# RBFF Quarterly Webinar Series - Mobile Marketing

## August 28, 2013

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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

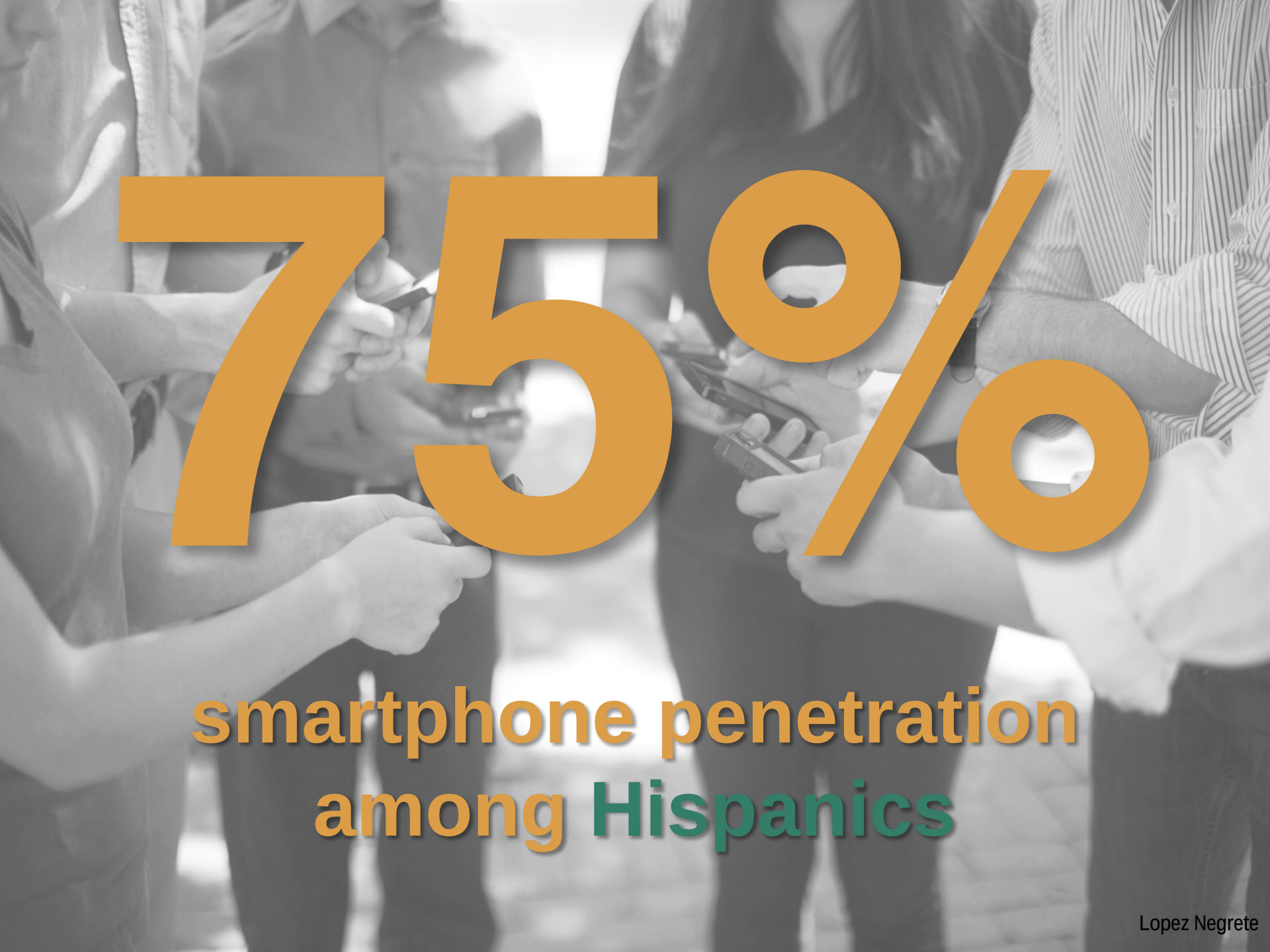
# 4.8B people now own mobile phones

## Only 4.2B own a toothbrush!

LocalVox.com

82%
of U.S. adults
own a cellphone.
[ http://pewinternet.org/Reports/2010/Cell-Phones-and-American-Adults/Overview.aspx ]
HubSpot.com

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




Lopez Negrete

The average person checks their
smartphone 34 times a day!
LocalVox.com
Getty Images

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

LocalVox.com

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

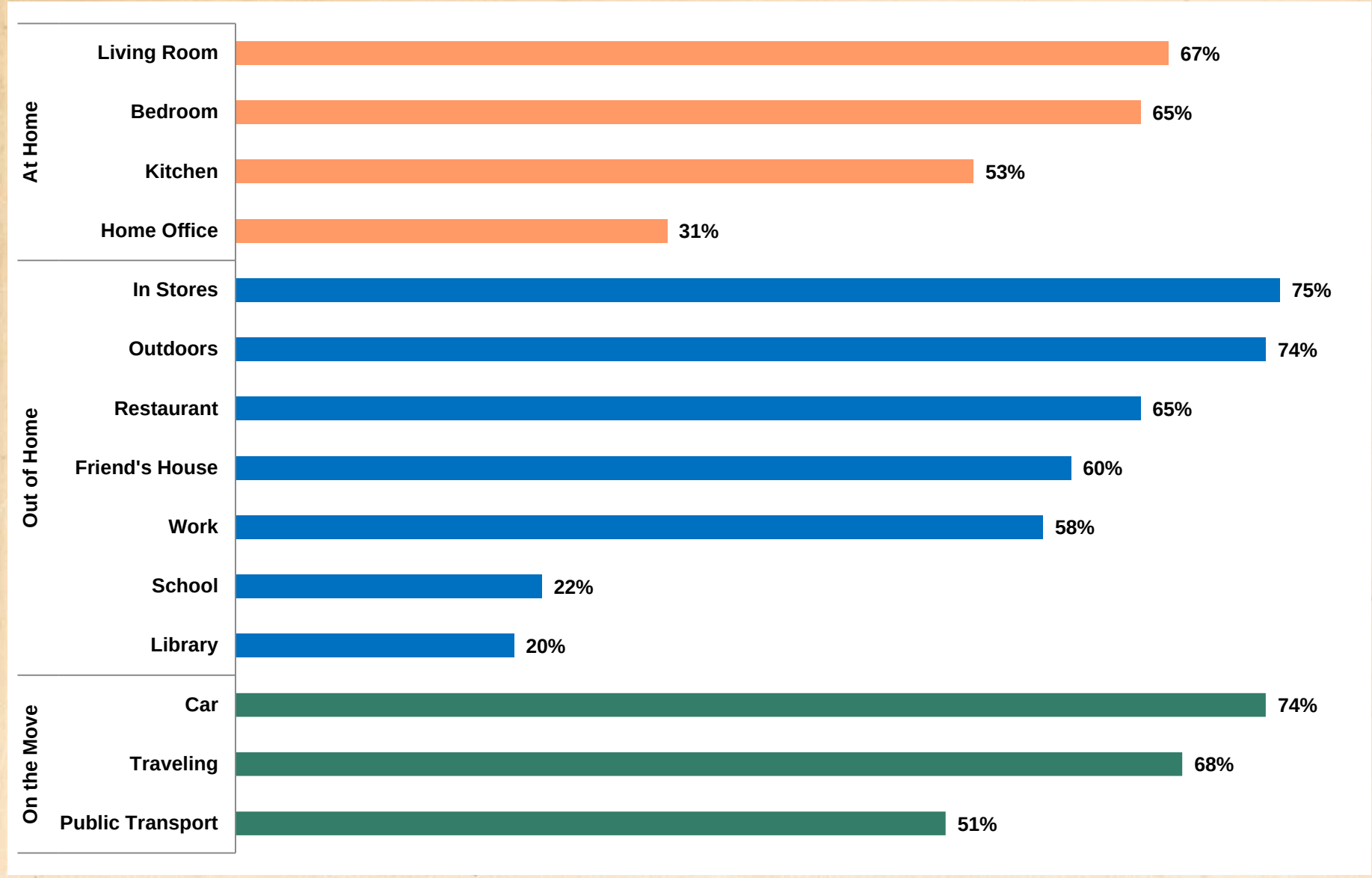
Mobile Internet usage is projected to overtake Desktop Internet usage by 2014!
LocalVox.com

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

LocalVox.com

# MOBILE IS RIGHT NOW

# MOBILE USAGE



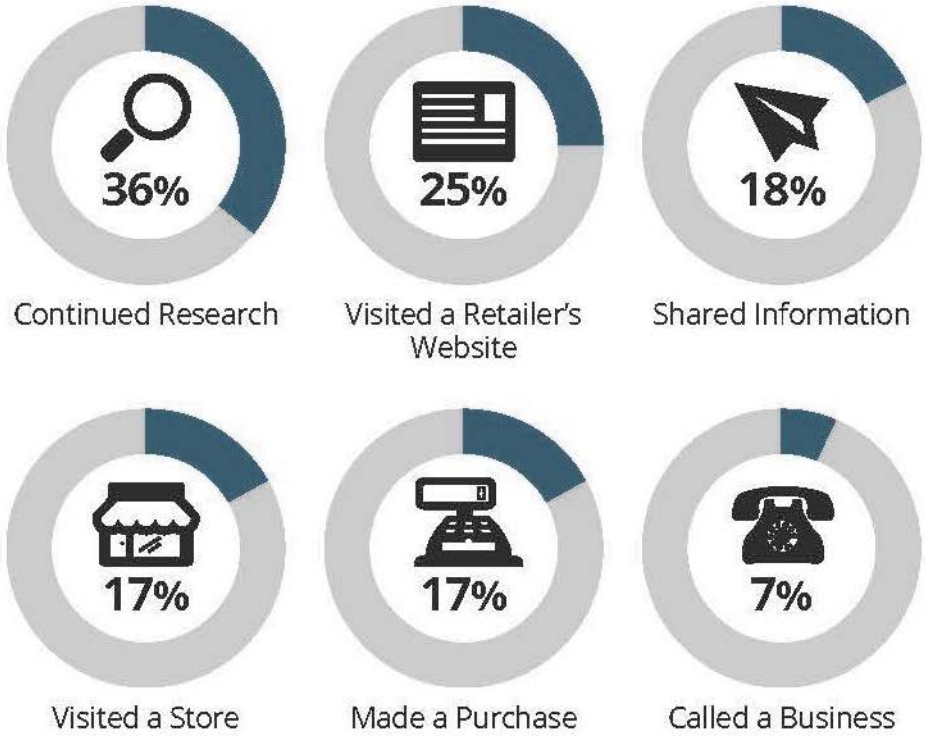

Kimberly Reynolds, socialnotz.com

# 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)



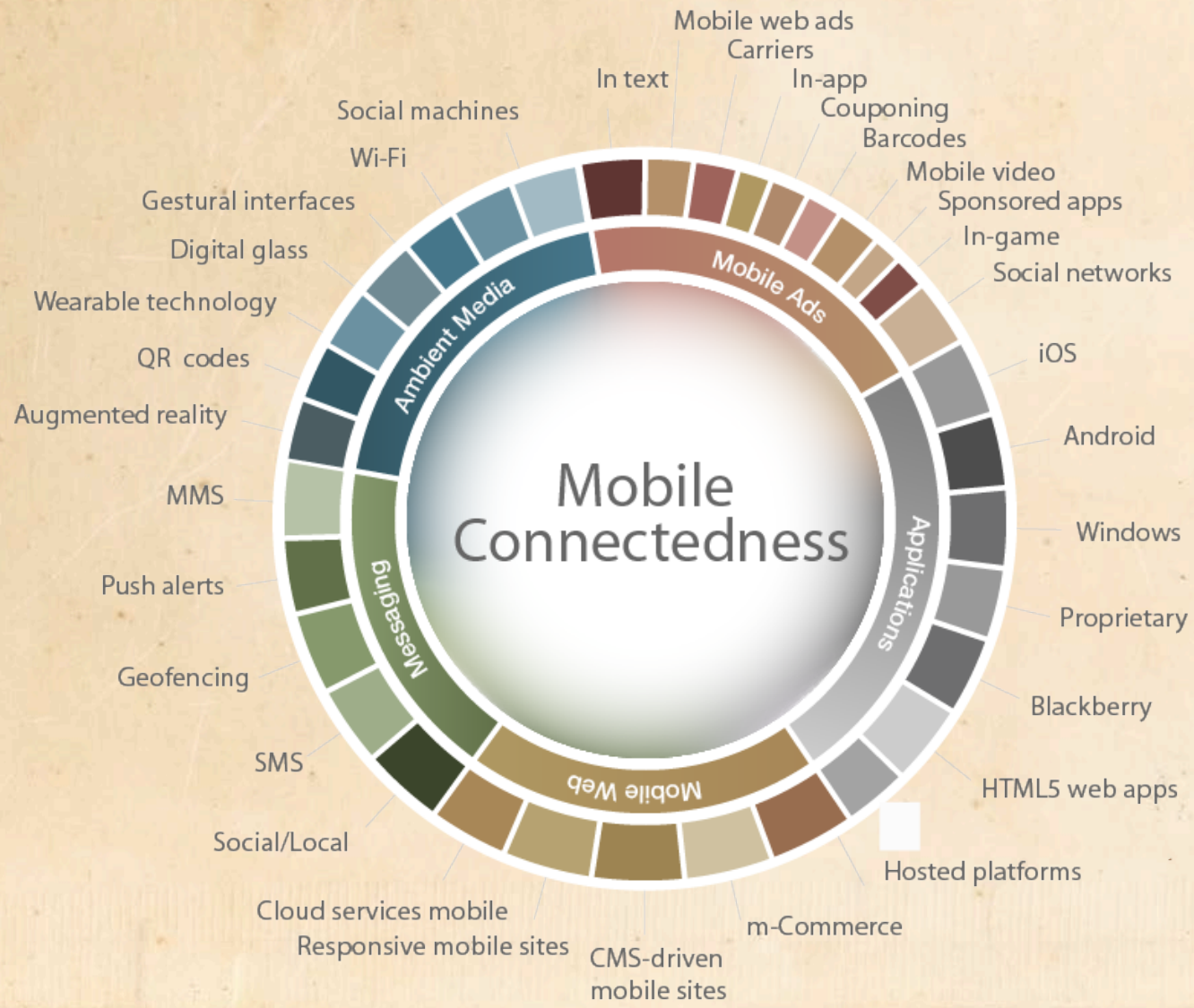

Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012. Base: Outcome survey completes n=1,958 Q: Which of the following did you do on your smartphone? Q: Which of the following have you done on laptop/desktop/tablet? Q: What other actions did you take in person? (select all that apply)

# 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**.

**50s** **60s** **70s** **80s** **90s** **00s** **10s**

# MOBILE LANDSCAPE IS COMPLEX & EVOLVING




Mobile Marketing Association

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

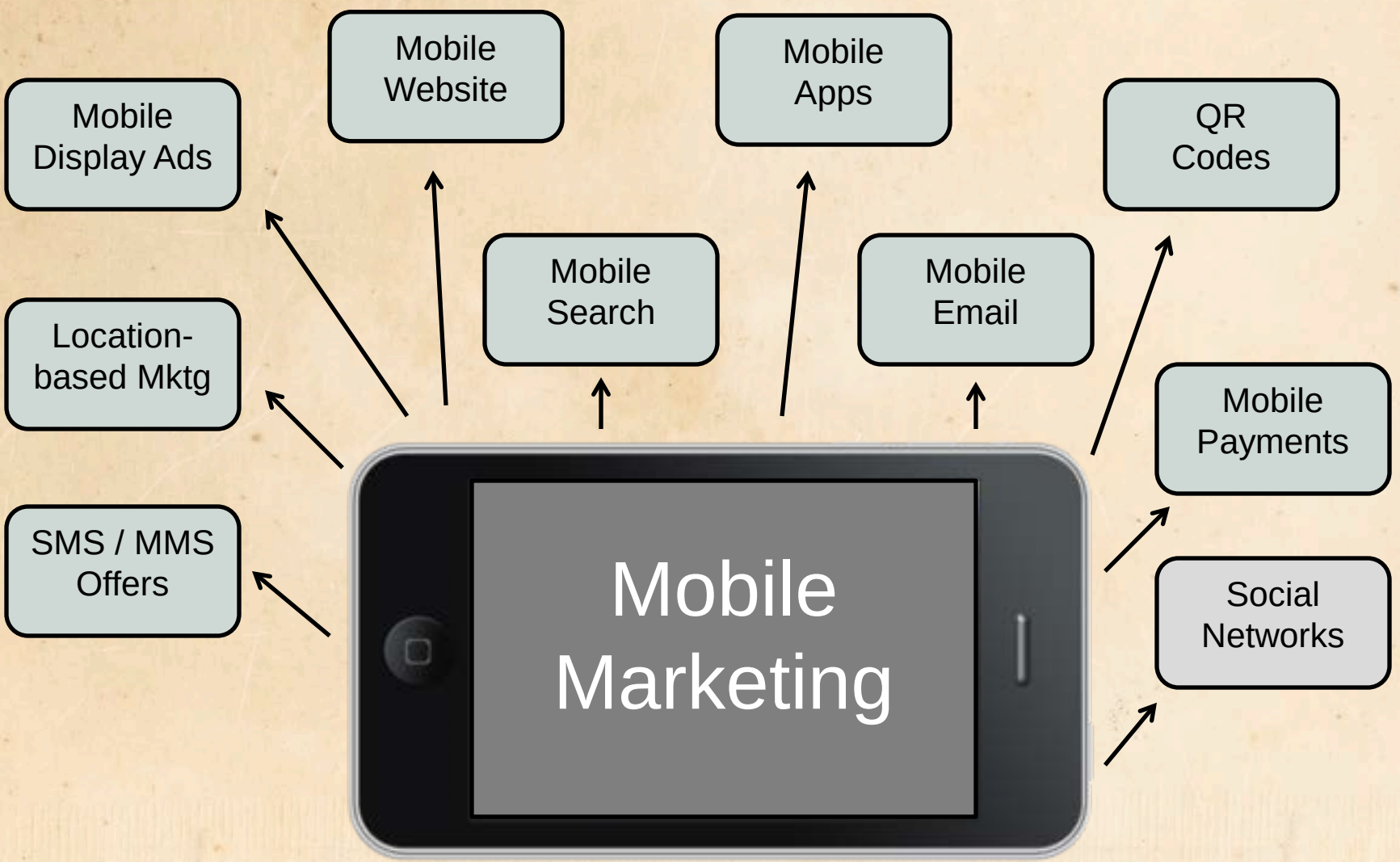
- ✓ Use visuals over text, larger fonts
- ✓ Ensure pages / online content load quickly
- ✓ Encourage immediate action
- ✓ Ensure continuity in the mobile experience
- ✓ Use “thumb-friendly” designs
- ✓ Use simple forms & leverage native features of the device

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

LocalVox.com

# Mobile-friendly – Sets tone early for entire experience

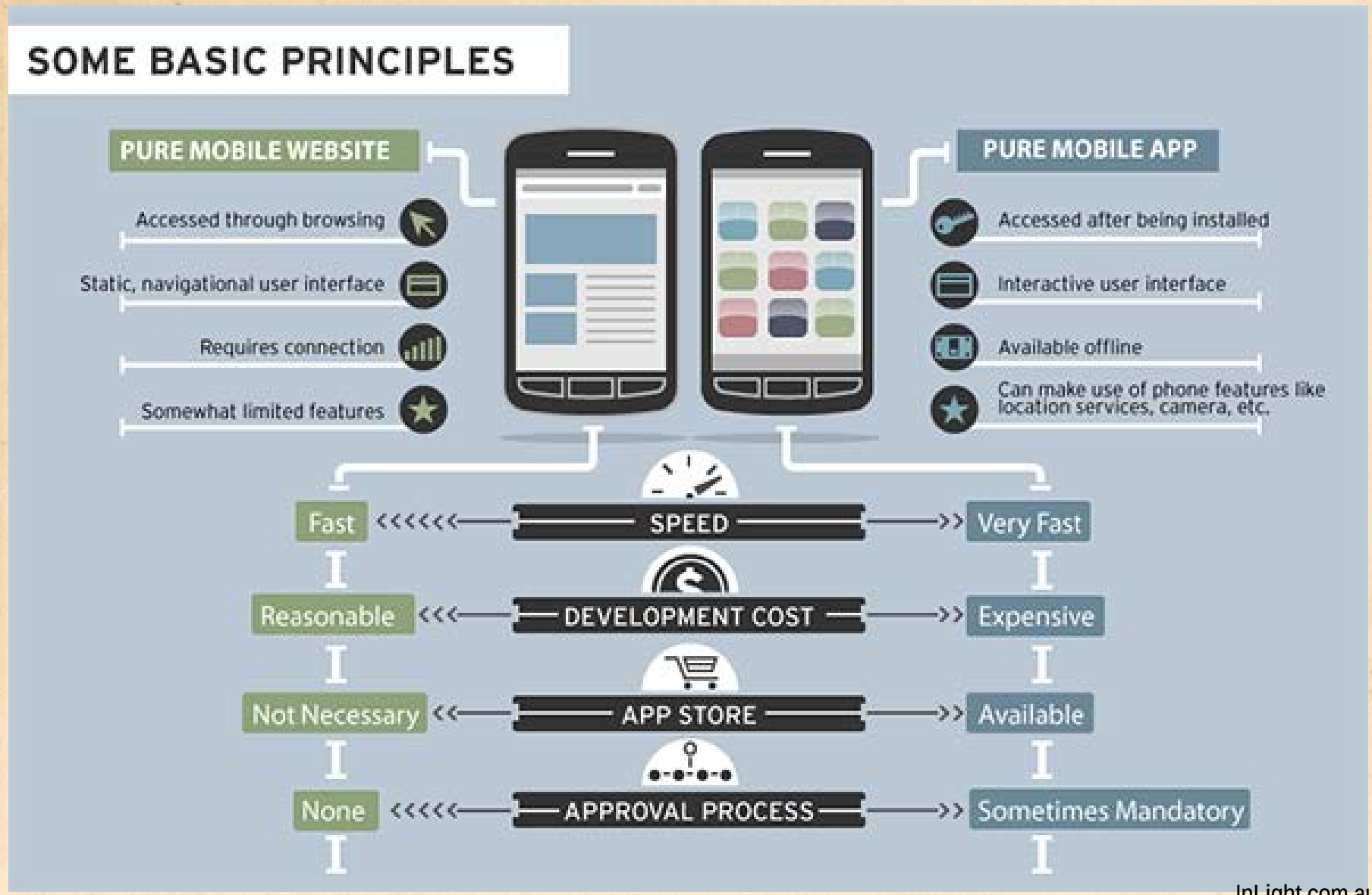
# MOBILE MARKETING TACTICS



# 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




InLight.com.au

# MOBILE WEB VS. MOBILE APP

| | Mobile Website | Mobile App |
|---|---|---|
| **Audience Reach** | Viewable by anyone with a mobile browser | Viewable by individuals with the appropriate device |
| **Task Specificity** | 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. |
| **Device Integration** | Limited. Device geo-location can be utilized. | Unlimited access. Camera, phone, GPS, etc. |
| **Development Resources** | Developed with standard Web development tools & technologies. | Built for individual devices and operating systems. May require multiple developers with different proficiencies. |
| **Development Costs** | Typically, but not always, less expensive than app development. | Typically, but not always, more expensive, especially when multiple devices or operating systems are targeted. |
| **Ease & Speed of Implementation** | Publish as a website. Immediate availability. | Requires a submission process. |
| **Distribution/Installation** | Viewable with an mobile browser. No distribution or installation required. | Download and installation required. |
| **Updates & Maintenance** | 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. |
| **Search Optimization (SEO)** | 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. |
| **Data Connectivity** | Required. | Can be used offline. |

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

***Silverpop, 2013***

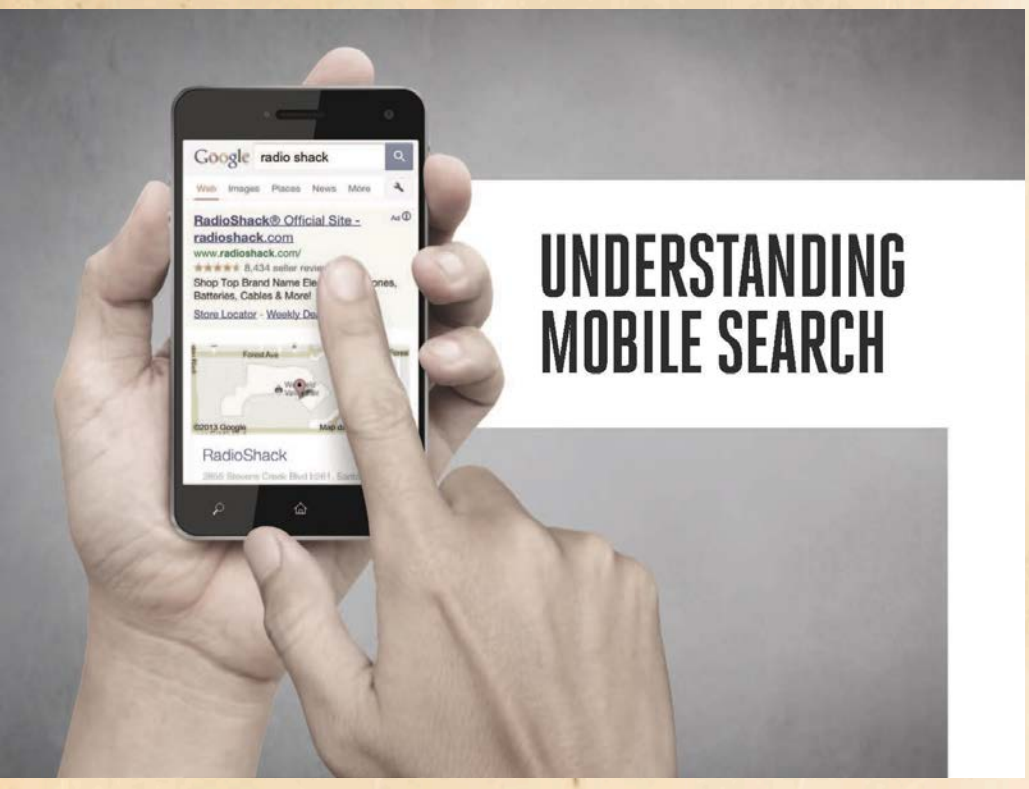
# 66%

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

***Exact Target, 2012***

# “Mobilize” your email campaigns

# MOBILE SEARCH ENGINE MARKETING (SEM)

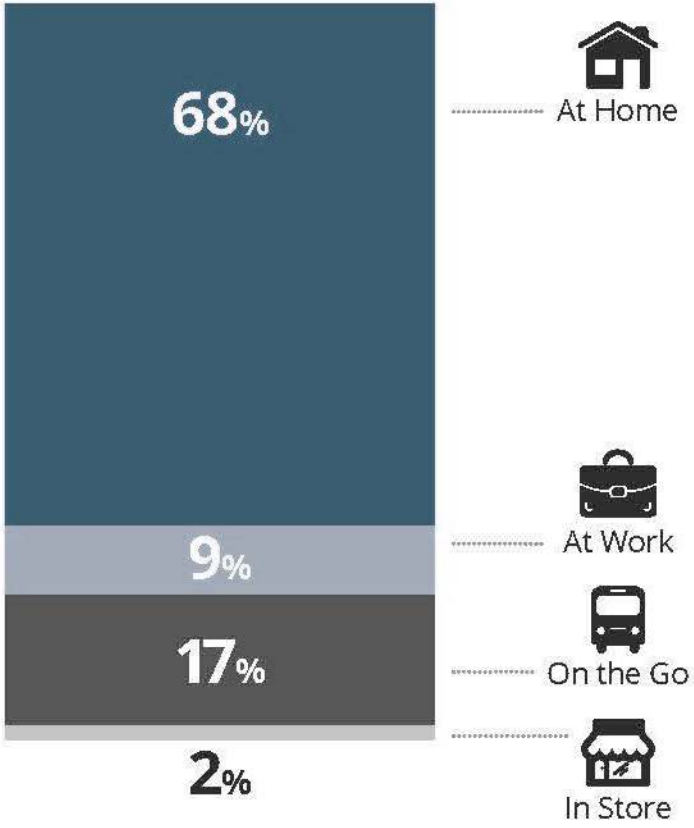



Once you've made your presence on mobile, you need to get found.

# 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




Source: Google/Nielsen Life360 Mobile Search Moments Q4 2012.
Base: Total mobile searches n=6,303. Q: Where are you?

# 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

# 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**

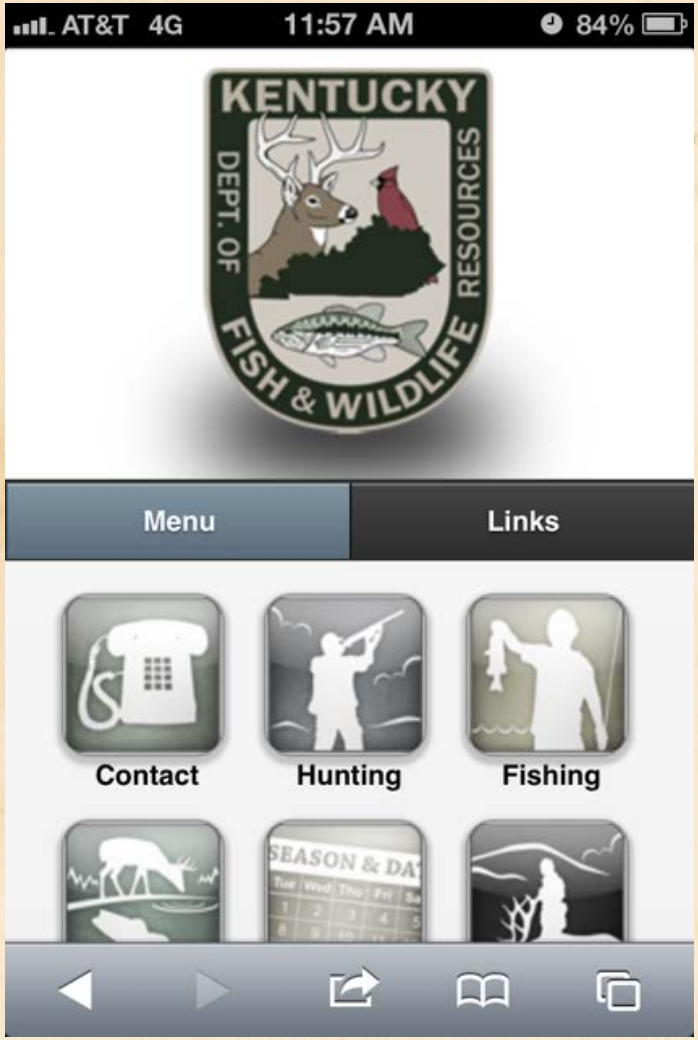
Mobile Marketing Association

# OTHER TACTICS

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

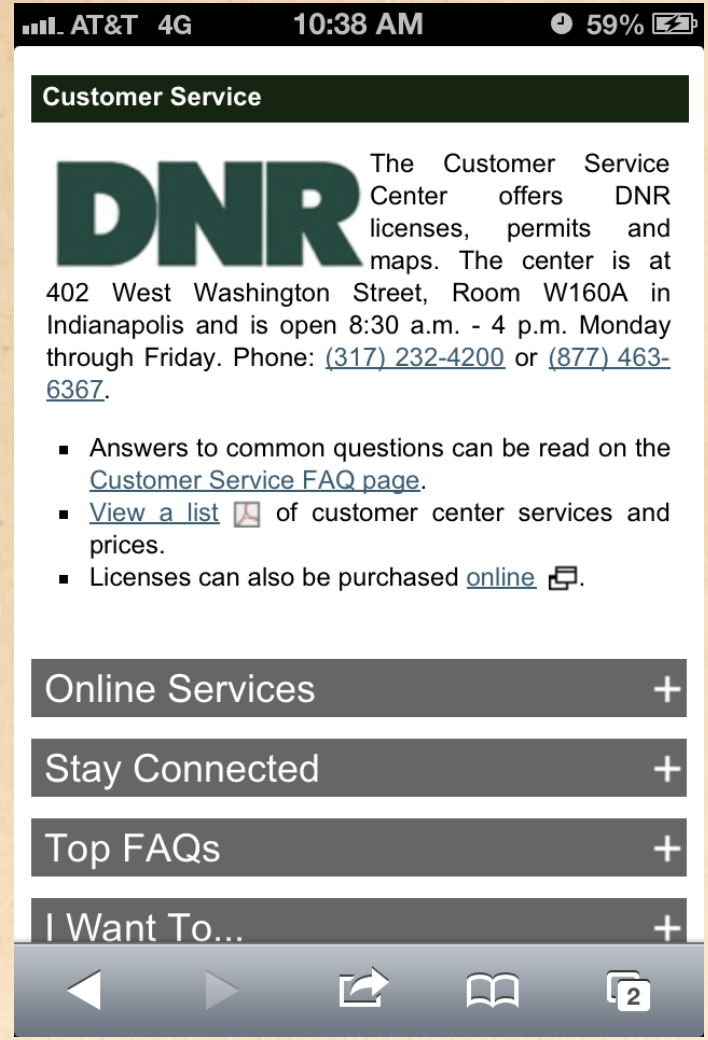
# STATE/DNR ADOPTION

# MOBILE WEBSITES

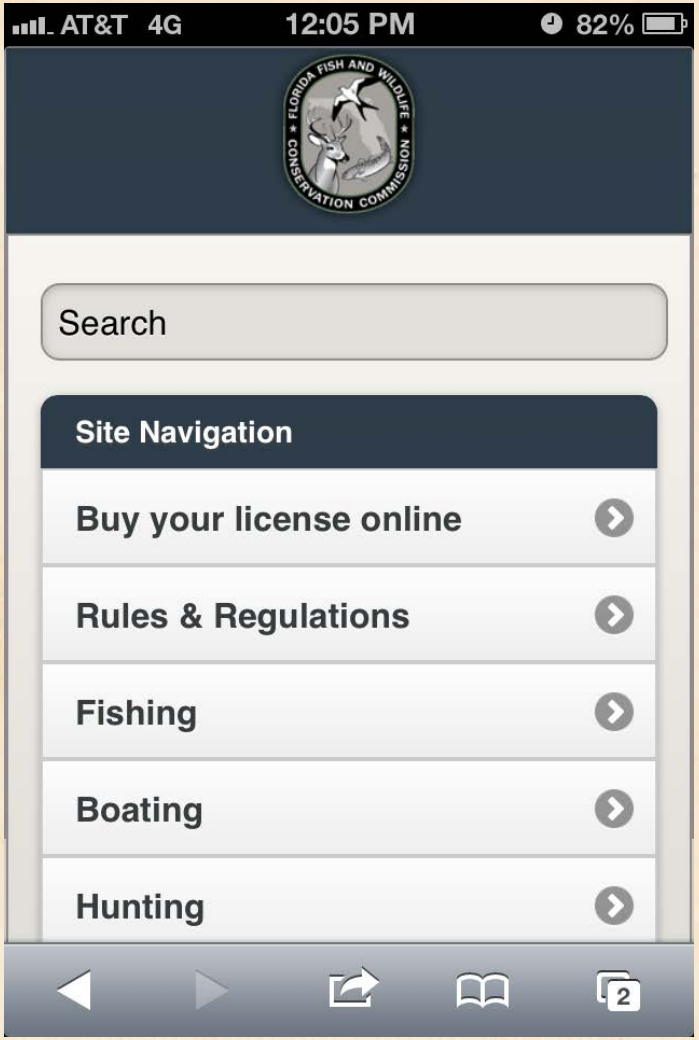



http://fw.ky.gov/mob

# MOBILE WEBSITES CON'T

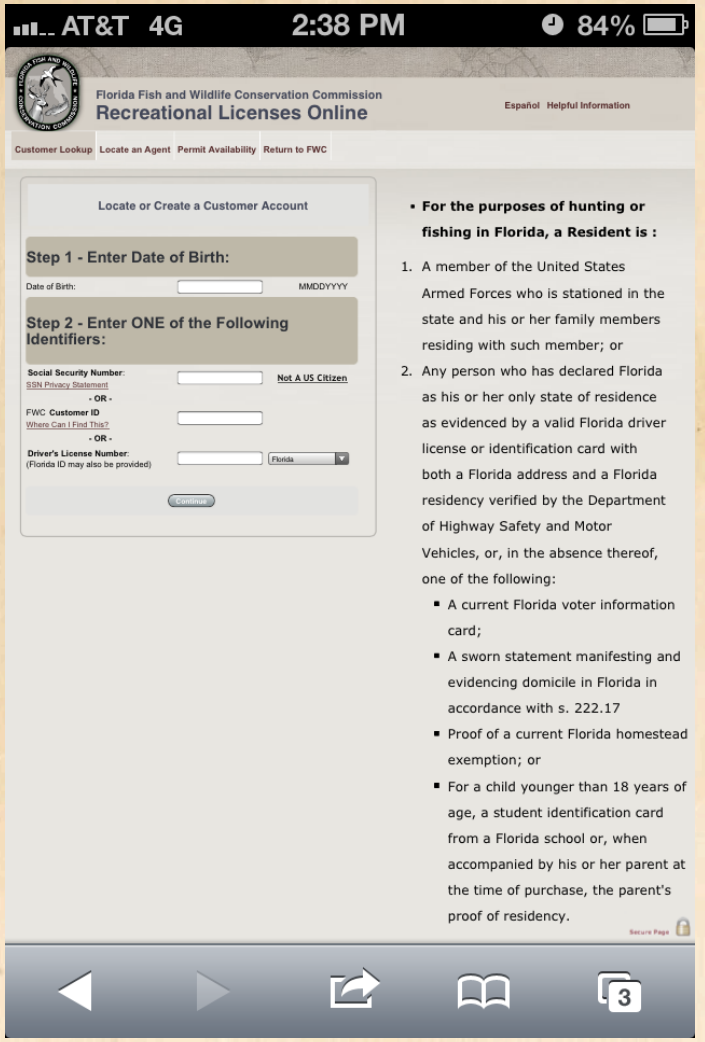


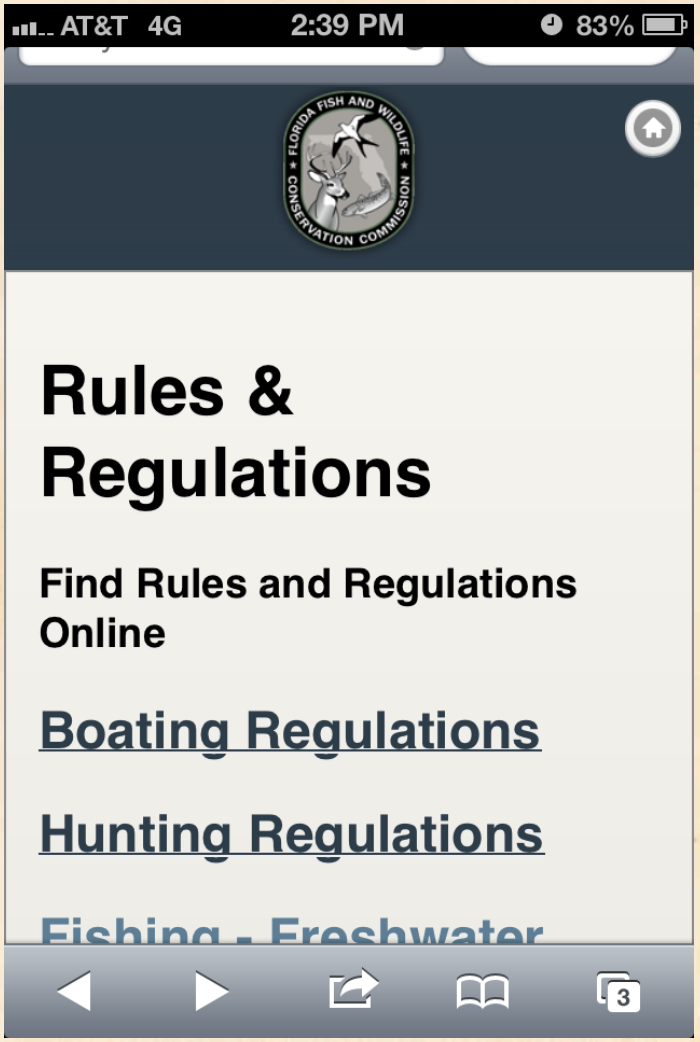

http://www.in.gov/dnr



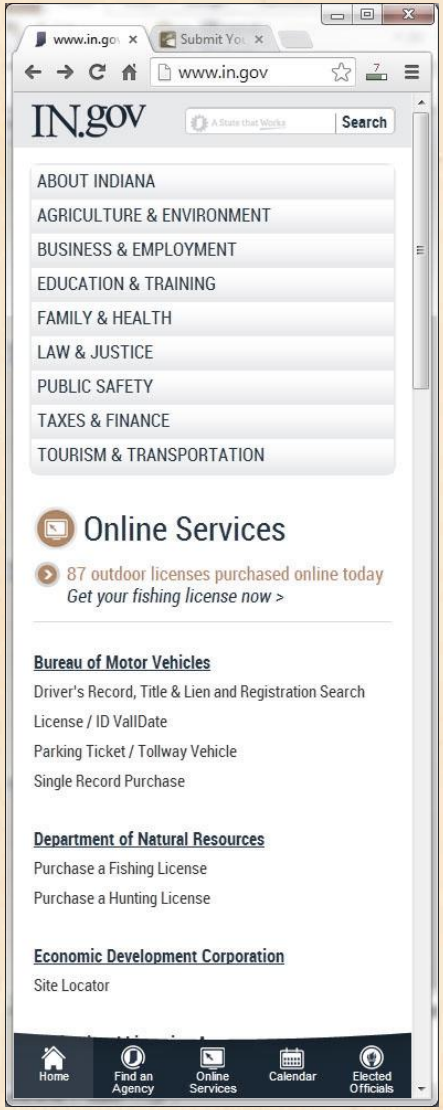

http://m.myfwc.com

# SAME MOBILE SITE, DIFFERENT EXPERIENCES

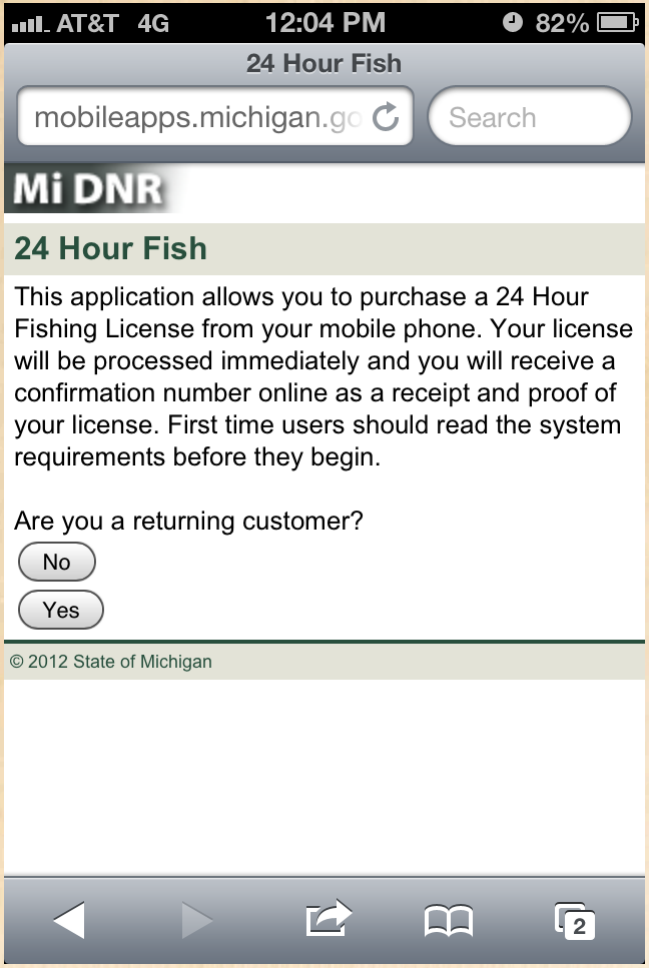


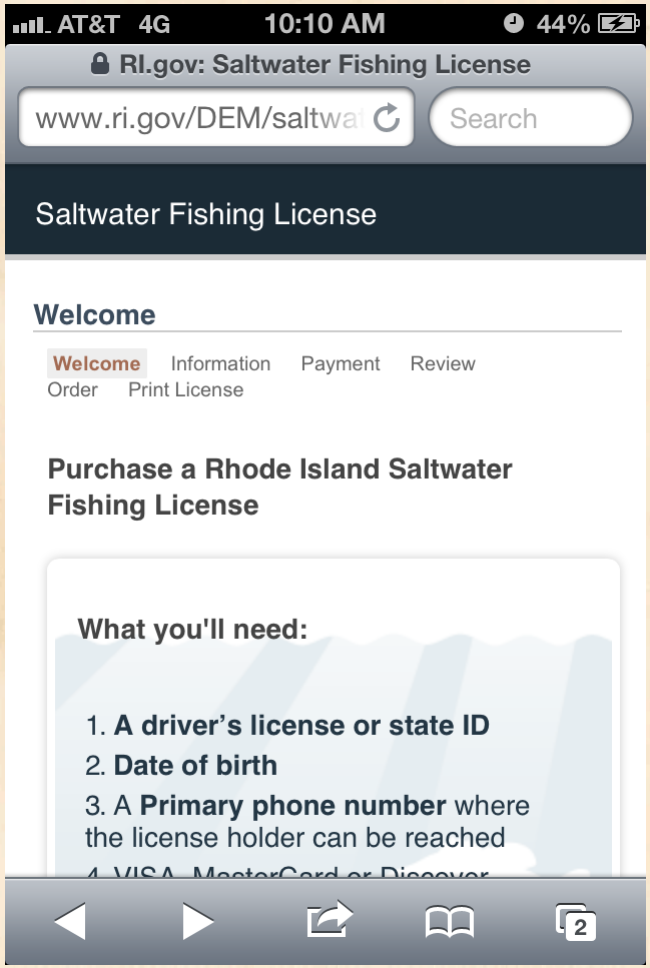
# RESPONSIVE SITE



# MOBILE FISHING LICENSE PURCHASE




http://mobileapps.michigan.gov




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

# MOBILE APPS

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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