

Part I

The Mobile Marketing Landscape

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Chapter 1

How to Jump-Start Your Mobile Marketing Campaign

If you're reading this right now, you're probably interested in learning more about mobile marketing and how to use it to grow your business. That's terrific. But you might also be interested in learning how to jump-start your mobile campaign to get things going *quickly*.

That's exactly how we think, too. We're not the types to spend pages and pages introducing concepts *before* delivering the meaningful, actionable information. In our opinion, business is moving too quickly to spend time reading broad-stroke overviews before introducing you to the specific tools and techniques.

With that in mind, we've decided to kick things off with a first chapter that can get you into mobile marketing without delay. That way, you can fire up your campaign rapidly, then relax while you take a deeper dive into the finer points of mobile marketing outlined in the upcoming chapters.

Six Quick Lessons about Mobile Marketing

Ready to get started? Great. There are six ways you can learn about mobile marketing and begin using it to grow your sales and revenues quickly.

1. Become a mobile marketing power user.
2. Set up and launch your mobile website.
3. Analyze how the Fortune 500 use mobile marketing.
4. Register your business on location-based services.
5. Run a mobile paid search campaign.
6. Run a mobile display campaign.

1. BECOME A MOBILE MARKETING POWER USER

This may seem like a no-brainer, but you'd be surprised how many people *talk* about mobile marketing but don't actively *use* mobile marketing. Oh, sure, they may understand the *concept* of mobile marketing, but they haven't used it enough to become a *mobile marketing power user*.

To begin, we encourage you to go out and scan a Quick Response (QR) code today. And to use Google Voice Search from your smartphone. And to download foursquare, WHERE, or SCVNGR (pronounced Scavenger), and to use one of those apps to *check in* at your favorite retail store.

How about downloading the Delta Air Lines app and using it as your boarding pass the next time you're flying with that airline? Or think about using the Starbucks Mobile Card to pay for your next cup of coffee? Or even using the augmented reality apps from Yelp or Lodestone?

Have you clicked through on a mobile paid search ad? Used Skype on your smartphone to talk with a friend? Or scanned a bar code using Amazon's Price Check app?

To become a mobile marketing power user, you'll have to take a deep dive into it. In order to really *understand* mobile marketing, you're going to have to *use* mobile marketing. Otherwise, you won't really have a grasp of all the nuances of this amazing and powerful new tool.

2. SET UP AND LAUNCH YOUR MOBILE WEBSITE

If you haven't set up your mobile website already, we have some good news: It's easier than you might think. All it takes is a basic understanding of a few different approaches and then selecting the one that's best for you.

First, a little background: After several years during which the industry was trying to figure out whether .mobi sites were going to

dominate, it looks as though m. subdomains or regular domains like .com, .org, and .edu, with subdirectories like .com/mobile, will be the primary format for mobile websites.

That's not to say that there won't be some .mobi sites; it's just to say that the landscape has sorted itself out and it looks like m. subdomains or regular domains will be the dominant format.

That leads to the question: How do you actually create a mobile website? What's the process for doing so? And how complex is it?

There are three simple solutions for setting up and launching your mobile website. The first is to use one of the automated systems offered by many web hosting companies. These systems essentially take your existing content and reformat it for a smaller screen.

Mobile Website Plug-ins for WordPress and Drupal

If you use a content management system like WordPress or Drupal for your blog or website, there are some mobile website plug-ins you can install that reformat your blog nicely so that it's mobile-friendly. These plug-ins do a surprisingly good job of taking your blog posts and packaging them in a mobile-friendly format.

As you might imagine, the end result is not perfect, because these tools take content that's written for a regular website and, essentially, repackage it to present on a mobile screen. Since visiting a website from a smartphone is an entirely different experience from doing so via a PC, this system is less than optimal.

For example, mobile visitors aren't usually interested in the kind of in-depth information they might search for on a desktop. Typically, they're in their cars, in the lobby of a building, or walking down the street. They're *mobile*. Thus, any mobile website that is simply a reconstituted version of your regular website is going to end up being a disappointment for you and, worse still, for your customers. That is why we suggest avoiding any automated system that simply

regurgitates your existing website onto a smaller screen. There are better options out there.

One of those options is to use one of the plug-and-play systems provided by a variety of organizations. Some of the best companies for this include Mobify, Wirenode, Mippin Mobilizer, Onbile, and MoFuse. Alternatively, if you run your website using the HubSpot platform, your site is automatically mobile ready. Its system is set up so that your website is recreated for a mobile screen.

The companies just mentioned are very good, and are run by people who really know what they're doing. Some of them can help you with other aspects of mobile marketing, such as app development or mobile ad campaigns.

That said, there are some real clunkers out there, too. They're just one step removed from the automated systems mentioned previously. So be sure to investigate these kinds of companies thoroughly. You can start by visiting *their* mobile websites (from your smartphone, of course). Then take a look at some of their clients: Are they reputable businesses? Are they companies you admire? If so, visit those mobile sites and check them out, as well.

Of course, the best option is to have a web designer create a mobile site specifically for your company. If you have a regular website, you probably already have a web designer. And if you have a web designer, then he or she should be able to add a simple line of code to your home page that "sniffs" out whether your visitor is coming from a PC or smartphone.

Here's how that line of code works: When someone visits your website from a smartphone, the screen he or she is viewing it on typically is less than 600 pixels wide. If he or she is visiting it from a PC or tablet, the screen is typically more than 600 pixels wide.

Mobile Tip

Mobile marketing is constantly evolving. Here are three e-newsletters that provide very solid daily or weekly mobile marketing tips:

- ◆ Mobile Marketer Daily
- ◆ Mobile Commerce Daily
- ◆ Mobile Marketing Watch

For sites that provide a broader range of marketing tips, you might find the HubSpot blog or 60 Second Marketer e-newsletter helpful, too.

By adding a line of code to your home page, your website can sniff out the width of the screen and determine whether the person is coming from a smartphone or PC. If the visitor is coming from a PC, he or she is directed to the regular site. But if the person is coming in from a smartphone, then he or she is directed to pages on the site that are specifically designed to fit on a smartphone.

The smartphone pages should be simple, clean, and easy to navigate. Keep in mind, as we mentioned earlier, a person visiting your site from a smartphone is expecting a very different experience from a person visiting your site from a PC.

3. ANALYZE HOW THE FORTUNE 500 ARE USING MOBILE MARKETING

Why should the big companies have all the fun? One of the advantages of mobile marketing is that it can be used by companies of all sizes. Take a look at what the Fortune 500 are doing and borrow liberally from their bag of tricks.

You'll find that most of them have mobile-optimized websites, and that many of them are using 2D codes, mobile paid search, and display (banner) ads. They're also probably using foursquare, WHERE, SCVNGR, or some other location-based marketing tool.

Take a look around at what they're doing and apply it to your own business. There's no law that says you can't repurpose their ideas to fit your own company.

4. REGISTER YOUR BUSINESS ON LOCATION-BASED SERVICES

If you haven't claimed (or registered) your business on services like foursquare, WHERE, and SCVNGR, you'll want to do so now.

Is It Worth the Trouble to Claim Your Business?

The short answer is, yes, you should claim your business. You never know when you'll want to do your own location-based promotion, even if yours is a B2B firm.

Besides, you don't want someone else claiming your business, do you? (Especially a disgruntled employee.)

Location-based services are mobile marketing platforms that businesses use to engage consumers and develop promotions. According to a study by Pyramid Research, location-based revenue in the United States is expected to climb from \$2.8 billion in 2010 to \$10.3 billion in 2015.¹ What does that mean to you? It means that if you haven't already jumped on board, you should do so now; your customers are using these services, and you should be, too.

All this begs the question, what does it actually mean to *claim your business* on a location-based service? Glad you asked. Claiming your business is just your way of raising your hand and saying, "I'm an official representative of this business and I want to claim its position on your service before any unofficial representative does."

Claiming your business is sort of like in the old days when you'd call up the Yellow Pages to confirm your listing. The only difference is that today you're confirming your listing online with a digital entity rather than with a traditional print publication.

When customers use foursquare, WHERE, or SCVNGR, they basically check in when they arrive at your business. Checking in is simply the process of opening the app from a smartphone and then clicking on an icon to let the business know the customer is at the location. Chili's leveraged this system brilliantly when it used foursquare to offer free cheese dip to everyone who checked in at its locations. Better still, the chain offered the same promotion to *everyone who checked in at any business within 200 yards of a Chili's*.

Yup, you read right. Chili's offered free cheese dip to people who checked in at any of the businesses that were within a 200-yard radius of any of its locations. The result was that it was able to draw

customers in who might have otherwise eaten at a competitor's restaurant.

That's not only smart, it's downright brilliant.

5. RUN A MOBILE PAID SEARCH CAMPAIGN

According to a research study conducted by BIA/Kelsey Group, once searchers on a smartphone find a local business, 61 percent call the establishment and 59 percent visit the location.²

Those are some really monstrous numbers. Think about it: 59 percent of the people who find your business using mobile search ultimately will visit your location. Since that's the case, wouldn't it make complete sense to run a mobile paid search campaign for your business?

Paid search ads show up above the organic search results that are shown when you do a search on Google, Bing, or Yahoo! There are four best practices to keep in mind when you run a mobile paid search ad.

First, you need to "go local" and make sure your ads would appeal to searches from people who are either in their cars, on the sidewalk, or in a shopping mall. This is not to say that 100 percent of the people who do a search using their mobile devices are in their cars, on the sidewalk, or in a shopping mall, but the majority of them are, so it's a good idea to accommodate that.

The second is to be sure your ads click through to a mobile-optimized landing page. There's nothing more frustrating than clicking on a mobile paid search ad only to find the landing page isn't set up to be read on a smartphone.

The third best practice is to be sure your ads target immediate needs. According to MobileMarketer.com, 70 percent of mobile search users complete their tasks after one hour, compared to 30 percent on a PC.³ That means target customers who are looking to fill immediate needs, at restaurants, bars, auto repair shops, big box retail locations, or bookstores.

Fourth, you'll want to broaden the scope of the keywords you select for your campaign. Since mobile search volume is significantly lower than that of online search, you'll need to include a broader range of keywords in your campaign in order to get the same kind of "umph" that you get with a traditional paid search campaign. You'll

also want to include the word “locations” in your keyword list, as in “Pizza Hut locations” or “Walmart locations.” And, finally, you’ll want to include *urgency* terms such as “plumbing *emergency* repair” or “24-hour pharmacy.”

In the end, you’ll realize two things about mobile paid search: (1) It’s not all that more complex than running a traditional search campaign; and (2) your competitors probably aren’t using it yet, so you have an opportunity to acquire a lot of new customers they are missing.

6. RUN A MOBILE DISPLAY CAMPAIGN

Display ads are the small banner ads that show up when you surf the web on your smartphone. They’re different from paid search ads, which are text ads that present when you do a Google, Bing, or Yahoo! search. Display ads look like tiny little banner ads and can include graphics, colors, and even motion.

What’s great about mobile display (or banner) ads is that consumers respond to them better than traditional display ads. A recent research study found that mobile ads were opened by 61 percent of participants, whereas standard web ads were opened by only 7 percent of the consumers surveyed.⁴

This indicates that mobile ads have distinct advantages over traditional banner ads. First, they have the benefit of novelty, which is always a successful trigger for marketers. Second, they take up a larger portion of the browser page, so they have greater visibility.

The same study found that click-through rates spike between the hours of 7:00 and 11:00 PM each day. This seems to indicate a behavior we’ve all suspected for quite some time: *People don’t use media in isolation; they usually use it in combination with some other form of media.* In other words, people don’t just watch TV anymore; they watch TV and use the web at the same time. For proof of this, go find your teenager, the one watching *American Idol* while texting friends about the results.

You can get started using display ads by contacting one of the multitude of mobile advertising networks, some of which include iAd (from Apple), AdMob (from Google), Millennial Media, and Mobclix.

The Bottom Line: Get Started Today

In the end, the whole point of this jump-start chapter is to help you launch quickly into mobile marketing so that you can use it to attract new prospects and convert them to customers. After all, the main reason you're learning more about mobile marketing is so that you can use it to grow your business, right?

Growth is good. And mobile marketing can help you accomplish that.

Do This:

- ◆ Commit to *using* mobile media, in addition to simply reading about it.
- ◆ Sign up for an e-newsletter so you can stay up to date on this rapidly evolving marketing tool.
- ◆ Watch how other companies are using mobile marketing then *borrow* some of their ideas.

Don't Do This:

- ◆ Don't downplay the importance of mobile marketing (or any other new technology).
- ◆ At the same time, don't think that mobile marketing will solve *all* of your marketing problems. It's just one more tool in your marketing toolkit.
- ◆ Don't get started without defining your objectives first. What's your goal? Lead generation? Brand building? Customer conversion? Begin with the end in mind.

Notes

1. www.marketingpilgrim.com/2011/06/strong-growth-expected-in-location-based-services.html; accessed October 25, 2011.
2. www.mobilegroove.com/added-value-for-marketers-in-mobile-search-apple-itunes-purchase-data; accessed October 25, 2011.
3. Mobile Marketing Association, *Mobile Marketer's Classic Guide to Mobile Advertising, 3rd edition*, 2010, p. 61.
4. www.mobilemarketer.com/cms/news/research/10403.html; accessed October 25, 2011.

