



4 Stages of a Smart Mobile Strategy



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Nearly every outlet of a marketing program converges on a mobile device.

Think about it. From Facebook and Twitter to email and apps, many of your consumer/brand interactions happen via mobile. Mobile marketing strategy is likely on your list of things to improve this year or you wouldn't be reading this. But don't worry—we have answers and best practices to share for all your mobile quandaries. If you don't find what you're looking for in the next few pages, you can always drop us a line at 1-866-558-9834.

What are the four stages you should consider in creating a smart mobile strategy?

- 1: Acquire new mobile customers
- 2: Welcome your mobile customers
- 3: Increase mobile engagement and conversions
- 4: Retain your customers with mobile

“Consumers have varying channel preferences based on the purpose of the message. For example...SMS is preferred for urgent messaging like financial or travel alerts.”

But first—a quick look at what your customers want

As part of the ExactTarget SUBSCRIBERS, FANS, & FOLLOWERS research series, we asked online consumers how acceptable it is for companies to send them different messages through various channels—from email and SMS to Facebook and push messaging. Consumers were asked to indicate how acceptable it would be for marketers to send them these messages through each channel based on a scale of one (1) to five (5), with 1 being completely unacceptable and 5 being completely acceptable. Green indicates message types and channels that consumers generally consider acceptable for marketing communications, whereas red should serve as a warning.

We found that consumers have varying channel preferences based on the purpose of the message. For example, email and direct mail score high for confirmation messages, regular account updates, and ongoing promotional messages, while SMS is preferred for urgent messaging like financial or travel alerts. In instances like these, when time is of the essence, consumers sometimes even prefer overlapping messages. While push notifications hold a great deal of potential, they're early in the adoption cycle and many consumers are likely unfamiliar with messages through mobile apps. So, marketers may need to experiment with status updates, alerts, and other messages to see what works—and what doesn't—in driving mobile application engagement. Not surprisingly, promotional messages across all mobile channels from companies who've not received express mobile permission are viewed as unacceptable. Take a closer look at this data on the next page.



Marketing Message Acceptability

1 Please indicate the level to which you feel it would be acceptable for marketers to send you different types of messages through each highlighted channel (1=completely unacceptable, 5=completely acceptable)

| | Message Type Acceptability | Email | Direct Mail | Telephone | SMS | Mobile App | Facebook | Twitter | LinkedIn |
|--|----------------------------|-------|-------------|-----------|-----|------------|----------|---------|----------|
| Confirmation, "Thank You," or purchase receipt for a transaction you initiated | 3.2 | 4.5 | 4.2 | 3.1 | 3.3 | 3.0 | 2.6 | 2.3 | 2.3 |
| Financial alerts (such as fraud detection) from your bank or financial institution | 3.2 | 4.4 | 4.1 | 3.7 | 3.5 | 3.0 | 2.2 | 2.3 | 2.1 |
| Travel alerts such as flight delays or cancellations from an airline | 3.1 | 4.3 | 3.5 | 3.7 | 3.6 | 3.1 | 2.4 | 2.2 | 2.2 |
| Delivery of tickets to event (sports, music, theater, etc.) you purchased | 3.0 | 4.4 | 4.3 | 3.0 | 3.1 | 2.9 | 2.4 | 2.3 | 2.1 |
| Regular status updates or statements on an account you maintain with a company | 2.9 | 4.1 | 4.1 | 2.8 | 2.9 | 2.8 | 2.4 | 2.2 | 2.1 |
| Promotional messages from companies whom you have granted permission to send you ongoing information | 2.9 | 4.0 | 3.9 | 2.7 | 2.8 | 2.7 | 2.6 | 2.3 | 2.3 |
| Customer service messages about general product or service questions | 2.7 | 3.6 | 3.6 | 2.7 | 2.5 | 2.6 | 2.4 | 2.3 | 2.2 |
| Polls, surveys, or questionnaires related to a company's products or services | 2.7 | 3.6 | 3.7 | 2.6 | 2.4 | 2.6 | 2.4 | 2.2 | 2.2 |
| Sweepstakes invitations from a company you know | 2.6 | 3.3 | 3.4 | 2.4 | 2.3 | 2.5 | 2.4 | 2.2 | 2.2 |
| Promotional messages from companies with whom you regularly conduct business , but have not asked for ongoing information | 2.3 | 2.8 | 3.1 | 2.1 | 2.1 | 2.1 | 2.1 | 2.0 | 2.0 |
| Promotional messages from a company with whom you have never interacted | 2.0 | 2.1 | 2.6 | 1.9 | 1.8 | 2.0 | 1.9 | 1.9 | 2.0 |
| Channel Acceptability | | | 3.7 | 3.7 | 2.8 | 2.8 | 2.7 | 2.3 | 2.2 |

We asked consumers how ACCEPTABLE it is for companies to send them these different messages through various channels. Consumers were asked to indicate how acceptable it would be for marketers to send them these messages through each channel based on a scale of one (1) to five (5), with 1 being completely unacceptable and 5 being completely acceptable. Green indicates message types and channels that consumers generally consider acceptable for marketing communications (based on one standard deviation above the overall mean), whereas red should serve as a warning (one standard deviation below the overall mean).

Source: ExactTarget. 2012 Channel Preferences Survey, February 2012 • N=690 US Online Consumers, age 15 and older www.ExactTarget.com/SFF



1: Acquire New Mobile Customers

Your customers don't leave home without their mobile devices. Yet mobile is still a relatively young marketing channel. How can you step up your game to gain more mobile customers and interactions?

Promote your mobile program through other channels. You've invested resources to improve your mobile presence—whether with a responsive website, mobile-optimized email, SMS capabilities, or mobile app. How can you take every opportunity to connect with new customers via mobile?

- **In the inbox.** Create a targeted email campaign to customers viewing on a mobile device. Offer an incentive to download your app, visit your mCommerce site, or sign up for your SMS program.
- **In the store.** Offer exclusive text-in deals via in-store opportunities with signage and point-of-sale receipts.
- **On your website.** Add a pop-up to your website (when viewed on a mobile device) that promotes your app. Ask customers to text in to get an SMS message with an easy link to your app.
- **On social networks.** Do your fans and followers even know you have an app or SMS offers? Use social channels to promote mobile. Make sure your Facebook pages are mobile optimized for easy viewing, especially since Facebook is the world's most downloaded app.
- **On a smartphone.** Already have SMS permission? Send an outbound message with an incentive (e.g., "Free shipping this weekend only") and a direct link to the download page in the app store.
- **In the mail.** Take advantage of traditional communication methods by including mobile calls-to-action on an invoice, statement, packaging, or direct mail piece.

Remember that a mobile phone number becomes much more valuable when it's paired with an email address, Facebook page, or Twitter handle. The more data you have, the smarter you can be in your mobile strategy. As you acquire new mobile customers, consider the right opportunity to ask for permission to message through additional channels. Can you ask for email or social media information during key interactions, such as SMS opt-in, app registration/download, or point of purchase?

Need help here?

ExactTarget's mobile solutions let you manage every aspect of mobile—SMS, push messaging, mobile email, couponing, and more—from one easy-to-use interface. Learn more about MobileConnect™ and MobilePush at www.exacttarget.com/goeverywhere



“ 22% of consumers say they’ve given a company permission to contact them through text messages. ”

- ExactTarget



2: Welcome Your Mobile Customers

What happens after your customer engages with your mobile program? Your welcome strategy for any new mobile customer should include a combination of channels—email, mobile, and social—to support consumers’ cross-channel behaviors. Don’t think of “welcome” as a single message. Whether your welcome strategy covers the first 10 days or two months, as with any relationship, it takes some time to get to know each other.

Day 5

On her phone during her lunch break, Jane sees a second welcome email, then an update from your Twitter account about your loyalty program. Later that day on her laptop, she signs up for your program, which includes both email and mobile coupons.

Forrester Research predicts that the \$6B mobile app market will grow to \$55.7B by 2015. With ExactTarget MobilePush, it’s easy to master push notifications and keep driving customers back to your app. Learn more at www.exacttarget.com/goeverywhere

Here’s a sample step-by-step welcome campaign. We’ll use a retail company’s mobile app as an example, but you’ll see how these basic ideas can apply to almost any industry.

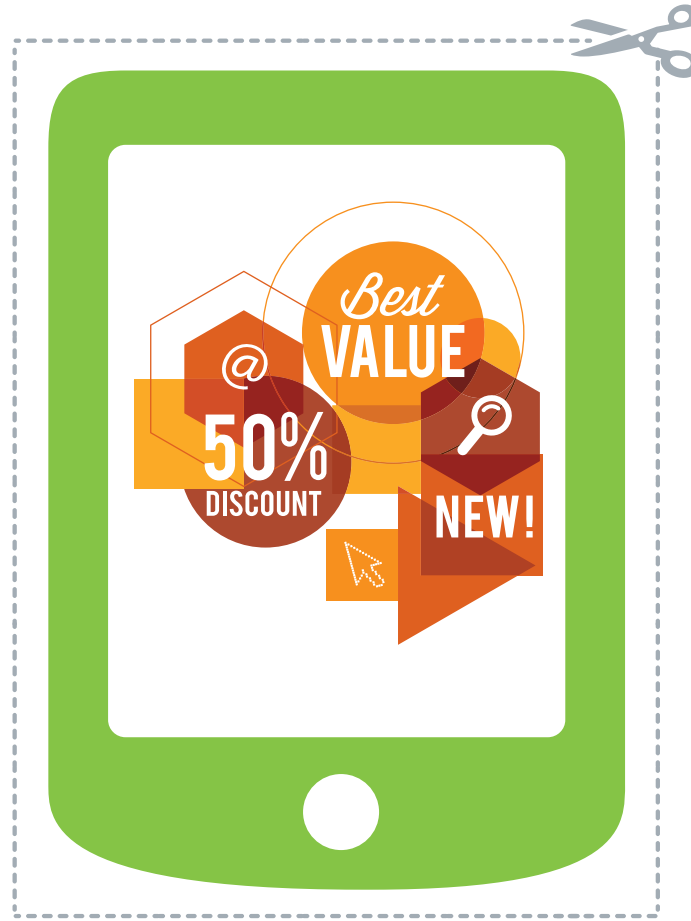
Day 1

Jane Doe downloads your mobile app to her iPad. When she opens the app, she registers with her name and email address. She clicks from the app home page to your summer collection, then clicks on two different skirts. At that point, an alert window asks if she’d like to receive push messages. She accepts and closes the app. She then checks her inbox to find a mobile-optimized welcome email from your company. This email 1) thanks her for downloading the app, 2) reminds her of the key app benefits, and 3) invites her to connect with other fashionistas on your Facebook page and Twitter.

Day 10

Jane receives a push notification about a sale you’re having on summer skirts. While she waits at the hair salon, she uses your app to buy three skirts.

Since consumers don’t operate in single-channel silos, marketers can’t afford to either. Whether you’re a retailer offering an SMS coupon or a bank offering account balance push notifications, make sure your messaging channels work together to provide a real value to your customer.



“ Mobile coupons get 10 times the redemption rate of traditional coupons. ”

- Mobile Marketing Association



3: Increase Mobile Engagement and Conversions

Consumers who interact with your brand through mobile-specific channels are among your most engaged. But once the “new” wears off, how do you re-excite and reengage those customers?

Be consistent and keep evolving. That may sound like a contradiction, but it's not. Here's why:

- **Be consistent.** Consistent SMS, push, or email offers, for example, mean consumers will begin to anticipate your message. For instance, send a Friday evening code for a free appetizer at your restaurant, or a free movie rental the first Monday of every month. Try testing several different offers and tracking the most successful one before deciding on your consistent offer.
- **Keep evolving.** Context is key. Be smart about when you send so your communications are relevant. Can consumers make purchases via your app? Try implementing a cart abandonment push notifications to draw them back to the purchase. Send a message such as “Your cart will expire in 2 minutes” a half-hour after the user has been inactive. Or try a simple reminder like “You have 3 items in your cart. Do you want to check out?” Combine channels to best serve each consumer. For instance, if you send an email about account renewal and it goes unopened, can you follow up via SMS a week later? Having two channels coincide gives you a strategic second touchpoint.

If you have customers who have completely disengaged, make a bold move to get their attention. Offer a drastic discount for a purchase or conversion via your app, for example. Customers who respond to coupons and engage via SMS are more likely to buy again or stay engaged. Consider creating win-back or comeback campaigns, and monitor closely to determine which tactics are successful in drawing consumers back in.

Want more?

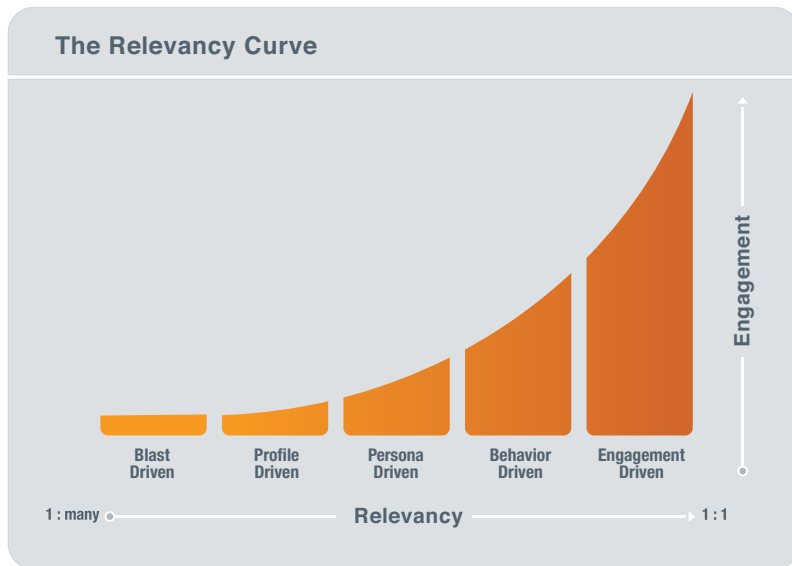
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4: Retain Your Customers With Mobile

Once a customer has engaged with a single mobile campaign, how do you build brand loyalty and continue to nurture the customer lifecycle? It all boils down to relevance.

How can you keep your long-time app users coming back for more? If you have a loyalty program, can you offer double points for mobile purchases? Use a one-time incentive-based email to reengage lapsed mobile users. Or consider how you can reward loyal customers with geo-location targeting. For example, if a long-time app user is within a half-mile of your restaurant, send a push message with an offer for a buy-one-get-one-free entrée. This level of relevance creates a sense of personalized service and added convenience for your customers.



Mobile marketers must progress along the relevancy curve.

How can you make your mobile strategy more personalized and less “batch and blast”? Data collection. While you don’t want to scare off a new customer by asking for too much information too soon, give customers easy access to update message preferences with a unified profile center, providing you with a common view of the consumer, no matter the channel.

Need help with this?

ExactTarget’s mobile-optimized email templates and tools like Mobile Inbox Preview give you a clear picture of exactly what your subscribers will see. Visit www.exacttarget.com/email

Every Channel Is Mobile.

You know that “going mobile” isn’t simply a matter of adding a few new channels to your marketing mix. As mobile phones quickly become the number one web access device, every channel must be considered from a mobile perspective. Acting now to ensure you take a holistic approach to mobile is what keeps you a few clicks (or screen taps) ahead of the competition. With every new campaign you plan, consider how you’re acquiring and welcoming new customers while driving continued engagement and increased retention throughout the customer lifecycle.



Go everywhere your customers go

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We'll help you every step of the way.*

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