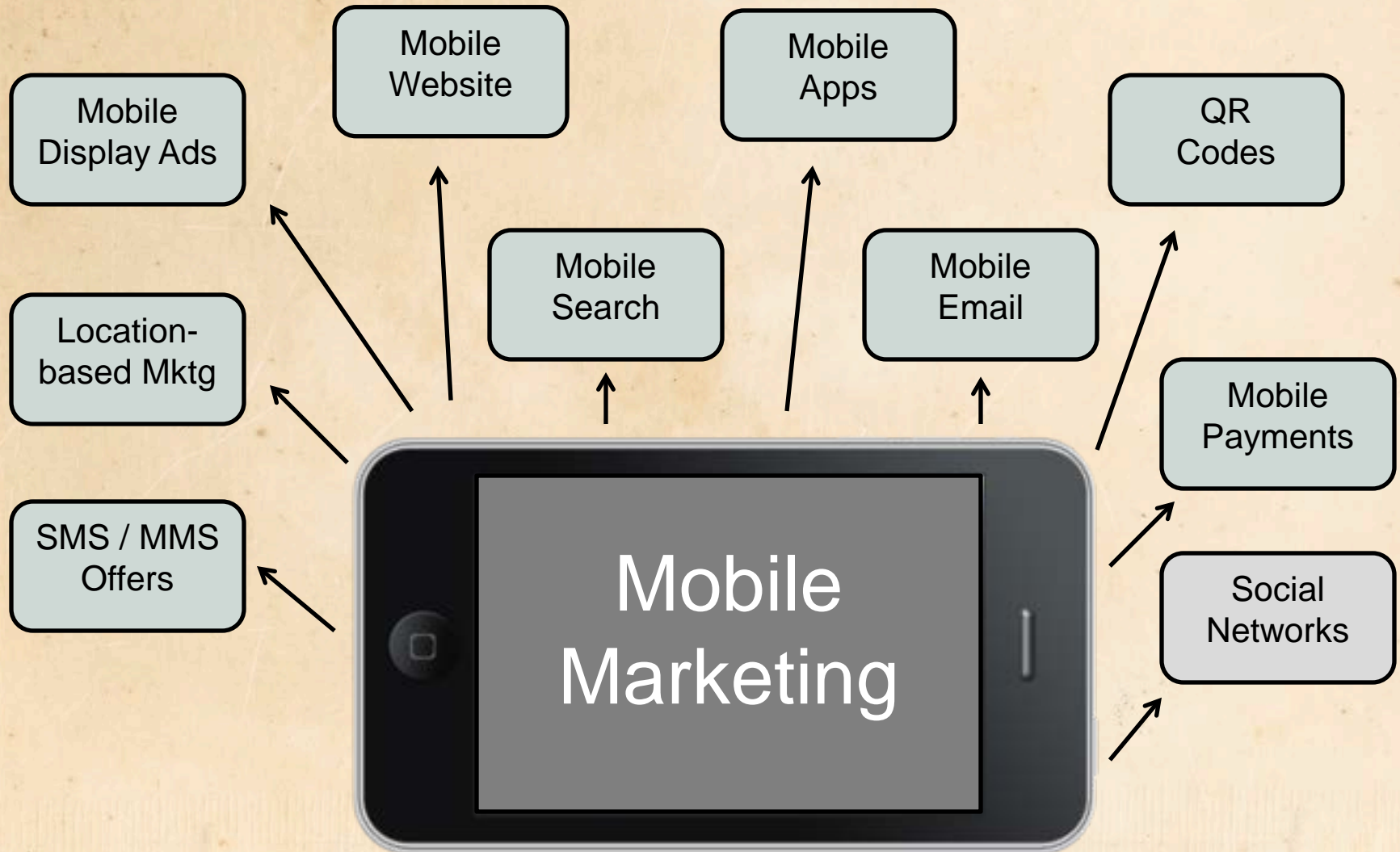




# Mobile-friendly – Sets tone early for entire experience



# MOBILE MARKETING TACTICS





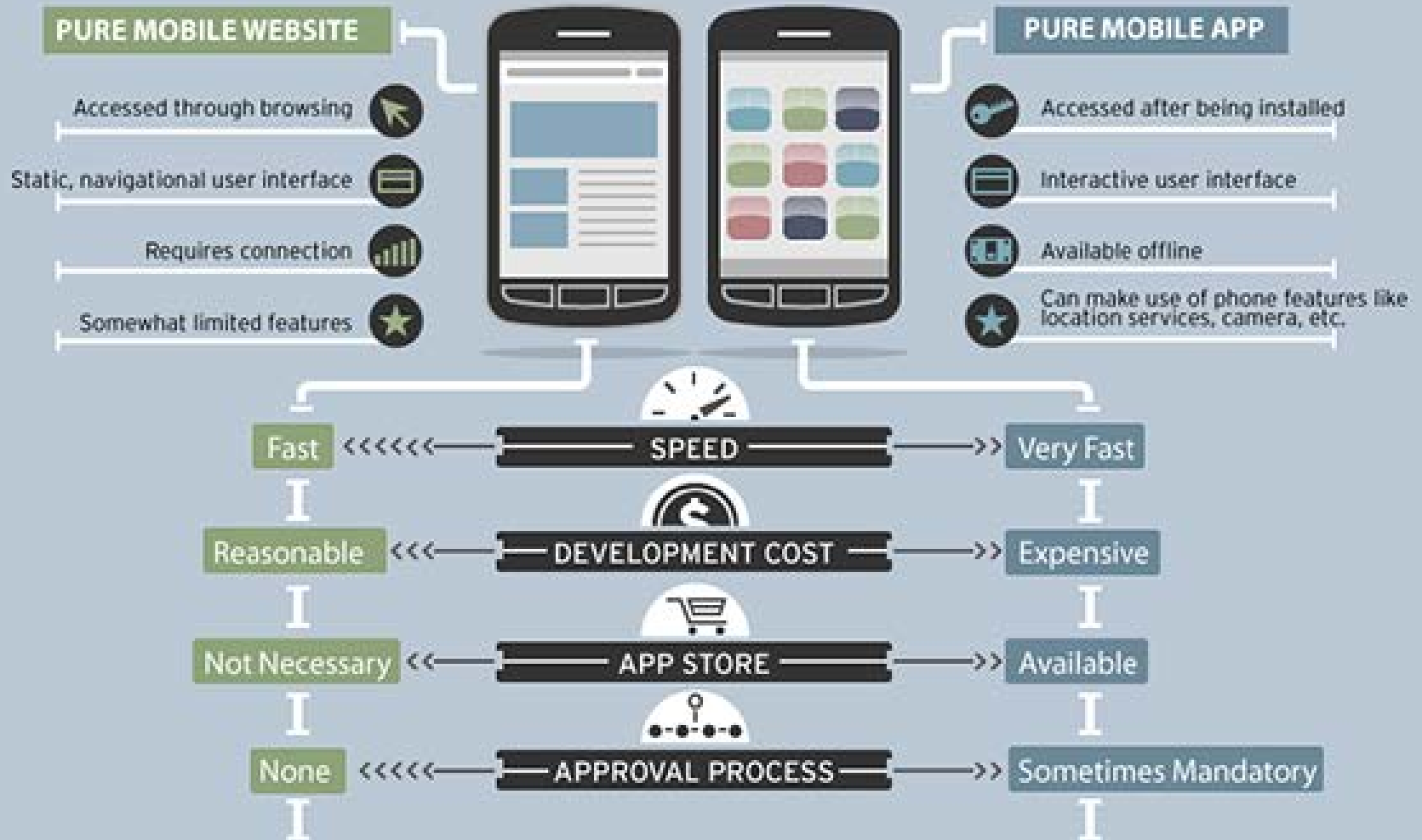
# RESPONSIVE VS. MOBILE

- **Responsive** is a single website that automatically re-arranges images and text based on a user's screen size and orientation.
- **Mobile websites** are separate from your main website, dedicated and optimized specifically for mobile devices. Usually a simpler, smaller version of your website, without complicated functionality and layout.



# MOBILE WEB VS. MOBILE APP

## SOME BASIC PRINCIPLES





# MOBILE WEB VS. MOBILE APP

	Mobile Website	Mobile App
<b>Audience Reach</b>	Viewable by anyone with a mobile browser	Viewable by individuals with the appropriate device
<b>Task Specificity</b>	Well suited for general information – e.g. broad company and product info.	Works well for very specific or repetitive tasks/utility – e.g. weather, GPS/locator, news.
<b>Device Integration</b>	Limited. Device geo-location can be utilized.	Unlimited access. Camera, phone, GPS, etc.
<b>Development Resources</b>	Developed with standard Web development tools & technologies.	Built for individual devices and operating systems. May require multiple developers with different proficiencies.
<b>Development Costs</b>	Typically, but not always, less expensive than app development.	Typically, but not always, more expensive, especially when multiple devices or operating systems are targeted.
<b>Ease &amp; Speed of Implementation</b>	Publish as a website. Immediate availability.	Requires a submission process.
<b>Distribution/Installation</b>	Viewable with an mobile browser. No distribution or installation required.	Download and installation required.
<b>Updates &amp; Maintenance</b>	Easily updated and changes are immediate with a browser refresh.	iTunes requires a resubmission process. May require multiple development resources if updates are required for multiple devices and operating systems.
<b>Search Optimization (SEO)</b>	Can be found through standard search. Primary website can be redirected to mobile version when mobile device is detected.	Typically found through an app store search or linked to from a website.
<b>Data Connectivity</b>	Required.	Can be used offline.



**of users check  
email on their  
mobile device**

A photograph of a lake with several sailboats and a forested shoreline in the background. The water is calm with some ripples, and the sky is clear. The sailboats are of various sizes and are anchored in the water. The shoreline is covered with dense green trees.

# 66%

**of Americans  
have made a  
purchase as a  
result of an email  
from a brand**



# “Mobilize” your email campaigns




# MOBILE SEARCH ENGINE MARKETING (SEM)

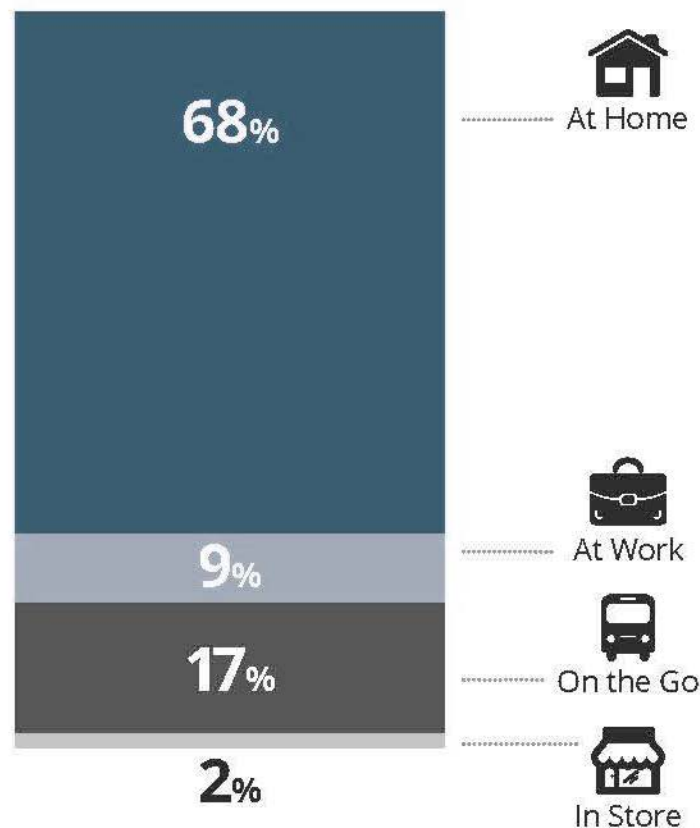


Once you've made your presence on mobile, you need to get found.

# MOBILE SEARCH IS ALWAYS ON, WHETHER ON THE GO OR AT HOME AND WORK

77% 

OF MOBILE SEARCHES ARE IN A  
LOCATION (WORK OR HOME) LIKELY  
TO HAVE A PC AVAILABLE TO THEM





# MOBILE LEADS TO ACTION



Actions triggered by mobile search  
also happen very quickly

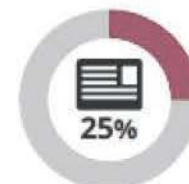
**55%** of conversions (store visit,  
phone call or purchase)  
happening within an hour

Mobile searches drive valuable  
outcomes for businesses

**3 of 4** mobile searches  
trigger follow-up actions



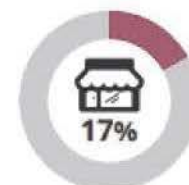
Continued  
Research



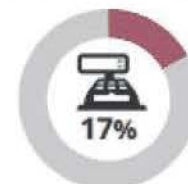
Visited a Retailer's  
Website



Shared Information



Visited a Store



Made a Purchase



Called a Business

**57%** of U.S. smartphone users  
see at least **1** mobile ad a day



# MOBILE ADVERTISING

While mobile advertising plays many roles, it functions most effectively for getting customers to know your brand.

- Mobile display, rich media and video: for **brand awareness**, and **experiential campaigns**





# OTHER TACTICS

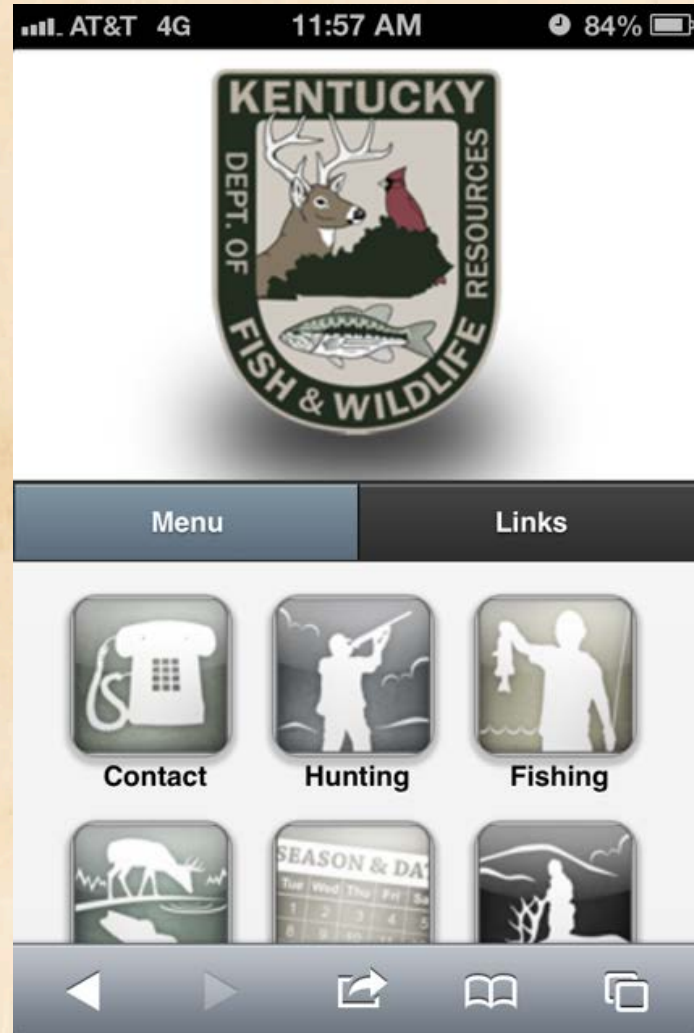
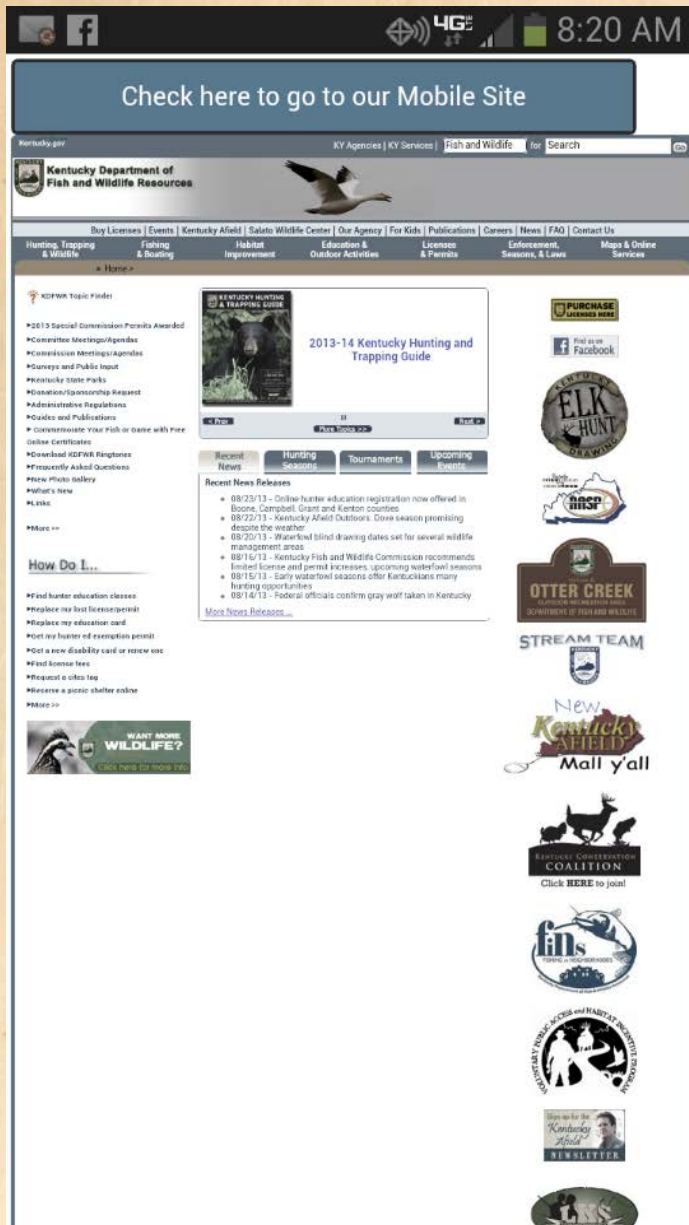
- Landing pages
- QR Codes
- Mobile Coupons
- Mobile Payments



# STATE/DNR ADOPTION



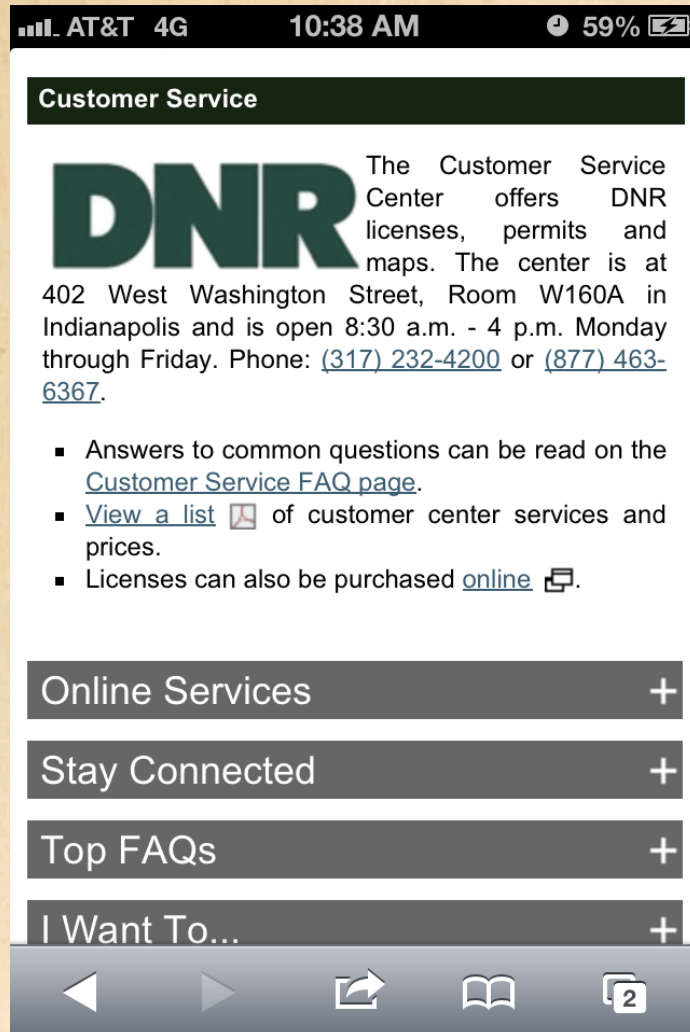
# MOBILE WEBSITES



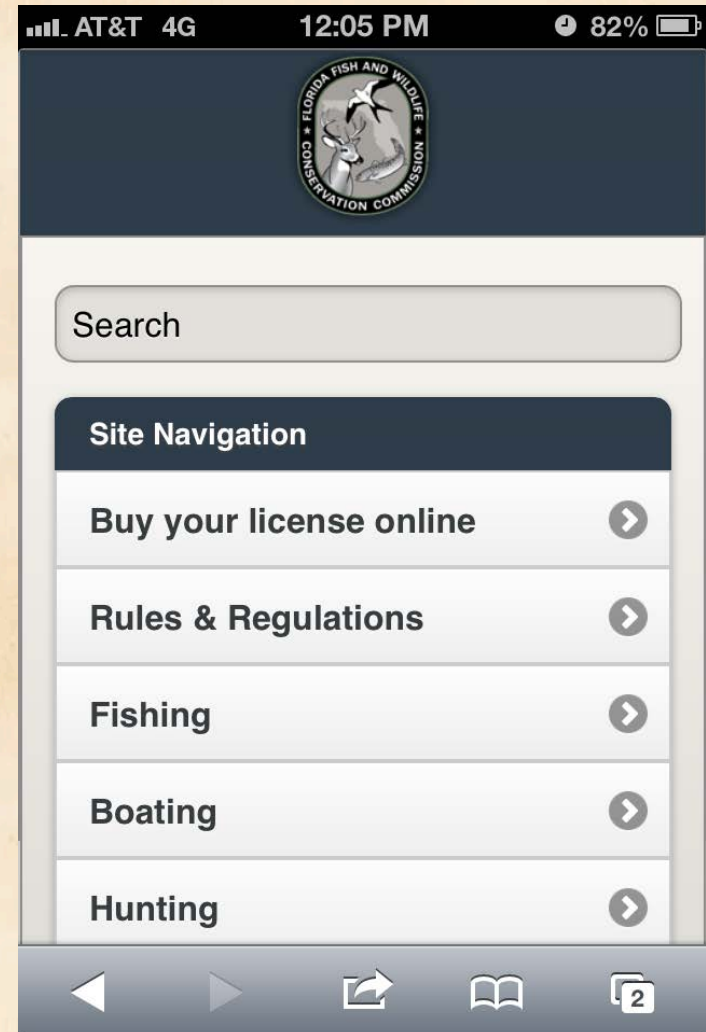
<http://fw.ky.gov/mob>



# MOBILE WEBSITES CON'T



<http://www.in.gov/dnr>



<http://m.myfwc.com>

# SAME MOBILE SITE, DIFFERENT EXPERIENCES

AT&T 4G 2:38 PM 84%

Florida Fish and Wildlife Conservation Commission  
Recreational Licenses Online

Customer Lookup Locate an Agent Permit Availability Return to FWC

Locate or Create a Customer Account

**Step 1 - Enter Date of Birth:**

Date of Birth:  MMDDYYYY

**Step 2 - Enter ONE of the Following Identifiers:**

Social Security Number:  [SSN Privacy Statement](#) ☐ Not A US Citizen

- OR -

FWC Customer ID  [Where Can I Find This?](#)

- OR -

Driver's License Number:   Florida

**For the purposes of hunting or fishing in Florida, a Resident is :**

1. A member of the United States Armed Forces who is stationed in the state and his or her family members residing with such member; or
2. Any person who has declared Florida as his or her only state of residence as evidenced by a valid Florida driver license or identification card with both a Florida address and a Florida residency verified by the Department of Highway Safety and Motor Vehicles, or, in the absence thereof, one of the following:
  - A current Florida voter information card;
  - A sworn statement manifesting and evidencing domicile in Florida in accordance with s. 222.17
  - Proof of a current Florida homestead exemption; or
  - For a child younger than 18 years of age, a student identification card from a Florida school or, when accompanied by his or her parent at the time of purchase, the parent's proof of residency.

Secure Page

AT&T 4G 2:39 PM 83%

Florida Fish and Wildlife Conservation Commission

## Rules & Regulations

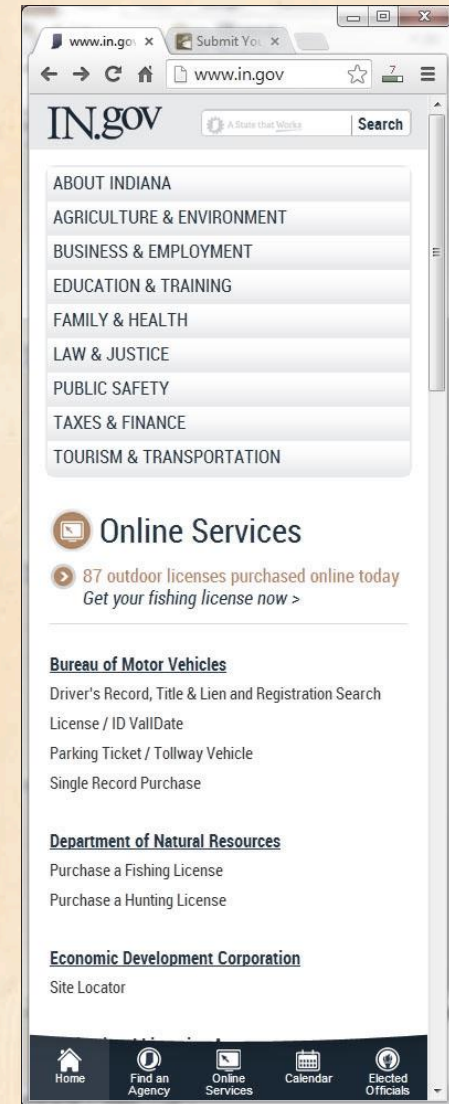
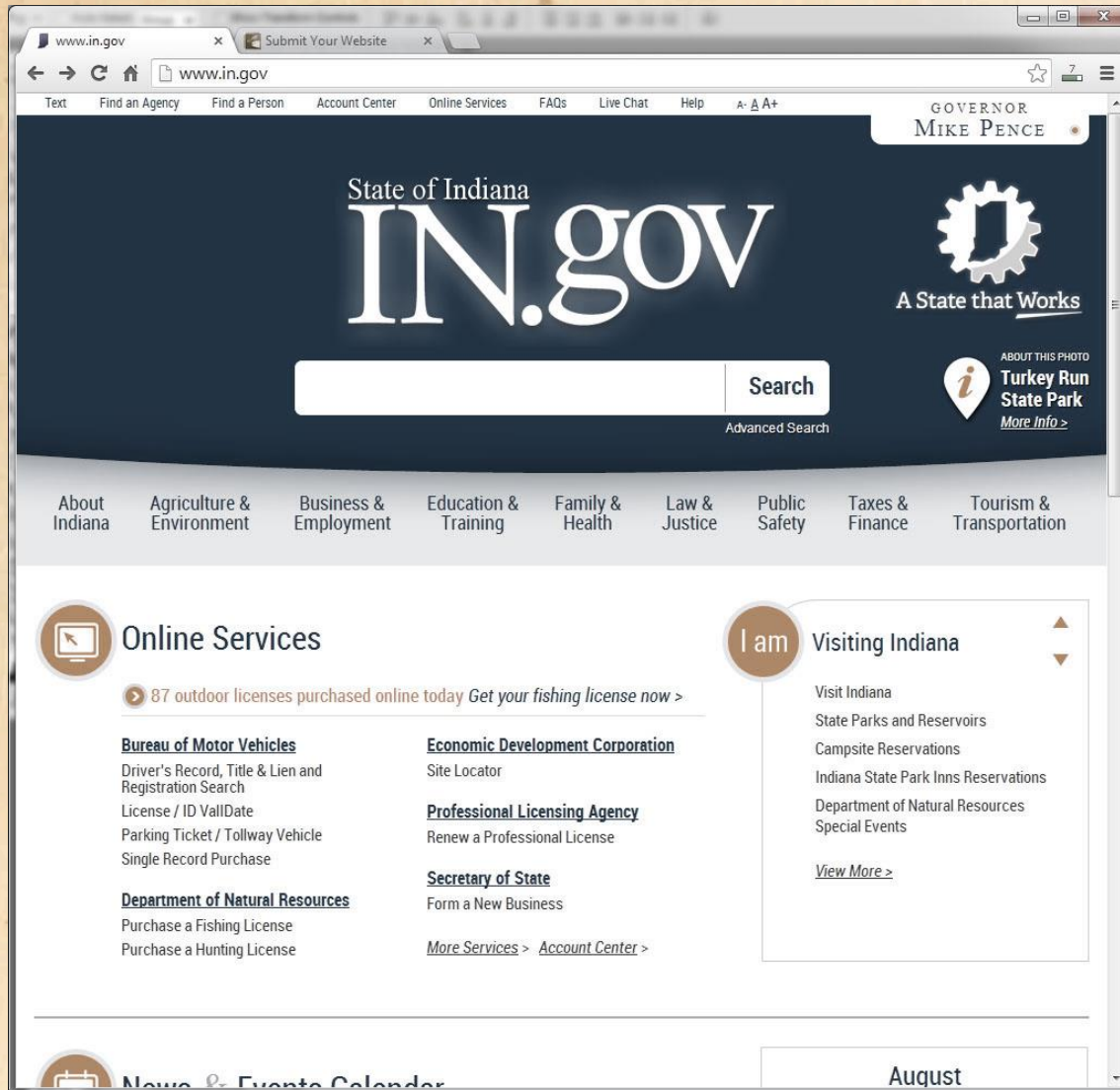
Find Rules and Regulations Online

[Boating Regulations](#)

[Hunting Regulations](#)

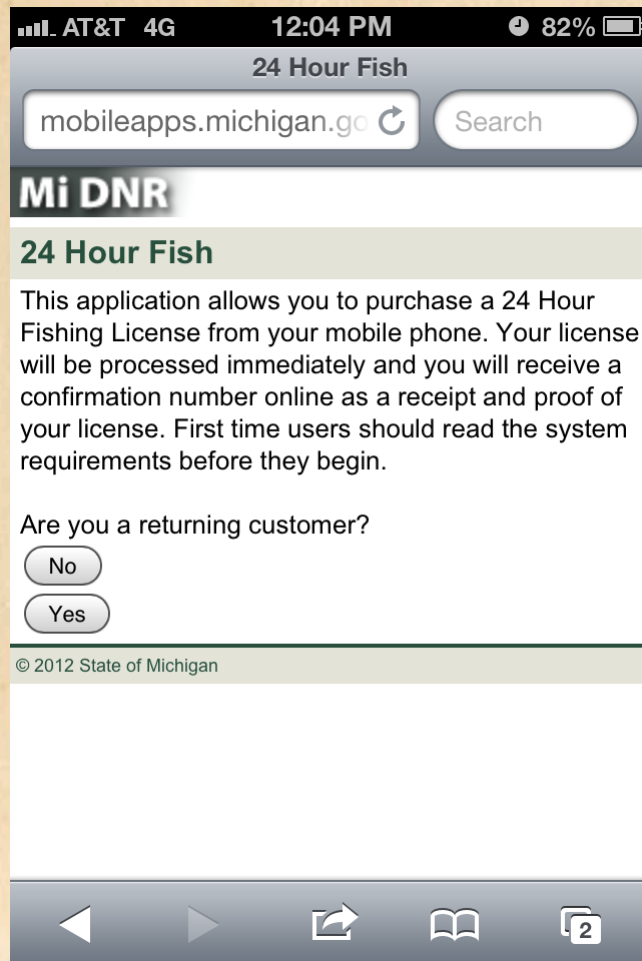
[Fishing - Freshwater](#)

# RESPONSIVE SITE

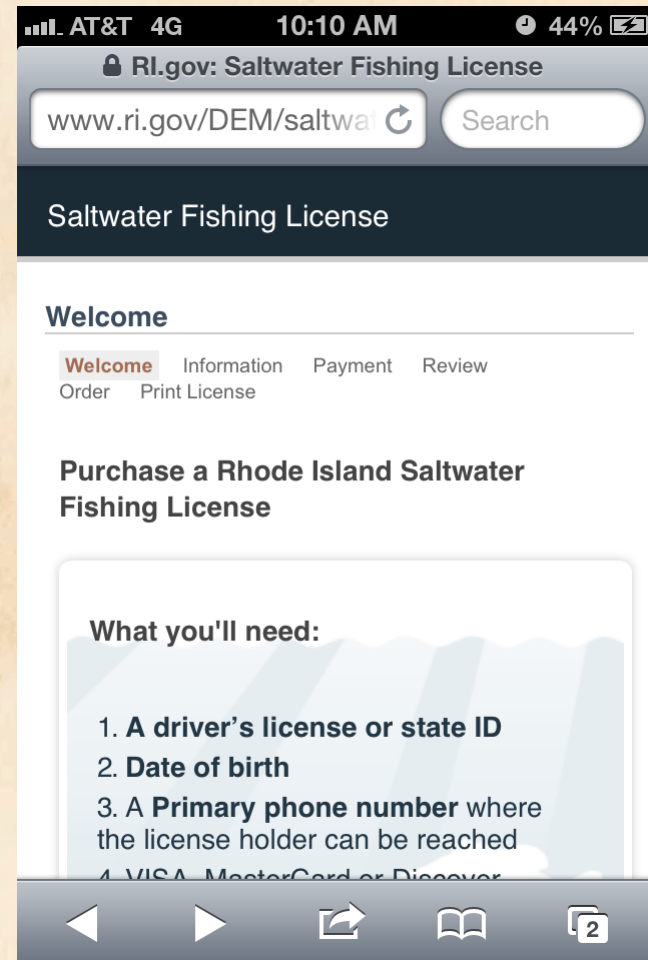




# MOBILE FISHING LICENSE PURCHASE



<http://mobileapps.michigan.gov>



<http://www.ri.gov/DEM/saltwater/>

# MOBILE APPS

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*Created in alliance with NJ Fishing, Hunting & Wildlife*

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[GET LINK](#)[GET LINK](#)

<http://state.nj.us/dep/fgw>

# GETTING STARTED:

## Mobile strategy at a high level



### Audience

- How do your customers use mobile?
- How can mobile help them progress through each phase of their journey?
- How can mobile cement a closer relationship



### Market

- What are your competitors doing?
- What tactics are available to you?
- What are the mobile trends in your particular vertical?



### Brand

- What do you hope to achieve with mobile?
- What types of user experiences and content do you need to create?
- How do they integrate with your overall online and offline marketing mix?



# USE SIMPLE APPROACH

- 1. Set an objective and goals based on data gathered**
- 2. Assess available content and offerings**
- 3. Integrate current methods to create your place in the mobile landscape**
  - **Mobile Website / landing pages**
  - **Mobile-optimized Email**
  - **Mobile Search Engine Marketing (SEM)**

# KEY TAKEAWAYS

- **Mobile is NOW!**
- **Know your audience and their mobile habits**
- **Focus on mobile-friendly content and offerings**
- **Remember that continuity is an important part of the mobile experience**
- **Get started by utilizing tactics that are already available to you**

# RESOURCES

- **Mobile Marketing Association,**  
<http://www.mmaglobal.com/>
- **eMarketer,** <http://www.emarketer.com/>
- **Smart Insights,**  
<http://www.smartinsights.com/>
- **Mobile Marketing Watch,**  
<http://www.mobilemarketingwatch.com/>
- **Marketing Land,**  
<http://marketingland.com/>



# Questions



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