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!
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 \textbf{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

<table>
<thead>
<tr>
<th>Location</th>
<th>At Home</th>
<th>Out of Home</th>
<th>On the Move</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living Room</td>
<td>67%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bedroom</td>
<td>65%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kitchen</td>
<td>53%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home Office</td>
<td>31%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Stores</td>
<td></td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>Outdoors</td>
<td></td>
<td>74%</td>
<td></td>
</tr>
<tr>
<td>Restaurant</td>
<td></td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Friend's House</td>
<td></td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>Work</td>
<td></td>
<td></td>
<td>58%</td>
</tr>
<tr>
<td>School</td>
<td></td>
<td></td>
<td>22%</td>
</tr>
<tr>
<td>Library</td>
<td></td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Car</td>
<td></td>
<td></td>
<td>74%</td>
</tr>
<tr>
<td>Traveling</td>
<td></td>
<td></td>
<td>68%</td>
</tr>
<tr>
<td>Public Transport</td>
<td></td>
<td></td>
<td>51%</td>
</tr>
</tbody>
</table>
MOBILE SEARCH DRIVES VALUABLE OUTCOMES FOR BUSINESSES

73% of mobile searches trigger additional action & conversions

- 36% Continued Research
- 25% Visited a Retailer's Website
- 18% Shared Information
- 17% Visited a Store
- 17% Made a Purchase
- 7% Called a Business

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.
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

Mobile Display Ads
Location-based Mktg
SMS / MMS Offers
Mobile Website
Mobile Search
Mobile Apps
Mobile Email
QR Codes
Mobile Payments
Social Networks

Mobile Marketing
RESPONSIVE VS. MOBILE

• **Responsive** is a single website that automatically rearranges 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**

**PURE MOBILE WEBSITE**
- Accessed through browsing
- Static, navigational user interface
- Requires connection
- Somewhat limited features

**PURE MOBILE APP**
- Accessed after being installed
- Interactive user interface
- Available offline
- Can make use of phone features like location services, camera, etc.

**SPEED**
- Fast
- Very Fast

**DEVELOPMENT COST**
- Reasonable
- Expensive

**APP STORE**
- Not Necessary
- Available

**APPROVAL PROCESS**
- None
- Sometimes Mandatory
## MOBILE WEB VS. MOBILE APP

<table>
<thead>
<tr>
<th></th>
<th>Mobile Website</th>
<th>Mobile App</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Audience Reach</strong></td>
<td>Viewable by anyone with a mobile browser</td>
<td>Viewable by individuals with the appropriate device</td>
</tr>
<tr>
<td><strong>Task Specificity</strong></td>
<td>Well suited for general information – e.g. broad company and product info.</td>
<td>Works well for very specific or repetitive tasks/utility – e.g. weather, GPS/locator, news.</td>
</tr>
<tr>
<td><strong>Device Integration</strong></td>
<td>Limited. Device geo-location can be utilized.</td>
<td>Unlimited access. Camera, phone, GPS, etc.</td>
</tr>
<tr>
<td><strong>Development Resources</strong></td>
<td>Developed with standard Web development tools &amp; technologies.</td>
<td>Built for individual devices and operating systems. May require multiple developers with different proficiencies.</td>
</tr>
<tr>
<td><strong>Development Costs</strong></td>
<td>Typically, but not always, less expensive than app development.</td>
<td>Typically, but not always, more expensive, especially when multiple devices or operating systems are targeted.</td>
</tr>
<tr>
<td><strong>Ease &amp; Speed of Implementation</strong></td>
<td>Publish as a website. Immediate availability.</td>
<td>Requires a submission process.</td>
</tr>
<tr>
<td><strong>Distribution/Installation</strong></td>
<td>Viewable with an mobile browser. No distribution or installation required.</td>
<td>Download and installation required.</td>
</tr>
<tr>
<td><strong>Updates &amp; Maintenance</strong></td>
<td>Easily updated and changes are immediate with a browser refresh.</td>
<td>iTunes requires a resubmission process. May require multiple development resources if updates are required for multiple devices and operating systems.</td>
</tr>
<tr>
<td><strong>Search Optimization (SEO)</strong></td>
<td>Can be found through standard search. Primary website can be redirected to mobile version when mobile device is detected.</td>
<td>Typically found through an app store search or linked to from a website.</td>
</tr>
<tr>
<td><strong>Data Connectivity</strong></td>
<td>Required.</td>
<td>Can be used offline.</td>
</tr>
</tbody>
</table>
42% 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

- At Home: 68%
- At Work: 9%
- On the Go: 17%
- In Store: 2%

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.

Mobile searches drive valuable outcomes for businesses.

3 of 4 mobile searches trigger follow-up actions:

- 36% Continued Research
- 25% Visited a Retailer's Website
- 18% Shared Information
- 17% Visited a Store
- 17% Made a Purchase
- 7% Called a Business
57% of U.S. smartphone users see at least 1 mobile ad a day
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

Customer Service

The Customer Service Center offers DNR licenses, permits and maps. The center is at 402 West Washington Street, Room W160A in Indianapolis and is open 8:30 a.m. - 4 p.m. Monday through Friday. Phone: (317) 232-4200 or (877) 463-6367.

- Answers to common questions can be read on the Customer Service FAQ page.
- View a list of customer center services and prices.
- Licenses can also be purchased online.

Online Services +
Stay Connected +
Top FAQs +
I Want To... +

http://www.in.gov/dnr

http://m.myfwc.com
SAME MOBILE SITE, DIFFERENT EXPERIENCES

- 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’s 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 16 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.

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

The Official Guide for NJ Fishing, Hunting & Wildlife

- Powered by Pocket Ranger®
- FREE! Including All Enhanced GPS Features
- Website: njfishandwildlife.com
- Category: Education, Lifestyle, Navigation, Travel
- Seller: ParksByNature Network®, LLC

App License Agreement

Created in alliance with NJ Fishing, Hunting & Wildlife

Search for "Pocket Ranger®" in either the App Store or Google Play. Or, enter your email address in the appropriate field. We will send you a download link for the app to be accessed directly through your device.

Type in your email to receive a 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

- Smart Insights, http://www.smartinsights.com/
Questions