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THE DEFINITIVE GUIDE TO

MOBILE MARKETING

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INTRODUCTION

WHY SHOULD I READ THE DEFINITIVE GUIDE TO MOBILE MARKETING

Since the introduction of the iPhone in 2007, smart phones, tablets, and mobile devices have permeated all aspects of our lives. These devices allow for communication, commerce, and interaction on a level never previously seen. This creates tremendous opportunities for marketers.

At the same time, marketing is undergoing a profound change as mass media is becoming increasingly fragmented into highly personalized content delivered directly to individuals.

For marketers, the process of communicating with customers is evolving at break-neck speeds. New devices, methods of tracking, dynamic content, and multiple points of content consumption provide more opportunities than ever. But these new capabilities can create confusion; and when poorly executed, they can lead to low customer engagement.

The goal of our Definitive Guide to Mobile Marketing is to provide a thorough overview of the mobile ecosystem and a framework for engaging your customers on a more personal level. As customers continue to shift their attention (and dollars) to mobile, successful marketers need to view mobile as a critical component of the overall customer experience.

Although this guide is designed for marketers, we created it with the intention that it can be shared broadly across your organization. Successful marketers use mobile in conjunction with existing channels (web, email, social) to drive meaningful engagement with customers and prospects.

This guide explains:

- What is mobile marketing?
- How to create a mobile marketing strategy
- How to use SMS/MMS messaging
- The benefits of using responsive design
- Everything you need to know about apps
- How to measure and optimize your mobile strategy

PART I:
WHAT IS MOBILE MARKETING AND WHY IS IT IMPORTANT?

DEFINING MOBILE MARKETING

Mobile marketing is marketing that targets users via mobile devices. It leverages mobile devices to communicate and engage with consumers at any point in the customer lifecycle and it drives brand-value and demand for your products or services.

The possibilities for marketers have evolved tremendously since mobile debuted on the marketing scene. Today, you can reach your customers on mobile devices through SMS, email, websites, mobile apps, and mobile notifications.

Because of the rapid introduction of mobile marketing capabilities, it will continue to evolve, creating even more pathways into a mobile device. Mobile marketing is the process, science, and art of reaching people via these pathways in order to drive your business forward.

Marketers may feel like we've come a long way with mobile marketing, but we're still in the early stages. With mobile continuing to gain momentum, it is more vital than ever before to make mobile an integral part of the marketing mix.

Mobile marketing does not mean just one thing, it offers the ability to communicate and listen to consumers via a mobile device in a variety of ways—you can send SMS/MMS messages to your customers, create mobile-responsive websites and emails, develop apps to engage your customer base, and more.

Plus, with new advancements in mobile and marketing automation, you can now collect mobile-specific insights, which helps you engage your users across channels.

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WHY MOBILE MARKETING IS IMPORTANT

Mobile marketing unlocks powerful opportunities for marketers on a scale never before seen. Unlike any other engagement and communication channel, mobile allows marketers to reach larger audiences in a way that is real-time and personal.

Today's typical consumer owns at least one mobile device, and according to *Marketo's Mobile Benchmark Survey* , 49% of those surveyed own two mobile devices.

With the rise of smart phones and tablets, the number of mobile devices has outpaced the global population. In 2014 the number of devices hit 7.7 billion, while the population was 7.1 billion.

According to data from Gartner, tablets alone outnumber personal computers, with all PC sales representing only 12% of worldwide device shipments in 2015.

Because of the proliferation of mobile and tablet devices amongst consumers, marketers must adapt. Mobile marketing is much more than a trend—it is an increasingly important part of the market.
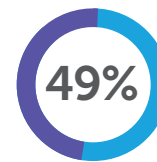
49% 49% of those surveyed own two mobile devices
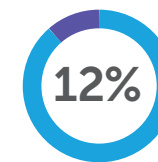
12% PC sales fell to **12%** of worldwide device shipments in 2015

▲ **320,964** — Tablets shipped in 2015

▲ **1,946,456** — Mobile Phones shipped in 2015

▼ **316,689** — PC Market total in 2015
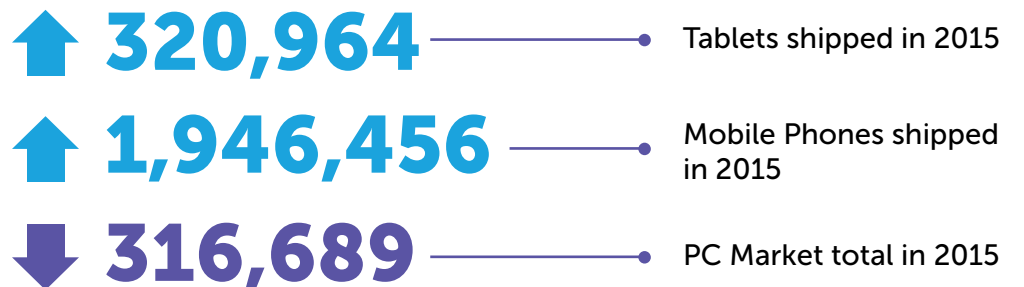
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WHAT IS MOBILE MARKETING AND WHY IS IT IMPORTANT?

WHY MOBILE MARKETING IS IMPORTANT

7.7 Billion

Number of Mobile Devices

7.1 Billion

Human Population

WHY MOBILE MARKETING IS IMPORTANT

As you consider the journey that your customer takes, mobile interaction is now an integral part of it—meaning that it's now vital to include mobile in your marketing mix. Consumers are attached to their mobile devices. According to research from IDC, the typical consumer uses his device consistently throughout his daily activities. In fact, 79% of smartphone users have their phone on, or near them, for all but two hours of their waking day. And four out of five smartphone users check their phones within the first 15 minutes of waking up.

Plus, mobile marketing is universal. It takes many forms and applies to all kinds of businesses and marketers.

The ubiquity and proximity of the mobile device in today's modern culture demonstrates why mobile has become and will continue to be indispensable to marketers. Marketing via mobile devices is about unlocking the potential of a huge, expanding, captive, and engaged audience. **Mobile marketing is modern marketing.**

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WHY MOBILE MARKETING IS IMPORTANT

79% of smartphone users have their phone on, or near them, for all but two hours of their waking day

WHO USES MOBILE MARKETING?

It is clear that mobile marketing is a critical part of a holistic marketing mix for many organizations. But what types of businesses can benefit from mobile, and how are they using it today, and in the future?

Mobile is now one of the most powerful ways to reach people, regardless of business type. If you want to reach your target audiences in a personal and relevant way, you should think about how you can engage with them on their mobile devices.

Business Types

Because of the diversity of audiences and the variety of use cases (both consumer and business) mobile devices serve, mobile marketing can work for most types of organizations. Just look at the overwhelming amount of mobile communication and apps that exist today, and you will see there truly is something for everyone.

The application of mobile marketing can certainly differ based on the type of audience you try to engage with and the activity goals you have for them. For example, according to a 2015 study conducted by the Content Marketing Institute and Marketing Profs, 74% of B2C marketers are looking to create a better mobile strategy, while 58% of B2B marketers already have it in their plans. There is no question that B2C marketers lead the way in leveraging mobile, but with nearly 60% of B2B marketers diving into mobile marketing, and those numbers growing quickly, it clearly offers an opportunity for marketers of all types. Let's dig into this further.

WHAT IS MOBILE MARKETING AND WHY IS IT IMPORTANT?
WHO USES MOBILE MARKETING?

According to a 2015 study conducted by the
Content Marketing Institute and Marketing Profs:
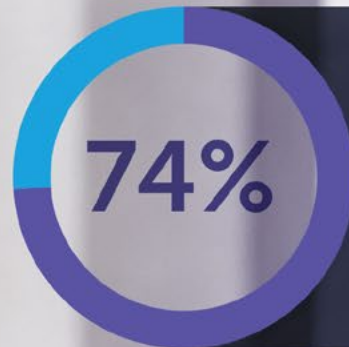
74% of B2C marketers are looking to create a better mobile strategy.
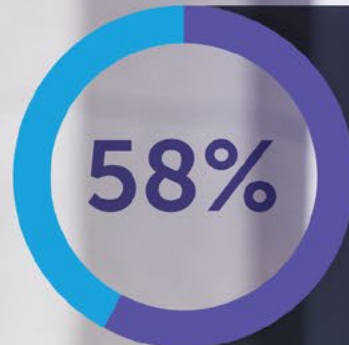
58% of B2B marketers already have a better mobile strategy in their plans

WHO USES MOBILE MARKETING?

Business-to-Consumers (B2C)
Marketers trying to reach consumers can communicate through mobile devices in a wide range of modalities. The advancements and explosion of mobile technology allows consumer marketers more insight and flexibility to personalize their customers' experiences.

As further proof that mobile is expanding for B2C, YouTube CEO Susan Wojcicki confirmed at a conference in California, that half of all YouTube traffic comes from smartphones and tablets. Wojcicki even told the audience: "Mobile is super important. I think it's important for every business right now".

In small—and medium—sized businesses (SMBs), we've seen consumer brands use mobile technology in some really creative ways—from higher education, to consumer packaged goods, and beyond.

Even enterprise B2C companies, which have traditionally been more wary to adopt "trend" marketing, have started to integrate mobile and expand their overall presence in their organizations.

According to CompTIA's 2014 annual Trends in Enterprise Mobility study, more than 70% of organizations have made some level of investment to build out mobility solutions.

Business-to-Business (B2B)
Whether you are an SMB or an enterprise organization, if you are a B2B marketer, it's important to consider that although you sell to businesses, the people making those purchase decisions are still people, and they rely on their mobile devices just as much as any other consumer. As a result, it's important you look at how you currently engage with your customers and see how you can optimize their experience by incorporating mobile marketing activities.

For enterprise organizations specifically, not only have they started incorporating the use of different apps inside their organization, but they also have started to develop apps to support their customers.

According to data from the Vision Mobile State of the Developer Nation 2015 Report, enterprise apps break down into five main categories:

1. Product extensions

2. Business and productivity

3. Utilities

4. Communication and social networking

5. Education and reference

HOW HAS MOBILE MARKETING EVOLVED?

From its inception, using the introduction of the iPhone in 2007 as the starting point for the mobile revolution, mobile has caught fire. From smartphones to tablets—people have an almost insatiable capacity to adopt mobile technology into their lives and welcome mobile marketing.

Just think about how quickly mobile has progressed over time. Remember your first cell phone? It doesn't seem that long ago that you were playing snake and sending rudimentary text messages to friends. In just a short amount of time, mobile has evolved to be a central mode of communication for consumers. **Being tied to a mobile device is now the norm and not the exception.**

The Rapid Evolution of Mobile
Mobile has experienced a rapid adoption and transformation. In the previous section we saw how quickly mobile devices flourished in the short time since their creation. Not only have the devices themselves and our adoption of them evolved, but the capabilities have also advanced rapidly.

We may joke about the early days of playing snake on our phones, but the game was introduced on all Nokia phones in 1998—less than 20 years ago. In that time, the standard mobile phone's capabilities have expanded to replace almost every other peripheral device—from maps, to calendars, to desktop computers.

In 2001 with the launch of the Blackberry by Research In Motion, the ability to text and use email on a mobile phone became ubiquitous and changed the way consumers perceived their mobile devices—consumers became increasingly reliant upon them.

The launch of the iPhone in 2007 changed the way we did all kinds of activities, but even that launch did not introduce apps, which debuted with the introduction of the App Store in 2008. The launch of the app store introduced a new channel to marketers to communicate with consumers, expanding again in 2009 with the launch of the Push Notification Service.

That service allowed marketers to take advantage of new ways to communicate with users. Then, Apple launched the first iPad in 2010, again increasing the variety of ways consumers access information and engage with brands.

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HOW HAS MOBILE MARKETING EVOLVED?

As mobile devices evolved, the ways marketers can communicate with their customers multiplied. Mobile is a frontier that marketers and organizations quickly adopted—pushing the boundaries by creating marketing that leveraged the capabilities of mobile in entirely new ways.

One example of this is the wave of businesses such as Uber or OpenTable that offer services based uniquely upon location. Mobile marketing has made great strides in a short time, shaping the way marketers engage with consumers and anticipating the next step of evolution. We know that this is only the beginning.

Worldwide Device Shipments by Segment (Thousands of Units)

	250,000	1,000,000	2,000,000

PC Market Total
- 317,648
- 308,472
- 316,689

Tablets
- 206,807
- 256,308
- 320,964

Mobile Phones
- 1,806,964
- 1,862,766
- 1,946,456

Other Ultramobiles (Hybrid and Clamshell)
- 2,981
- 5,381
- 7,645
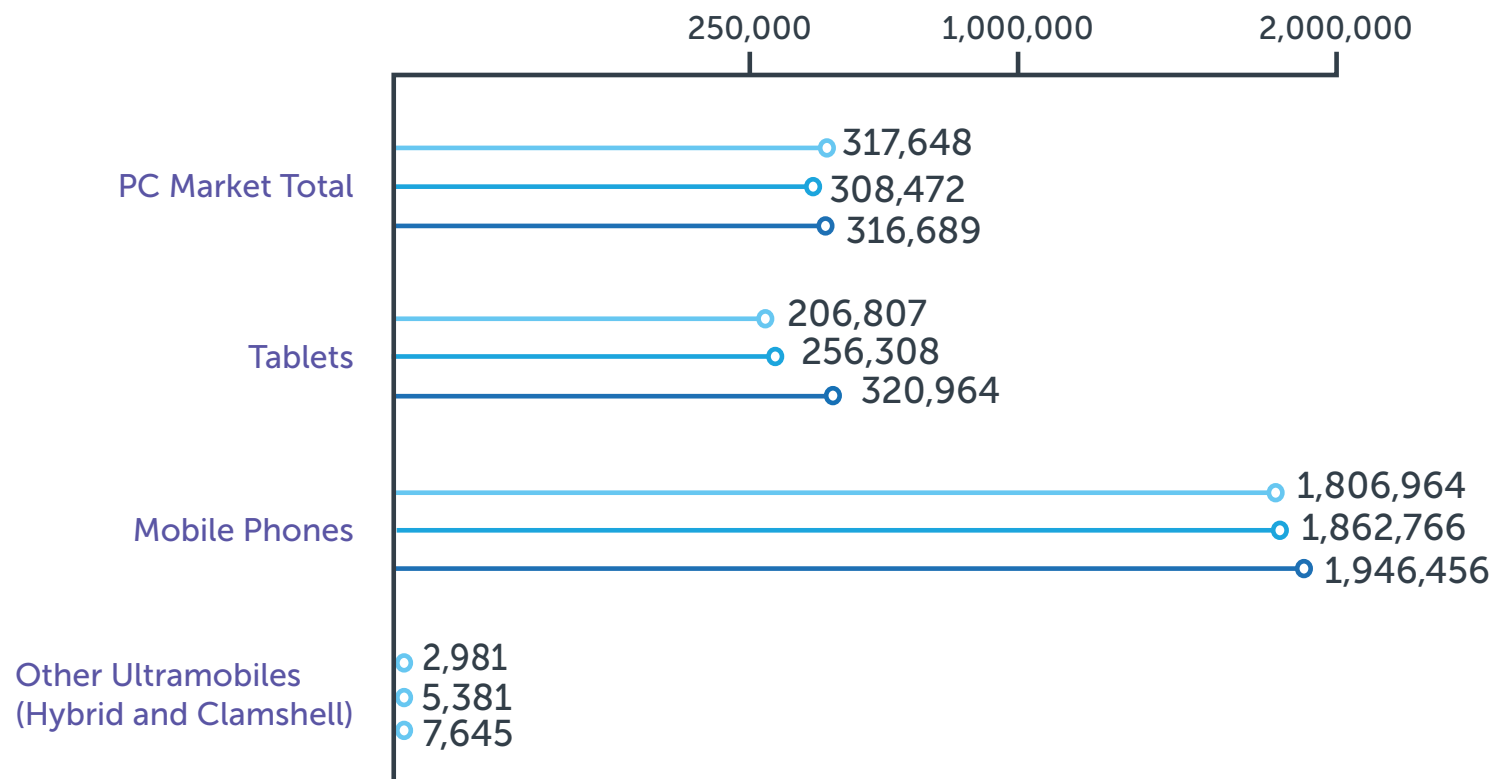
HOW HAS MOBILE MARKETING EVOLVED?

Global TV vs. PC (Desktop + Notebook) vs. Mobile (Smartphone + Tablet) Shipments, 1999-2013

Legend:
- TV
- PC (Desktop + Notebook)
- Mobile (Smartphone + Tablet)
- Smartphones
- Tablets

Screen Density
- <100 pixels per inch
- 200 pixels per inch
- 300 pixels per inch
- 400 pixels per inch

Y-axis: Global Units Shipped (MMs) — 0, 300, 600, 900, 1,200

X-axis:
- 1983 — DynaTAC Motorla
- 1999 — 3210 Nokia
- 2000
- 2001
- 2002
- 2003
- 2004 — 7730 BlackBerry
- 2005 — C2500 LG
- 2006 — ZV50 Samsung
- 2007 — iPhone Apple / RAZR2 Motorola
- 2008
- 2009
- 2010
- 2011 — Galaxy Note Samsung
- 2012 — Galaxy S III Samsung
- 2013
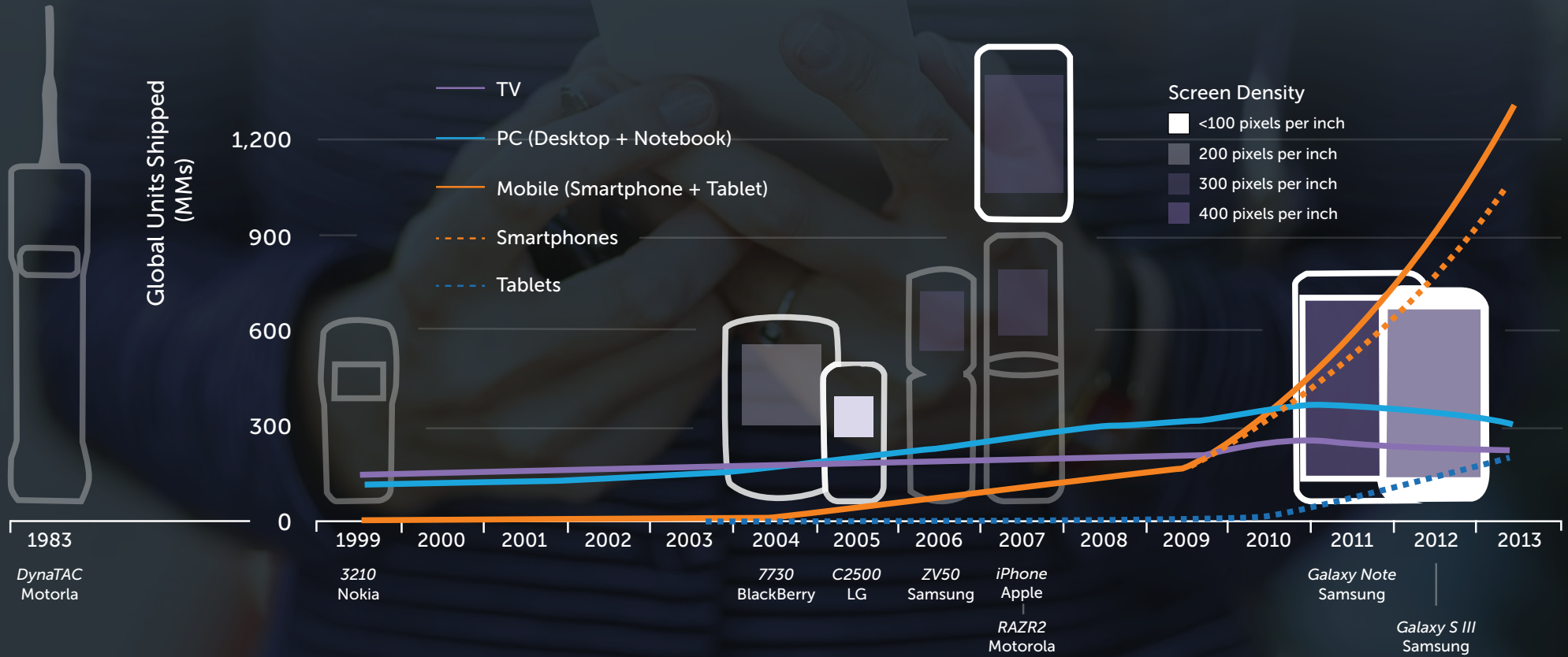
HOW HAS MOBILE MARKETING EVOLVED?

The Future of Mobile Marketing

Looking forward, we see mobile marketing will not be mobile marketing; instead, *it will be simply marketing*. As we think about how marketers have adapted over time—from mass marketing, to digital, to personalized messaging—in this new era, engagement marketing is about creating relationships with your customers by delivering relevant, personal content.

The future of mobile marketing will help marketers accomplish this. While marketers today think the rise of mobile has been meteoric, in truth, we haven't even seen the tip of the iceberg yet. Mobile will become increasingly pervasive over time, especially as we consider the rise of the Internet of Things (IoT)—physical objects embedded with sensors and connectivity. Mobile connected devices that integrate seamlessly with each other offer valuable information to marketers.

Predicting how swiftly mobile will change is a bit like fortune-telling; we know mobile leads the way today, and it will only become more central to customers' lives and our marketing as time marches forward. Marketers will need to pay careful attention to incorporate advancements into their marketing, or they will be left behind. Mobile will drive the seamless continuation of your customers' journeys, so it's important to lay the foundation for success now.

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THOUGHT LEADER ROUND TABLE

As a Consumer and a Marketer, What Do You See As The Future of Mobile Marketing?

Nancy Hua, CEO, Apptimize

As a consumer, it would be great to have more marketers understand the entire mobile customer journey and create great, targeted experiences from start to finish.

I'd love to see ads with higher relevancy that land in great mobile experiences. Right now, most of the ads I see are not for me and when I do click on an ad, the landing experience is often disjointed or confusing so I don't end up engaging anyway.

As a marketer, we know that measurement has really come a long way. There are so many great tools for maximizing ROI. However, the problem with some of the existing approaches is it only tracks the ad click to an app download. In the case of mobile advertising landing in mobile web experiences, the tracking is much better, but it's still pretty unsophisticated on native mobile right now.

I can see if the clicked ad leads to a download, but I have no idea if that user ended up engaging with the app and ultimately became a valuable user or not.

Marketers are still spending millions of dollars on high ROI activities that might actually be really low ROI. Marketers and tools need to collaborate and work hand-in-hand with mobile product optimization to get the most value out of every ad click and download.
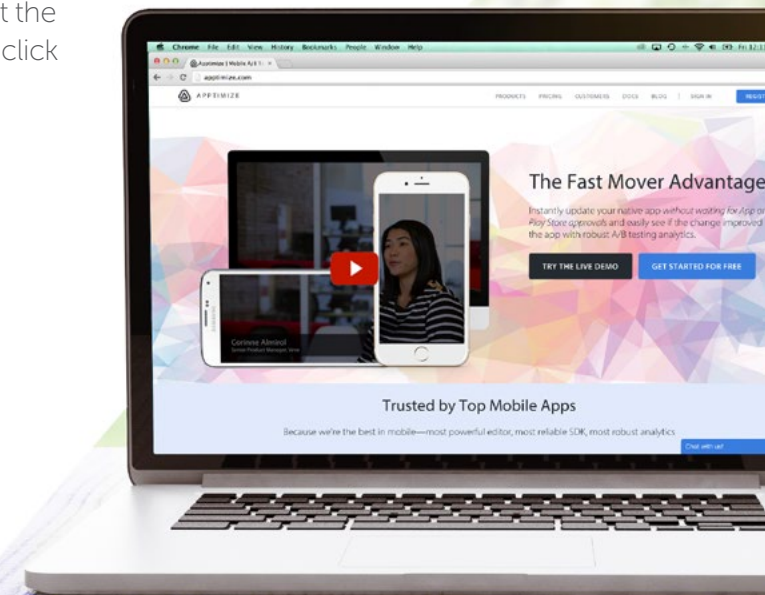
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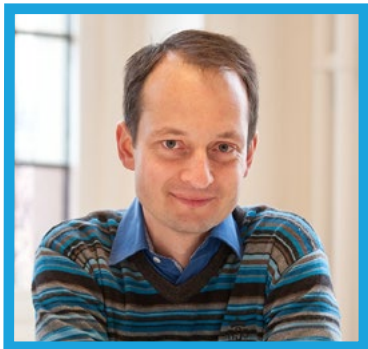
*Niko Nelissen, CEO
TapTarget*

As a consumer I expect mobile apps to behave like a Swiss army knife, providing me with useful information, guidance and even tools, based on my current context. Apps support me throughout my customer journey, as I plan the purchase of a new product, during my visit to a shop and after my purchase when I require service or want to be rewarded as a loyal customer.

For example look at the Carrefour app, it allows me to create a personal shopping list. When I run out of coffee— which is a bit of a disaster to me—I can quickly add coffee to my list or even scan the empty packaging with the app. The app recognizes the barcode and adds coffee to my shopping list. Then when I'm at the supermarket, I can use the app for "self-scanning", so I don't have to get in line at the cashier. Additionally, the app shows all my coupons and I'm able to check my loyalty points and redeem them for a gift.

As a marketer, I believe that context-aware apps will allow us to interact with the "always-connected consumer" throughout their daily lives. Apps provide us with a unique opportunity to capture user interests and their context. What's more important, the app is also a communication channel to close the loop.

Let's look at an example from the automotive world: car brand apps are very popular among people looking to buy a new car. As people compare various models, the app captures the user interest for each model, and allows us to apply lead scoring. Next, we can use location targeting to invite each person into a nearby dealer showroom. Based on the user profile, the invitation can be personalized, and sent at the right place and time: "Hi Annie, you're welcome for a test drive of the Kia Sorento, 5 minutes from here, we're open until 6PM !".

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THOUGHT LEADER ROUND TABLE

As a Consumer and a Marketer, What Do You See As The Future of Mobile Marketing?

Jeff Hasen, President and Founder, Gotta Mobilize

As mobile users become more savvy, we will see larger numbers of consumers opting in to interact with brands. These interactions have started to become increasingly personal, with some consumers offering real-time, personal information, like their location, in exchange for perceived value.

Will this happen across the board? Certainly not. There are no absolutes in mobile. For example, in mobile banking and payments we still see consumers using ATMs to deposit checks because they are uncomfortable or misunderstand how to use their mobile phones. Some consumers still want the human touch, so we have to be prepared for all scenarios.

And then, as a marketer, I'm excited every day by the future of mobile marketing. It's one more opportunity to engage with consumers that want to have a conversation with my brand.

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THOUGHT LEADER ROUND TABLE

As a Consumer and a Marketer, What Do You See As The Future of Mobile Marketing?

Helen Keegan, Founder,
Heroes of Mobile

I am looking forward to seeing something new and would love the industry to get beyond the banner ad. There are some very big brains working in the sector and most seem to be focused on getting the last drop of value out of the banner ad in all its forms, rather than taking the opportunity to reinvent advertising. We know the banner ad is limited in its response rates so marketers really should be thinking of smarter ways to connect with customers —especially when the real estate on a mobile device is so small.

I'd also like to see marketers remembering the basics. Marketing is as much about good service as it is about push messaging. And mobile marketing is a great way to offer good customer service—saying thank you to customers, sending reminders about repeat orders, confirming delivery times and locations by SMS may not be sexy, new, or exciting, but it's still incredibly useful and often forgotten in favor of more complex applications.
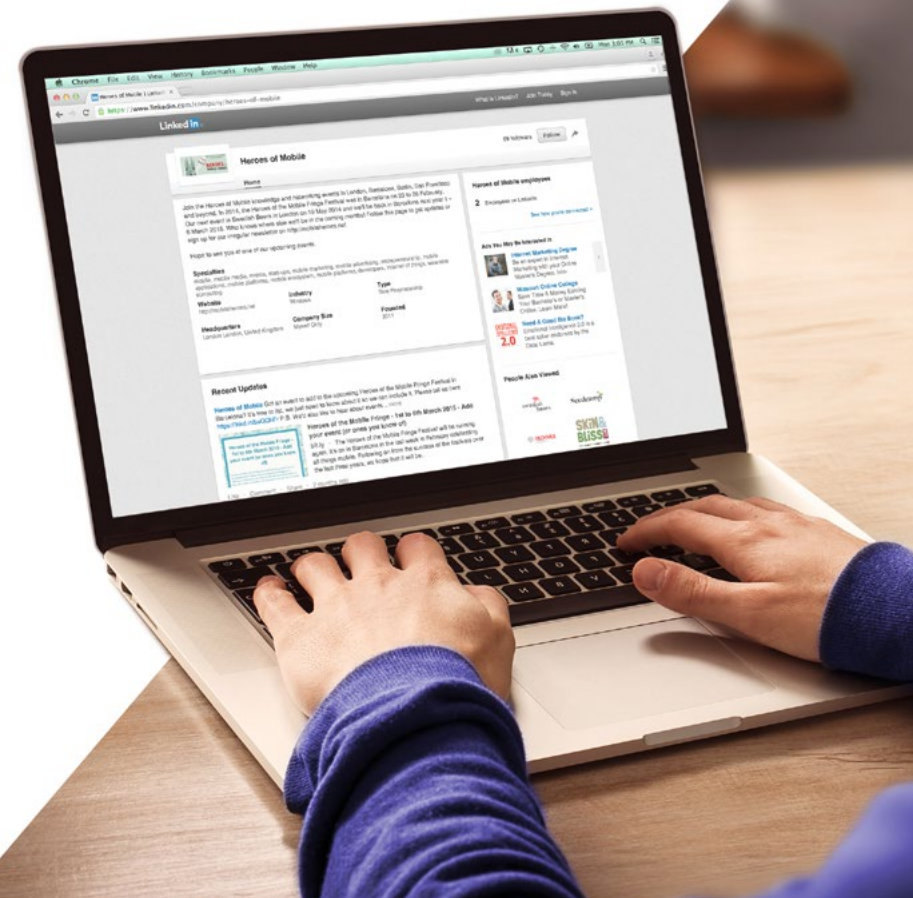
THOUGHT LEADER ROUND TABLE

As a Consumer and a Marketer, What Do You See As The Future of Mobile Marketing?

Mike Reynolds, Senior Mobile Executive, International Advertising Bureau

For me, the future of mobile marketing lies in connecting the dots between online and offline media. Mobile is such a powerful tool when used in conjunction with other, more traditional, media and should be seen as the glue that binds everything together. As we head into the era of The Internet of Things (IoT) mobile's role in connecting everything together becomes even more important. What I think we'll see over the next few years is brands absorbing IoT technology into their products and using mobile as the remote control to make these products come to life.

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PART II:
CREATING YOUR CROSS-CHANNEL MOBILE MARKETING STRATEGY

STRATEGIC THINKING

You don't want to jump into creating a mobile marketing strategy blindly.
Before you engage in any mobile activities, you need a plan and goals.

Not every mobile activity makes sense for your business, so it is critical to sit down and map out your plan of attack. You need to include stakeholders in your strategic mobile discussions—as mobile participation impacts the whole organization. Due to some of the technical aspects of mobile development, the marketing team alone can't entirely own this function. Implementing a mobile marketing strategy requires collaboration across the organization.

In your strategy planning sessions, consider including the following teams:

- Marketing

- Sales

- IT/Engineering

- Customer service

- Finance

- Product

Together, determine your overall goals and strategy for mobile. The following part provides more detail on what to consider as you delve into mobile marketing.
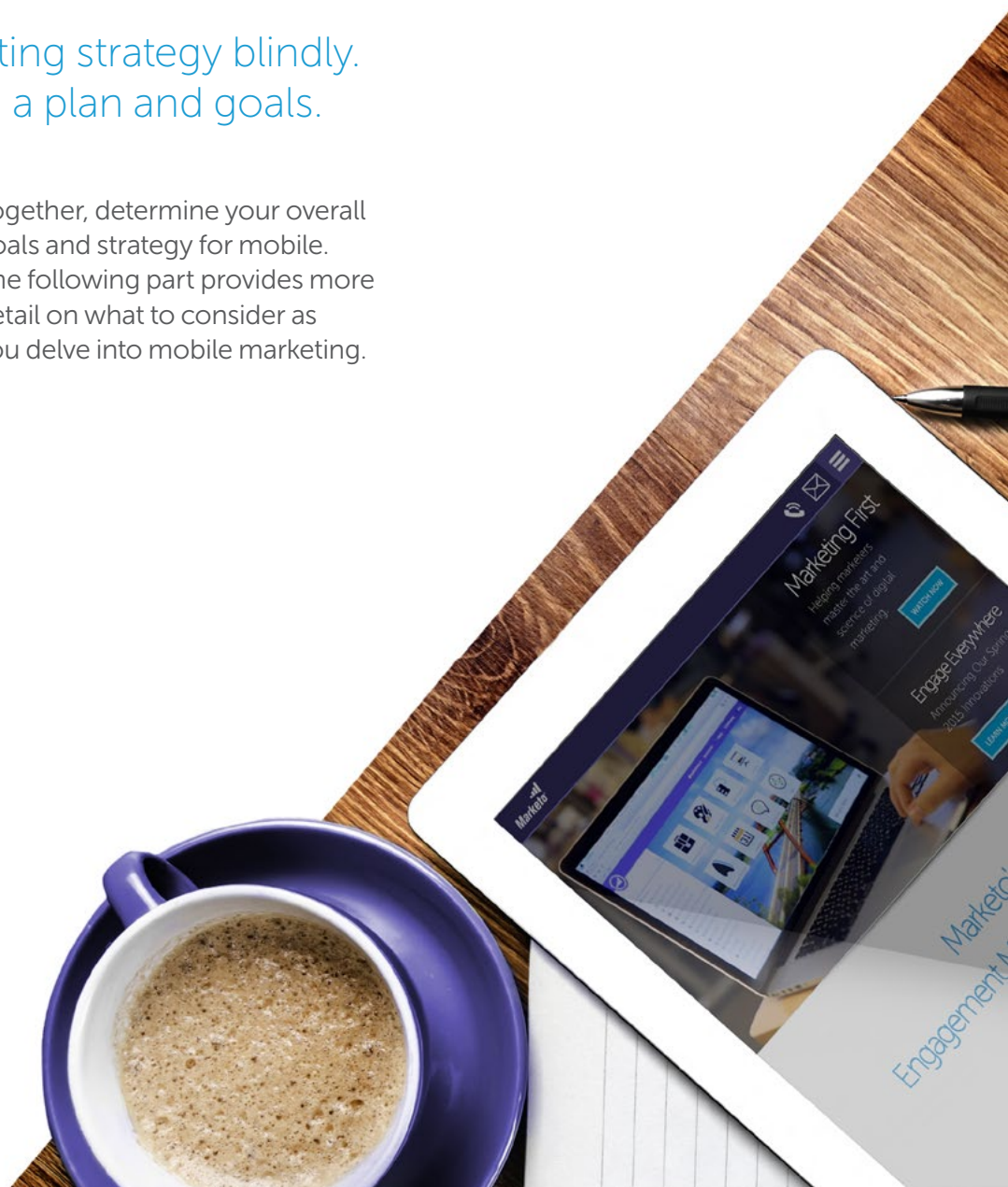
CREATING YOUR CROSS-CHANNEL MOBILE MARKETING STRATEGY
CONSIDER YOUR AUDIENCE

To create your mobile strategy, first consider your audience. The make-up of your customers helps determine which mobile marketing activities and channels to use. What makes sense for one customer may not make sense for another, so keep this in mind as you plan.

For instance, although your persona for a 34 year old female who shops three times a week exclusively on mobile applications may be a great fit for in-app promotions, your persona for a 54 year old male who has only downloaded five apps on his phone may be a better fit for push notifications.

It's important to keep these nuances in mind as you determine the best way to reach and engage with your audience.

Creating Your Customer Personas

The first step to determining which mobile strategy makes sense for your audience is to create customer personas. Personas should be developed for different types of customers, including your ideal customer—though most brands will have more than one. Personas are developed based on customer demographics and behavior, along with your own understanding of their motivations and challenges. Your personas should be developed with *all* of your marketing activities in mind, but there are questions you can ask to determine mobile preferences.

When it comes to mobile, buyer personas help you:

- Determine which mobile touch-points make sense for which personas

- Decide what kind(s) of content you need to create

- Set the tone, style, and delivery strategies for your mobile messages

- Understand where your buyers get their information and how they want to consume it on a mobile platform

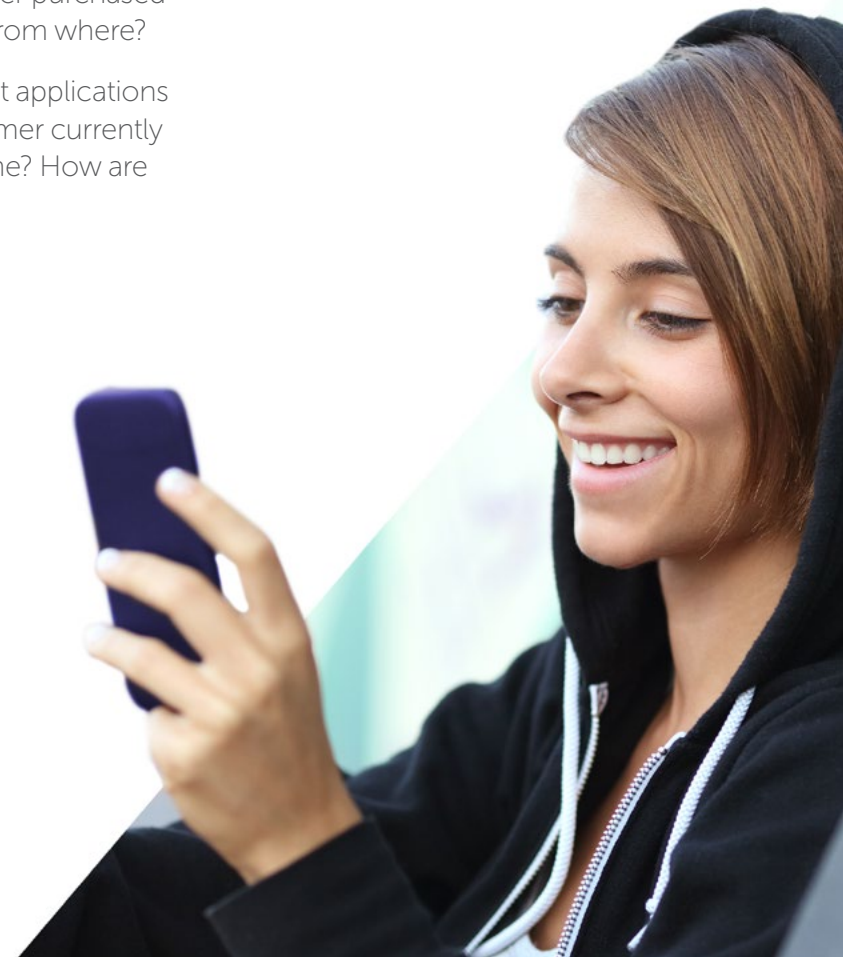*Marketo*®

CONSIDER YOUR AUDIENCE

*Conducting Interviews
and Research*
To create your personas, you should conduct interviews with customers, customer service teams, and members of your sales team (if you have a one). You can also conduct consumer research through third-party firms.

Focus on the following topics:

- **Background:** Basic details about your ideal customer—including age, gender, location, and so on.

- **Main Sources of Information:** How does your customer consume information? Where does she go?

- **Main Platforms for Gathering Information:** Does one persona get information from her phone, while another gets information from a tablet or laptop?

- **Hobbies and Aspirations:** What does your persona like to do for fun, and what are her goals and aspirations?

- **Preferred Products and Stores:** What type of products has your customer purchased in the past, and from where?

- **App Usage:** What applications does your customer currently have on his phone? How are they used?

- **Marketing Message:** Write a sample marketing message for your persona(s)—this will help craft your website, applications, advertisements, and emails.

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CONSIDER YOUR AUDIENCE

Understand the Customer Lifecycle

Now that you've identified your personas, you need to create a representation of their customer lifecycle. This includes understanding the stages each persona moves through during the time they're engaged with your brand.

Mapping this process allows you to:

- Understand the progression your customers go through when engaging with your product or service

- Develop a mobile strategy that speaks directly to customers, regardless of where they are in their lifecycle

Your personas may have various stages in their journey, but here is an example of what each stage might look like:

- **Passive Awareness:** Your buyer is aware of your company and product and may engage with your content, but in a passive, non-active way. As an example, say you are an automobile manufacturer— a buyer in this stage is aware of who you are, but has not formally reached out and engaged.

- **Active Research:** Your buyer is getting ready to purchase a product that is similar to yours and is actively researching options. Using our example, a buyer in this stage has decided that she is ready to purchase a car and is researching available products.

- **Trigger to Buy:** Your buyer has decided she is ready to make a purchase. For our car buyer, she is ready to make a purchase from your company.

- **Feedback:** You have a new customer! But now you have to make sure you build a two-way dialogue with her so she becomes a repeat customer.

- **Existing Customers:** Once your buyer has purchased your car, you want to ensure you maintain a relationship with her to develop brand allegiance.

- **Advocates:** After engaging with your customer over time, you can develop advocacy and loyalty with your customer.

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DEFINE YOUR GOALS

Once you determine your personas and map out their journeys, next you must define your goals. Creating a mobile strategy should be part of your overall company initiatives, so your mobile goals should relate to the business' success.

Set the Stage

The key to designing an effective mobile strategy is to first determine what you are doing now for mobile engagement (if anything), and then ask yourself some important questions to determine your future goals for mobile. By asking the right questions, you can start to map out your plan.

Invite key stakeholders into the room for the initial discovery process. Work with the teams listed earlier in this part to answer the following:

1. **What are you currently doing for mobile?**
   This question enables you to define your baseline. Some companies may already be conducting a variety of mobile marketing activities, while others may not have any mobile activity (yet).

Ask yourself:

- Are you currently using responsive design in your outbound emails?

- Have you designed your website to engage mobile visitors?

- Do you currently have a mobile app? Is it optimized for search in the app store?

- Are you currently using push or multi-media notifications?

- Is adding mobile marketing a large part of future company initiatives?

2. **If you are conducting any of these mobile marketing initiatives today, how well are you performing?**
   If you answered "yes" to any of the questions above, now is the time to evaluate how well you are doing. How are you measuring success? What are the areas that need improvement? Be sure to evaluate your current processes and strategies before moving forward.

DEFINE YOUR GOALS

3. **What are your main objectives for including mobile marketing as part of your overall marketing strategy?**
Why has your company started to think about mobile and how do you think it will help you with your overall business objectives? Consider why you think mobile is a critical initiative for your organization.

- Is brand building a key objective?

- Is gaining new customers a key objective?

- Is relationship building with current customers a key objective?

4. **Who are the key audiences you want to target with mobile marketing?**
You may have one or multiple personas that you would like to target with your mobile marketing. How different is each persona in terms of demographics? To what extent will each persona need different messaging and mobile tactics?

5. **How are you engaging your mobile audience cross-channel?**
As we mentioned, mobile should be a holistic part of your entire marketing strategy. Ask yourself:

- What channels are you using to engage your audience today?

- How are you including mobile into that mix?

- Are you able to actively listen on each channel and respond on another channel?
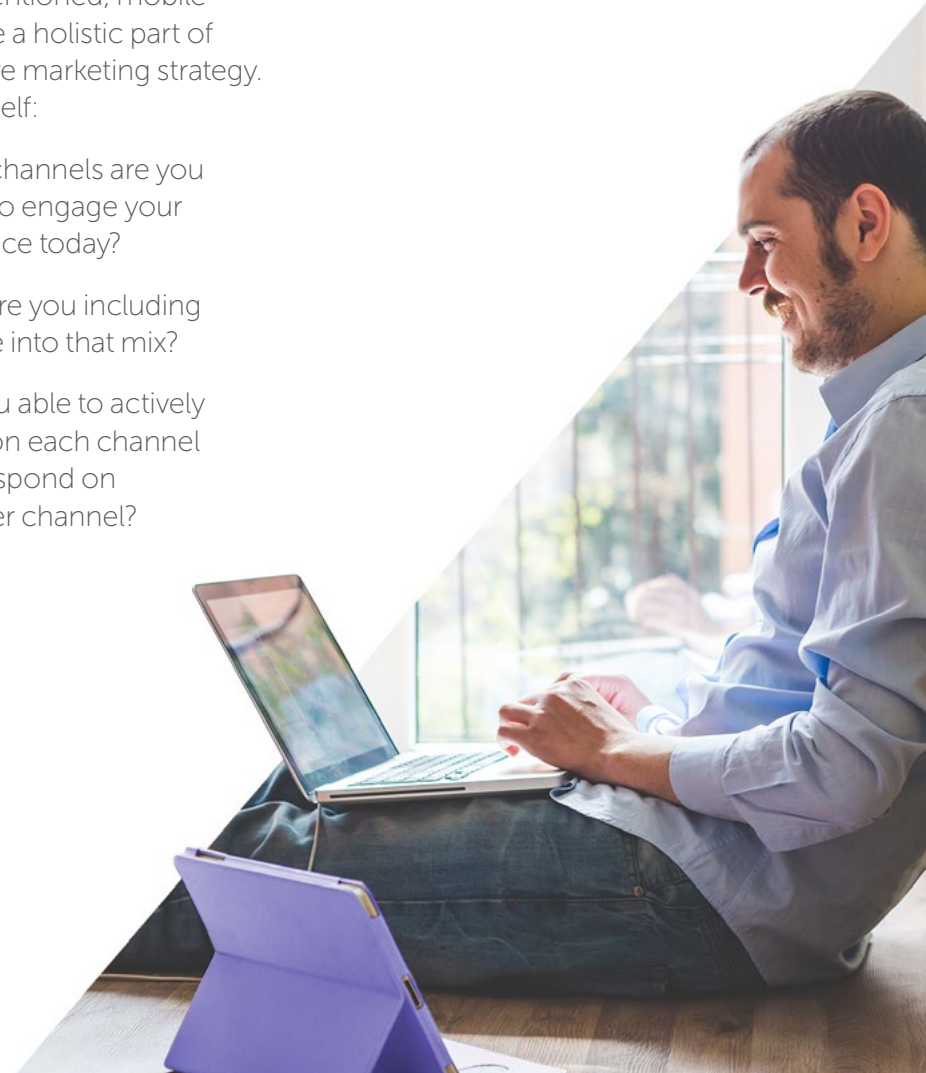
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CREATING YOUR CROSS-CHANNEL MOBILE MARKETING STRATEGY
DEVELOP YOUR KPIS

Once you have a good baseline regarding what you are doing now and why you want to engage in mobile marketing, you need to set your KPIs (key performance indicators) for success.

While there are a wide range of possible KPIs for mobile, according to Kony, a mobile application development firm, you might consider the following:

Customer Engagement
One of the key reasons to embark on a mobile strategy is to engage your current customers. Your customers already spend a large amount of time on mobile, so you want to make sure your mobile presence is front and center. If done correctly, you can create relationships with your customers at any time, wherever they are.

How is this measured?

- Number of app downloads
- Frequency of mobile activity
- Duration of mobile activity
- Participation in mobile loyalty programs
- Customer satisfaction scores
- Number of customers accessing your emails on a mobile device
- Number of customers engaging with your website from a mobile device
- Engagement with unique URLs from SMS/MMS campaigns
- Opt-ins for mobile-specific communications

Contacts, User, and Sales Acquisition
Gaining new customers is also likely an important KPI for your mobile marketing strategy. By creating an engaging mobile strategy, you can attract new users who convert to customers.

How is this measured?

- Total number of mobile users
- Contacts and new customers attributed to mobile
- Spend per new mobile customer
- Mobile conversion rates
- Closed sales connected to engaged mobile contacts
- Customer lifetime value of mobile users
- In-app purchases

Service Quality
Through your mobile app, you can create a personalized relationship with your customers over time. The 24/7 nature of mobile apps lets you become closer with your customers, plus, you can provide quick access to information in your app that can help answer customers' questions without a call to customer service.

How is this measured?

- Improvement in the quality of service
- Lower rate of non-mobile and in-person interactions
- Customer retention rates
- Customer referral rates

MOBILE MARKETING AS PART OF YOUR CROSS-CHANNEL MARKETING STRATEGY

When creating your mobile marketing strategy, do not think about mobile in isolation. Consider how it fits with your other marketing initiatives.

Mobile marketing can never exist in a vacuum. You need to look at your entire marketing calendar to determine what other communications your customers receive and from where. Examples of this include sending out emails, engaging with customers on social channels, and implementing other cross-channel communications.

You also need to listen to your customers to determine what channels they interact with, and then create your communication plan based off those actions

How do these interactions work in harmony? You want to deliver coordinated, relevant, customer experiences across all of the channels your buyers use.

MOBILE MARKETING AS PART OF YOUR CROSS-CHANNEL MARKETING STRATEGY

To get started, build audiences across channels by following these two steps:

1. **Listen:** Using your marketing automation platform, listen to how people engage on one channel and use that to build up your other channels. For example, with web personalization, you can detect mobile web visitors and direct them to download your mobile app. This is similar to how most websites offer an easy way to sign up for an email subscription.

2. **Leverage:** Leverage your insights on cross-channel behaviors to engage audiences.

Using a marketing automation platform, you can monitor key metrics that help you listen for indicators inside the mobile app. Then you can deliver relevant messages on other channels.

Using this model, you can determine which channels people prefer and build your campaign strategy based on those preferences. For example, you can target people who aren't opening your emails with push notifications. Or, for those who come to your website and your mobile app, you can "listen" to the type of information they engage with in your mobile app and "leverage" it to present similar, relevant information on your website.

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MOBILE MARKETING AS PART OF YOUR CROSS-CHANNEL MARKETING STRATEGY

Communication Timing: Frequency and Relevance

How often you send customers communications, particularly email, needs to be reconciled with your mobile strategy—especially if you are engaging in mobile notifications of any kind. You want to ensure all communications are in sync. If a customer completes an action in your app, you want to be listening to that action and responding accordingly. This is where your marketing automation platform comes in handy.

The first step is to determine your overall communication cadence. How often do you want to engage with your customers? Meet with stakeholders in your organization to decide what this number should be. Be sure to test and iterate to determine the optimal number of touches based on your results.

Let's take a look at a sample customer communication plan. Your own communication plans will vary based on your personas, and business goals.

- **Day 1**: Mobile application download
- **Day 1**: An immediate push notification to prompt action
- **Day 1**: A thank-you email is sent
- **Day 10**: A push notification is sent to mobile device based on behavior
- **Day 15**: Website personalization offer based on persona and app usage
- **Day 30**: A check-in email is sent
- **Day 35**: Social campaign on new app features
- **Day 45**: An email is sent based on app usage
- **Day 55**: An in-app message is delivered
- **Day 65**: Personalized ad on Facebook is shown using re-targeting

MOBILE MARKETING AS PART OF YOUR CROSS-CHANNEL MARKETING STRATEGY

Marketing Calendar

You need to see all of your campaigns in one place so you know exactly which marketing activities are taking place across all channels. You need to track database emails, social campaigns, and your mobile campaigns at any given time.

A marketing calendar—whether it's on a whiteboard, Google Calendar, or one purposefully built for marketers like in Marketo—is an ideal place to ensure you are not over-marketing to certain people.

At Marketo, we use our platform's marketing calendar to provide a holistic view of all communications with our database across every channel and across the entire marketing department. We include and can see event invites, social campaigns, mobile push notifications, and so on. With a holistic view, you can see exactly who you communicate with and when.
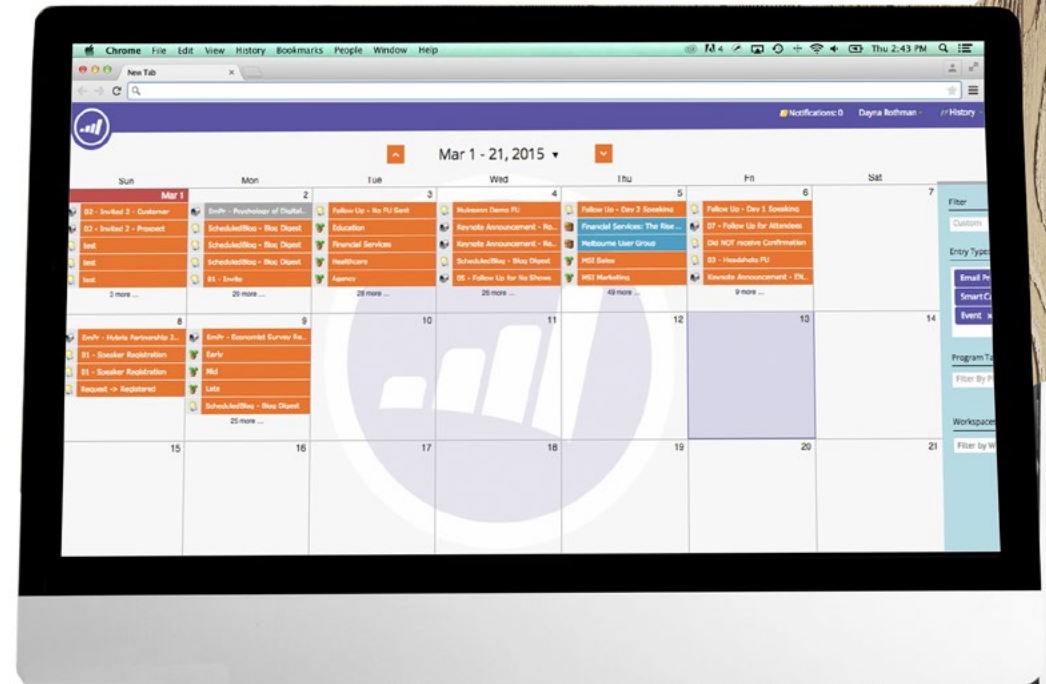
MOBILE MARKETING AS PART OF YOUR CROSS-CHANNEL MARKETING STRATEGY

Combining Mobile and Marketing Automation

Connecting your mobile strategy and marketing automation platform enables you to improve the customer experience across all of your mobile channels through automation, personalization, data, and analytics. It can instantly change the customer experience by listening and analyzing behavior in real-time and delivering personalized experiences.

By incorporating marketing automation capabilities, like those found in Marketo, you can increase engagement and create a scalable, cohesive, and automated engagement strategy that's tailored to your customers' needs.

Marketing Automation Features That Matter for Mobile

Integrating mobile into marketing automation creates multiple touch-points and chances for engaging your customers.

While there is a range of mobile-focused marketing automation features available, at Marketo, we believe the most important are the following:

- **SMS/MMS Campaigns:** Sending SMS (Short Message Service) and MMS (Multi-Media Message Service) texts and notifications to a user's mobile phone.

- **Push Notifications:** Trigger-based notifications sent directly to a user's mobile device after having installed an app.

- **A/B and Multivariate Testing:** Testing multiple elements of a mobile message, campaign, or interface to identify optimal engagement.

- **Segment Targeting:** Identify and target various segments based on mobile usage, personas, or behaviors.

- **In-App Messaging:** Design and deliver customized messages that appear in-app to promote user engagement.

- **Coordinated Cross-Channel Campaigns:** Ability to communicate on one channel informed by actions taken on another channel. For example, push messages based on actions taken in web, email, or social.

- **Listening to Key Mobile Behaviors:** Listen and react to key mobile behaviors such as who is installing your mobile app, visiting your mobile website, opening emails on mobile devices, and performing other customer in-app activities.

THOUGHT LEADER ROUND TABLE

What are some Common Mistakes that Organizations Make with Mobile Marketing?

Aleyda Solis, International SEO Consultant, Founder at Orainti

I see five common mistakes occurring regularly as organizations get acquainted with mobile marketing:

1. **Losing out on search:** Overlooking mobile app indexing for their Android apps, which will drive cross-visibility from Google's web search results.

2. **Being overbearing:** Being intrusive when asking for downloads, in-app purchases, and reviews is a major turn-off for consumers.

3. **Forgetting marketing automation:** Not implementing a complete marketing automation process can be detrimental—understanding how your consumers interact with all of your marketing is vital.

4. **Focusing too much on downloads:** There are other important aspects of your mobile strategy. Use your app as an opportunity to learn more about desirable features, from gathering feedback, to improving engagement.

5. **Not optimizing an app store listing:** From titles, to descriptions, to screenshots, optimizing your app store listing is how to become relevant to your user's queries and improve your visibility.
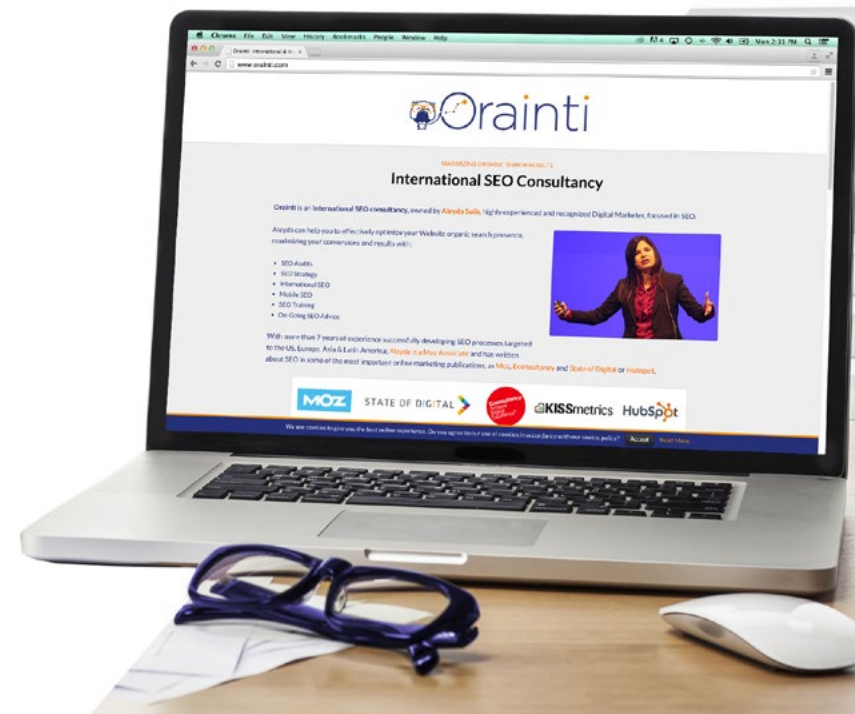
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THOUGHT LEADER ROUND TABLE

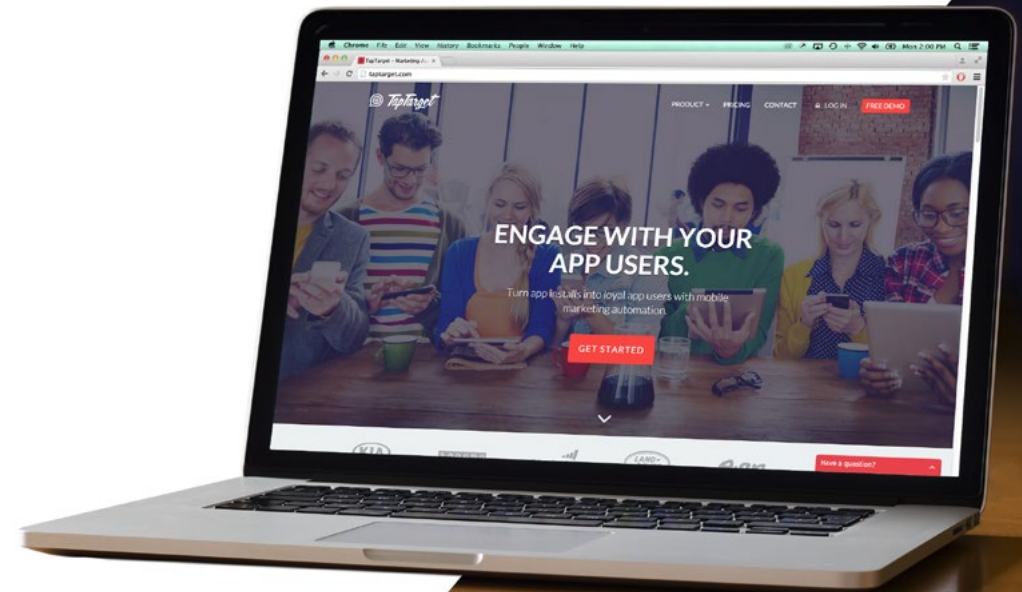What are some Common Mistakes that Organizations Make with Mobile Marketing?
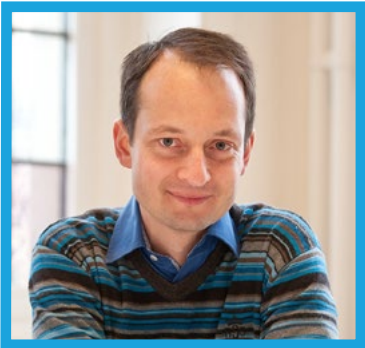
Niko Nelissen, CEO
TapTarget

What I see is that many mobile agencies pitch a mobile app to their clients as the "corporate website equivalent" on a smaller screen". A mobile app is like your website, with some added marketing advantages such as the ability to send push notifications".

But, I think our industry needs to shift its view, and start looking at mobile apps as being the equivalent of a landing page, not a website. Let me explain...as you know, a landing page is a single webpage, crafted very carefully for one specific goal within one specific vertical for one specific offering. I think this is how mobile apps should be perceived within the context of digital marketing. Companies need to stop thinking about the overall mobile app for their business; instead they should publish multiple niche mobile apps, with one specific purpose or functionality.

A good example is event apps: corporations are increasingly using "niche" event apps as a way to communicate with customers and partners on their corporate events or tradeshows. The app acts as a personalized communication channel during the event, and captures customer interests, which is fed back into the CRM database or marketing automation platform of choice.

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THOUGHT LEADER ROUND TABLE

What are some Common Mistakes that Organizations Make with Mobile Marketing?

Jeff Hasen, President and Founder, Gotta Mobilize

I see 3 common mistakes in mobile marketing:

1. **Thinking too short-term:** Marketers often think short-term, wanting a consumer to click on an ad or to download an app. But it's what happens after the click or install that's most important, especially when you consider lifetime value and the cost of acquisition versus retention.

2. **Not understanding your audience:** A common mistake that some marketers make is becoming too mesmerized by new technology. These marketers often introduce new technology to buyers who aren't ready to adopt or use the technology. It's important to understand the use-case of your consumers and how your mobile strategy supports them.

3. **Forgetting to include mobile across channels:** Don't forget to include prominent mobile calls-to-action in existing marketing channels. This makes your dollars work harder, become more measurable, and it considers the interests and activities of mobile users across channels.

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THOUGHT LEADER ROUND TABLE

What are some Common Mistakes that Organizations Make with Mobile Marketing?

Mike Reynolds, Senior Mobile Executive, International Advertising Bureau

From a mobile advertising perspective, one of the biggest mistakes is trying it once, measuring it in isolation, at then not trying it again. Brands need to have an integrated approach to their marketing strategies, with mobile at the center of their media planning.

Another mistake which really annoys me as a consumer is advertisers running mobile display campaigns without an optimized site. If I click on a mobile ad I expect to be directed to a destination that works on mobile, however all too often I'm horrified by the experience I'm presented with.

The final mistake I see is brands advertising on mobile with creative that's not fit for the purpose. The real estate on mobile is smaller than desktop which means shrinking a banner designed for a desktop campaign isn't going to work when shoved into a 300x50 on a smartphone.

THOUGHT LEADER ROUND TABLE

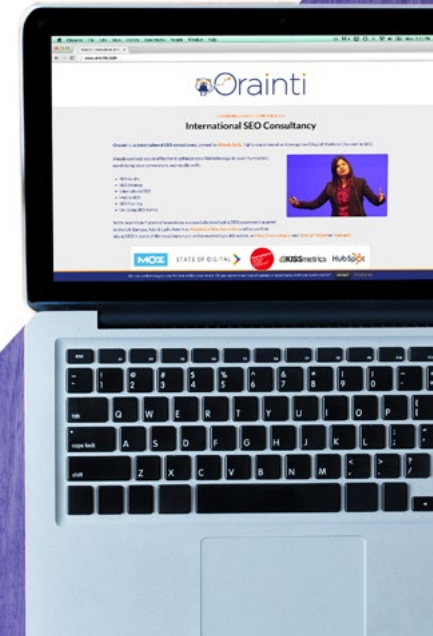What are some Common Mistakes that Organizations Make with Mobile Marketing?

Jeff Hasen, President and Founder, Gotta Mobilize

Mobile can't live on an island. It should be considered as an ingredient in integrated marketing initiatives. It has become crucial to look at a consumer as someone who lives on multiple devices, bouncing from one to the other from morning until night. Successful brands will take a holistic view of a customer, or prospects, and ensure that communications are personal and take into account known interests and disinterests.

Aleyda Solis, International SEO Consultant, Founder at Orainti

I think, from an inbound perspective, marketers must identify gaps and opportunities between the web and app and then determine how to leverage them. It's important to understand that the customer journey happens across-channels and it's key to compare, correlate and align your marketing activities that happen on each channel in order to maximize engagement.

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THOUGHT LEADER ROUND TABLE

What are some Common Mistakes that Organizations Make with Mobile Marketing?

Mike Reynolds, Senior Mobile Executive, International Advertising Bureau

For me, mobile and tablets are great companions to other forms of media and should be used in conjunction with a brands overall marketing strategy. An example of this could be a simple digital call-to-action on a TV campaign, or as advanced as using augmented reality to bring a print ad to life. The important thing for brands to remember is that consumers don't draw a line between different media, which means, as marketers, neither should we.

This means the high expectations of your customer need to be met on whichever touchpoint they choose to interact with your brand on and the dots need to be joined between digital and 'real world' experiences.

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PART III:
RESPONSIVE DESIGN

WHY RESPONSIVE DESIGN?

A great place to start with your mobile marketing is responsive design for your website, emails, and landing pages. Responsive design is a modern approach to web, email, and landing page design that ensures your content is readable and consumable on *any* device, such as your desktop computer, tablet, or mobile phone.

While some of the following section may be slightly technical, a modern marketer should have a solid understanding of how mobile responsive design works in order to better optimize campaigns and their customers' experience. By understanding the nuances of what makes a website, email, or landing page responsive, you can better connect your mobile customers' experience with your day-to-day marketing activities.

Engaging User Experience

The number one reason to include responsive design in your creative and marketing strategy is to create a consistent and engaging user experience. You want your customers to feel a connection with your brand on your website, across your email campaigns, and on your landing pages, no matter what device they use.

Conversion Optimization

Responsive design makes your marketing look good across all devices, and ensures your marketing messages remain front and center. In *Marketo's Mobile Benchmark Survey*, we found 50% of mobile device users reported making a purchase in a browser on their mobile phone within the last month. Your website is a critical conversion channel even on a mobile device, so it is important to ensure your website is properly optimized.

By designing your website to be responsive, you have control over how your conversion elements look on each device.

WHY RESPONSIVE DESIGN?

Search Engine Preferred

Most search engines, particularly Google, prefer responsive design. Responsive design not only provides a better user experience, but it also makes it easier for Google to crawl, index, and organize your site.

When you have a responsive website, your URL and code is the same across all devices. If you create a separate website with new code for your desktop, tablet, and mobile sites, Google has a difficult time properly indexing. Google is constantly updating its algorithm to be increasingly mobile-friendly, so as a marketer you must stay up-to-date and mobile-ready. Mobile research starts with a search. According to Google, 74% of consumers searched on mobile using a search engine before making a purchase.

By having non-responsive design on your web properties, you are at a serious disadvantage compared to your competitors.

Cost and Time Effective

Responsive design is actually very cost effective. Because your website and emails fluidly change based on device and screen resolution, you only have to create a single option. In the past, before responsive design, you were required to create a website for desktop, a website for mobile, and so on.

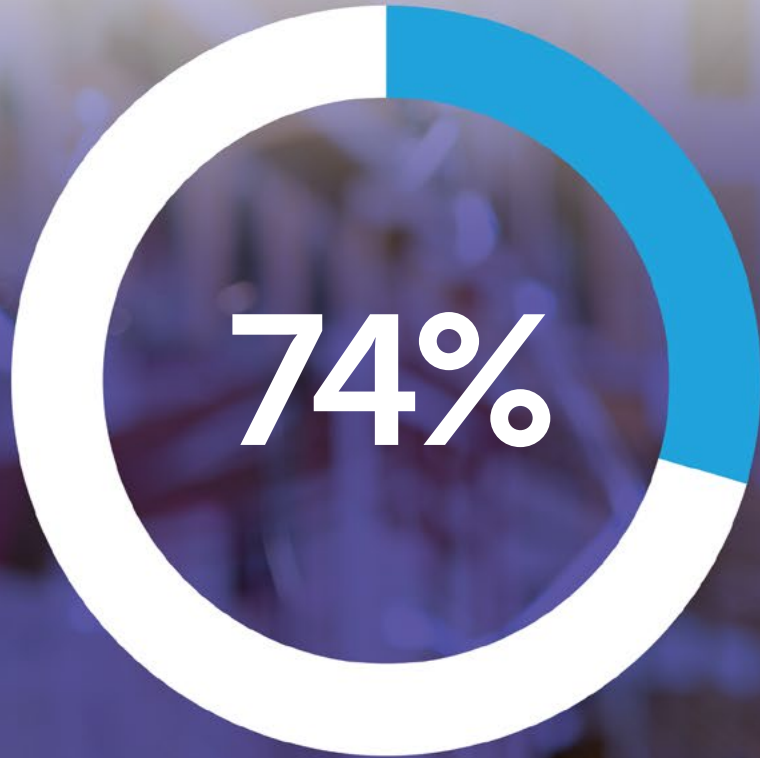By using responsive design, you only create one version of each property, therefore saving valuable money and time.

The following sections describe each type of responsive design strategy—web, email, and landing pages—to provide best practices for effective optimization and conversion.

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WHY RESPONSIVE DESIGN?

74%

of consumers searched on mobile using a search engine before making a purchase

THOUGHT LEADER ROUND TABLE

How to Create a Big Impact on Small Screens

Katherine Griwert
Marketing Director, Brafton

What does a mobile algorithm—and the broader shift toward mobile adoption—mean for your content strategy?

While apps and styling sheets now take a more prominent seat at the table, mobile also invites a refreshed approach to content that has traditionally performed well.

- Mobile searches usually serve a need for fast answers. Try emphasizing short pieces; white papers or long-form blogs are (generally) not what mobile users want.

- Your audiences are likely to use smartphones at certain points in the day (if you're B2B, this is often during personal hours, business lunches, or commutes). Distribute content to strategically to occupy those moments.

3 Ways To Optimize Your Content Strategy for Mobile Users: What makes sense for customers on desktop won't always make sense when they're mobile— but don't miss opportunities to repurpose or reinvigorate areas of your existing strategy that can be put to work across devices.

1. **Build an industry glossary.** Address on-the-go queries with short, concise answers about widely searched terms. For a large B2B brand, Brafton discovered over 7% of all organic mobile traffic lands on glossary pages compared to 4% of desktop organic.

2. **Email timely topics—and early.** More than half of Americans look for news alerts on mobile, and email is the No.1 smartphone web activity. People check their phones as part of their morning rituals, so hit subscribers before they even reach a desktop. Brafton has seen blogs with timely emails garner up to 25% higher mobile email referral traffic when sent before 8am.

3. **Embrace video.** 28% of people watch video on mobile devices daily, making it mobile's most popular media. Use this format to provide demonstrations or trend analysis, then seed the clips on social media during peak mobile hours to stand out as people skim newsfeeds on their phones.

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RESPONSIVE WEB DESIGN

Mobile and tablets are changing the way consumers view websites. Responsive web enables websites to be viewable on any device size without creating separate, siloed websites.

Before mobile devices became central in how consumers surfed the web, websites were designed to be viewed on desktop and laptop screens. The introduction of tablets and mobile devices allowed web designers to innovate and create website codes that work consistently across multiple screen resolutions and device sizes—building separate websites for each device proved to be costly and inefficient.

A modern website should be responsive—shifting and changing shape based on screen resolution. Take a look at Airbnb's website as it shifts based on the screen resolution of a device or browser window size.

Note your web design does not respond directly to the device. Instead, it responds to the screen resolution and specific environment. You will often notice responsive design on your desktop as you change the sizeof your browser window—the website should change size and shape as you make your browser larger or smaller.

WEBSITE PERSONALIZATION AND MOBILE

The majority of your website visitors—almost 98%—are anonymous when they arrive at your site. Part of creating a responsive experience for your visitors is giving them a personalized experience. You can do this using real-time-personalization (RTP) software in your marketing automation tool, which allows you to serve personalized content to visitors based on the behavioral information you gather by listening to both demographic and behavioral cues. RTP software, like Marketo's, allows you to listen to your consumers and supply a personalized, relevant web experience right from the start.

For example, with RTP, marketers could recognize people visiting from an iOS browser, like Safari, and then drive them to download the native mobile app from the App Store.

Note your web design does not respond directly to the device. Instead, it responds to the screen resolution and specific environment. You will often notice responsive design on your desktop as you change the size of your browser window—the website should change size and shape as you make your browser larger or smaller.
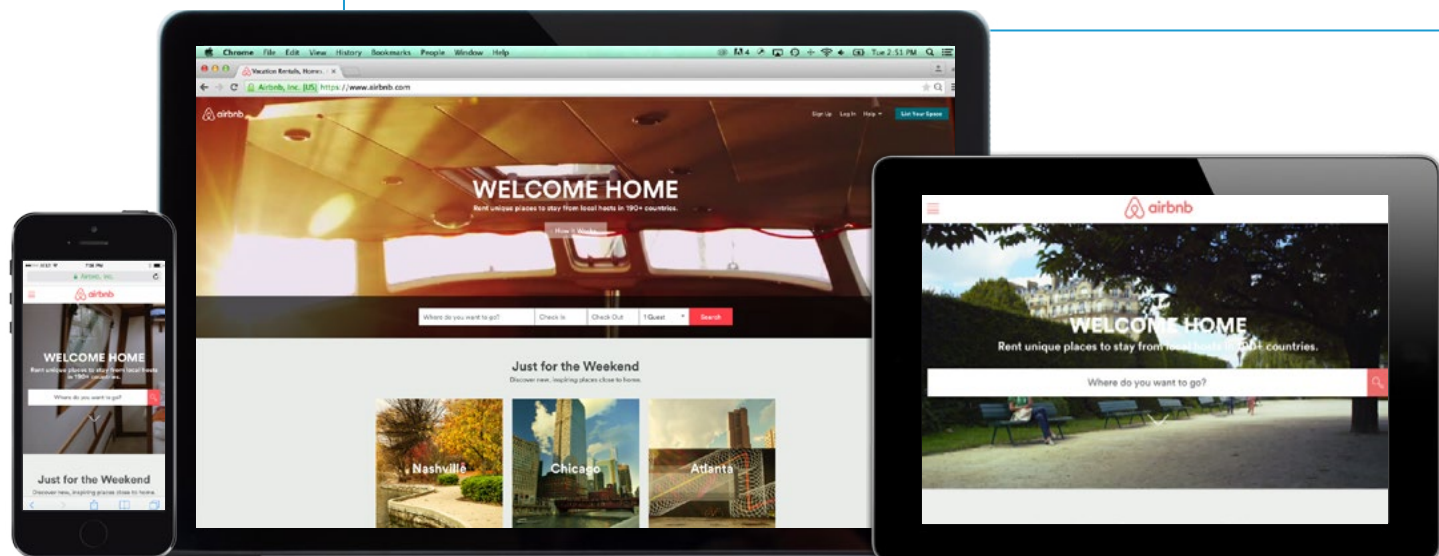
Airbnb's Responsive Web Design

RESPONSIVE WEB DESIGN

The Three Elements of Responsive Web Design

According to Nick Pettit from Treehouse Blogs, a digital design firm, three main principles make up responsive web design:

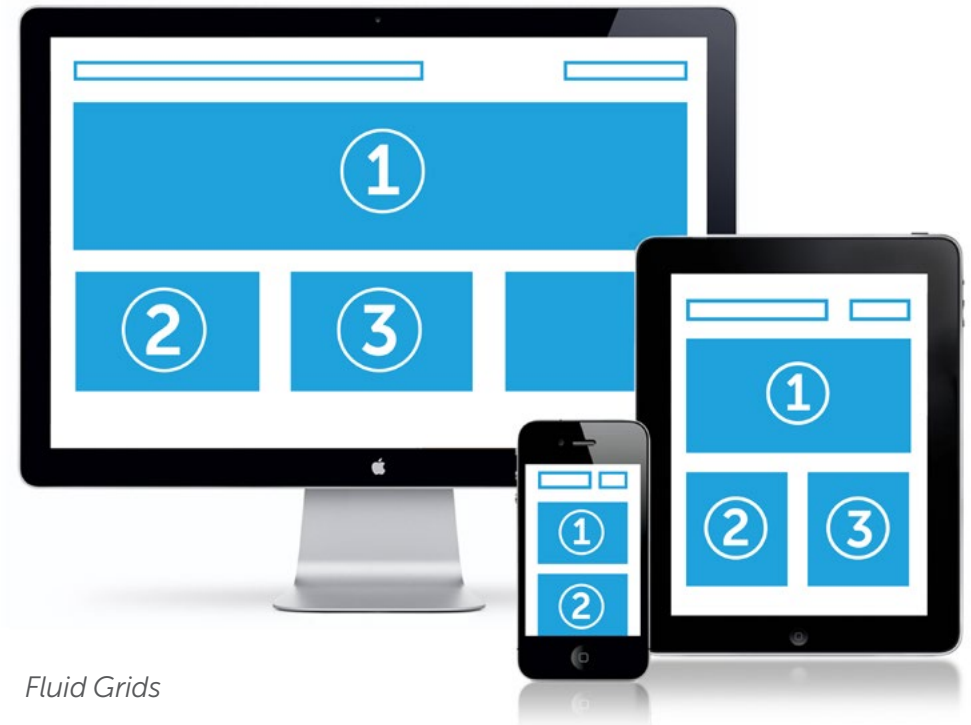1. Fluid Grids

2. Fluid Images

3. Media Queries

Let's describe each element in more detail.

Fluid Grids

Prior to responsive web design, websites were created using a traditional pixel format. This made sense because, in the past, websites were created to always be one size—there was no variance. However, responsive websites are designed in percentages— these are adaptive units, not fixed like pixels.

According to 1st Web Designer, a community and talent pool of web designers, when working with fluid grids you define a maximum layout size for the design. You can then divide the grid into a specific number of columns to keep the layout clean and consistent. Next, you design each column with proportional widths and heights, so when the screen or browser size changes resolutions, the elements will adjust their specific widths and heights by the specified container (browser) proportions.

As an example, take a look at this rendering of fluid grids. You can see each portion of the layout is numbered, and the columns shift based on the device.

Fluid Grids

RESPONSIVE WEB DESIGN

Fluid Images
Like fluid grids, fluid images also allow your images to change based on your screen resolution and grid size. You, or your web development team, can easily create code that ensures the browser enlarges and shrinks images when appropriate.

Responsive images, like your website, increase your chances of engagement. If your images don't resize based on your screen resolution, you risk your website visitors going elsewhere.

Here is an example of fluid imagery used on the website for the Inn at Lost Creek. It uses an eye-catching visual that pops on users' desktop, tablet, and phone screens. Although the site changes based on the screen resolution, the image is still a central part of the site experience.

Media Queries
For your website to responsively change based on device and screen resolution, you need to create media queries that tell your code how to render. According to Treehouse, media queries allow CSS changes to apply to your website only when specific conditions are met.

You can write a media query that states specific code should apply if your website reaches a particular size or width. Once your browser width changes, your CSS code can re-size and rearrange the website content for the appropriate screen resolution. As a result, you create specific website designs for desktops, tablets, and varying different smart phones like Android or iPhone.

The Inn at Tellerude Creek Fluid Images

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RESPONSIVE WEB DESIGN

Key Design Considerations

Once you develop your responsive site framework using the elements listed on the previous pages, you need to design effective content and imagery that works for both your desktop and mobile environments.

According to WhoIsHostingThis, the key responsive design elements are:

- The Masthead
- The Image Gallery
- The Product Description
- The Footer

Let's go over each element in more detail.

1. The Masthead

Your masthead is a graphic image or text title that appears at the top of your website. Your masthead identifies the site itself or a particular section of the site. It should include the following essentials:

- **Your header:** Keep this simple and clear so your site visitor can focus on the content within your site.

- **Your logo:** Your logo must look good at varying screen resolutions, so keep in mind how your logo appears on a desktop as well as a mobile screen.
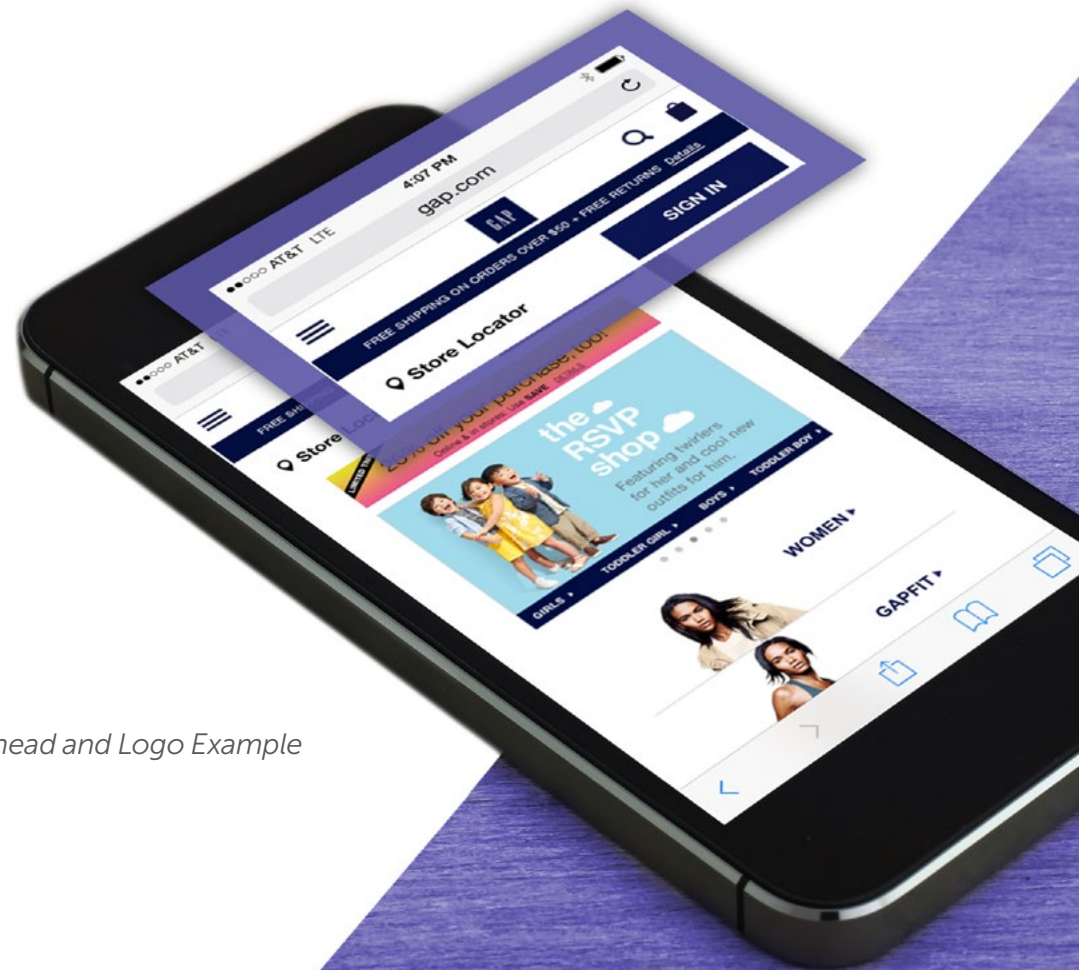
Gap Masthead and Logo Example

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RESPONSIVE WEB DESIGN

- **Your navigation:** When designing to be responsive for mobile, people will view your website navigation on a much smaller screen—so it can be tricky to ensure your content is properly consumed. WhoIsHostingThis recommends:

  - A simple menu anchor in the header that toggles the main navigation on small screens.

  - A header anchor that jumps users to the navigation, which is then placed in the footer.

  - A left-slide navigation accessed by the menu's icon, revealing a tray that slides in from the left and moves the main content over to the right.

  - A navigation that overlays the main content of the page.

Gap Navigation Example

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RESPONSIVE WEB DESIGN

2. The Image Gallery

The image gallery is the collection of images you have on your homepage. They can showcase your product or be part of your overall navigation. Consider the following elements:

- **Your image navigation:** Responsive design and mobile lends itself well to imagery. Consider using images for navigation or a preview of key products.

- **Your product images:** Add new product images to your homepage. WhoIsHostingThis recommends creating a touch-friendly image carousel, allowing users to swipe between product photos.

REI Image Gallery

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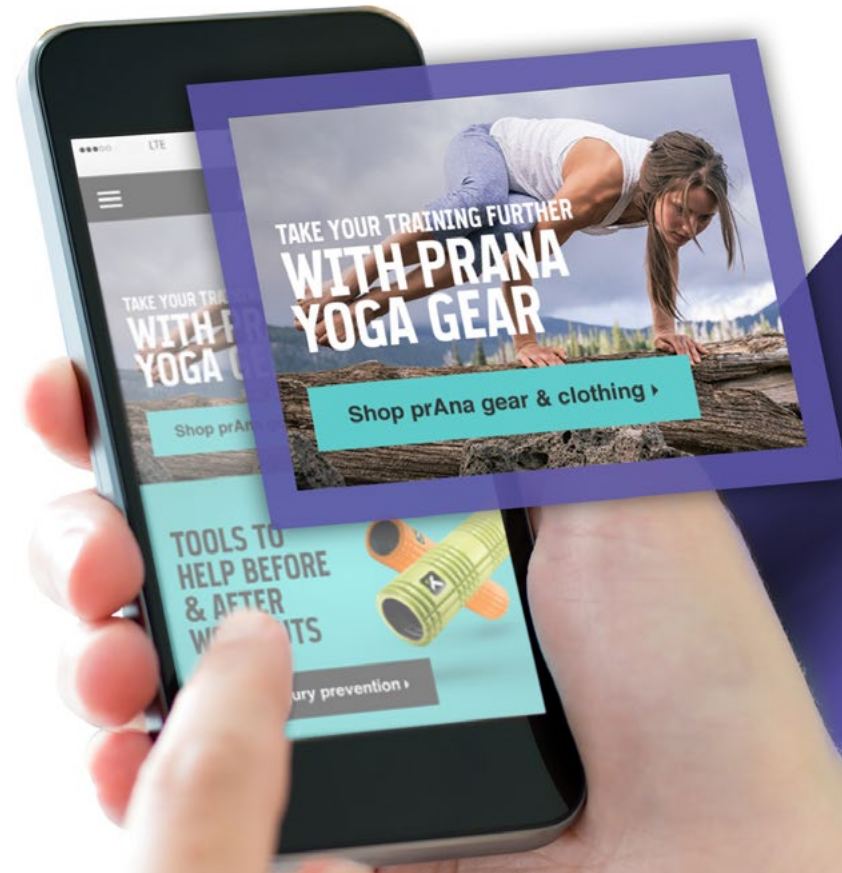
RESPONSIVE WEB DESIGN

3. Product Description

This is the area of your website that describes your product, which is critical for engagement and conversions. Your descriptions should be short and concise, so they render well and are catchy for mobile visitors.

Consider including the following elements:

- **Product overview:** This text overview should appear above an image and provide your website visitors the name, price, and rating of each product.

- **Review count:** Tell your visitors how many reviews and what the rating is for each product. This is particularly handy for ecommerce sites.

Amazon Example Product Description

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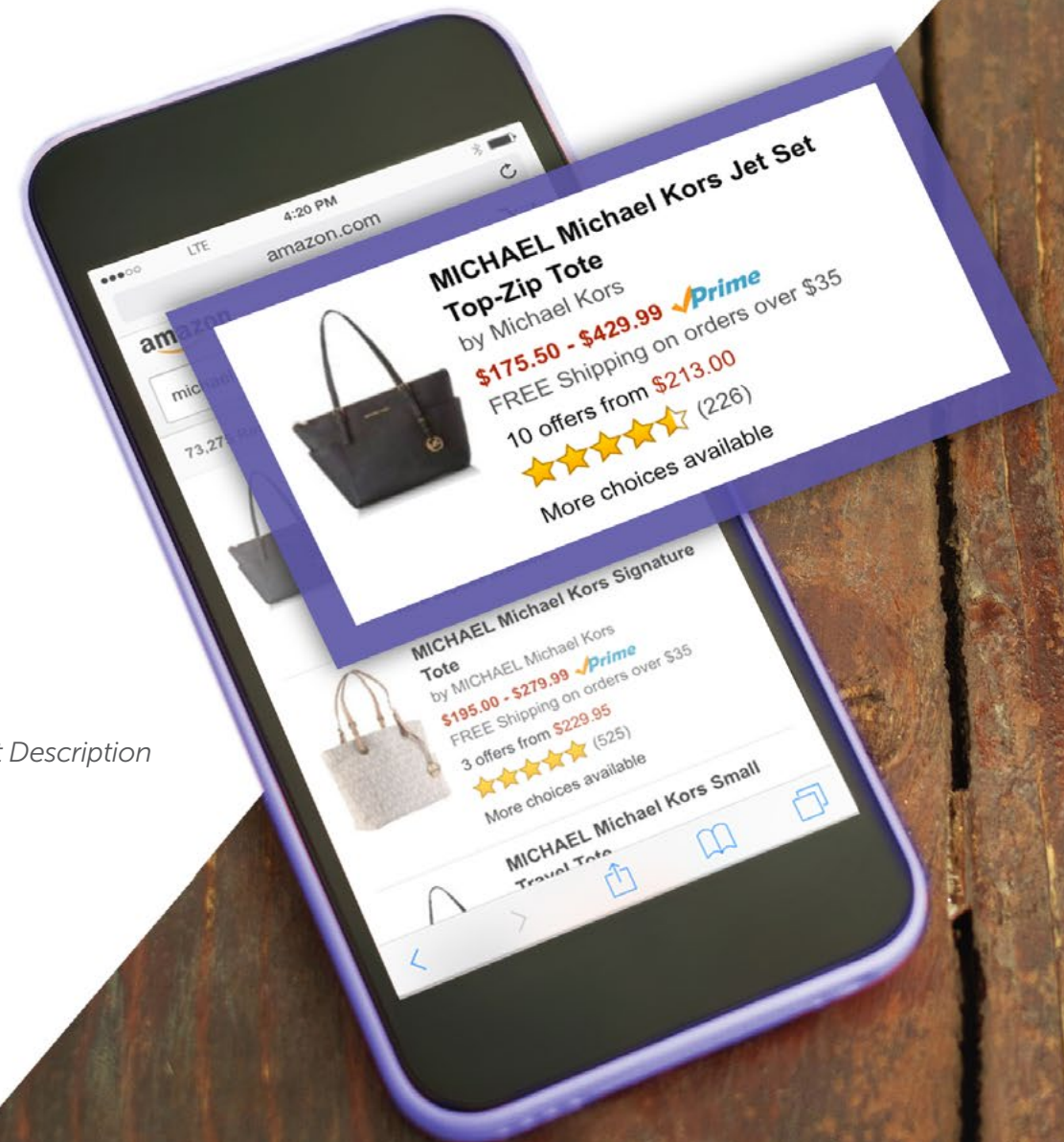
RESPONSIVE WEB DESIGN

4. The Footer

The footer contains information at the bottom of your website. Although your mobile visitors reach your site on a smaller screen, there are still some elements that are critical to consider:

- **Footer navigation:** Footer navigation enables your users to jump around to different areas of your site if needed.

- **Contact us:** Either provide the exact number and link to a support email address or provide a navigation link for your customer to contact you if needed.
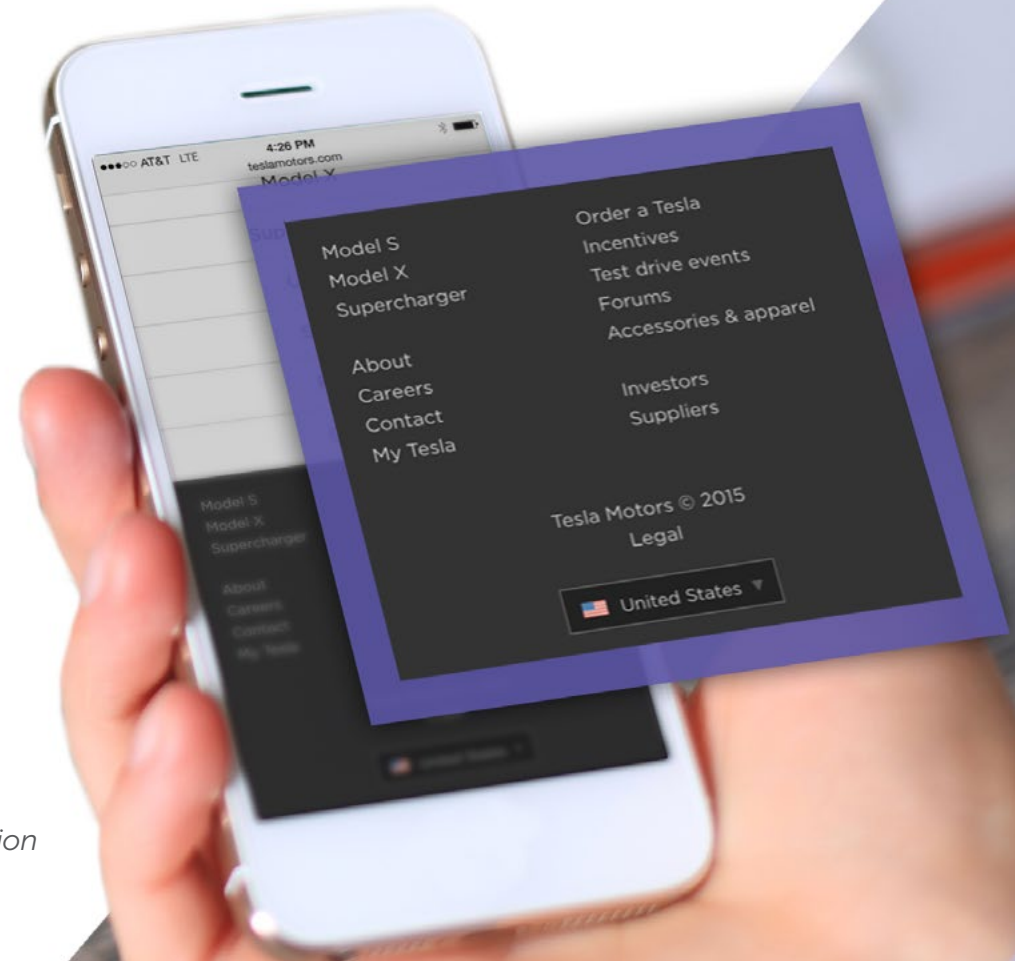
Tesla Footer Navigation

RESPONSIVE EMAIL DESIGN

Another critical element of responsive design is responsive email design. Once you get your subscribers to open your email, you must think about how your content reads and looks regardless of the device they use.

Responsive email design, like responsive web, seamlessly adapts to the screen resolution of multiple device sizes. It enables your emails to be viewed on desktops, tablets, and mobile devices.

Creating emails for mobile requires you to rethink the way you traditionally approach email design. You need to determine what content your mobile viewers really need to see (you don't have much room), and how you should design your email to convert on mobile devices.

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RESPONSIVE EMAIL DESIGN

Mobile Email Layouts

Designing for mobile is more than just creating an email with mobile-specific code. You need to think more holistically about the layout of your email. Make sure your email is visually appealing, the text is readable, and your calls-to-action are clear.

Here are some best practices to keep in mind:

- Your emails should be no wider than 500-600 pixels, and they should be in single column layouts for easy reading and quick consumption on a mobile device.

- All critical design elements should be in the top portion of your email—above the fold. Remember, on a mobile or tablet device you have less room, so be strategic.

- Your buttons should be a minimum of 44 x 44 pixels so your subscriber can read and click. Additionally, this is the guideline Apple recommends.

- Keep your text large for readability. Readers won't see text that is too small. Also, keep in mind the minimum font size for Apple is 13 pixels.

- Some devices do not support responsive design, so your email will instead be scaled—reduced in size—to the device.

- Remember that flash, JavaScript video, and other rich media won't work in an HTML email.

- Always provide a plain text version for subscribers who simply don't like HTML emails.

As an example, see a mobile responsive email sent from the consignment retailer The Real Real. This email is in a single column layout and draws a subscriber in by placing the important information—a new 30% off discount—above the fold. Additionally, the font is bold and clear for easy reading.

The Real Real Mobile Email Design

RESPONSIVE EMAIL DESIGN

Images

Images are a critical part of how your email appears on a mobile phone. Not only is the viewing screen much smaller, but your subscribers might be multi-tasking—so you need to grab their attention. Images should be colorful, bold, and on brand. Your images, like the other elements in your email, should change size responsively.

Most email clients now block all images by default, so users must take initiative to unblock if they want to see them. The good news is that most consumers do, in fact, want to see your images. According to David Daniels of The Relevancy Group, 55% of consumers stated they turn on the images in the emails they receive, and 57% say they check their emails on mobile devices.

Nonetheless, many recipients will look at your emails without images. Here are a few steps you can take:

- **Create bulletproof buttons:** You can create buttons that look like images but are actually cleverly formatted HTML. The buttons ensure subscribers see the important points of your email, regardless of whether or not they've blocked images.

- **Use image "alt" tags:** You want recipients who block their images to know what exactly they are not seeing. For example, an image of red high-heeled shoes can have an alt tag that reads "red high-heeled shoes". If you are offering 15% off those shoes, the alt tag should read "15% off red high-heeled shoes".

In this example on the right, the retailer Neiman Marcus made sure the email subscriber knew exactly what images she was missing when she had images turned off by including an alt tag of "Friends and Family 2-Day Deeper Discount on Entire Site/Store". The retailer also gave the subscriber an option to view the email on a web browser.

Neiman Marcus Alt Tags
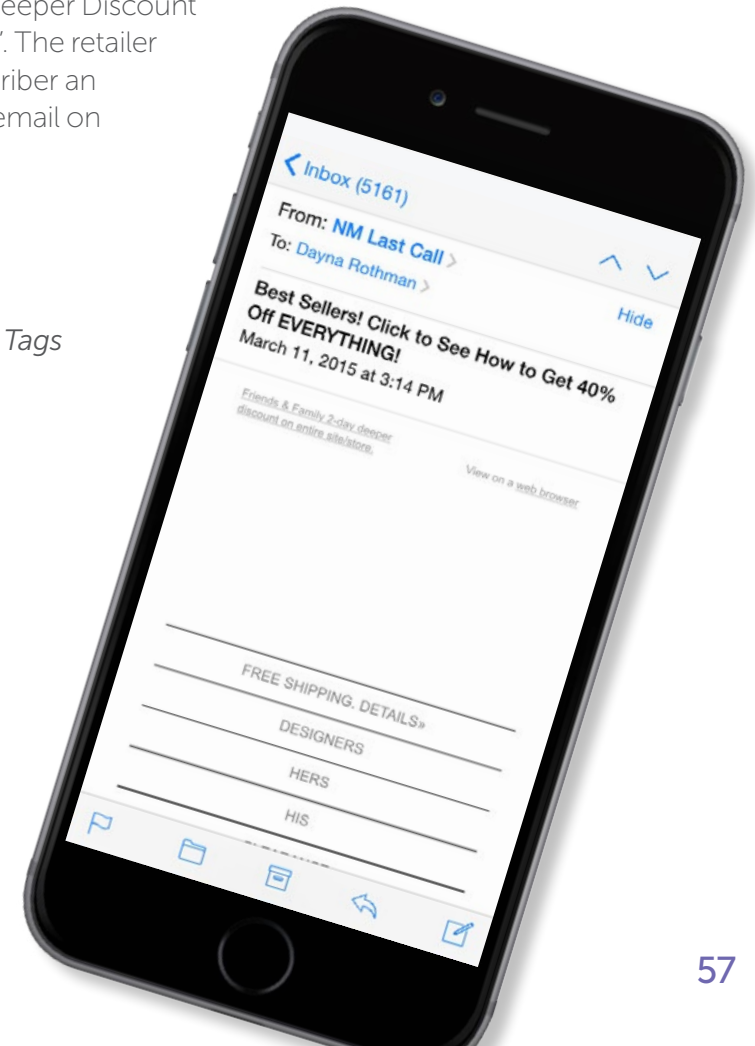
RESPONSIVE EMAIL DESIGN

Content and Calls-to-Action
Pay attention to the text length in your mobile emails. An email that appears to be only a paragraph or two on a desktop can look very long on a mobile phone. Make sure your mobile email content is concise and engages your readers immediately.

Creating content for mobile forces you to be much more disciplined in your messaging. Instead of having a large surface area to convey your message, you only have a small screen.

Another critical element of your mobile email copy is your call-to-actions (CTAs). You need to ensure your reader knows exactly what to do with your email. Whether it is a CTA to "buy now", "subscribe to our SMS messages now", "download content now", and so on, you need to make sure it is optimized for responsive design and mobile.

Here are four tips to keep in mind to create strong CTAs:

1. **Be specific:** Avoid using vague phrases like "click here". Make sure your subscriber knows exactly where that click will go. Instead, be more specific with a better description like "shop new collection now" or "download to learn more".

2. **Keep your CTAs at least 44 pixels:** Touch screens aren't as precise as desktop computers, so you want to be sure your subscriber is able to effectively click on your CTA. The larger you can make your CTA button or link, the better for conversion.

3. **Place your CTA above the fold:** You don't want your CTA lurking way down below the fold where your subscribers never see it. Make sure your CTA is obvious and near the top of your mobile email.

4. **Use color for pop:** Your CTA must pop, especially if your email has great photography and engaging fonts. Your CTA should be bold and in high contrast to the rest of your imagery.

As an example, the daily deal site Ideel uses a black button for their CTA of "Shop Now". This CTA works because the black is a stark contrast to the white background, and is in a central location in the email.
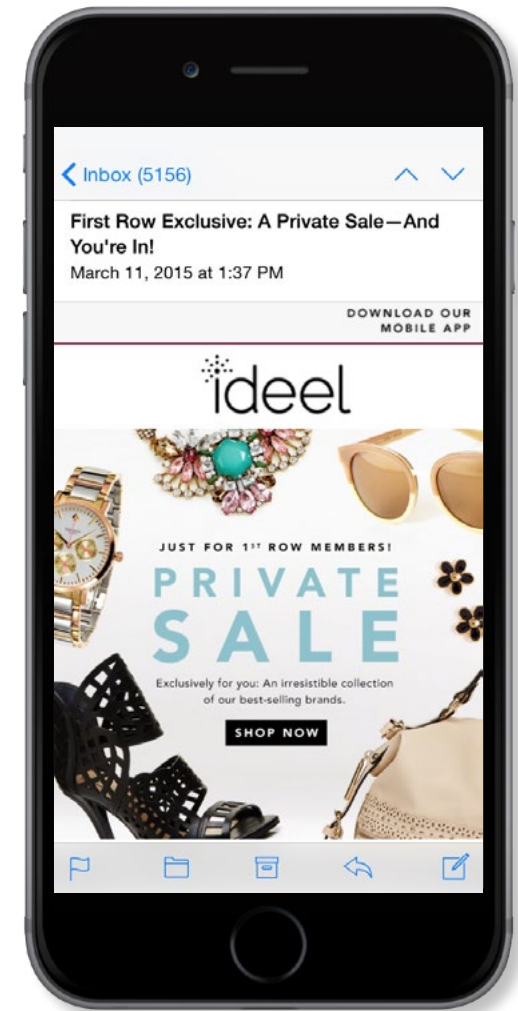
Ideel CTA

RESPONSIVE EMAIL DESIGN

Media Queries

Just like in your responsive web design, your responsive email design also has media queries. Media queries allow you to control the layout and display of your email based on the mobile device used to open it. However, it's important to know that not all mobile email clients support media queries.

You can also use media queries to fine-tune your code with designs for specific devices and situations, including horizontal versus vertical layout, and tablet-specific design.

| Media Queries Across Mobile Apps			
IPhone Native	✓	Yahoo! Mobile Apps	—
IPad Native	✓	Windows Mobile 7	—
Android 2.1 Native	—	Windows Mobile 7.5	✓
Android 2.2 Native	✓	Windows Mobile 8	—
Android 2.3 Native	✓	BlackBerry OS 6	✓
Android 4.x Native	✓	BlackBerry OS 7	✓
Gmail Mobile Apps	—	BlackBerry Z10	✓
Mailbox IOS App	✓	Kindle Fire native	✓

RESPONSIVE EMAIL DESIGN

What Can You Change with Responsive Email Design?
With media queries, there are a wide variety of design elements that you can change and adapt in your emails.

- **Navigation:** For your mobile email design, consider simplifying your navigation. Rather than listing all of your product categories, list only the most important.

- **Font size and style:** You may want to change the font size and style, depending on the device. Because mobile devices are smaller than desktops, make sure you choose fonts that are bold and readable.

- **Images:** If your email uses horizontal images, instead of scaling them down for mobile, consider stacking them for ease of viewing.

- **Colors:** Use high contrast colors that are easy to view on your phone—especially pay attention to the colors of your background and font. Your subscribers will access their emails in various situations and light conditions, so the easier to read, the better.

- **Layouts:** Responsive design enables you to change the layout of your email depending on the device your subscriber uses. Two-column email layouts should be changed to one column for easy mobile phone scrolling.

- **Content:** You can even change the content of your email for people viewing on a mobile device. Maybe you want to have different information that relates to mobile, or maybe you just want your mobile emails to more concise copy.
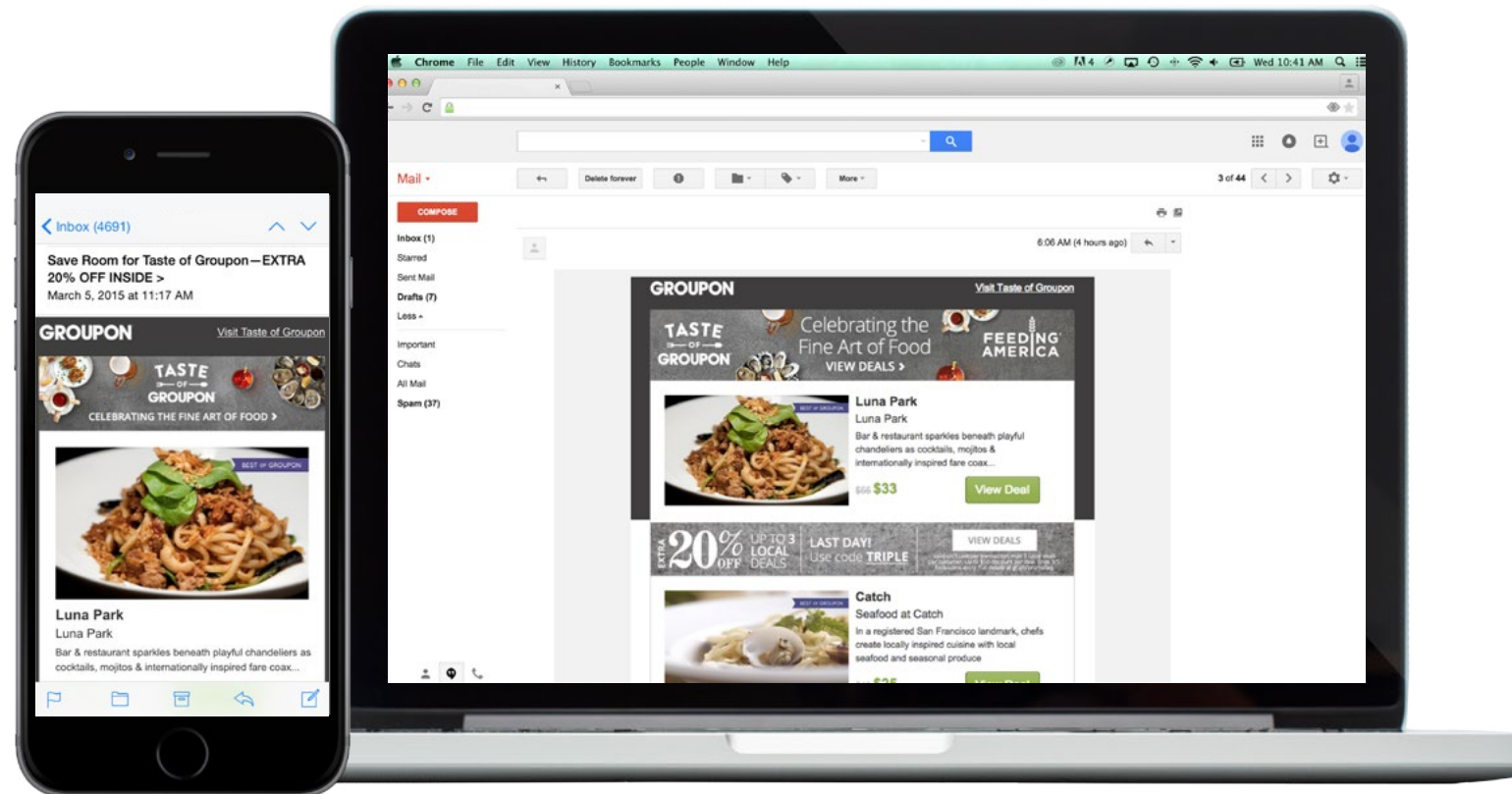
Email Design Mobile

Groupon Responsive Email Design Desktop

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MOBILE LANDING PAGE DESIGN

You've successfully gotten someone to click on your CTA from a mobile email, what happens next? To get real action, your landing pages need to be responsive as well, otherwise everyone who clicks from their mobile device will fall off.

Responsive landing pages are customized pages you direct your customers to from a social media page, email send, event invitation, paid ad, or search engine. Responsive landing pages are an important part of providing a seamless mobile experience for your customers. They help you collect data like email addresses, phone numbers, locations, and so on.

Responsive landing pages adapt to the size of the browser or device a customer uses for viewing. Imagine a desktop landing page on a mobile device. If there is a lot of small text and a painfully long form, all the work of getting a customer to even click on your landing page is gone as soon as she bounces. Luckily, you can adapt landing pages to mobile.

Goals for Mobile Landing Pages

Before we dive into the nitty gritty of designing mobile landing pages, we want to take a few minutes to go over challenges with mobile landing pages and how your goals might differ from desktop landing pages.

People are often less likely to convert on a mobile landing page. Think about it—your customers are on the go, might not be looking to make a purchase decision right away, and they don't have the ease of a regular desktop keyboard to enter their information. Entering information on a mobile keyboard is simply more time consuming (and annoying).

As a result, adjust your expectations, and of course test and iterate. Because people on their phones are less committal, make your landing pages accessible, and be cognizant of your language, form, and CTA.

Consider your goals and optimize for them. No matter how much time or money you spend on a campaign, if your landing page doesn't resonate with your mobile audience, they will bounce— potentially never to return.

Most of your customers will take only a few seconds on their devices to decide whether they will continue to read your landing page or leave.

When it comes to your mobile landing pages, err on the side of simplicity. Use your design layout carefully—the wrong design for your audience can immediately detract from the offer and conversion. Simply put: design can have a polarizing effect.
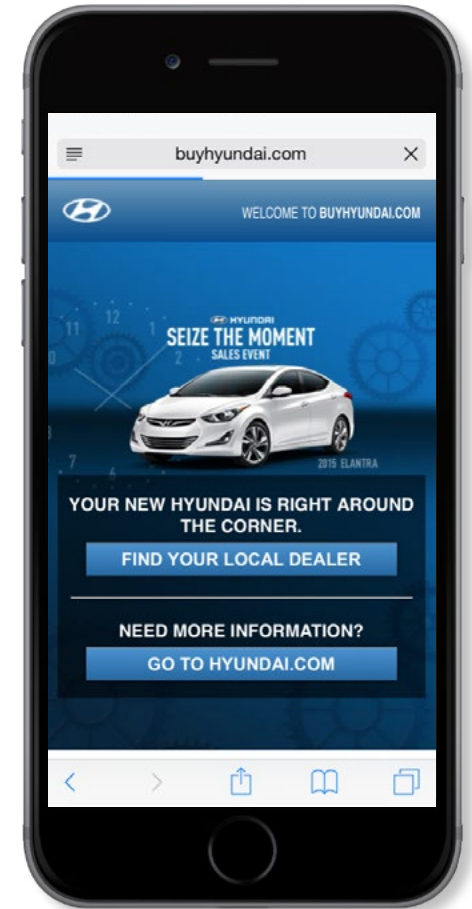
MOBILE LANDING PAGE DESIGN

Mobile Landing Page Best Practices

Consider including the following elements in your mobile landing pages:

- **Brand image or logo:** In order to establish trust, make sure your visitor knows exactly who you are. You want your brand image or logo to be clear.

- **Header or headline:** Your landing page header or headline should match the ad your visitor clicked on. You don't have much room on a mobile device to convey your message—so make it short and sweet. Alternatively, you can use an engaging image.

- **Copy:** Landing page copy should also be concise. Explain your offer and add an incentive for visitors to click on or fill out your form. Make your copy scannable, with bullets and short sentences.

- **Interior imagery:** Add imagery that supports your offer. You can also consider adding videos or other types of content. Your images should be engaging and eye catching.

- **Call-to-Action (CTA):** Make sure your CTA is obvious. Mobile phone screens are small, so make sure the CTA stands out.

- **Social sharing buttons:** Consider asking your landing page visitors to share your content by providing social-sharing buttons that are easy to access on a mobile device.

- **A form or way to collect information:** If you want to collect information from your visitor, provide a short form, with fields designed for ease of use.

Take a look at a mobile landing page promoting Hyundai. The landing page uses a clear logo, has a catchy headline, includes an appealing image of the new Elantra, and has clear CTAs to either find your local dealer or go to the website for more information.

Hyundai Mobile Landing Page

MOBILE LANDING PAGE DESIGN

Mobile Landing Page Call-to-Action

Your CTA is an important part of your mobile landing page. Because many of your viewers will view your landing page on their phone, you can get a bit more creative with your CTAs.

While a regular desktop landing page often has a CTA of "download now", "purchase now", and so on, marketers should take advantage of mobile capabilities. For instance, consider including a CTA for "call now" and provide a phone number. A mobile user can simply click on your CTA and automatically dial straight from his phone.

According to Alex Harris of Alex Designs, here are some best practices to keep in mind when implementing a "dial now" CTA:

1. Ensure your phone number is in HTML, and it is "click-to-call" ready, meaning you can tap on the phone and it will dial for you.

2. Test a phone number versus a "click-to-call" button. This button functions the same as a clickable phone number, but it's a button with CTA text that says "Call Now—Click Here". Harris has seen a 10-20% increase in phone calls when using this type of button.

Additionally, you can leverage location-based CTAs on your landing page to drive your customers to an action near their specific locations. In the example to the right, you can see a user searching for a Toyota Tundra is taken to a mobile landing page that prompts the user to find an offer at a location near them.

Mobile Landing Page: Toyota Location Based CTA
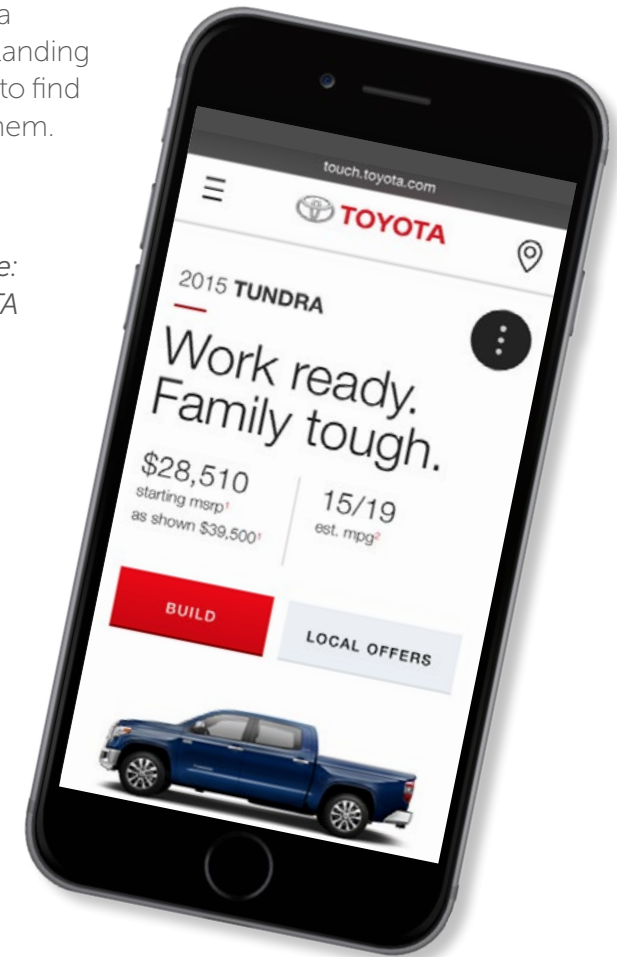
MOBILE LANDING PAGE DESIGN

Mobile Landing Page Forms

Be wary of creating long forms with type fields for your landing pages. You don't want to require your customers to spend time using their mobile keyboards to fill out long forms. This will not only cause drop off, but it will also irritate your customers. There is nothing worse than trying to complete endless form fields with a small mobile keyboard.

There are three good ways to deal with this issue:

1. **Design your mobile landing pages to include very short forms:** Only ask for the basic information you need to connect with the customer. Consider only asking for name, phone number, and email address. You can test the length of your forms, toggling back and forth between shorter and longer, to find your sweet spot.

2. **Use drop down menus:** This technique is much easier for your viewer. Drop down menus enable you to collect more information with less effort. Instead of someone having to diligently type in each answer, they can choose from a list.

3. **Consider a social login:** Many companies are opting to use social logins instead of form fills for ease of use. Consider implementing a social sign-on so you collect all of your viewer's information with minimal effort on their part.

Berkeley College does a nice job of keeping their forms short and adding drop-down lists when possible. This minimizes the work for the landing page visitor, resulting in higher conversion rates.

MAKING MOBILE FORMS EASY

Jonathan Dane, President and Co-Founder of Disruptive Advertising, suggests that for a really simple user experience with forms, make sure your different input fields automatically switch the mobile keyboard to alphabetical versus numerical, depending on if you are asking for a name, phone number, email, etc.
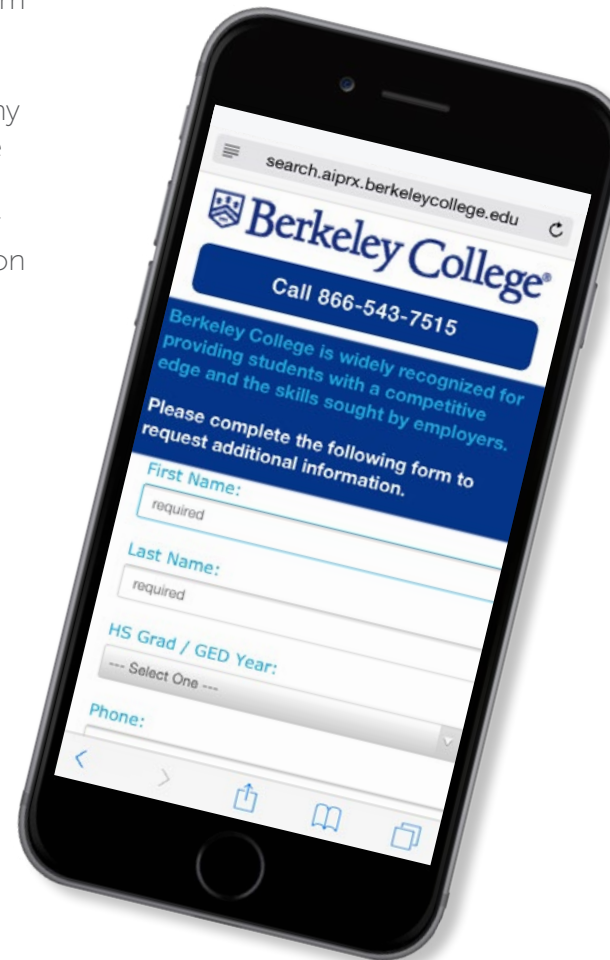
Berkeley College Mobile Landing Page

MOBILE LANDING PAGE DESIGN

Mobile Landing Page Copy

Your landing page copy is the key to conversion. Your copy should be short, convincing, and provide your visitor a clear explanation of your offer.

As you write your landing page copy, use these three steps as a guide:

1. Draw in your landing page visitor

2. Talk about your product or solution

3. Point out the WIIFM (What's In It For Me)

Scannable Content

People simply don't read a full landing page, especially on mobile—so less is more. Marketo studies have shown that, at most, people read three pieces of your landing page:

- The headline

- Bullet points

- Your CTA

Include a bold, captivating headline and a few sentences of engaging copy to show your customer why they should fill out your form or contact you. Also consider using interactive elements like a video or audio clip to heighten interest.

Your landing page doesn't need to sell your product or company, but it does need a very clear and relevant offer.

SEARCH ENGINE LAND'S 10 BEST PRACTICES FOR MOBILE LANDING PAGE SUCCESS

1. Be accessible
2. Be fast
3. Be orderly
4. Be brief
5. Be legible
6. Be call-friendly
7. Be thumb-friendly
8. Be local
9. Be form-simple
10. Be action-compelling

MOBILE LANDING PAGE DESIGN

Removing Navigation

You may be tempted to include your main navigation links on your landing pages ("If they don't like this offer, they'll be able to find something else!"). But this can be distracting from your main CTA. Eye-tracking studies have found navigation panels draw attention away from your offer and conversion. Plus, it is a lot to include for a mobile responsive landing page.

Remember your main goal isn't to have your landing page viewer visit your website—it's conversion for a particular CTA. After they convert, feel free to send your customers additional information—just don't muddy the waters during your initial interaction.

Confirmation and Thank You Pages

After a customer converts, take time to thank them with an email or send them to a confirmation page. Confirmation and thank you pages are an important way to track conversion, plus they deliver a better user experience.

Additionally, they provide an opportunity to deepen the relationship by making another offer, promoting content, running a poll, asking for a social share, or directing attention to a mobile app. In fact, more than 40% of customers are willing to share additional information after they convert.

RESPONSIVE DESIGN
# MOBILE LANDING PAGE DESIGN

Responsive Landing Pages and Marketing Automation

While marketers have long been able to design their own landing pages, they have had to rely on web development resources to make those landing pages responsive. Luckily, that's changing as marketers can now build their own responsive landing pages. Many marketing automation platforms offer functionality to help marketers easily create mobile optimized landing pages within their design editors.

In Marketo, you can easily create mobile responsive landing pages and preview what they look like on your viewer's mobile device.

In the landing page editor, Marketo offers the option to choose which elements you want to show on a desktop landing page and which you want on a mobile landing page.

Once you select the elements you would like in each version of your landing page, you can preview the pages to ensure your design works for both devices.
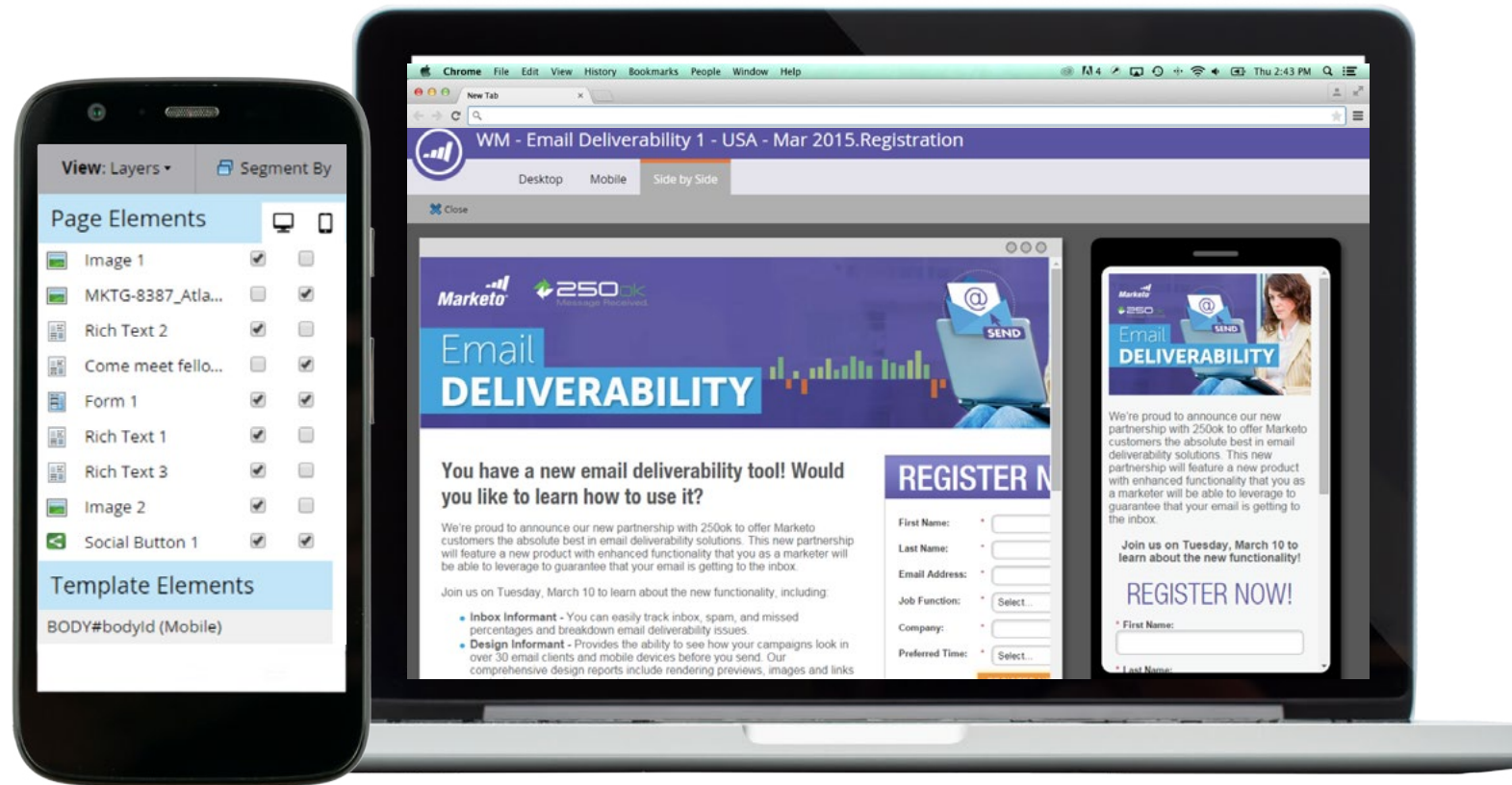
Mobile Page Elements

Mobile and Desktop Landing Page Preview in Marketo

PART IV:
MARKETING WITH SMS AND MMS MESSAGING

DEFINING SMS AND MMS

SMS and MMS are types of messages delivered directly to a mobile phone that can be used with or without mobile app downloads.

Why Text Messaging?

Text messaging via SMS or MMS is a quick and efficient way to grab your audience's attention so you can be where they are—on their devices. SMS/MMS messaging is an essential part of any mobile marketing strategy. Take a look at these compelling statistics:

- The open rate of SMS is **98%** compared to **22%** for emails (Venturebeat)

- Text messages can be **8x** more effective at engaging customers (Cellit)

- Approximately **50%** of consumers in the U.S. make direct purchases after receiving an SMS branded text (Moto Message)

- Applying SMS marketing techniques is predicted to contribute a **40%** growth rate of revenues by 2017 (Search Engine Land)

- Coupons delivered via SMS have redemption rates **10x** higher than printed coupons (Go Mobile)

And, we agree! According to our Marketo *Mobile Benchmark Survey*, **31%** of customers receive one to five SMS messages per month from brands, and a whopping **23%** get more than twenty! Clearly, people are engaging (and enjoying) SMS and MMS messages.

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DEFINING SMS AND MMS

23%
of consumers get more than 20 SMS messages a day

31%
of consumers get one to five SMS messages a day

SMS MESSAGING

SMS, or short message service, is a mobile text that can be sent peer-to-peer (like a standard text message) or from a mobile messaging service provider (a marketing message).
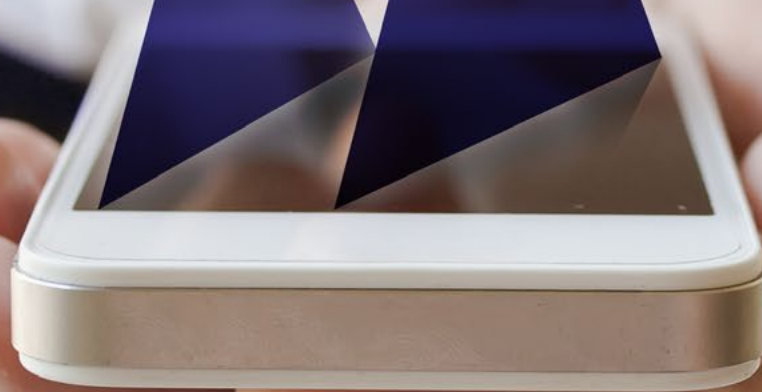
A consumer must opt-into this type of messaging either on your website, through an email subscription request, or through your mobile application.

SMS can be a great technique to get directly in front of your consumer in a fast, effective, and concise manner.

Here are some SMS specifics to keep in mind:

- **SMS is a fast and efficient way to engage with your customer:** You can send SMS messages at high volumes and they can often be delivered to your customers in less than fifteen seconds.

- **SMS enables you to reach your customers:** SMS is one of the simplest forms of mobile marketing, and most cell phone carriers accept SMS messages. If you are using SMS, you have a greater chance of getting through to an opted-in customer.

- **You have limited space:** A standard SMS text message can fit up to 160 characters, so keep that in mind for messaging!

Here is an example of a simple SMS text message from the retailer Macy's—it doesn't look much different than a personal text message you might receive from your friend.
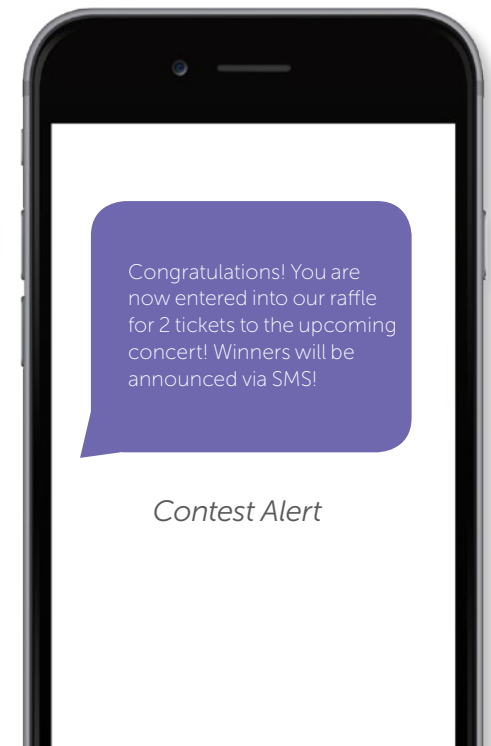
Macy's Promo Alerts: Extra 20% off + Specials end tonight! Details: http://bit.ly/SSDAY. Use Code SUPER: http://bit.ly/SUSAT1. Reply HELP=help.

SMS MESSAGING

Types of SMS Text

There are various types of SMS texts you might want to include in your marketing mix:

- **Special offers, promotions, or sales:** Share specials with your subscribers that are exclusive to SMS and MMS. This will encourage your subscribers to stay subscribed.

- **Order alerts:** By using SMS, you can alert your customers to where their order is in your processing. Send an alert when an order has been placed, when the order has shipped, and when an order has arrived.

- **Appointment reminders:** Send your subscribers appointment reminders right after they schedule an appointment and a few days prior. Flight reminders are also an example of this type of alert.

- **Contest alerts:** You want your subscribers to feel special. Consider creating contests specifically for your SMS alert subscribers.

BELLAGIO: Enjoy exclusive rates on accommodations & two buffets when you stay by 6/4! http://bit.ly/1i2DvVD, or 866.286.3821 and mention code: BBPSMSM14

Bellagio SMS Promotion

Your order (#1777) is now processing. Visit http://www.woothemes.com. for more info.

Order Alerts

You have an appointment with Main Street Hospital on Fr Dec 16, 2011 at 12:30 pm. Reply CONFIRM to confirm. Questions? Please call (222) 555-1234.

Appointment Alerts

Congratulations! You are now entered into our raffle for 2 tickets to the upcoming concert! Winners will be announced via SMS!

Contest Alert

SMS MESSAGING

f
t
in
g+

Best Practices for SMS Messaging

Even though your SMS texts land directly in consumers' hands—they are easy to forgot about and delete, so you need to make sure your messaging is engaging, interesting, and appealing. You can test and iterate different aspects of your SMS texts, but there are certainly some tips and tricks to consider.

According to Susan Gunelius from Entrepreneur magazine, these are some best practices to keep in mind when composing your SMS texts:

1. **Be brief and focused.** You only have 160 characters to grab your reader's attention, so your text message should be succinct and engaging. Speak directly to your target audience in your messages—use the personas you created earlier in this guide to help shape your message. Be sure to include how to take advantage of your SMS offer and its benefits.

2. **Avoid slang and abbreviations.** If your text message looks like spam, subscribers will delete it. If they have no idea what you are talking about, they will not pay any attention to the valuable offers you provide. For maximum engagement, be sure to leave out anything that might seem too slick and promotional. Slang and text abbreviations can cheapen the perception of your brand and hinder your campaign.

3. **Offer something of value.** Don't send an SMS text to a subscriber unless you have something to offer and something to say. If you don't offer value, you risk your customer opting out of your SMS communication. You should always include a real-time offer and show your subscriber the WIIFM (What's In In For Me). Whether you provide information about a sale or wwa new product, the message should describe the benefits of acting now.

SMS MESSAGING

4. Identify yourself. Make sure you identify yourself in the text so the consumer knows exactly who you are. Anonymous messages do nothing for your brand or your customer. Identifying yourself clearly helps your messages appear more relevant and engaging.

5. Make your customers feel special. Your subscribers opted into your SMS messages for a reason, so make sure they feel special and give them exclusive offers that aren't available elsewhere. Otherwise, consumers will most likely opt out of receiving future messages from you.

6. Always include a clear call-to-action. Make sure you provide a clear CTA for your customers and drive to a mobile responsive landing page. That way, you can track engagement and deliverability of your SMS.

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MMS MESSAGING

MMS, or multimedia messaging service, is a multimedia message that can be sent peer-to-peer, from a mobile messaging service provider, or from a website to a mobile phone. MMS messages can include text, photos, videos, audios, or GIFs.

MMS, or multimedia messaging service, is a multimedia message that can be sent peer-to-peer, from a mobile messaging service provider, or from a website to a mobile phone. MMS messages can include text, photos, videos, audios, or GIFs.

In contrast to an SMS, a MMS message enables you to include a larger variety of branding essentials for a more engaging experience.

Here are some elements of a MMS message to keep in mind:

- **MMS messaging provides great branding opportunities.** Because MMS messages can include rich visuals, your subscriber has a better user experience. In fact, according to the company Outspoken, MMS has some pretty impressive stats:

  - MMS texts have a higher customer engagement with a 15% average CTR (click-through-rate)

  - MMS increases campaign opt-ins by 20% over SMS

  - Subscribers are eight times more likely to share MMS content on social networks

- **You can fit more in a MMS message.** In contrast to SMS messages, where you can only fit 160 characters, MMS messages have no limits. You can include many characters and images in your MMS texts to create a more full campaign experience.

Here is an example of an MMS message from Starbucks:

Starbucks MMS Message
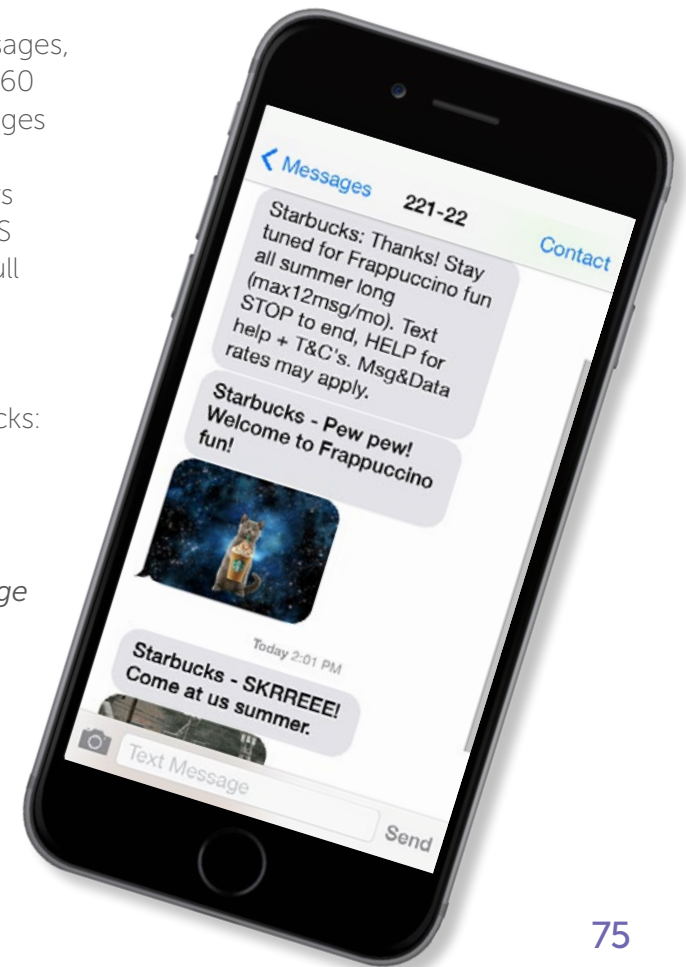
MMS MESSAGING

15% average CTR (click-through-rate) with MMS messaging

20% increased campaign opt-ins with MMS over SMS

8x more likely subscribers will share MMS content on social networks

MMS MESSAGING

Types of MMS Text

There are various types of MMS texts you can send to your audience:

- **Special offers, promotions, or sales:** You can include links to purchase or scannable codes.

- **Video content:** Send your subscribers your newest video content. This could be a how-to video, a news clip, viral content, or a customer testimonial.

- **New product images:** Send your subscriber images of your newest products. This can be based on behavioral data on what your customer has interacted with, or just your new line of products. If you go this route, don't forget to include a coupon code.

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MMS MESSAGING

How to Create Engaging MMS Messaging

It may be easier to engage your audience with MMS messaging than SMS, but it is still critical to follow a few cardinal rules. You have the ability to add rich visuals to your MMS texts, remember not to go overboard!

Here are some important tips to keep in mind when designing your MMS messages:

- **Use rich, engaging visuals.** Because your image is the cornerstone of your MMS text, make sure the visual you include is rich, engaging, and relevant to your subscriber. Use imagery that is bright, eye catching, and full of texture. Steer clear of stock imagery that lacks personality. You want to grab the attention of your subscriber right away.

- **Consider including a scannable code for promotions.** Make it easy for your subscriber to use your offer right away. If it is a percentage off of a new purchase, include a scannable code so your subscriber doesn't need to navigate away from the message. Instead, he can use it immediately in-store.

- **Connect your MMS message to a full campaign.** Make your subscriber's experience is cohesive and in sync with the rest of your marketing imagery and messaging. If you are running a particular campaign on your website, through email, in-store, and through other channels, include the same imagery in your MMS messages.

- **Include social sharing buttons.** Because you are using rich media, you can include social sharing buttons. As we mentioned previously, a MMS message has a high probability of being shared through social, so make sure your subscribers have a way to share on Facebook or Twitter.

OPT-IN BEST PRACTICES

Just like your email marketing, your subscribers must opt-in to your mobile marketing. That means they must give you permission to market to them on their mobile devices.

Subscriber Consent

Because SMS and MMS marketing has become increasingly popular, in 2013, the Telephone Consumer Protection Act (TCPA) expanded to include regulations related to text message opt-ins.

Essentially, the law states that before a marketer sends a consumer a text message in either SMS or MMS form, they must have expressed prior written consent in the form of a text message back to the marketing company or through an online form. There are multiple ways to achieve a mobile opt-in from a subscriber:

- **Text Message:** A subscriber can opt into your SMS or MMS marketing via a text message. This is considered a single opt-in and works by asking the consumer to text back by writing "SUBSCRIBE" or something similar. You then can reply to the consumer confirmation via text.

- **Signage:** If you are a retail marketer, at an event, or have a brick-and-mortar store, you can create signage asking a consumer to subscribe to your text messaging. Simply ask them to text "SUBSCRIBE" to a specific short code or phone number. To make these even more effective, consider offering a discount for new subscribers.

- **Website Form:** You can create website forms that opt website visitors in to your text messages. This can be done by having a visitor enter his information into a form, including phone number. You can then text a confirmation code to the user, allowing your subscriber to opt-in to your messages from his device. This is considered a double opt-in.

- **Social Media:** Encourage subscribers on social media to opt-in to your text messages. Offer discounts and let them know what sort of offers they can expect. Send out a code and have them opt-in. You can also create a Facebook tab or widget so your subscribers can opt-in without leaving the social media interface.

- **Email:** Include your text message subscription options in upcoming marketing emails. Just like asking your email subscribers to follow you on social channels, asking them to opt into your SMS and MMS messages is another way to engage your audience.

OPT-IN BEST PRACTICES

Important Compliance Guidelines

In addition to requiring subscribers to opt-in to your text messaging, there are also other guidelines you must follow to comply with the TCPA.

- **Include instructions on how to opt-out.** Your subscribers must know how they can opt-out of text communications from your company. An example would be to include messaging in your text that explains to your subscribers they can "opt-out by texting 'STOP' to [short code]". Your short code is your shortened text number.

- **You must notify subscribers if there is a cost to the service.** There may be a cost involved with your text messaging, depending on the service plans of your recipients. Additionally, if you provide a link that goes to a website browser page, your subscribers that might have to pay for data. Therefore, you must inform your subscribers that "standard message and data rates may apply".

- **Provide subscribers with a way to ask questions.** Your SMS and MMS subscribers may want to ask you questions. You must provide them with a way to ask for help. This can be done by asking them to text "HELP" to your short code.

- **Set expectations.** Your subscribers need to know how many text messages they will get from you and how often they will receive those messages. Make sure you provide them with that information up front to set proper expectations

Take a look at this example from Domino's. They comply with TCPA regulations by including information on how to opt-out of their communications, how to ask for help, and that standard data and message rates apply.
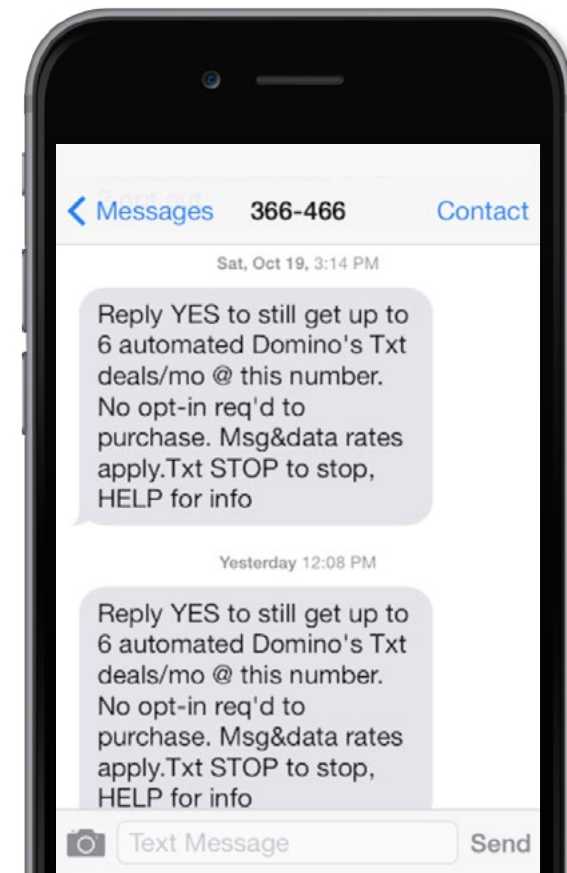
Domino's Text Complying with TCPA Laws
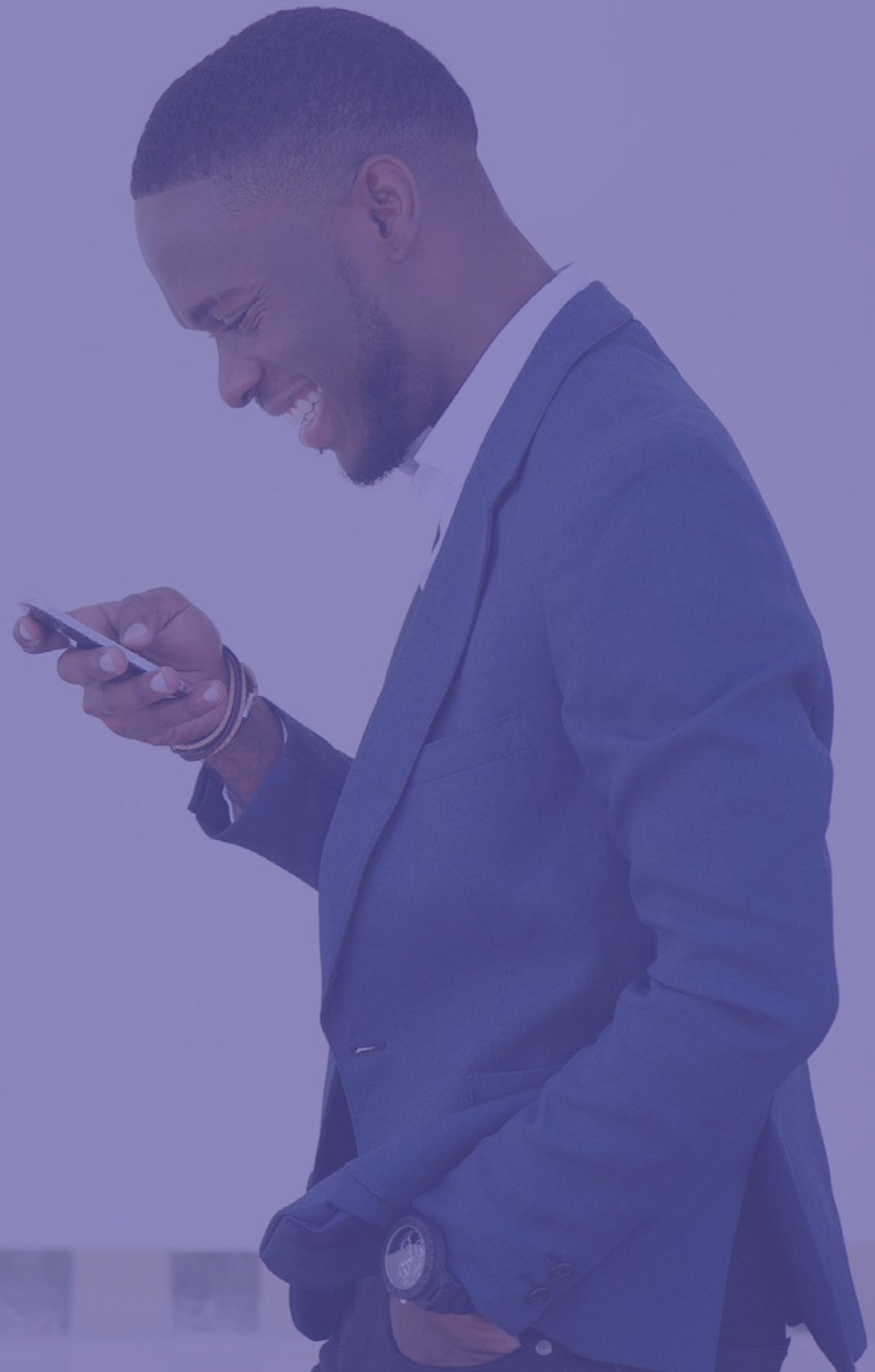
PART V:
MOBILE APPS

DEFINING YOUR MOBILE APP STRATEGY

Mobile apps can support your business goal, whether that is to extend your product, drive engagement, or support commerce. Mobile apps provide an opportunity to drive extremely deep engagement with your customers. Evaluating how you can (and if you should) use an app to support your business is a vital part of mobile marketing.

The introduction of a mobile application into your marketing planning is a critical and strategic move. To fully integrate it as part of a holistic marketing strategy, you as the marketer need to be involved in some of the more technical aspects of mobile app creation and implementation. This enables you to include multiple engagement touch-points throughout the app as it is developed.

The following section includes some technical details about app creation and development. However, for marketers to ensure their apps create relationships with customers in a personalized, relevant way, participation is a must!

DEFINING YOUR MOBILE APP STRATEGY

Your App Development Team

App marketing starts with creating a strategy that addresses and supports your mobile and organizational goals. The first step is evaluating whether a mobile app is right for your business, but to do that, you need to assemble a cross-functional team ofstakeholders to determine whether an app will deliver the right type of value.

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DEFINING YOUR MOBILE APP STRATEGY

Selecting Your App Strategy Team

When assembling a team for your app, you will not only have a large committee of involved stakeholders for key decisions, but you may also want to split into sub-groups focused on individual tasks.

For example, maybe your engineering and user interface teams act as a sub-committee to project manage the development of your app, while marketing and sales works together to create an effective launch plan for your app. As you think about whom to include in your committee, here is a list of stakeholder groups you should consider:

- **Executive Leadership (CMO, CEO):** Supports the initiative with vision and buy-in.

- **Marketing:** Supports the initiative with go-to-market planning, app marketing strategy, and customer insights.

- **Sales:** Supports the initiative with customer knowledge and requests.

- **User Interface and User Experience Experts:** Supports the initiative by providing app flow guidance and design expertise.

- **Product:** Supports the initiative by sharing data-based customer insights and market data. They may project manage the app build.

- **Engineering:** Supports the initiative by either building the app or helping source good developers to build your app. They may project manage the app build.

MARKETING'S ROLE IN APP DEVELOPMENT

While marketers tend to have a deep investment in app development—as a critical way to reach their customers and potential customers—it is important they act as part of the App Strategy Team instead of the owner of the group or project.

App development requires the buy-in and investment of many stakeholders across the organization, and while it might make sense for marketing to own a portion of the project, there are highly technical aspects of the project that are best served by being managed by other stakeholders in the group.

This is not to diminish marketing's role—marketing can and should support the app development by:

- Participating in the stakeholder committee to make key decisions
- Creating a comprehensive app launch plan
- Running in-app and external marketing campaigns to support app goals

DEFINING YOUR MOBILE APP STRATEGY

Determining Your App Strategy
Once you have your App Strategy Team in place, you and your team will need to create your roadmap and define the app's goals. Having the goals in place is important as you make key decisions that will shape the outcome of your app.

To start, you and your team need to understand why you want someone to use your app. What is she in the app to do? The majority of apps boil down to trying to achieve one of these three goals:

1. **Acquisition:** Your app provides useful functionality in exchange for the user providing contact information. These types of apps are typically promoted in the app store and via paid channels to drive downloads and subsequent sign-up.

2. **Engagement:** The activities and associated actions in your app drive the user to engage with the app and your brand. These types of apps build relationships and loyalty.

3. **Conversion:** The activities and actions in this app may have components of engagement, but ultimately, they drive to a conversion.

Once you have determined the primary goal for your app, you and your stakeholder committee will evaluate and decide:

- What type of app best fits your organization?

- How should you price your app?

- Will you design your app in-house or through an app design firm?

- What is your app development timeline?

- How will you take your app to market?

- How will you handle continued feedback and development of your app?

DEFINING YOUR MOBILE APP STRATEGY

Creating Your App Roadmap

According to a study by comScore, US mobile users spend the majority of their time consuming digital media—any type of entertainment, news, or information in a digital format—within a mobile application. This is a significant indicator of the amount of screen time you get if you develop a mobile app.

There are approximately 1.2 million apps in the Apple App store and 1.3 million apps in the Android App store, according to Statista—so it's absolutely conceivable that there truly is an "app for everything". And because of the large amount of apps that already exist, you need to identify exactly what you want to accomplish well before you begin development.

This will both help you build an app that achieves your goal and competes against the massive amount of apps that already exist.

In the previous section, we covered the three different goals that most often shape the strategy for an app—acquisition, engagement, or conversion. Knowing that goal helps to shape the rest of your decisions as you and your team embark on creating a comprehensive app strategy and roadmap.

The following sections identify key aspects of app strategy that you must think about and decide on as you create your app.
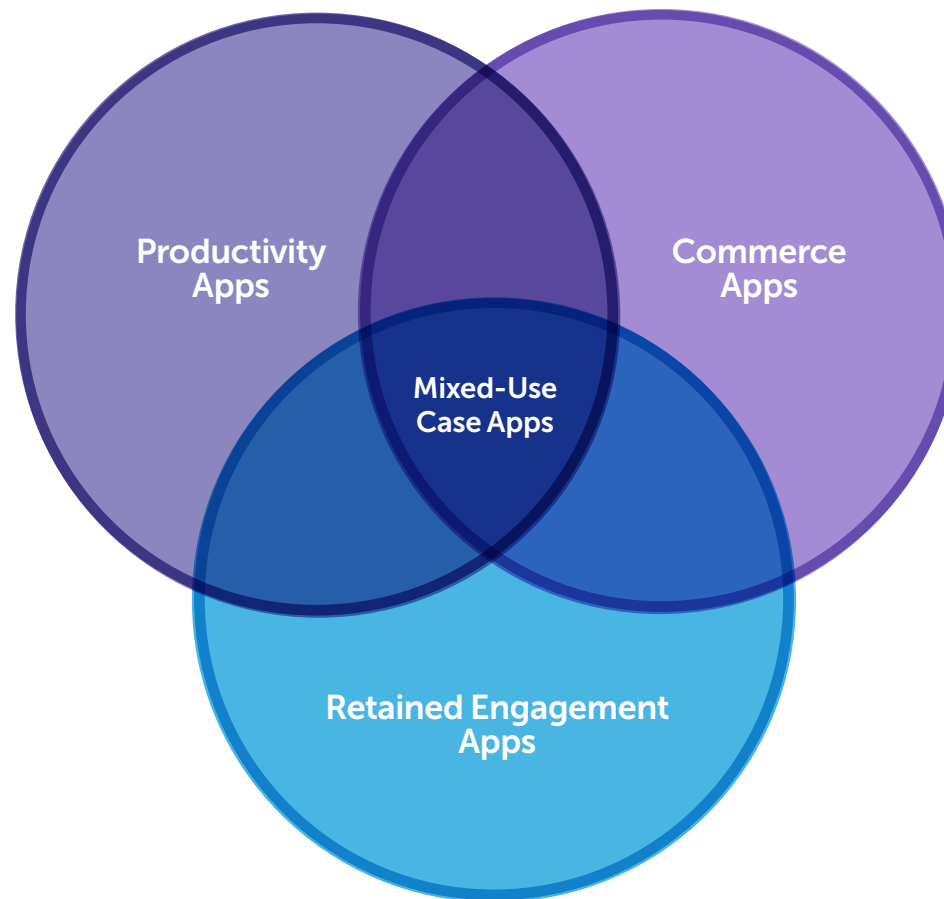
TYPES OF MOBILE APPS

As you can imagine based on the sheer volume of apps that exist, there are a lot of different types of apps you can create.

While apps can be categorized in a variety of ways—based on the audience, activity, or utility—we have distilled three main categories that almost every app will fit into—productivity apps, commerce apps, and retained engagement apps.

In some cases, an app will obviously fit into one category, but have elements that lend themselves to another category. While the categories are here to help you define what type of app you are going to create, think of the categories model as a Venn Diagram with the ability to overlap.

Productivity Apps

Commerce Apps

Mixed-Use Case Apps

Retained Engagement Apps

TYPES OF MOBILE APPS

Productivity Apps

Productivity apps help consumers do exactly that—be more productive. Some productivity apps, such as Google Maps, provide services that can run independently on your mobile device. Other productivity apps are an "add-on" to a primarily non-mobile service. These include apps like Dropcam, where the app augments the in-home video recording experience, or Dropbox, where the app provides a mobile view into a service primarily used via a PC.

Productivity App: Dropcam

TYPES OF MOBILE APPS

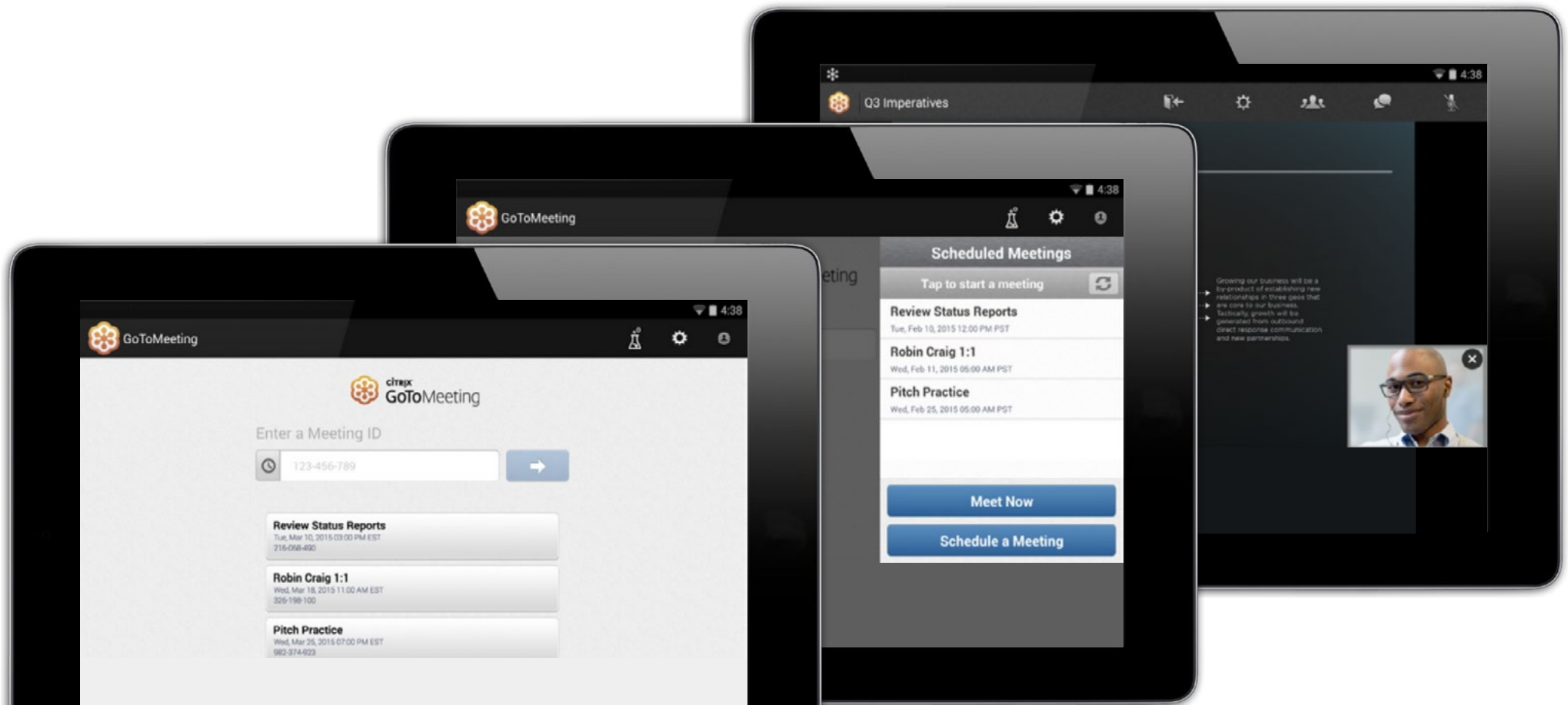Productivity apps also host a variety of enterprise business apps. For example, Citrix GoToMeeting, an online meeting provider, provides a free app as an extension of its software product.

The app gives users—often business users—access to the meeting tool on their platform of choice. You can imagine how useful this app might be when a user is on the go.

Productivity App: Citrix GoToMeeting App

TYPES OF MOBILE APPS

Retained Engagement Apps

Retained engagement apps have the primary goal of achieving and retaining the attention of their users. Often, these apps support businesses that have revenue derived from advertising.

These applications aim to keep users engaged with their content for longer and longer periods of time to show users more advertising and build brand affinity and awareness. Because retained engagement apps rely on engaged users, they must find a way to be 'sticky'—a feature or set of features that drive users to engage and re-engage with a product— to drive the desired result.

Retained Engagement App: The New York Times

MOBILE APPS
TYPES OF MOBILE APPS

THE ACCELERATION OF MOBILE ADVERTISING

According to Business Insider Intelligence reporting, mobile programmatic ad revenues, including ads sold through real-time bidding (RTB), will account for 43% of US mobile display-related ad revenue in 2018, up from only a 6% share in 2013.

Mobile advertising is growing at a faster rate than any other category of advertising because advertisers are expanding their budgets to catch up with mobile growth.

2018

43%

2013

6%

2014   2015   2016   2017

Mobile Display-related Ad Revenue

TYPES OF MOBILE APPS

Retained engagement app examples include social networking apps, like Facebook, Instagram, and Twitter, and news apps like The New York Times or ESPN. Additionally, mobile game apps—especially those that are ad-supported—typically fit into the retained engagement category and represent the largest type of app in the category. Those that offer in-app purchases overlap with the next category, commerce apps.

Retained Engagement App: ESPN

TYPES OF MOBILE APPS

Commerce Apps

Commerce apps support businesses looking to make a sale through their mobile apps. Success of the app is primarily determined by driving revenue and converting customers at checkout.

Examples of these types of apps include most ecommerce apps, such as Pizza Hut, Nordstrom, Target, or even your local frozen yogurt shop.

The ultimate goal of your commerce app is determined by you—the marketer—and so are actions that help accelerate your customers through their lifecycle toward that goal.

An example of end goals for commerce apps might include a purchase, a recommendation, or enrollment in a loyalty program.

Ultimately, you want to focus on what drives commerce for your business, both in-app and outside of it.

In this Pizza Hut example, the actions that a user can take in-app are designed to drive conversion— ordering their pizza—through delivery, carry-out, or dine-in.

MOBILE PURCHASES ON THE RISE

Marketers looking to drive revenue through their mobile channels are in good company. Customers are clearly using their mobile apps to make purchases. According to a recent Skava report, growth in mobile shopping revenue has climbed, especially on key dates like Cyber Monday, with 76% growth from 2013-2014.

Additionally, based on *Marketo's Mobile Benchmark Survey* of over 500 consumers, over 50% of consumers made a mobile purchase in-app within the last month, and over 40% of those purchases were more than $20.
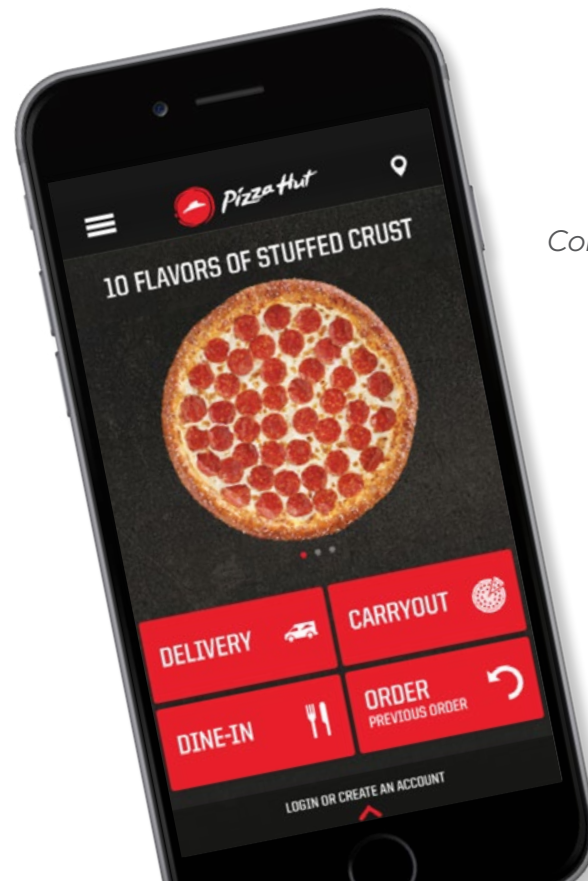
Commerce App: Pizza Hut

TYPES OF MOBILE APPS

As we mentioned previously, mobile actions in a commerce app include more than just driving in-app mobile purchases—commerce apps can also drive commerce activity in another channel.

Take for example, the Yumi Yogurt app—pictured here—supports a brick-and-mortar store and does not support mobile sales. But it still drives commerce for the business from the actions that it drives within the app.

The Target Cartwheel app almost exclusively drives in-store commerce by engaging customers with personalized coupons, where the action is to "clip" them to use later in store.

Commerce App: Yumi Yogurt
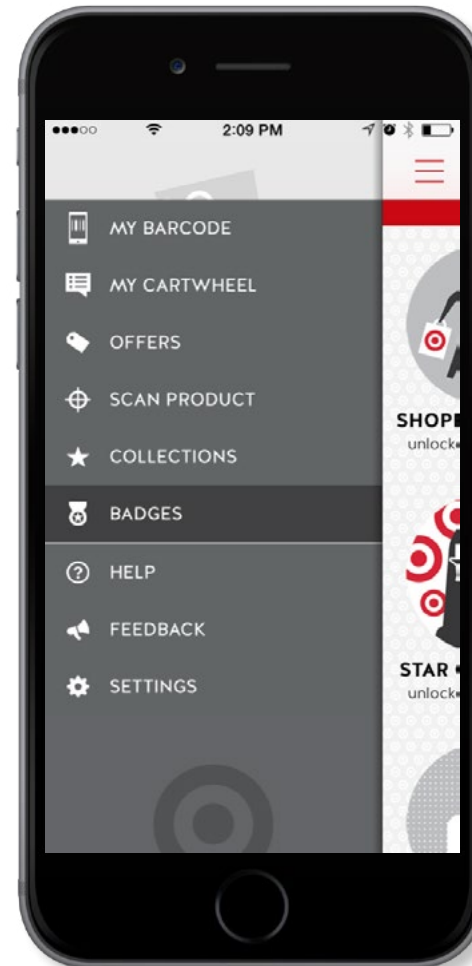
Commerce App: Target's Cartwheel

TYPES OF MOBILE APPS

Mixed-Use Cases

As you saw in the diagram at the beginning of this section, some apps don't fit neatly into only one category. In this case, you will choose which type of app you have based on your goals, which may shift as users take specific actions.

In some cases, retained engagement apps can be a lead-in to a productivity app. For example, when a user first downloads the Pandora app, he is offered free music streaming if he will listen to advertising. To avoid advertising, users are offered the ability to upgrade their accounts to a premium membership. By upgrading, the Pandora app transitions from a retained engagement app—that uses advertising to drive revenue— to a productivity app—an extension of the product.

Mixed-Use Case App: Pandora

TYPES OF MOBILE APPS

Another example is Marketo's event app for our Marketing Nation Summit. This app was created with the goal of both retaining a user's engagement—in this case using the engagement to offer promotions to events and booths instead of paid advertising—and as a productivity app—extending the capabilities of the event.

The app offers attendees a place to store their individual agenda and activities for them to accomplish within the app and in person to drive engagement.
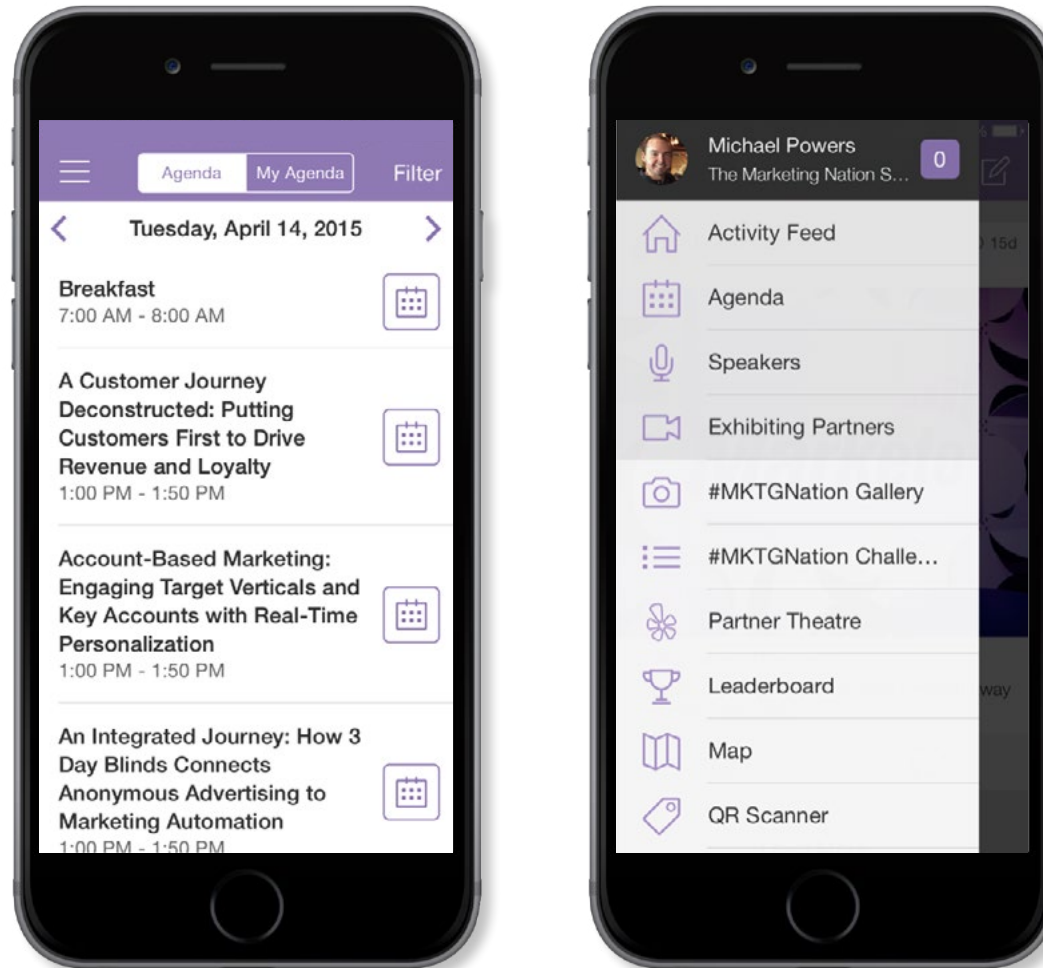
Mixed-Use Case App: Marketo's Marketing Nation Summit App

PAYMENT MODELS AND PRICING

Once you have decided what type of app makes the most sense for your business, you need to decide how to price your app. There are a variety of pricing models and strategies that are available as you think about how to achieve a return on your investment.

First, consider the type of app you have decided to create, and then determine the pros and cons of each pricing strategy. Remember that revenue from your app is not always your metric of choice! And make sure that you continuously test to discover which model allows you to maintain a high number of engaged users and drive toward your goals.

This section will walk you through:

- How you should think about pricing your app

- The different pricing strategies:

  - Free

  - Freemium

  - Paid

  - Paymium

PAYMENT MODELS AND PRICING

Pricing Your App

Once you have determined your app type, it's time to price your app. Here are some traditional methods to price your app. Use this pricing worksheet to think through some of the important aspects that you need to consider as you price your app:

- **Your cost**

  - How much did it cost to create your app?

  - How much will it cost to promote it?

  - What is your break-even amount?

- **Your estimated demand**

  - What does your market research show for volume of users?

- What value does your app provide to the customer?

- What does your market research show for pricing?

- **Your competition**

  - What is the price of competitor apps?

  - What is the volume of competitor apps?

  - What benefit does your app provide your brand?

  - Does the app drive awareness? Conversions? Customer retention?

- **The cost to acquire mobile app users**

  - Once you have an app, how much will it cost you to engage and retain users?

PRICING TIPS: DOS AND DON'TS:

Do: Be cautious of your own bias when evaluating the value of your app to the user. You never know what you might end up learning.

Don't: Just use one method. Often the best way to find the right price for your app is by considering different elements of each method and then testing. You need to consider each element in the context of your app goals and then balance your price accordingly.

PAYMENT MODELS AND PRICING

Free

According to research by Flurry, over the past five years, app prices have dropped year over year, with more and more apps offered as "Free" or "Freemium". The results of Flurry's research also illustrated that price testing had a lot to do with this change.

Developers have tested the price of their apps against demand and saw a clear trend—even at a low price point of $0.99, there was a decrease in demand. This correlates directly with why more apps are free. Of course, you can offer a free app and still have other ways to make money within the app, which we will cover in the following pricing strategies.

Giving your app away for free can lead to a higher volume of downloads, which gives you the ability to look at other methods of driving revenue—if that is your goal—such as incorporating mobile advertising to drive revenue.
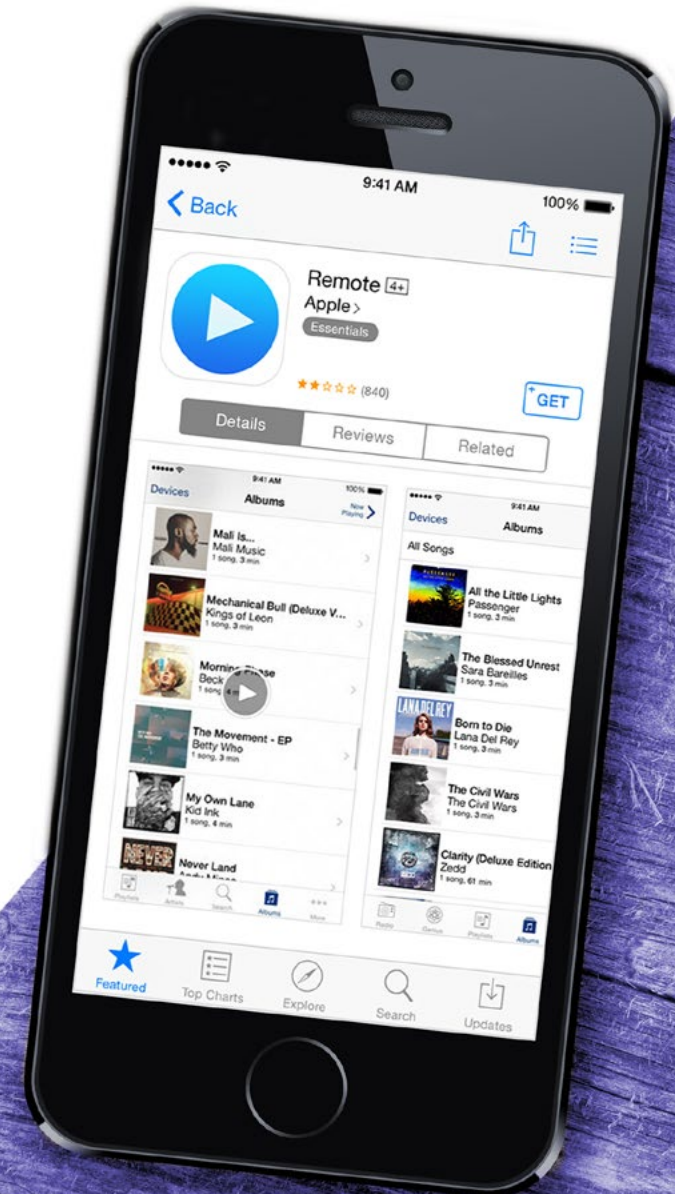
PAYMENT MODELS AND PRICING

Freemium

The freemium pricing model offers something of a blend between the paid and free. Essentially, users can download your app for free, and then pay extra for premium features. This can include an in-app purchase or an upgrade from a free account to a premium account, with enhanced features and benefits.

More apps are moving toward a freemium model, as it offers app developers much more flexibility in how they monetize their apps. You also have more room to test what works and what doesn't for your particular personas.

Freemium does require some effort and in-app marketing (discussed later in this guide) to drive free users to make purchases in-app.

Apps employing this pricing strategy need to spend more time planning the different types of in-app offers and how to get users to engage with them. And then later, they need to spend time testing the effectiveness of their offers.

PAYMENT MODELS AND PRICING

An example of a freemium app that uses in-app purchases to drive revenue is the PopCap game, Plants vs. Zombies. The game itself is free in the iOS app store but uses in-app purchases as players seek to unlock different game capabilities.

IN-APP PURCHASES

In-app purchases are purchases that take place inside an app after download. These purchases, according to Distimo research, result in over 76% of app store revenue.

In-app purchases offer app developers a way to monetize their apps in a variety of ways, often offering the customer something new or exclusive to drive the purchase. These options can range from an upgrade of a subscription to purchasing "points" or "tokens" in gaming.

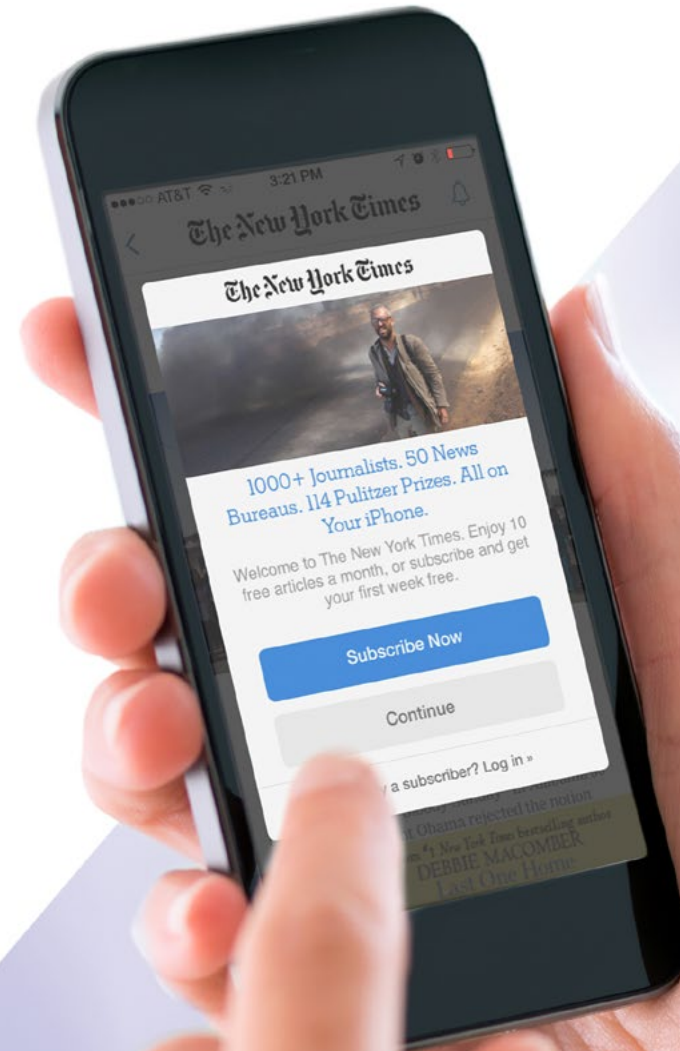*Freemium App: Plants vs. Zombies 2*

PAYMENT MODELS AND PRICING

Another example of a freemium app is The New York Times app, which uses both ad revenue and subscription upgrades to drive ROI. The app is free to download but offers a limited set of content, unless a user upgrades to a subscriber.

Freemium App: The New York Times

PAYMENT MODELS AND PRICING

Paid

This strategy, also known as a premium app, is the most obvious way to monetize your app and means simply charging your customers up front. This is a safe, straightforward pricing model—your users know exactly what they'll be expected to pay, with no hidden fees. This type of app is similar to licensed software, with updates and features included in the original price.

Apps that choose to use a paid strategy often offer a premium service or product and are targeting a very specific audience—for example an extension of a popular video game, with premium graphics, or a mobile version of a business product.

THE DECLINE OF PAID APPS

According to Flurry research, paid apps account for just 10% of apps on the App Store. Based on research from Lattice Labs, premium apps work best when:

- There is strong demand for your app—this works particularly well in niche areas
- You already have a strong brand and an established relationship with users—this increases your chances that users are willing to pay for your app
- There is not a lot of competition—this will drive the price down
- You are not focusing on reach as one of your goals—incorporating the paid element into an app will limit your reach
- There are minimal ongoing maintenance costs to support a user of your app—these ongoing costs make a paid app, with upfront costs, unsustainable

PAYMENT MODELS AND PRICING

Paymium

Paymium is a relatively new pricing model, which involves two revenue streams. Users are charged up front for their download and can then subsequently make in-app purchases to boost revenue further. It's particularly prominent in the gaming world—though it can leave users feeling irritated by having to "pay twice".

In the example below, you can see that of the top eight paid apps in Apple's app store, four of them also have in-app purchases. This allows app developers to collect revenue up front and then charge users for additional features or upgrades within the app—often a game.

Once you have determined the type of app and the pricing model that fits your business, it's time to get started and create your app. There are a few things that are important to think about as you create your app:

- App functionality and flow

- Development

- Cost

- Time

Paymium Apps: Half of the top paid apps are paymium apps

APP DESIGN

Once you have determined the type of app and the pricing model that fits your business, it's time to get started on app design.

There are a few things that are important to think about as you create your app:

- App functionality and flow

- Development

- Cost

- Time

Marketo®

APP DESIGN

App Functionality

App functionality and flow determines how a user actually interacts with your app from initial engagement, to taking an action, to moving from screen to screen. Your app functionality and flow is critical to the success and sustainability of your app efforts.

The first step for design is to lay out the flow and features. Consider mapping this out on a whiteboard during a brainstorming session with your stakeholder team.

Once you have a basic framework, you can put your ideas into a more structured wireframe (a visual blueprint for what your app structure will look like) and make sure that it follows a logical flow.

A critical element of your app flow is ensuring that when users first download and open your app you guide them to take specific actions to set up the app properly, engage them in the content, and make them want to come back for more. With this in mind, your app's logical flow should start with some type of introduction and then, based on your app strategy, lead a user to take action—whether that is engagement or conversion.

This is also an important time to think about what app behaviors will provide valuable insights to your customer. For example, with Marketo's Mobile Engagement product, you can listen in-app for specific behaviors and respond with relevant in-app or cross-channel content.

5 REASONS TO CREATE A WIREFRAME

Creating a wireframe—an outline or diagram of your app's flow and functionality—offers many key benefits, including:

1. **It can save you money:** Handing off a fully formed idea to your development team makes the process more streamlined.
2. **It can help you expand your initial ideas**: As you diagram your app, you will discover ideas and uncover issues that weren't immediately obvious.
3. **It gives you a structure to work with:** Ideas are great, but at some point, you need to put a boundary on the limits of your app.
4. **It helps you assess your app functionality:** You know there are critical elements to include in your app, but until you map them out, you don't know if your initial flow makes sense.
5. **It is a tool that helps you solicit feedback early in the process**: Having a fully fleshed-out diagram of how your app will flow for a user allows you to get specific feedback that you can incorporate early in the development process.

APP DESIGN

With these behaviors in mind, you can design your app to provide indicators to your marketing automation platform. For example, if you provide an app introduction for new customers, you should decide whether a user must proceed through that introduction or listen for people who close that introduction and target them with relevant tips and tricks via other channels.

It's also important to consider elements like:

- Asking for a review

- Sharing the app

- Giving users a place to ask for help

- Giving users a place to change their settings

It's important to determine where and when these elements should be incorporated within your app navigation. Based on how important a specific section of your app is, you may want to make it accessible in multiple ways, highlight it visually, or have it be the page your users lands on when they open the app.

Account
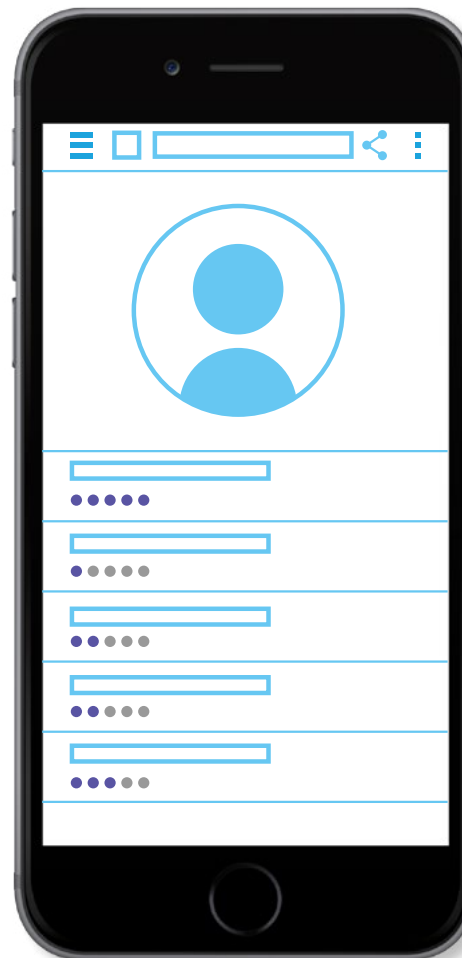
Navigation
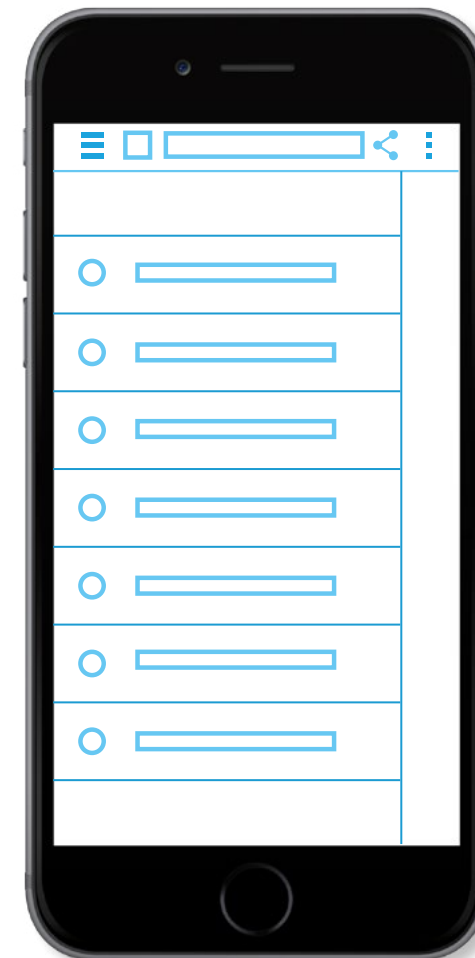
An Example of a Wireframe in Progress

APP DESIGN

Here is an example of the app flow from Birchbox, a subscription beauty product service and commerce company. You can see that its app launch screen starts with an easily recognizable logo and then takes the user through the different offerings and capabilities that the app offers. Finally, it prompts the user to take action by offering a coupon for a mobile sale.

Birchbox's App Flow

APP DESIGN

Here is another example from Hootsuite, a social media management software that's used by businesses and consumers. You can see that once user open the app, Hootsuite's initial screen flow sequence educates them (in an interactive way) about the different elements of the app and then prompts them to engage in an action—associating one of the user's social media accounts with the app to get started.

Introductory Screen

2nd Screen

3rd Screen

4th Screen

Hootsuite's App Flow

Prompt Action

5th Screen
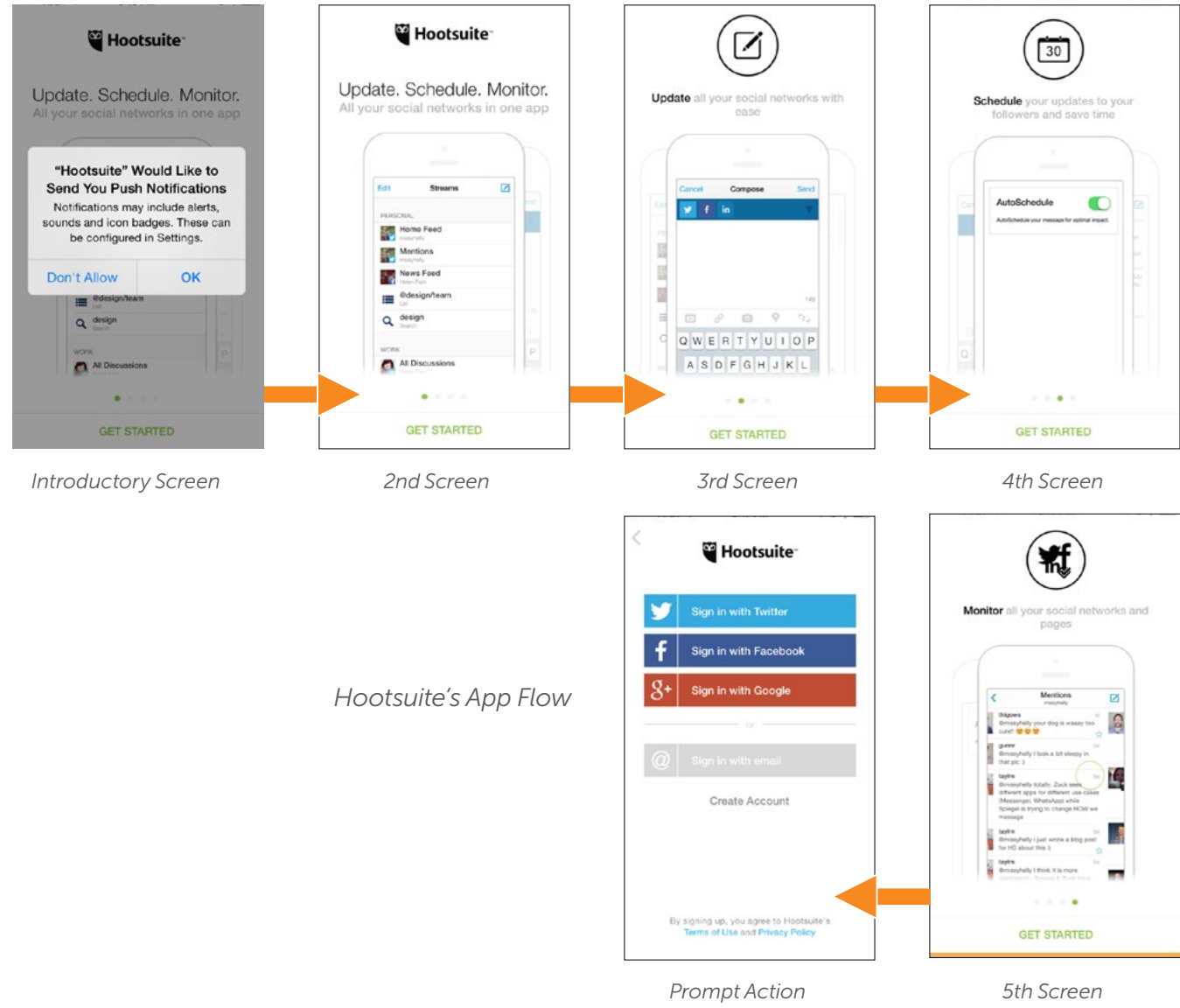
APP DESIGN

App Engagement Flow

As a marketer on your app strategy team, it is important that you encourage the group to consider the different aspects of your app that will inspire user engagement. One of the primary roles in the development of the wireframe and app flow is to ensure that your app is sticky—that there are features that keep users coming back for more. There are a variety of ways that you can do this, in the following pages we'll go over what to consider.

Utilize Social Proof

An effective way to get users to use your app and continue to engage is by incorporating their friends and social networks into the app experience. Social proof can be defined as "herd behavior", where people follow an action or participate in an activity because they see their peers doing it. In the example below, you can see how Target's Cartwheel app shows this user how many of her friends are using the app and saving money at Target with the app's digital coupons.

Additionally, you can see that MapMyRun is engaging the benefits of social proof with this in-app message calling on the user to adopt a new feature and invite her friends.
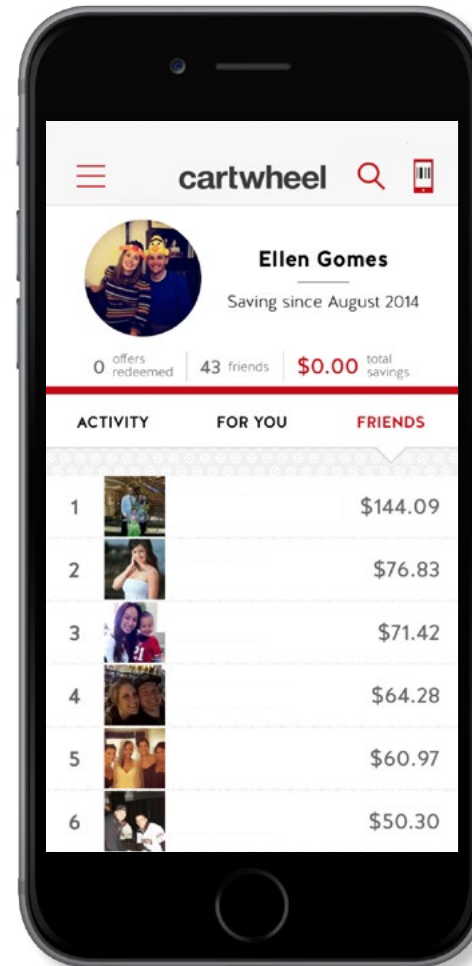
Target: Social Proof
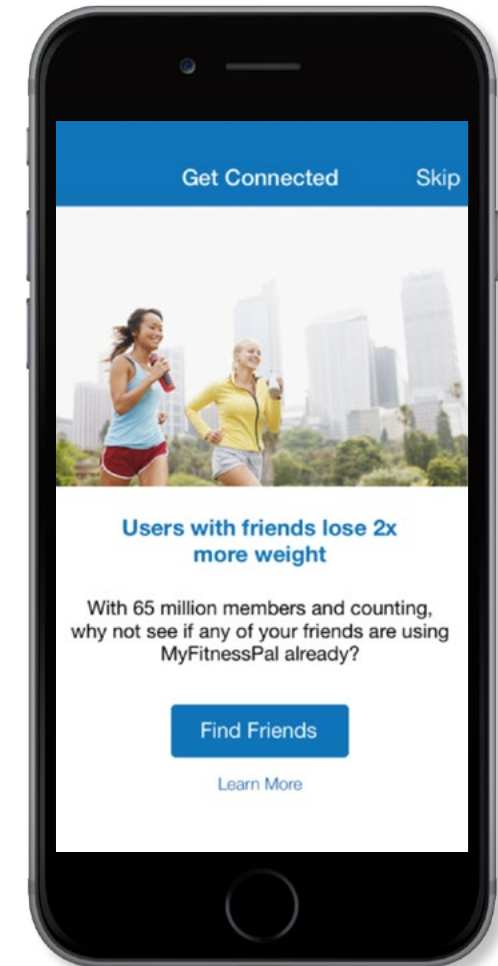
MapMyRun: Social Proof

APP DESIGN

Solicit Feedback and Reviews

Another aspect to consider as you try to create an engaging app is the ability to iterate and provide updates that are useful, helpful, and address your users' concerns. An app that evolves over time is more engaging than an app that, for example, has a bug that is never fixed, which can drive a user to uninstall.

Feedback and reviews are an important part of the engagement flow cycle, and giving your users opportunities to let you know what they think about the app experience is critical.

Try to incorporate ways to obtain feedback from your users. In this example, Birchbox has an app review section that is part of its menu and main flow.
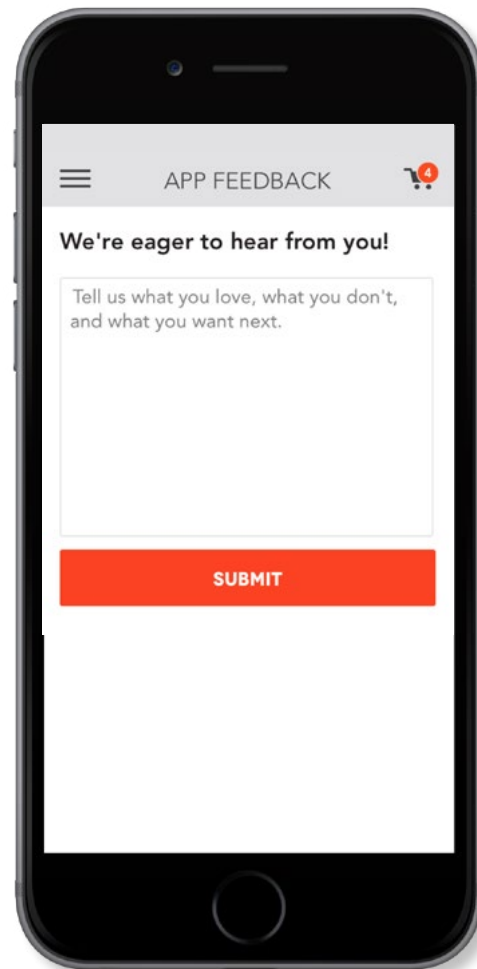
Birchbox App Review

ENCOURAGE YOUR BEST CUSTOMERS TO SHARE REVIEWS

To ensure that you get positive reviews and are found at the top of app store rankings, encourage your best customers to submit reviews. But how?

We recommend that you use in-app behavior to determine who to target and ask for reviews. For example, in-app requests will apply to only those customers who use the app, which is a great place to start. But you can also listen for behaviors such as ongoing engagement (i.e. people who open your app once a month, every month). They may not be sophisticated mobile users, but because they keep coming back, you may want to target those people with a review request via a non-mobile channel, such as email.

APP DESIGN

Personalized Content

Another way to engage your users in-app and keep them coming back for more is to deliver personalized content that is specific to them and their interests.

In this example, Netflix delivers personalized movie picks based on content that each user interacts with. Even the featured spotlight content is personalized based on user preferences.

As you can see, Netflix offers different profiles as a part of its service. The streaming service keeps track of content preferences; including the option to continue watching shows the user had stopped watching.

Netflix Personalized Content

APP DESIGN

Localization and Location-Based Content

There are a variety of ways that you can incorporate location into your app to excite users and provide relevant content. From localization—providing specific content often based on region—to very specific location mapping, accessing a users' location to deliver specific, location-based calls to action helps the app feel much more personalized.

For organizations looking to achieve a global reach, the investment to localize your app into key markets' native languages may be worthwhile, as engagement is higher when users engage in their native languages.

Location-based app communications can help an app target a user with relevant content, effectively driving sales. For example, a restaurant delivery app may have the ability to request a user's location to help him order from only local restaurants. Another example might be from a shopping app that requests a users' location to offer her local deals and information on product stock in her local store.

By accessing users' locations, you can deliver tailored messages and collect a data set that is invaluable—insight into the movement of your users.

SIMPLIFYING YOUR APP FLOW

Before you finalize your flow, be sure that you have simplified your app as much as possible. Often, app creators make the mistake of including too many features in their apps, which can confuse users attention and cause them to bounce out of the app. Make sure your app has a clear, focused set of actions you want the user to take and that it provides value.

Before finalizing your content and wireframe, go back through with an editor's lens and the lens of a new user, and make sure the design flow is simple and straightforward, and that you have cut any extra "fat". This is a great time to put on your marketing hat. A clear and concise flow and message helps to create user engagement.
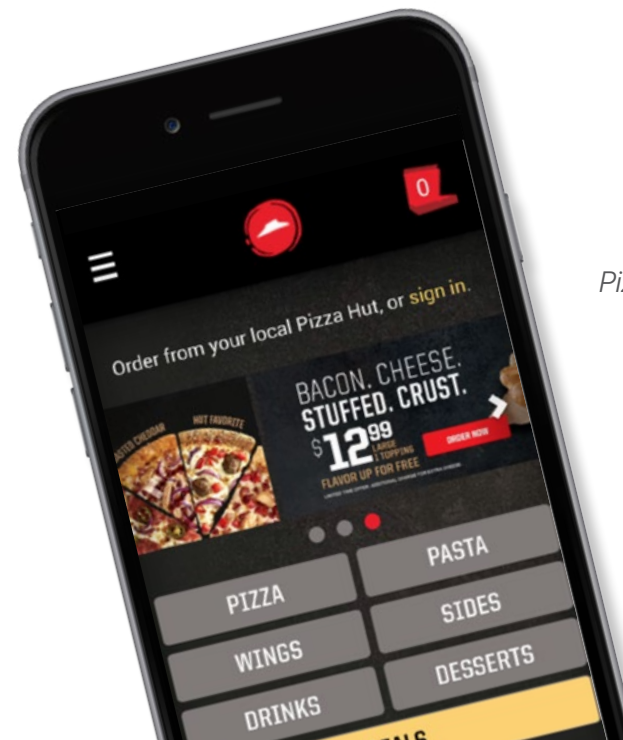
Pizza Hut Localization

113

APP DEVELOPMENT

After you have created your wireframe and flow, you are ready for development.

Your app development process could take a few different paths: it could be developed internally, by an outsourced team with heavy involvement and collaboration from your team, or by a development agency with only approval required by your team.

Choosing How to Develop Your App

There are pros and cons to each of these choices, so it's important that you and your stakeholder team carefully evaluate which would be a fit for your organization.

FINDING THE RIGHT DEVELOPMENT PARTNER

According to Farhan Thawar, Vice President of Engineering at Pivotal Labs, there are three things you need to consider when you are choosing an app development partner.

1. **Culture Fit**: Does the firm share your values and goals? This is important, as you will be working hand-in-hand with them on a large, strategic project—if you have a goal-oriented culture and the firm does not, that could be a red flag.

2. **Communication Style:** Can the firm offer you tight feedback loops to make sure development stays on track?

3. **Track Record:** Have they developed successful and popular apps before? If so, have they done it for a business like yours?

APP DEVELOPMENT

To ask the right questions and evaluate which development plan can work best for your app and organization, use this worksheet:

	Time	Cost	Internal Resources
Internal Development	Set realistic milestones that take into account other demands on your development teams' time.	Consider the cost of hiring developers for your internal team.	Do you have the staff needed to create this app in the timeframe you're looking at?
Outsourced w/ Team Involvement	Identify your internal and outsourced teams' dependencies and chart a realistic timeline.	Knowing your milestones or breaking your project into phases will help you achieve a realistic scope of work.	What resources will this require on your team? Who will project manage the project?
Outsourced	Evaluate your outsourced resource's timeline and make sure that you have time for building revisions into the process.	Understand the skill level of the team you are hiring. How are they going to distribute the work and bill you?	Be sure that you have a strong internal project manager and meet frequently with your stakeholder team to update them.

APP DEVELOPMENT

Time and Cost

Your final wireframe will help your development team assess the length, time, and expertise it will take to build your app—this will help you determine the time and cost.

How much does an app cost to create? Well, the answer is—it depends. The cost to create an app is dependent on the complexity. Business News Daily reported that app development costs can run between $5,000 and $250,000— and that's a huge range.

To be more helpful, the higher end of this range is almost solely dedicated to game development, which requires a large amount of graphics.

UI Design Basics

Designing for IOS

- IOS App Anatomy

- Adaptivity and Layout

- Starting and Stopping

- Navigation

- Modal Contexts

- Interactivity and Feedback

- Animation

- Branding

- Color and Typography

- Icons and Graphics

- Terminology and Wording

- Integrating with IOS

THE IMPORTANCE OF APP STORE DEVELOPER RESOURCES

Before you start work designing your app, it's important that you get developer credentials from each of the platforms in which you want your app to reside. These developer accounts are a critical and necessary step to successfully create and publish your app.

Developer credentials provide access to important guidelines, community-sourced answers to questions, and the platforms' help centers for developers. Each platform has its own set of guidelines and requirements, and offers developers plenty of guidance and resources in its developer libraries. These guidelines and resources are constantly evolving,so it is important that you utilize these tools and stay current.

Here is an example of a menu from the iOS Developer Library. Each section has pages of content with instruction, ensuring that you are on the right path to app acceptance.

APP DEVELOPMENT

iPad app developer PadGadget illustrates the variety in time and cost by breaking down the costs of a moderate app and a complex app. The breakdown for a moderate app, according to PadGadget, includes:

- Total estimated budget: $35,000

    - One week with a designer: $12,000

    - Two weeks for the developer to sort out server services: $5,000

    - Two weeks writing the app: $12,000

    - Project management and hosting fees: $5,000

But then you can see how the estimated costs jump for a high-end game or more complex app:

- Total estimated budget: $200,000

    - Design: $30,000

    - Development: $150,000

    - Hosting and fees: $30,000

According to PadGadget, you can estimate your developer costs based on the average hourly rate of a developer (approximately $150/hr) and the complexity of your wireframe.

YOUR APP TIME BREAKDOWN:

Crispy Codes, a mobile software development company, breaks down the average app completion time based on the complexity of the app, and the resulting development work it will take to get the app to completion. Here's a quick guide to app creation timelines from this outsourced vendor data.

Simple Apps: This app takes, on average, two to three months to complete.

Moderately Complex Apps: This app takes, on average, three to four months to complete.

Complex Apps: This app takes, on average, six to twelve months to complete.

MOBILE APPS
APP DEVELOPMENT

Estimate Your App Developer Costs

Project Management
and Hosting Fees
$5,000

Designer
$12,000

Total Budget
Moderate App
$35,000

Developing App
$12,000

Server Services
$5,000

Hosting and fees
$30,000

Designer
$30,000

Total Budget
Complex App
$200,000

Development
$150,000

APP DEVELOPMENT

Reinforcing that the cost is based primarily on the time it takes to build your app and the app complexity. The number of app platforms your app is developed for contributes to the complexity of your app development project. According to Adweek and Crispy Codes, a software development company, most apps are made within a few months to up to a year.

App service provider Kinvey conducted a survey of 100 native mobile developers and found that the average time for app development is 18.5 weeks. Kinvey concluded that the lower end of the time-to-creation did result in lower quality apps—so beware of short turnaround times.

Therefore, as you are planning out your mobile cross-channel campaigns, make sure to take into consideration turnaround time for app development as you plan. For instance, if you are creating an event app for attendee engagement at an event, make sure you give yourself enough lead time to develop and test your app in a smart, integrated way.

It's also important that as you consider your budget for app development, you include some monetary reserves for after your app launch. Well-done apps are constantly being updated with feature upgrades and in-app marketing. You'll want to be sure that you have built in the funds and support to continue to optimize your app after it launches in the app store.

Submitting Your App For Publication

Once you have created your app and a plan for its promotion, you need to start the process of submitting your app to compatible app stores. Before you submit, make sure the app fits the app parameters and specifications that each platform requires—this information is readily available in the developer libraries of each app store platform. Failing to meet the requirements, even for things like logo-size and age-appropriate settings, will result in your app getting rejected, so prior to submission, comb through the regulations. Connect with your app development team to ensure compliance.

According to AppMakr, the average app store approval for Google's Android is around two hours, and the average app store approval for Apple can take around five days. Why does it take so long? Based on stats compiled by Statista, the Apple app store receives over 30,000 app submissions per month—not including games. So there is a long waiting list!

2 hrs

5 days
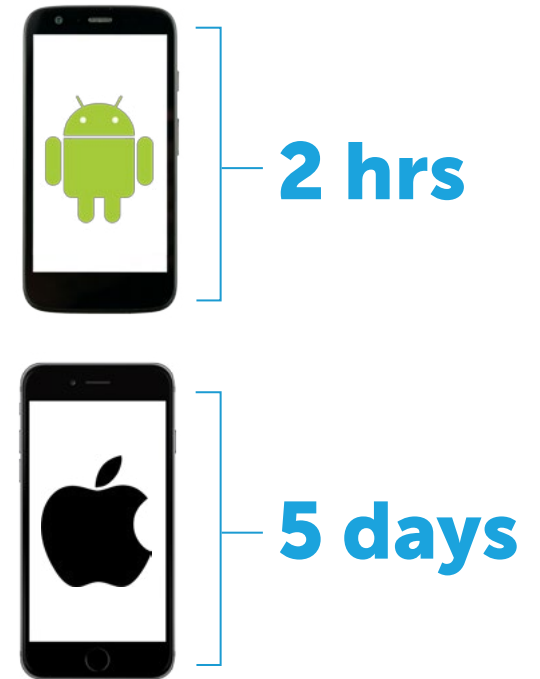
Time From Submission to App Store to Publication

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APP PROMOTION

After you have invested time and money to build an app, it's vital that you set your app up for a successful launch. Because you are reliant upon the various app stores' approval turnaround times, it's important that you create a promotion plan to surround and support you app.

Cross-Channel Promotion

Promoting your app is critical to its success—it can help you cut through the app store noise and generate demand for your app. If you properly and strategically market your app, you can expand its reach, download volume, and ultimately, its success.

To promote your app effectively, you need to create a launch promotion plan that spans all of your marketing efforts. Evaluate each of your marketing channels to determine how you plan on promoting your app. Note that not all channels will be appropriate for promoting your app, so make sure you plan to test and iterate. But most importantly, avoid the common mistake of relying solely on promotion inside the app store.

Like we mentioned earlier in this guide, there are approximately 1.2 million apps in the Apple App store and 1.3 million apps in the Android App store, according to Statista. Because competition inside the app stores is so great, you must use other channels to drive people to download your mobile app.

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MOBILE APPS
APP PROMOTION

App Promotion Checklist

As you think about creating your marketing plan to launch your mobile app, use this checklist to evaluate the promotion opportunities for your mobile app across your existing marketing activities:

- ☐ **Events:** How can you drive app downloads at an in-person event? Can you offer an insider sneak-peek?

- ☐ **In-Store:** Utilize the different spaces in your store to drive downloads—can you include messaging on receipts, or give discounts or giveaways based on app downloads?

- ☐ **Print:** How can you incorporate your app into your already existing print ads? Does it make sense to run ads in publications targeted at your audience?

- ☐ **Television**: How can you showcase your app in a TV advertisement? Develop a strategy to drive the attention of your target audience.

- ☐ **Website:** Where on your website does it make sense to share your mobile app to prospective customers and how can you encourage current customers to download? Can you build a landing page ahead of your app publication for users to sign up for notifications? Can you detect web visitors from mobile devices and drive them to download the app?

- ☐ **Blog:** Can you develop a series of blogs that showcase the benefits and use cases of your app? Can you get users to guest post on your behalf?

- ☐ **Email:** How can you use email to effectively drive awareness and downloads? Can you give your database the "exclusive" info about when your app launches so they can be the first to get it? Can you ask them to share it or review it?

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APP PROMOTION

☐ **SMS/MMS:** Use SMS/MMS messages to share your app publication with your subscribed contacts. This gives them a real-time update and call-to-action to download.

☐ **Paid Search:** How can you use paid search to support the awareness and drive demand for your app? Can you incorporate it into any of your existing efforts?

☐ **Review Sites:** Once your app has launched, or if you have allowed any users to beta test your app, ask for reviews. Social proof—the psychology theory that people act based on the recommendation or actions of others—is a strong motivator.

☐ **Social Media Sites—Facebook, LinkedIn, Twitter, Google+, Instagram, Pinterest:** How can you strategically use your posts to share aspects of your app that will drive user interest, download, and feature adoption?

☐ **Public Relations:** Can you identify specific news outlets that your app launch would be interesting to? Can your PR team do outreach to bloggers and influencers to announce the publication of your app or invite them to try it?

☐ **Sales (if applicable):** Can your sales team incorporate your app into their sales process, thereby introducing potential and existing customers to the app as a benefit or value-add?

☐ **Customer Advocacy Platform:** If you have an existing customer advocacy platform or program, how can you leverage your advocates to adopt, review, and spread the news about your app?

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APP PROMOTION

Here are a few examples of different ways apps are promoted across marketing channels:

1. Google Chrome invites users on its website to download its app after they have downloaded the desktop version. This is an example of optimizing your web experience to promote your app download.

2. Birchbox uses the footer of its website to encourage visitors to download its app. It links directly to the app store to get the user to download immediately.

3. Game of War, a popular gaming app, uses social media channels and television to advertise its app. The app makers also employed a famous model, Kate Upton, to star in a live action reenactment of their game and appear in their game as a character.
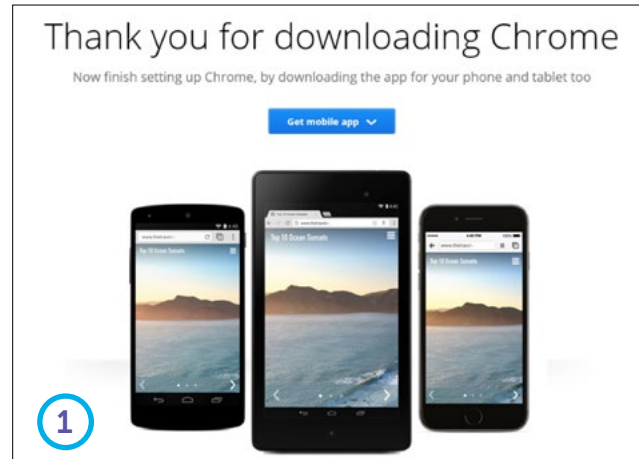
Optimized Web Experience: Google Chrome

Website Promotion: Birchbox

Television App Promotion: Game of War

Social Media App Promotion: Game of War

APP PROMOTION

Optimizing Your App Store Presence

One of the hardest parts of building and promoting an app is actually cutting through the noise to get users to find and download your app. To cut through the mass of apps, in addition to your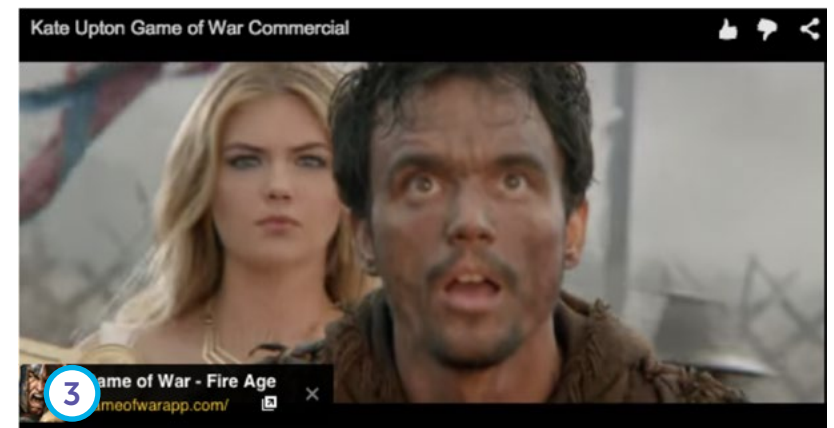 cross-channel promotion plan, you'll need to use App Store Optimization (ASO), which is similar to SEO for the app store ecosystem.

According to Forrester, 63% of apps are discovered through app store searches—making the app store an important method for discovering and downloading new apps. There are plenty of tools—App Store Optimization Keyword Volume estimators—that can give you guidance on the volume of terms searched in the mobile app ecosystems. After you have identified your keywords, it's critical to use them.

To increase your App Store Optimization, you should monitor:

- **Title:** Similar to SEO, having your primary keyword in your title helps improve your ranking.

- **Description:** Your app description should support your ASO keyword strategy, so include your keywords in the description.

- **Keywords:** Keyword volume changes—this is an important thing to monitor. Track the volume and your competitors, so you can choose better keywords and maintain a high ranking.

- **Ratings and Reviews:** Ratings and reviews are critical to supporting the success of your app. In our *Marketo Mobile Benchmark Survey,* almost 60% of respondents said they found the apps they download by recommendations of friends. Reviews can be tricky because you want as many positive reviews as possible—the best way to ensure this is to solicit reviews from your most engaged users, inside the app (we'll cover a couple examples later in the guide).

Ultimately, App Store Optimization is a whole industry in itself, and you can hire firms to manage this process for you, or you can manage it yourself. Because of the proliferation of apps, it's more critical than ever before that you have a persistent, effective strategy to break through the noise. ASO and your cross-channel app promotion efforts are not a one-time effort.

IN-APP ENGAGEMENT

A large part of your ongoing app promotion and user engagement is geared at keeping your users active within the app and directing them toward specific actions. To keep them actively interested you need to drive attention towards sticky features within your app and remind them with notifications and messages to return.

Your App Communication Preference Center

Like any outbound communications (email for example) that you send out to your customer audience, you need to have a preference center that respects your customers' communication preferences. Ideally, your preference center will span all of your customer's communication preferences, in addition to ones that specifically allow users to address their mobile preferences.

In this example, you can see the preference centers for a Pandora user. The first image is the preference center included as part of the mobile app, dealing specifically with mobile communications, and the second image is the preference center that is a part of the user settings on the website.
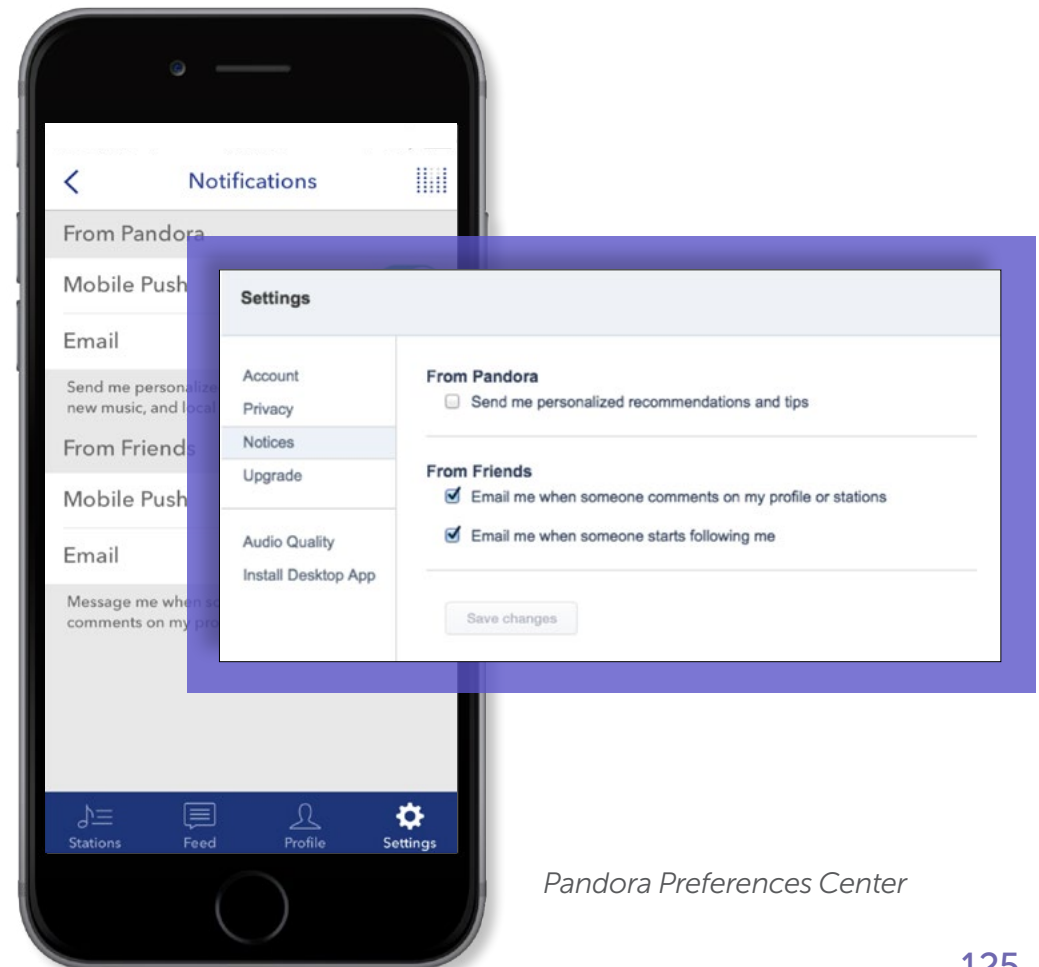
Pandora Preferences Center

IN-APP ENGAGEMENT

Push Notifications

Push notifications are messages or alerts delivered by your app to the user. Marketers are responsible for recognizing opportunities for push notifications, composing the message, and measuring the impact.

A push notification is typically a text that appears on a user's home screen of her mobile device. This notification appears whether or not the user is engaged with the app or has it open. For a push notification to work, the user needs to have already downloaded your app, and in most cases, agreed to allow push notifications.

The text is often an alert about an event, activity, discount, or something actionable that prompts the user to open the app or click on the notification to complete the action.

Push notifications can be a fantastic way to engage users in your app. There are six main ways that you can think about using push notifications:

1. **Reminders:** Event reminders, appointment reminders, app-specific reminders (sync your wearable fitness tracker).

2. **Utility Alerts**: Safety alerts—like weather advisories, smart home alerts, for instance, if you didn't arm your alarm, or public transportation alerts, such as a notification that your flight is delayed.

3. **Promotional Alerts:** Alerts about promotions such as a sale.

4. **App Functionality:** Alerts for basic functions of the app; for example, an alert that you received a Twitter direct message.

5. **Traffic Drivers:** Alerts that send users a clear call-to-action to drive traffic—to a survey, a sweepstakes, to a partner app, and so on.

6. **Personalized:** Alerts that are tailored to specific users' profile, offering him content or deals that are specific to his behaviors.

Push notifications are a key tool for marketers to drive engagement with their apps. Push notifications help marketers avoid sending costly SMS and MMS messages and grab a user's attention on his personal device—ideally with a compelling message.

IN-APP ENGAGEMENT

Batch vs. Triggered Push Notifications

There are two main ways to deliver push notifications to your customers: batch or triggered delivery. Batch is when you send notifications to a segment of your subscribed customers at a specific time, with a specific message regardless of their behavior; whereas triggered push notifications are sent as a response to a customer's behavior in any of your marketing channels (website, social, mobile, etc.) While these two types of deliveries are different, they both allow the marketer to send a personalized message, which is important when you are interrupting your customer with your message.

According to *Marketo's Mobile Benchmark Survey* results, many customers (more than half) are wary of push notifications. But almost 70% of mobile consumers responded that they allow push notifications—citing that the top types of notifications they prefer to receive are helpful (34%) or offer a specific call-to-action (24%).

The value of push notifications to the marketer is high, as they have an extremely high view and "tap" rate. So it's very important to have a notification strategy that notifies users with the right type of message.

THE DIFFERENCE BETWEEN SMS/MMS, PUSH AND IN-APP MESSAGING

To clarify the differences between the different types of mobile messages that you can deliver to your user, use this quick reference guide:

	SMS/MMS	Push & Rich-Push	In-App Messaging
Must have app downloaded	✓	✓	
Must opt-in	✓	✓	
User sees notification on home screen of device	✓	✓	
User must have app open		✓	✓
User must be in app		✓	
Can include image	✓	✓	✓
Can include URL	✓	✓	✓
Must be included in the development of the app			✓

MOBILE APPS
IN-APP ENGAGEMENT
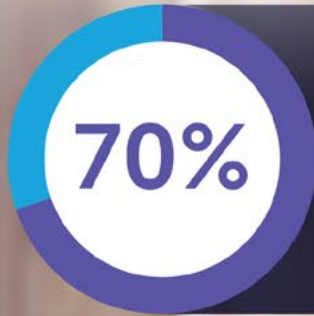
70% of mobile consumers said that they allow push notifications
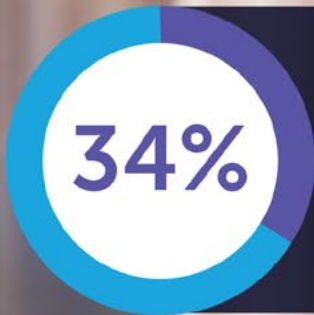
34% prefer to receive notifications that are helpful
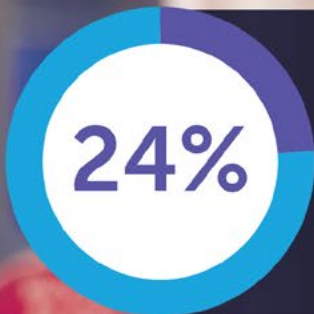
24% prefer to receive a specific call-to-action
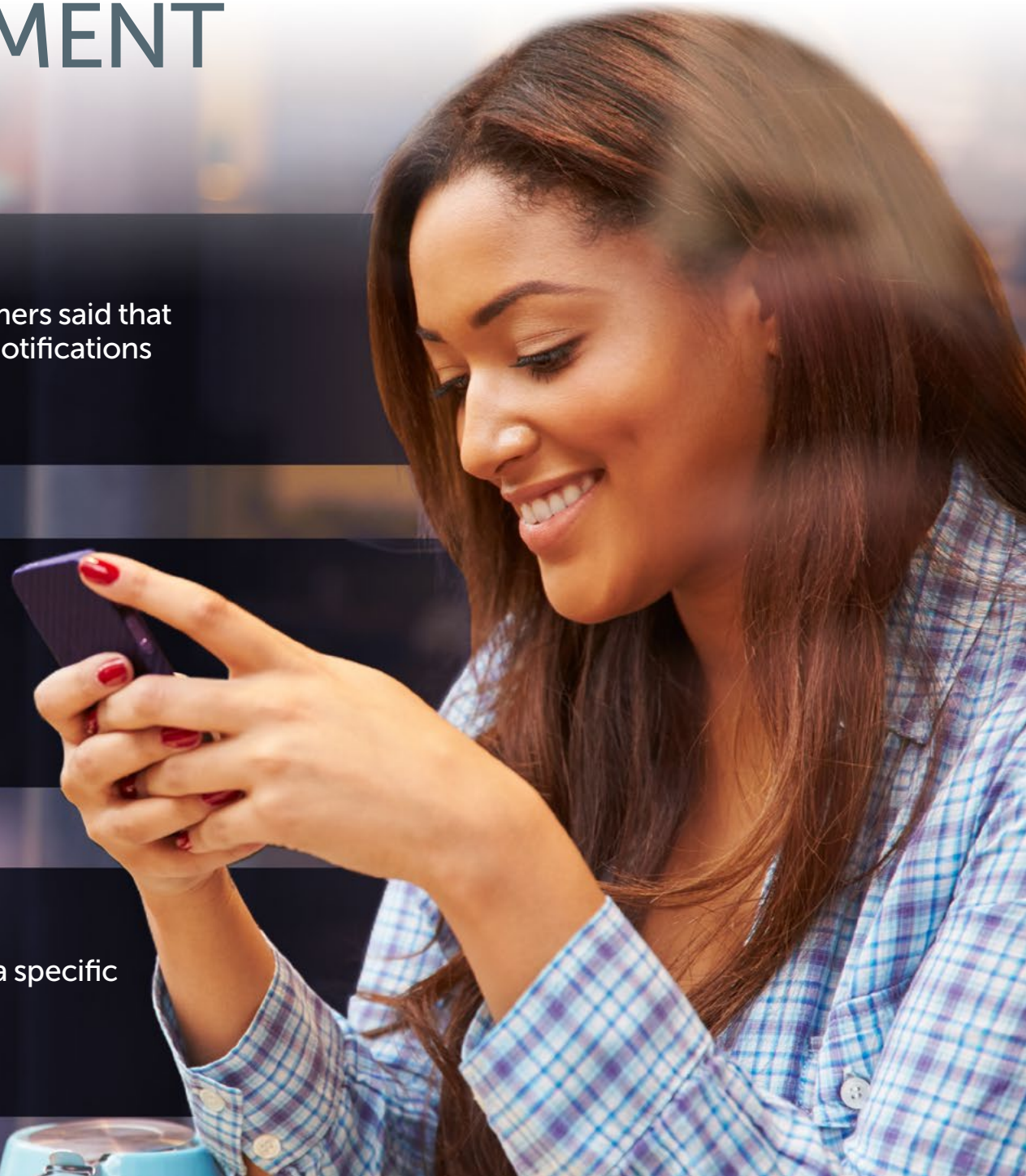
IN-APP ENGAGEMENT

Push Notification Strategy
To create a successful push notification strategy and campaigns, consider these five things:

1. **Content Is King:** Sending meaningful content to the right user is critical in creating engaging push notifications. Make sure that your content is compelling and your copy is interesting. For example, if you have a travel commerce app, use copy that is convincing for your audience—$5 Off Each Night on a hotel is the same as an Exclusive 10% off Valentine's Day Hotels, but they speak to different motivations through language. It's important to know your customer and use your small amount of text wisely.

2. **Make it as Compelling As Possible:** Copy is important, but there is more to a message than just a persuasive CTA. Try to include an image or link to the offer. The more you can give your user with rich notifications, the more likely he is to interact with your message.

3. **Drive Cross-Channel Interactions:** Use your push notifications to drive your customers to engage on other platforms. Invite them to participate in a TweetChat that is relevant to them or to join your Pin It to Win It Contest. While notifications typically drive engagement in the app, it's still valuable to engage your user across all platforms, as long as you are continuing a conversation that offers value to your user as she completes her customer journey.

4. **Know Your Customer:** Track insights from your app, such as location, login peak times, and page metrics, to know where, when, and how to send a message to your users. Then, use your personas and create segments to send targeted offers and campaigns to groups segmented by interest, time zone, and so on. This will prevent you from sending notifications in the middle of the night for some users and help you engage users with the message that's most compelling to them.

5. **Don't Overdo It:** It's critical that you respect your users' preferences and privacy. It's important that you develop a privacy policy that covers what data you collect and how you plan to use it. Transparency should rule when it comes to communicating with your customers about their data.

IN-APP ENGAGEMENT

Push Notification Cadence
Because users allow and pay attention to push notifications, it's important that you ask your users to accept them. This request often occurs immediately after the user launches the app for the first time, otherwise the user has to enable push notifications through the settings feature of an app or in the mobile device itself. Once you have an opted-in user, be sure that you are careful and strategic about how often you send her a push message and what type of message you send—it's hard to get a user who opts out to opt in again.

Results from the *Marketo Mobile Benchmark Survey* highlighted that users most often opt-out of push notifications because they receive them too often, followed by lack of relevance.

Why do you turn off notifications that you once allowed
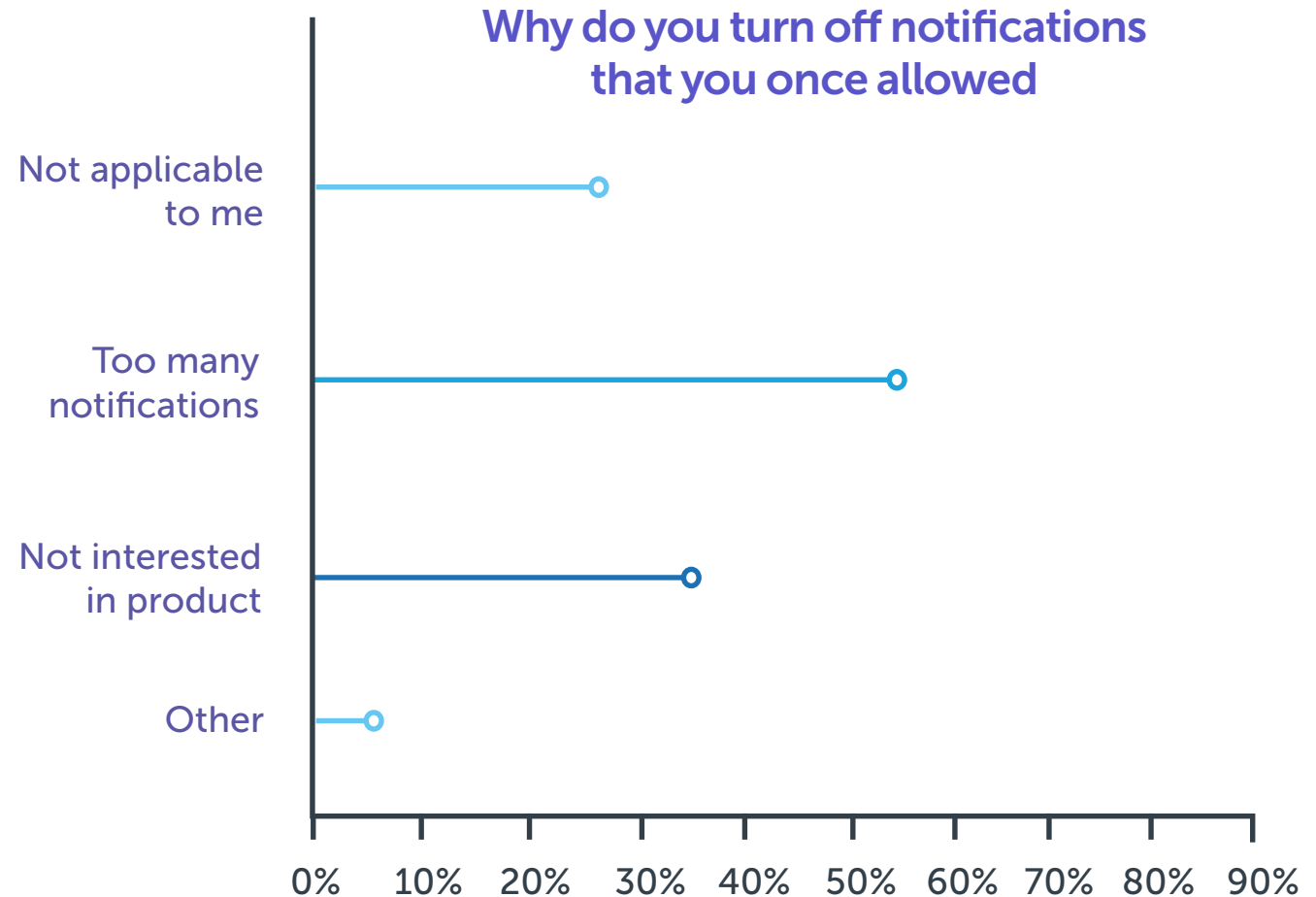
IN-APP ENGAGEMENT

In-App Messaging

In-app communications direct your user's attention to specific actions, messages, and features within the app. They are an important way for you to engage your users and lead them to complete actions that keep them returning to your app.

Notifications allow the marketer to communicate and engage with users while they are actually using the app—from introducing new features, to offering coupons, to notifying them of their usage, and more.

You can also test features, messages, and promotions within the app to see what does best and then optimize based on user response.

In-app messaging enables marketers to be more personal and creative than with SMS or push notifications because they already have the user in-app and are not limited by space constraints or message volume issues.

THE CHALLENGE OF APP ADOPTION

Creating and publishing an app is only half of the challenge. Once you have an app, you need to keep your audience engaged, which can prove to be difficult. Recent stats by Localytics show that 40% of people will open your app three times or fewer. To keep people interested, use a mix of push notifications, a personalized in-app experience, as well as web and email channels to drive people to your app.

This can be done with the Marketo platform, which listens for whether people are engaged on any channel and how they're engaged, and allows the marketer to drive them towards a specific goal—in this case, app opens

MOBILE APPS
IN-APP ENGAGEMENT

Key Objectives for
In-App Notifications
In-app notifications can accomplish many different objectives for the marketer. Here are a few examples:

1. **Introduce New Features Within the App:** The MapMyRun app uses in-app notifications to highlight new features for users. It also uses in-app notifications to drive users to find friends that also use the app. Using notifications to drive social connection and feature adoption make the app sticky for users.

   In another example of feature promotion, you can see that Evernote's app puts new features front and center on the home screen for users when they log in to the app. Not only is there an in-app message that appears for the product, but there is also a button that users can tap.
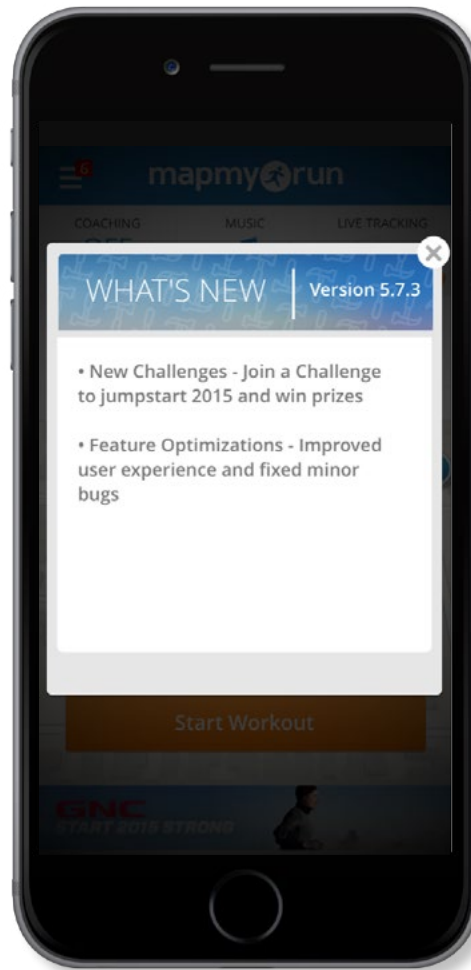
New Features In-App:
MapMyRun's App

New Features In-App:
Evernote's app

IN-APP ENGAGEMENT

2. Engage with Specific Content: In this example from the Netflix app, in-app notifications take the form of an actual message. Similar to how an inbox works, Netflix sends messages to users about specific content that the user might be interested in or is now available.
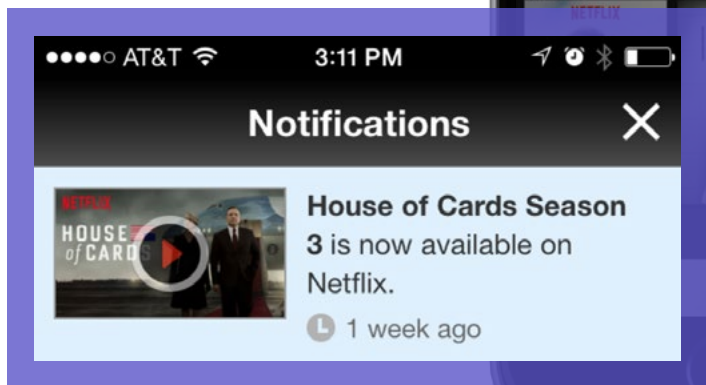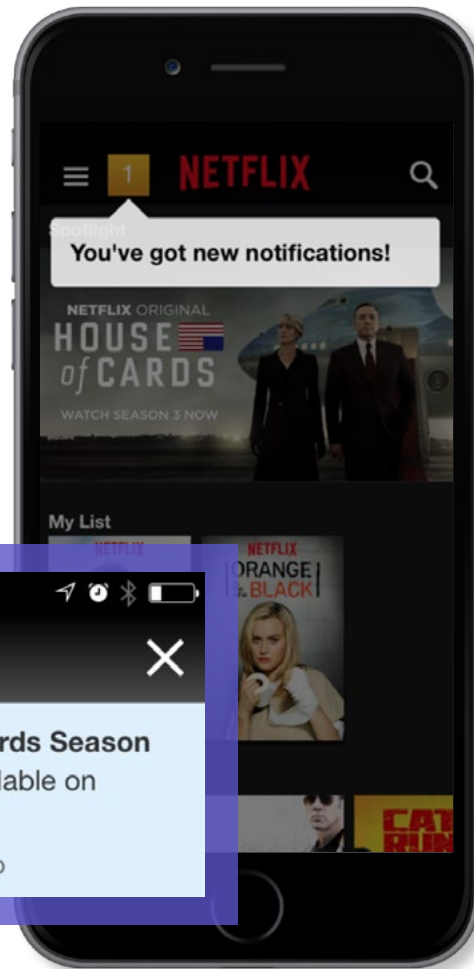
Content Engagement: Netflix

3. Drive Conversion: The New York Times app is a freemium app that uses in-app notifications to notify their free app users how much of their monthly content allotment they have consumed. This in-app notification is both a courtesy and a push toward converting users to paid subscribers. You can also see that instead of an ad at the bottom of this page, The New York Times is running its own promotion, requesting feedback from their app users.
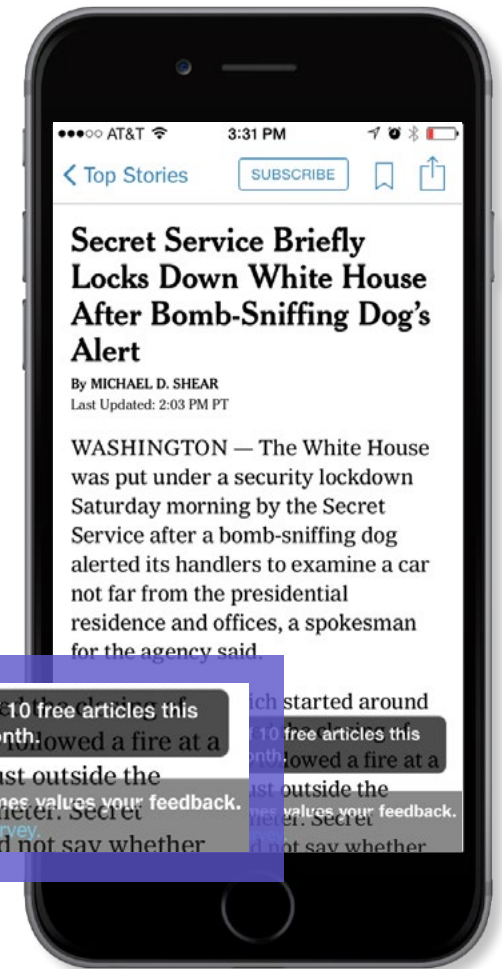
Drive Conversion: The New York Times App

THOUGHT LEADER ROUND TABLE

Do You Have Any Best Practices to Share About How and Where to Market In-App?

Nancy Hua, CEO, Apptimize

There is absolutely no correct answer for this. At Apptimize, we see a lot of data from our customers' apps and every app is different. It also really depends on what you're trying to market in-app. Are you trying to drive a promotion of an item in your own app or are you trying to monetize your app through in-app ads? In either case, A/B testing and endless optimization is key to success.

We've also seen many customers have a lot of success with more targeted in-app marketing. For example, HotelTonight recently rolled out location-based promotions with a lot of success.

Additionally, look around at all the different ways that you can market in-app—for example, video is still relatively more novel than static banners, so definitely test videos out for your campaign.

Jeff Hasen, President and Founder, Gotta Mobilize

Context and personal interest are paramount when considering how to market to app users. Do you want me to rate your airline app highly? Don't ask me how much I love you after you cancel my flight. Instead, wait for the time when you give me an upgrade and then make your request.

Including mobile activities into your marketing automation is becoming more important. This enables the marketer to get a broad, multi-channel view of a consumer and to act accordingly. It makes all of the difference to market one-to-one vs. one-to-many.

THOUGHT LEADER ROUND TABLE

Do You Have Any Best Practices to Share About How and Where to Market In-App?

Mike Reynolds, Senior Mobile Executive, International Advertising Bureau

There are plenty of studies out there that show app usage dominates mobile web in terms of time spent, and you only have to look at your own behavior on mobile to quantify this. What this means is the app ecosystem has a massive role to play if brands want to find their audience on mobile, and to do this at scale they should be using a combination of direct and programmatic buys. One major consideration when advertising in app is that cookies don't work.

My advice to brands would be to partner with a tracking company to ensure that campaigns can be measured and optimized effectively. It's also important to understand that premium publishers on mobile look different to those on desktop. Angry birds is a great example of this, where the sheer extent of their user base, and the data that comes with it, makes the app a premium environment for brands across all sectors to advertise.

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PART VI:
TESTING, MEASUREMENT, AND OPTIMIZATION

TEST AND OPTIMIZE

Measuring your mobile success enables you to continue to advance and progress. Part of this process is running frequent tests on your mobile programs and activities.

In this guide, we've covered a multitude of ways that you can create marketing messages and marketing experiences for your mobile customers. And like any other part of marketing, it is important for marketers to understand what is working well and what needs improvement. Testing is a vital part of any mobile marketer's toolbox and informs you and your team as you continue to evolve your mobile marketing.

Testing Basics

While we will cover mobile strategy-specific tests—like testing specifically for landing pages, websites, and apps—let's start with the principles of testing that you can use as your guide to shape your thinking and processes.

Program Testing
First, use control groups. Apply the program or treatment that you want to measure to only one subset of your target audience and leave the rest of the group as-is (this is your control group). All other factors being equal, you'll be able to attribute any difference in buyer behavior to the program.
You can test almost anything:

- **Programs and Tactics:** Did a particular call-to-action have an impact on driving actions?

- **Messages:** Which message and/or copy resonated the most with your target audience?

- **Contact Frequency:** How often should you send a communication (push/in-app /SMS/email)?

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Testing Types

The two most common types of tests are A/B and multivariate; you can run either (or both) for your mobile programs. There are many testing tools and services that can help you quickly implement tests across your mobile marketing, including your app.

A/B Testing

A/B testing, or split testing, compares two elements such as landing pages, app home screens, or checkout CTAs by splitting the traffic between both and then comparing results. You can also perform A/B/C tests and A/B/C/D tests. By testing a single variable at a time, you can form more actionable conclusions.

You can use A/B testing to test variables of each element such as headlines on your landing page or CTA button colors on an email.

Multivariate Testing

Multivariate testing compares a much larger number of variables and produces more complex information. With multivariate testing, you can compare a combination of multiple designs, CTAs, imagery, and copy choices.

To run a conclusive multivariate test, you need to show statistically significant numbers from each of your different combinations. It's important to consider that you need high traffic to run a multivariate test to its full potential.

HOW LONG SHOULD YOU RUN AN A/B TEST?
According to Neil Patel at KISSmetrics, you should run A/B tests for at least a week: "Even if you hit statistically significant conversion rates, these will vary a lot during the first few days of a test. Also, your variations should produce at least 100 actions before you consider turning them off."

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TEST AND OPTIMIZE

The 5 Step Testing Process

According to Optimizely, an A/B and multivariate testing platform, these are the five steps every company should take before launching a test:

- **Step 1: Define Success**
  Determine what you want to achieve through testing. What are your ultimate success metrics? What will you improve through testing and optimization? For mobile apps, consider the successes that turn into actions, conversions, and engagement—think of these as macroconversions. Next, consider microconversions— smaller steps you want customers to take, such as clicking a button, watching a video, or adopting a new feature.

- **Step 2: Identify Bottlenecks**
  Identify what isn't working. Maybe you're getting a lot of users to follow the unique URL on your SMS, but people aren't actually converting once they reach the landing page. Ultimately, it's the bottleneck that you want to test.

- **Step 3: Construct a Hypothesis**
  Determine a possible solution. If you have a very low rate of completion for the checkout in your mobile app, maybe you need to offer better payment options, streamline the form, or change the final purchase button color. Your first hypothesis might be that your checkout will work better if you include a mobile wallet option (like Paypal) instead of making users enter their credit card numbers directly. This is only your starting place— experiment, continually validating or invalidating your hypotheses to form new ones.

- **Step 4: Prioritize**
  Prioritize your hypotheses based on predicted impact. For instance, you might predict that moving your checkout process in your app will have more impact than shortening your form, so test the new location first. Depending on your resources, you can always run multiple tests.

- **Step 5: Test**
  Time to test! Read on for a series of best practices for running accurate, conclusive tests.

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TEST AND OPTIMIZE

Testing Across All of Your Mobile Marketing Activities

There are infinite opportunities to test across your mobile marketing activities, and we're sure that you already have some ideas.

Let's now focus on tests that you can run specifically to optimize your mobile marketing efforts. Note that these are suggestions and certainly not an exhaustive list of possibilities.

Testing Your SMS/MMS Messages

- ☐ **Copy**: Test your message copy—see if a specific tone or length offers you a higher engagement rate.

- ☐ **Call-to-Action:** Your CTA can be critical to your success for SMS and MMS messaging. Testing how you phrase your call-to-action and the offer itself can help you optimize future CTAs.

- ☐ **Send Times:** Testing the time of day that you send a message can have an impact on your engagement.

- ☐ **Image:** Test the impact of whether or not you include an image or which image you include.

- ☐ **Subscribers:** Testing the group of subscribers that you send to can help you optimize your messages for your segments.

- ☐ **Cross-Channel:** Test how you are including SMS/MMS in cross-channel marketing campaigns. Do these types of messages work for one audience and not another? Do they work better when combined with a series of emails or in-app push notifications?

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TEST AND OPTIMIZE

Testing Your Mobile Landing Pages and Web Pages

- ☐ **Copy:** Your landing page and website copy helps guide users through your page—test the layout, tone, and style.

- ☐ **Offer:** Like your copy, testing your offer helps you drive the largest amount of people toward your desired action.

- ☐ **Images:** Test images vs. no images in your landing pages. Also test between two images to determine what works best for mobile.

- ☐ **Buttons:** Test whether the location, size, and color of a button makes a difference in how people engage with your page.

- ☐ **Call-to-Action:** Your CTA is critical to your landing page success. Testing how you phrase your CTA and the offer itself can help you optimize.

- ☐ **Mobile-friendliness:** You can test the engagement or conversion of users that land on web pages or landing pages that are mobile optimized, versus not mobile optimized.

Testing your Mobile Optimized Email

- ☐ **Copy:** Your copy helps guide users through your email—testing the layout, tone, and style can help you optimize for mobile.

- ☐ **Offer:** Like your copy, testing your email offer helps to ensure that you are driving the largest amount of people possible toward your desired action.

- ☐ **Images:** Test which images work best for mobile emails. You can test between two different images or the use of images vs. no images.

- ☐ **Buttons:** This tests whether the location, size, and color of a button makes a difference in how people engage with your page.

- ☐ **Call-to-Action:** Your CTA can be critical to your success. Testing how you phrase your CTA and the offer itself can help you optimize future calls to action.

- ☐ **Mobile-friendliness:** You can test the engagement or conversion of users that receive email responsive versus static emails.

- ☐ **Cross-Channel:** How are you combining your email into your overall mobile marketing strategy? Test how your emails perform when combined with other mobile marketing elements like in-app messaging and SMS.

TEST AND OPTIMIZE

Testing in Your App

☐ **Login Screen:** What page do users land on when they open your app? Does changing that page increase the occurrence of your desired activities?

☐ **Order of Your Screen Flow:** Do you have a part of your app where users stop engaging or drop off? Test the pages that come before and after to see if you can keep them engaged by altering the flow.

☐ **Checkout Process:** There are many elements in a checkout process, for example: whether your forms are auto-filled or not, whether your checkout is on a single app page or spans multiple windows. All of these are aspects that you can test to optimize conversion.

☐ **Menus:** How are people engaging with different parts of your app? Your menu can make important app elements more or less discoverable. Think about testing to optimize the discoverability and engagement on your key app pages.

☐ **Layout:** Each app page has its own layout, and similar to an email or landing page, you can test individual elements of that page—from visuals to copy.

☐ **Personalized Suggestions:** If your app offers personalized suggestions (like Netflix or a retail app) you can think about testing a change in how you offer suggestions or what you offer and see if that impacts activity.

☐ **Messages and Copy:** Messages and copy are a critical way for you to communicate with your users—you can test copy based on tone, message, layout, and so on.

☐ **Promotions and Offers:** You can test the different type of promotions that you offer in the app to see if they increase engagement or conversion. For example, if you have a gaming app, a sale on in-app purchases might result in more time in-app and therefore more ad revenue. You can also test these types of offers in your in-app and push notifications to see what effectively drives app engagement.

MOBILE METRICS AND ROI

Understanding how to effectively measure and analyze your progress is fundamental to creating a consistently great mobile presence, whether that's in an app, on a mobile optimized site, or through SMS messages.

This section discusses the metrics that you should use to track your mobile marketing initiatives and then how those metrics support your customer's journey.

As we've covered in this guide, mobile marketing is not a channel in a silo, and neither are the results that you will achieve. You need to track metrics that deliver program feedback specific to just mobile, and you need to also consider how your mobile efforts impact your marketing strategy across different channels.

MOBILE METRICS AND ROI

App Metrics

Your app is the most complex aspect of any mobile marketing activity that you can do. It is also often the most time-consuming and expensive mobile activity. As such, you want to make sure you have detailed metrics in place to track your progress.

Here is an example of the metrics that you want to consider tracking:

- **Users:** It's important to know about your users in terms of quantity and demographics. You can create a baseline from which you can measure improvements in engagement, increases in user volume, where and when a user dropped out, and so on.

- **Session Length:** Knowing the amount of time between an app's open and close or if an app times out at a specific interval indicates how much time a user is spending in your app per session.

- **Session Interval:** This tracks the amount of time that occurs between one user session and the next. This shows you the frequency that a user engages with your app and can indicate the value that the app provides to the user.

- **Time in-App:** This tracks the amount of time a user is in the app over a period of time. This is different from Session Length because it is a set amount of time. For example, you may be tracking time in-app over a week period. This would track the total amount of time a user was in your app for the week time period regardless of individual session lengths. This can help you identify how users feel about the value of your app.

- **Attribution:** This metric identifies where a user downloaded your app. It can be helpful to know where your users are coming from, especially if a specific demographic comes from a specific source. If you run paid ads to drive app downloads, this metric is especially important in determining the cost of acquisition.

- **Screen Flow:** This tracks the progression through the different screens of your apps. Tracking this can help you identify points in your app that need improvement or are performing really well in taking a user through the desired app journey.

- **Actions:** These are designated activities that a user does within your app. You can designate actions based on their significance or impact on the customer's journey. Use behavioral data to personalize and determine the next set of communications you will send to your customer.

- **Retention:** This tracks how many users return to your app after initial download over a period of time. It helps indicate the value of your app and identify your most engaged users.

MOBILE METRICS AND ROI

Metrics For Responsive Design

The metrics for responsive design are very similar to the metrics of your traditional web, email, and landing pages. However, it is important to establish a benchmark for responsive specifically because comparing against traditional design only skews your reporting ability, and you won't be able to identify trends—like improvement—in your responsive mobile metrics.

Responsive Email Metrics

For your mobile-optimized email, you can use similar metrics to the emails that you create for desktop computers. It's important to have some level of standardization so you are able to see how many customers engage with mobile email versus traditional, and how your mobile-optimized emails perform in contrast to those opened on a personal computer.

Here are the seven most common email metrics to track:

1. **Sent:** Marketo defines Sent as the number of valid contacts who were sent an email. Your Sent metric is the number of emails that actually moved through the sending mail server. This may or may not be the same as addresses on your sending list; it depends upon how your marketing automation platform tracks what's been sent (whether or not it includes "bad" email addresses in the final count). Remember, while some of your emails are sent to bad addresses, they certainly don't get received.

2. **Delivered:** Marketo defines Delivered as the number of contacts who were successfully delivered at least one message. Delivered refers to the number of emails that were sent and not rejected by a receiving server. It's important to understand that Delivered does not mean it landed in the recipient's inbox.

3. **Bounced:** Bounced email is the opposite of Delivered email. Marketo defines Bounced as the number of people who were unable to receive your message. There are two types of bounces:

   - Hard bounces are messages that are permanently rejected (emails denied due to an invalid email address or because the recipient's server has blocked the sender's server).

   - Soft bounces are messages that are temporarily rejected because the recipient's mailbox is full, the server is down, or the message exceeds the size limit set by the recipient or marketing automation platform. Too many soft bounces to one address can eventually result in a permanent hard bounce.

MOBILE METRICS AND ROI

4. Opens/Open Rate: This refers to how many recipients opened (viewed) the email. Marketo defines Opens as the number of contacts who opened the email at least once and the Open Rate as the number of opens/number of contacts delivered. It's important to measure if your open rate for mobile is significantly different than on desktop.

Opens are tracked by adding a small, personalized image ("pixel") to the email. As soon as the image renders, your marketing automation platform registers that the email has been opened. Note that this means Opens is a difficult metric to track, and there is also no guarantee that an email opened was an email read. The bottom line is, the Open Rate is not 100% accurate, but it does serve as a good proxy for whether emails are being read and as a relative measure to compare emails against each other.

5. Clicks/Click Through Rate: When a subscriber clicks on a link, button, or image within your message, a Click is recorded. Marketo defines total Clicks as the number of people who click at least one link in the email. In other words, like the Open Rate, no matter how many times a recipient clicks on the link(s), only one Click is recorded. Counting in this way provides a better measure of how many subscribers are truly engaged. This also ensures the Click Rate cannot be greater than 100%.

Click Rate equals the total number of Clicks divided by the total number of emails delivered (or, depending on the measure used, sent). The Click-to-Open (CTO) Rate is the total number of Clicks per subscriber divided by the total number of Opens. This means that Click Rate=Open Rate x Click-to-Open Rate.

Marketers often pay more attention to the CTO than the Click Rate because the CTO helps to separate the reasons for opening from the reasons for clicking. Pay special attention to these metrics on mobile so you know if your emails are engaging your subscribers.

6. Unsubscribed: This is the number of contacts who click the "unsubscribe" link in an email and then follow through to successfully opt out.

7. Marked as Spam: This metric refers to the number of subscribers who reported your email as spam divided by the number sent or delivered.

MOBILE METRICS AND ROI

Responsive Landing Pages and Web Metrics

Your mobile landing pages will also have a similar set of metrics to your traditional landing pages and website. Here are the top metrics to measure ROI with mobile landing page optimization:

- **Click-Through Rate:** When a person clicks on a link, button, or image on your page, a Click is recorded. Marketo defines total Clicks as the number of people who click at least one link on the page.

- **Page Views:** This measures the traffic on your page and therefore allows you to understand what ratio of your traffic is engaging with your page. It is important that you establish benchmarks around this ratio, especially for mobile.

- **Cost-Per-Click:** If you are paying for ads to drive traffic to you website or landing page, it is important to understand how much it costs you per person or click. It is also important to compare your cost-per-click (CPC) for mobile versus desktop and what the percentage of your ad traffic is coming from each device. This can help you evaluate where you invest your development time and ad money.

- **Conversion Rates:** You want to measure how effectively your pages drive your customers or potential buyers to take action or convert, especially when you consider that there are often elements of your page that you need to eliminate or move around to provide a mobile optimized experience.

MOBILE METRICS AND ROI

Cross-Channel Mobile Metrics

Your ROI will be discernible by the impact of the different touch-points with customers throughout their journey. For example, if you are a clothing retailer, your customer might start her journey by clicking on a Facebook ad that takes her to a mobile landing page—that's a touch-point—where you learn more about her and collect data. Then your customer fills out a form to subscribe to email alerts for a coupon code—another touch-point—where you gather more information; this time it's her email address. Afterward, she may put something in her cart and abandon it—another touch-point—but she is indicating purchase intent.

In the past, these touch-points were not effectively linked—marketers did not have the ability to listen in one channel and respond in another or have a holistic view of all of their customer's activity. By using marketing automation, you can use the multiple touch-points that you have with this customer to engage with her and track behavior. You send her a follow-up email encouraging the completion of a transaction and she does. Your mobile influence in this purchase is part of a cross-channel approach, and your metrics for each channel activity should get attribution for their influence on the customer journey.

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MOBILE METRICS AND ROI

In a silo, you could not have achieved this purchase or acquisition as quickly, and you may have overwhelmed your customers and had them bounce out or unsubscribe. Each of your different tactical channels offers you a new way to engage with your customers and their journey and push them toward a goal.

Marketing automation platforms, like Marketo, make this particularly easy because they provide a cross-channel view of each customer so that you can market to the individual on his schedule and across all channels.

Measure how long it takes to move your customers from one touch-point to the next. And what is the average length of time of a customer journey to reach purchase? You should also look at customers who have and have not been touched by your mobile programs. Is there an acceleration pattern?

You can also use Marketo's Success Path Analyzer to measure performance metrics for each stage of the revenue cycle. You can see how fast your customers move from touchpoint to touchpoint, where there are bottlenecks, and where engagement is high.

Marketo®

THOUGHT LEADER ROUND TABLE

What Are Some Best Practices to Test the Effectiveness of Your Mobile Marketing Campaigns?

Aleyda Solis, International SEO Consultant, Founder at Orainti

Campaign optimization decisions should be based on internal and external data:

App analytics is the key and measuring the different phases of the mobile conversion funnel across the customer journey and the different marketing channels is necessary. It's important to do for both mobile apps and the web, in order to identify campaigns and channel effectiveness at each stage. Doing this allows the marketer to establish hypotheses to drive tests: from doing A/B tests for a call-to-action, to the organization of information and specific functionalities.

I also think it's important to continuously monitor not only your own, but also competitors' app store rankings and performance. This will help you identify changing trends and opportunities early.

Jeff Hasen, President and Founder, Gotta Mobilize

A best practice is to not follow shiny objects. Many marketers go to South By Southwest, see the latest in innovation, and want to proceed quickly in spending against something new and exciting. But, I caution marketers against that type of reactionary behavior. We must follow the data—in this case, mobile user behaviors and interests. Otherwise, we will foolishly believe hype such as the notion that cash will be gone by Tuesday given the introduction of mobile payment "solutions".

A second best practice is to stay current. In mobile, if you are operating with stats or lessons that are more than six months old, you are operating with an outdated playbook. That puts you in position of losing the game.

Marketo®

THOUGHT LEADER ROUND TABLE

As a Consumer and a Marketer, What Do You See As The Future of Mobile Marketing?
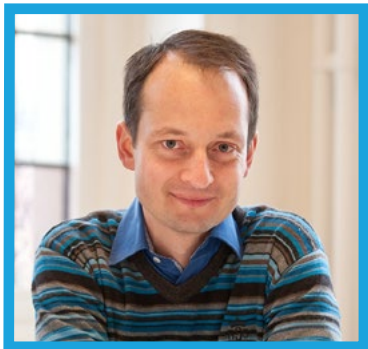
Niko Nelissen, CEO
TapTarget

At TapTarget there's two important things that we measure. First, how effective are push notifications that we send out, in terms of conversion. How many people act on a push notification that they receive? And specifically for "brick & mortar" businesses such as retailers or car dealerships, what percentage converts into an actual shop visit?

The great thing about mobile marketing is that you can measure these cross-channel conversions. By using for example geofences (the same technology used for location targeting) outdoors, and iBeacons inside a shop or venue, we can measure the actual conversion from an "online" message on a smartphone to an "offline" visit.

Second, we measure app engagement and how that relates to a user profile. App engagement measures how actively people use your mobile app. Measuring the number of active users is not difficult, putting app engagement in relation to user profiles is something else. Let's take my previous example of a car brand app: users will typically use the app during their car buying decision period and not so much afterwards, so it's important we measure the app engagement based on two different segments: people actively looking for a new car (where we expect a high app engagement level, and the others. (where we focus less on app engagement).

THOUGHT LEADER ROUND TABLE

What Are Some Best Practices to Test the Effectiveness of Your Mobile Marketing Campaigns?

Nancy Hua, CEO, Apptimize

Specific best practices depend on what activities your mobile marketing campaign includes. Are you running a campaign to drive downloads of your app? Or are you running ads on mobile devices that will drive to a mobile website? Or are you running an in-app campaign to drive a new promotion? The best practices for different goals will vary but here are a few common threads we've seen:

- **Create more targeted experiences when possible.** This targeting can be either based on past behavior (if any) or geography or demography.

- **Always A/B test.** Test your different campaign ideas against each other to see which one actually works best (it's much better than guessing). Even if it takes a lot of time for this campaign, you'll learn so much for future campaigns that the time will pay off.

- **Always question standard practices.** What works for another marketer may not work for you. Do not take others' experiences for granted. Rather, use them as a starting point for your own testing and optimization.

- **Focus on the activities that will have the biggest impact.** Work out some heuristics for expected conversation rates and number of eyeballs before you start a campaign, then concentrate on the activities that will not only yield the highest ROI but also make the highest impact in the time/with the resources that you have.

- **Measure, measure, measure.** It's the best way to show your progress and make adjustments.

THOUGHT LEADER ROUND TABLE

What Are Some Best Practices to Test the Effectiveness of Your Mobile Marketing Campaigns?

Mike Reynolds, Senior Mobile Executive, International Advertising Bureau

Having clear campaign objectives is always key to a successful mobile marketing campaign, and these should be clearly defined before a campaign goes live. Given the fragmented smartphone and tablet market it's also important to test the campaign on different operating systems, and screen sizes, to ensure that the look and feel of the creative is consistent on whichever mobile touch-point the consumer views it on.

Let's also not forget that effective mobile campaigns always start with creative ideas, so I'd urge brands to experiment with rich media and build in unique functionality, such as the touch screen, to their mobile creatives.

CONCLUSION

The rapid adoption of mobile has changed marketing forever. Consumers are now tied at the hip to their smartphones and tablets, and as a result, marketers can now engage with buyers in a very personalized, relevant, and always-connected way. Mobile has and will continue to create tremendous opportunities for persistent engagement.

By including mobile marketing as a holistic part of your marketing strategy, you can create a cohesive experience with your marketing across platforms and devices. Plus, now with innovations in mobile and marketing automation, behavior that occurs on one channel can inform the other.

We hope that this guide provided insight into how to create a mobile marketing strategy and include it as a component within your overall marketing efforts. Whether you are interacting with buyers through text messaging, responsive web and email, or mobile applications, organizations that deliver lasting success are able to connect with customers and prospects on channels that resonate, and increasingly, that channel is mobile.

The ubiquity and proximity of the mobile device in today's modern culture demonstrates why mobile has become and will continue to be indispensable to marketers. Marketing via mobile devices is about unlocking the potential of a huge, expanding, captive, and engaged audience. Mobile marketing is modern marketing.

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About Marketo:
Marketo (NASDAQ: MKTO) provides the leading marketing software and solutions designed to help marketers master the art and science of digital marketing. Through a unique combination of innovation and expertise, Marketo is focused solely on helping marketers keep pace in an ever-changing digital world. Spanning today's digital, social, mobile and offline channels, Marketo's Engagement Marketing Platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo's applications are known for their ease-of-use, and are complemented by the Marketing Nation®, a thriving network of 400 third-party solutions through our LaunchPoint® ecosystem and over 50,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and Japan, Marketo serves as a strategic marketing partner to more than 3,400 large enterprises and fast-growing small companies across a wide variety of industries.

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