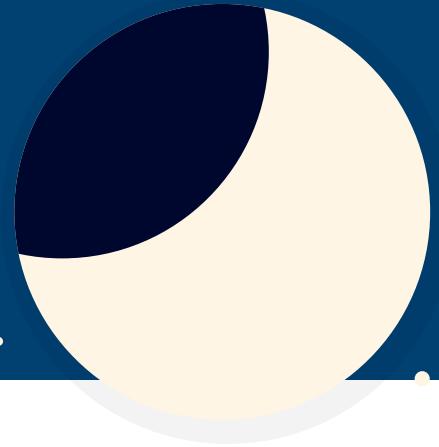# I

Word to the Wise: Mobile Essentials

Our dependence on our mobile devices and on the information, flexibility and freedom they offer continues to escalate. That "dependence" is rapidly shifting towards "addiction" supported by the fact that

# 90% of mobile phone owners sleep with their phones[1].

Our quest for real-time, on-demand, on-the-go information is fueling a future with even more technology integration into our daily lives and routines.

Today's customers expect brands to respond to their requests instantly and within context. In order to stay relevant and acquire, engage and keep customers, businesses need to rethink their overall business strategy with mobile in mind. Thinking about mobile when trying to achieve marketing, sales and customer service objectives is no longer an option, it's a necessity.

1 Bakopoulos, V. (2015, March 17). Mobile Matters. A lot it turns out. *Mobile Marketing Association Forum.* MMA, New York.

But what does mobile really mean for your program?

It all depends on your customer's needs and the evolution of your specific marketing program. Wherever you are on the marketing spectrum this guide will present considerations and best practice tips for the key mobile tactics of:

SMS

PUSH NOTIFICATIONS

MOBILE FRIENDLINESS
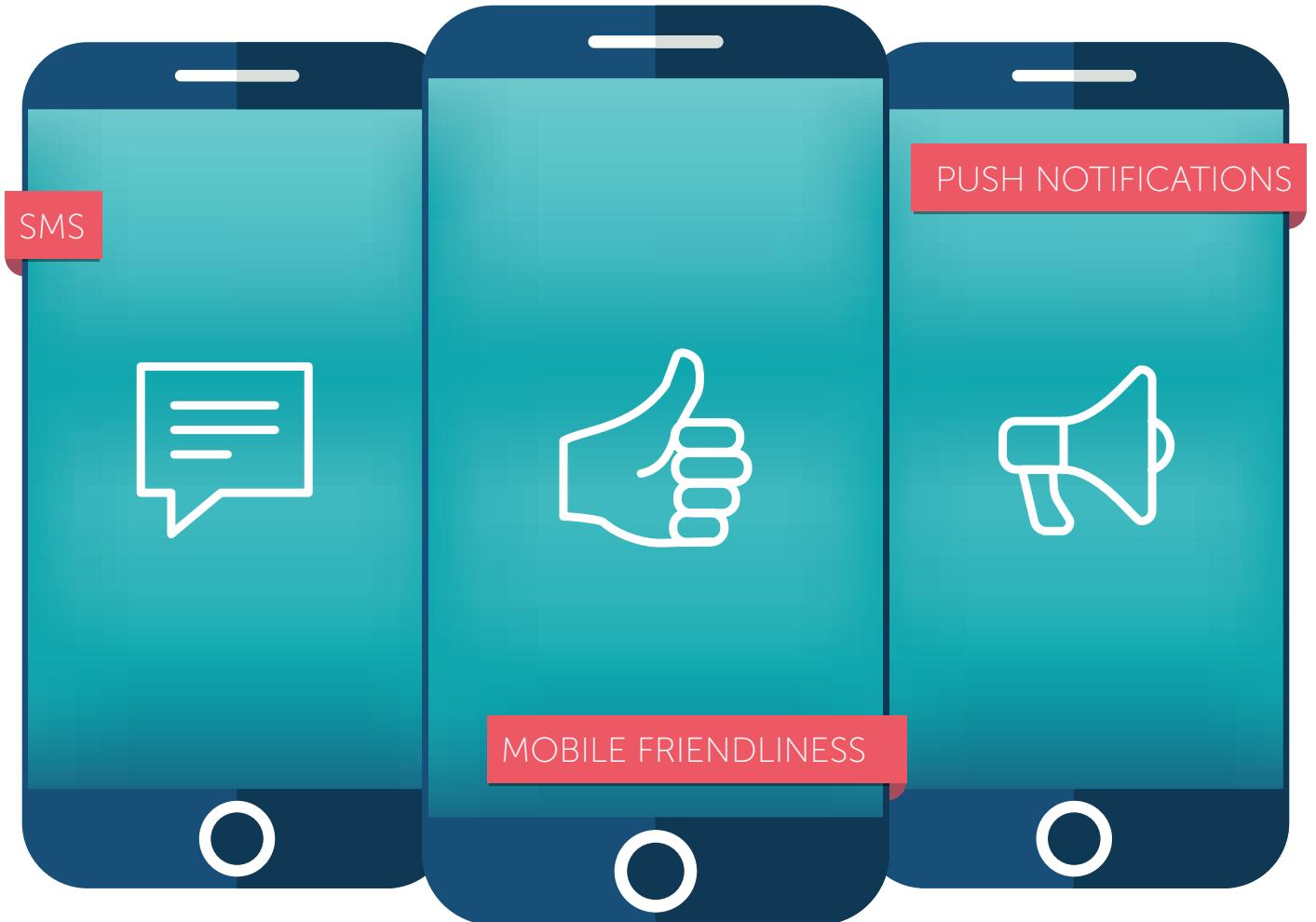
When is each tactic the most relevant?

While mobile is one of the most powerful communication platforms, there are still important distinctions between the different mobile tactics and when and how they should be employed. In order to maximize the performance of each and determine which method should be used, marketers have to define exactly who they are trying to reach, what the purpose of their message is and how time sensitive it is.

For example, if a brand wants to create more targeted communication with their existing customers within their app then push notifications are appropriate, but if a brand is trying to reach a larger audience then SMS is the way to go. Similarly, messages sent to an app many times end up unread, so if a business is trying to send more time critical information to its customers, a text message will be more effective as it provides more urgency.

Mobile optimization of content, on the other hand, is a global requirement and is something that is no longer an option – it is simply expected from a brand.

II

Best Practice Breakdown

Mobile - Friendly

According to Gartner smartphones and tablet users are expected to approach 7 billion by 2020[2]. This is the segment of consumers that uses their device to access the internet, shop, read and search for information - a segment that is looking to get relevant and high quality content quickly! When a barrier presents itself in this endeavor, these consumers move on swiftly – if you don't deliver fast, you are out. And Google agrees and supports this: they recently announced that their search algorithm will punish anyone who does not have mobile-friendly site and reward others with a "mobile-friendly" label.
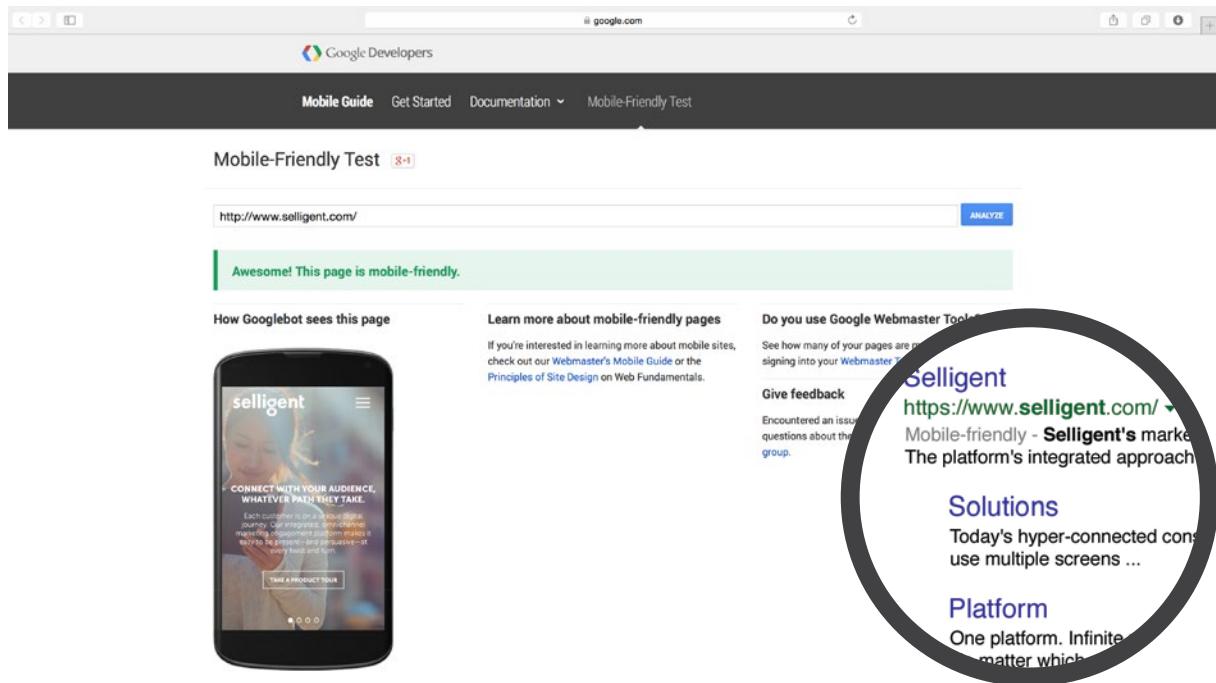
2 Sarner, A. (2015, March 20). Social Marketing, Mobile Marketing And The Bottom Line [blog post].
Retrieved from http://blogs.gartner.com/adam-sarner/2015/03/20/social-marketing-mobile-marketing-and-the-bottom-line/

According to Google, the following is taken into consideration when rating mobile-friendliness:

- **Software:**
  Site avoids software that is not common on mobile devices (e.g. Flash)

- **Text:**
 Content is readable without zooming in or out

- **Size:**
  Size of content is adjusted so that the user doesn't have to scroll horizontally or use zoom

- **Link Placement:**
  Links are placed far enough apart so that they can easily be tapped on

While not all consumers are ready to use their mobile phones to buy, an overwhelming majority utilizes the device to browse, search and compare products and then make the final purchase on desktops or in stores. Mobile is bridging the gap between the digital and physical world and every consumer expects this journey to be seamless. While great mobile experiences are expected, frustrating experiences can lead to revenue loss (e.g. abandoned shopping carts, unused coupons) and, more dangerously, can devaluate a brand and hurt its reputation.
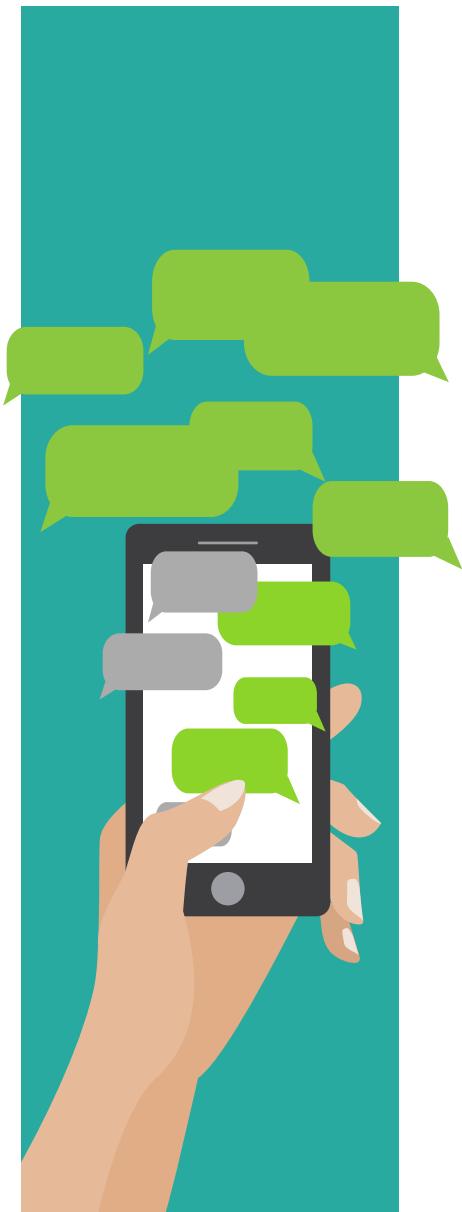
There is no question about it – your website, landing pages, emails...all the content that you want to share with your customers, has to be ready to be accessed on the small screen to ensure the best customer experience.

SMS

99% of text messages are read within the first 90 seconds of delivery![3] Just imagine how powerful this direct, one-on-one communication can be for brands that engage with their customers in this fashion. Text messages are short, quick and easy to send but they also offer the highest open, read and response rates in comparison to other media. Who would not want to connect with consumers at this level?

But with the high rewards comes also the risk... Consumers are extremely careful and very selective when allowing brands into this digital personal space, therefore marketers have to be very cautious and know exactly how, when and how often to engage with them.

3 Johnson, D. (2013, April 10). SMS Open Rates Exceed 99% [Blog post].
Retrieved from http://www.tatango.com/blog/sms-open-rates-exceed-99/

When building your SMS strategy consider the following best practices:

- **Opt-in is a must:**
  Your subscribers must give you permission to send them text messages. By failing to do so, your business is not just breaking the law, but also risks losing loyal customers and creating a negative image of the brand.

- **Follow the rules:**
  There are specific privacy and regulatory rules that apply to wireless communication and they must be well understood and supported before any SMS campaigns are deployed. For example, wireless regulatory agencies require businesses to include "Msg & Data rates may apply" when opting their customers into their SMS communication stream. Needless to say, it is crucial for a brand to play by the rules and avoid potential penalties imposed by the regulatory bodies.

- **Be upfront & provide value:**
  Clearly communicate what types of messages your subscribers can expect to receive. This content can range from coupon codes, alerts to welcome messages to new customers. Your subscribers will know exactly what they signed up for and won't be responding "STOP" to opt-out after the first message they receive. →

Since your customers have given you special permission to communicate with them on a one-on-one basis, you need to validate their decision by rewarding them with something that is worthwhile to them. Make sure your messages are relevant and useful but also fun and fresh to keep the excitement going.

- **Don't overdo it:**
  As much as everyone loves getting text messages, your subscribers probably don't want to hear from your brand too often. So watch your frequency and inform your subscribers at the beginning how often they can expect to receive an SMS from you.

- **Consider the time:**
  Texting someone in the middle of the night is not just ineffective for your business (who will take action at that time?!) but is also disrespectful to your subscribers and can be a major turn-off. Find the right time within your business hours to interact with your subscribers to yield the highest campaign success.
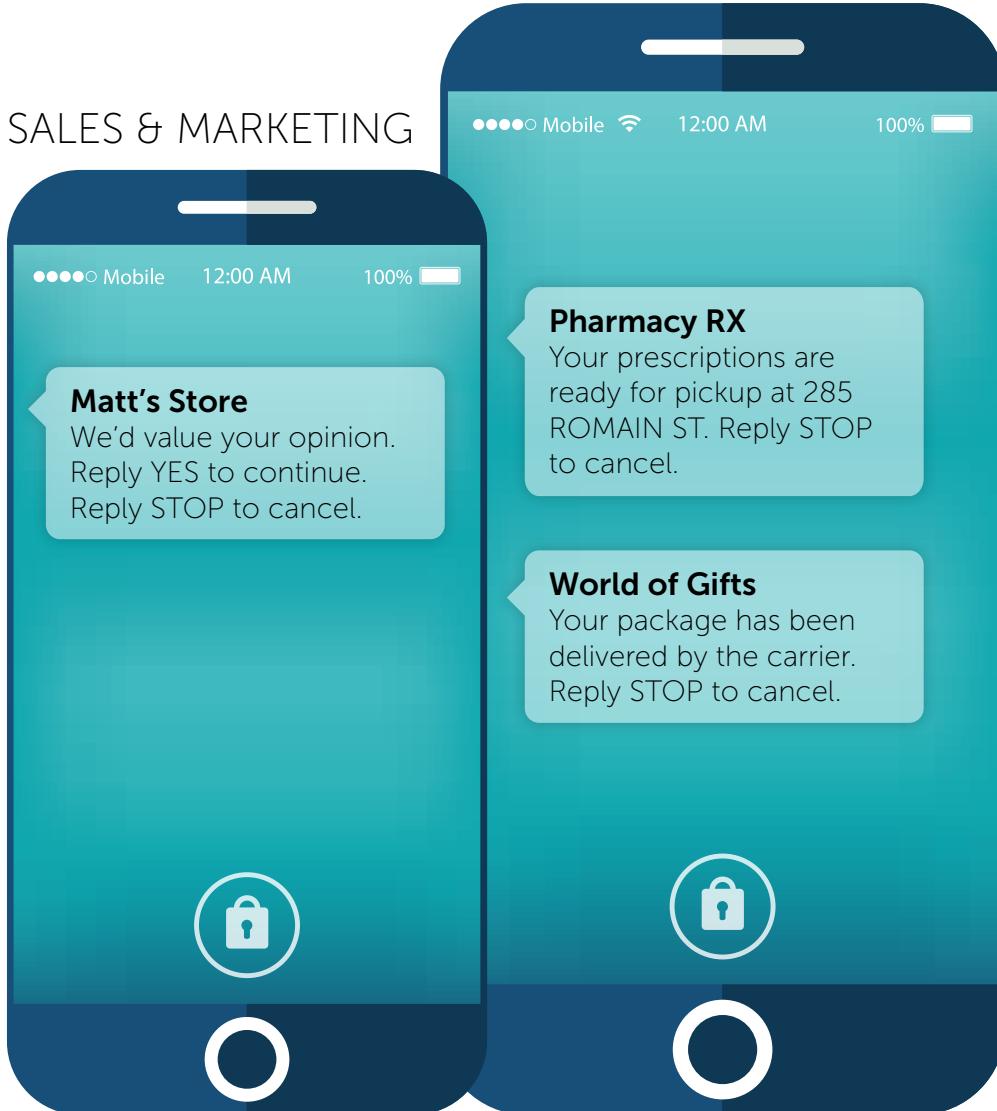
- **Opt-out:**
  Just like opt-in is important, your subscribers need to have an easy way to leave your communication stream.
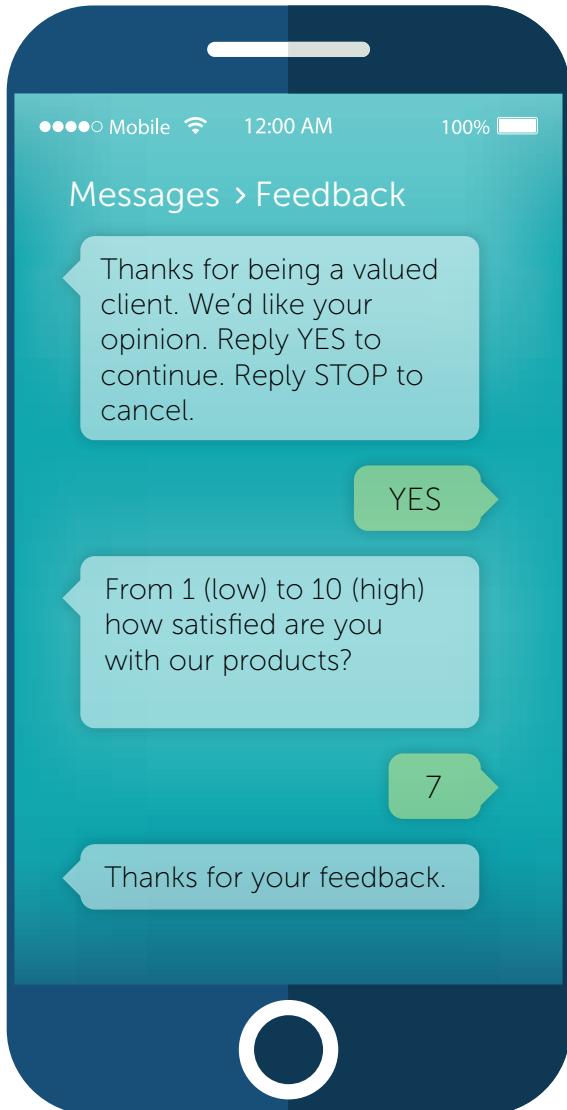
SMS campaigns can be very powerful for driving sales, increasing customer engagement and building loyalty. Consider using following ideas for your SMS communication strategy to meet your business goals:

CUSTOMER SERVICE

SALES & MARKETING

Matt's Store
We'd value your opinion. Reply YES to continue. Reply STOP to cancel.

Pharmacy RX
Your prescriptions are ready for pickup at 285 ROMAIN ST. Reply STOP to cancel.

World of Gifts
Your package has been delivered by the carrier. Reply STOP to cancel.

LOYALTY

Messages > Feedback

Thanks for being a valued client. We'd like your opinion. Reply YES to continue. Reply STOP to cancel.

YES

From 1 (low) to 10 (high) how satisfied are you with our products?

7

Thanks for your feedback.

CUSTOMER SUPPORT

HSBC
The available balance on your card ending in 1234 is $504.39. Reply STOP to cancel.

Doctor Smith
Your appointment on TUE 12/05 at 10:00 is confirmed. Reply STOP to cancel.

Alaska Airlines
Alaska Airlines 15 Departure Delayed Boston to Seattle ETD: 7:05 PM Terminal: A Gate: A22
http://alaskaair.com
Reply STOP to cancel.
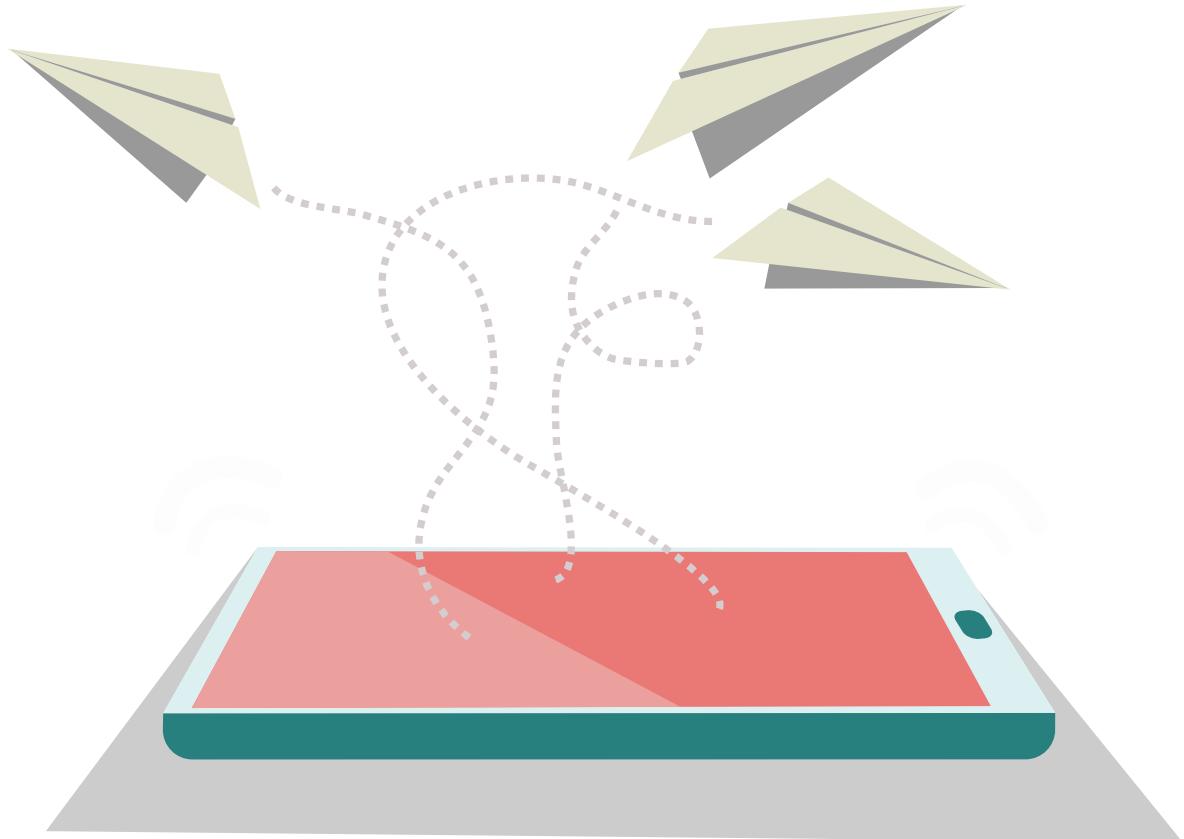
Push Notifications

Push notifications, messages sent to the user's connected device (smartphone, tablet, gaming console, etc.) through the mobile app, allow brands to communicate with their customers to drive engagement as well as re-engagement. These notifications can contain an offer, alert or a greeting and are designed to focus the consumer's attention on the app that they downloaded.

In comparison to SMS, push notifications are considered less intrusive and brands don't need additional opt-ins to message their customers as this already took place at install. There are many benefits for using push notifications to engage with customers, but the real challenge lies not just in getting users to successfully install your app, but to ensure its consistent usage. According to Forrester, UK and US consumers use an average of 24 apps per month but spend more than 80% of their time on just five apps.[4]

So, what are some best practices when building your mobile push strategy to create positive experiences and ensure continued engagement with your brand's app?

Here are some best practices that can help:

- **Show value:**
  As with SMS, your push notifications have to deliver something of value to your customers so that they continue opening your app and taking the desired actions. If your customers don't think your messages are worth their time, they will disable the notifications, or even worse – delete your app - and you have lost them for good. →

4 Husson, T. & Ask A. J. (2014, November 11). *Predictions 2015: Most Brands Will Underinvest In Mobile.*
Retrieved from Forrester Research Database
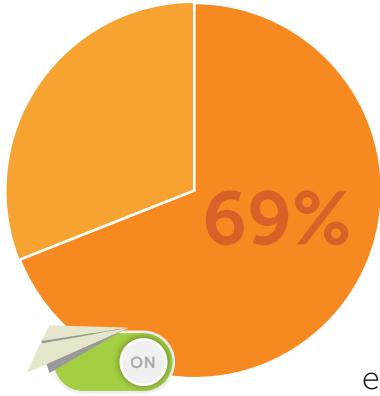
A recent survey of 1,000 consumers by the DMA found that while 69% have enabled push notifications, 78% of them said *'they would immediately delete the app or disable the notification'* if they were unhappy with the messages they receive[5]. Devising a push strategy that delivers contextual and relevant messages and offers is crucial, therefore, before embarking on a push notifications voyage, take a closer look at your target audience and decide what type of messages are really worth their immediate attention. Remember, you are building trust with your audience so your notifications need to be valuable every single time.

- **It's about the audience:**
  Speaking of audience... Thanks to the information that your customers provided when installing your app, as well as in-app actions, you have a pretty good picture of who your users are and how they are engaging with you. Take note of that data and start segmenting your audience based on user demographic or behaviors that align to specific campaigns. Treating your users as unique individuals will help you better target your mobile marketing efforts.

5 Infographic - Mobile push notifications. (2014, July 1).
Retrieved from http://www.dma.org.uk/infographic/infographic-mobile-push-notifications

- **It's about the language:**
  Smartphone users expect only important and urgent messages to pop up on their screen, so the language in your push notifications needs to be clear and compelling in order to motivate user action. Use A/B testing strategies to determine which phrases, action verbs and character length produce the greatest results.

- **Don't overdo it:**
  Just like delivering value add, frequency is crucial in maintaining user engagement. You don't want to annoy your customers, so be weary of sending messages too often. There are no universally correct solutions for frequency; it all depends on the type of your application and your audience. For example, social media apps can get away with more frequent notifications whereas promotional apps have to control themselves a bit more.
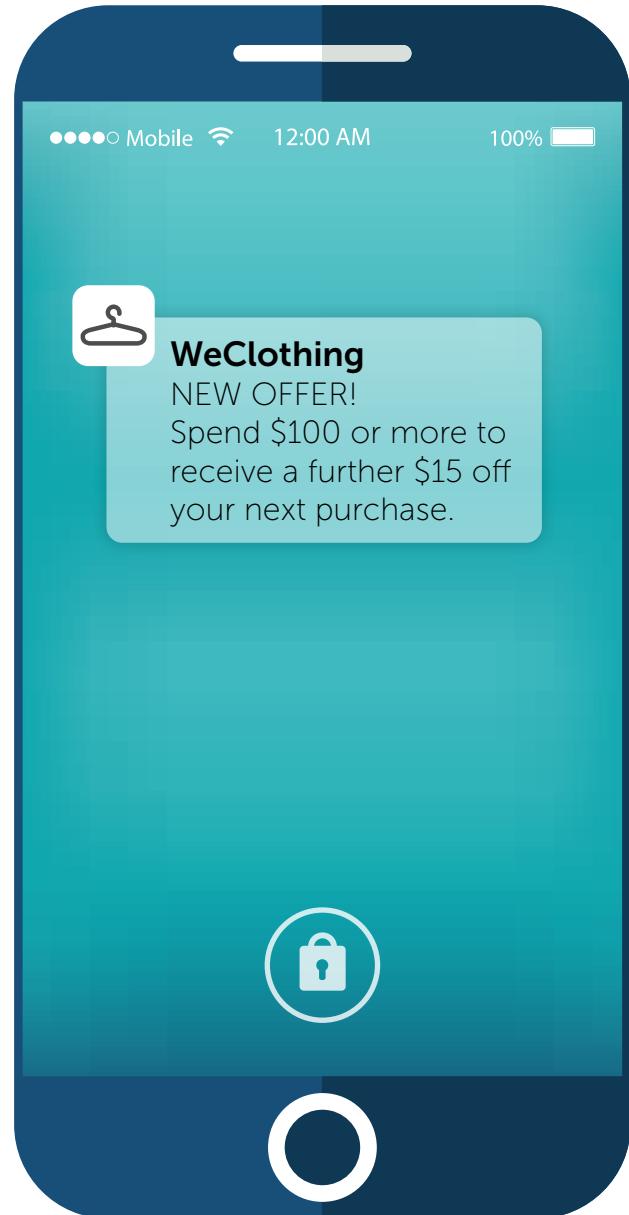
- **Know the time:**
  Getting the right frequency is great, but if the few notifications you want to deliver are pushed at the wrong time, it can end badly. Make sure you localize your messages and send them at a respectful time. Similarly, analyze your audience's engagement throughout the day and leverage that data to optimize your campaign send times. For example, if you have noticed your app has a higher usage in the early evening hours, then you may want to push your notifications at that time.
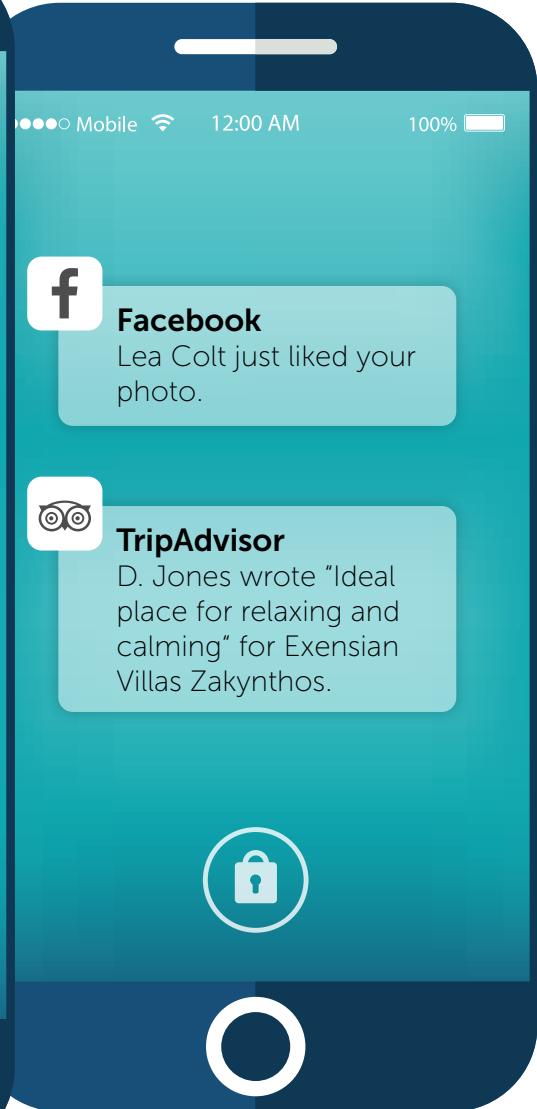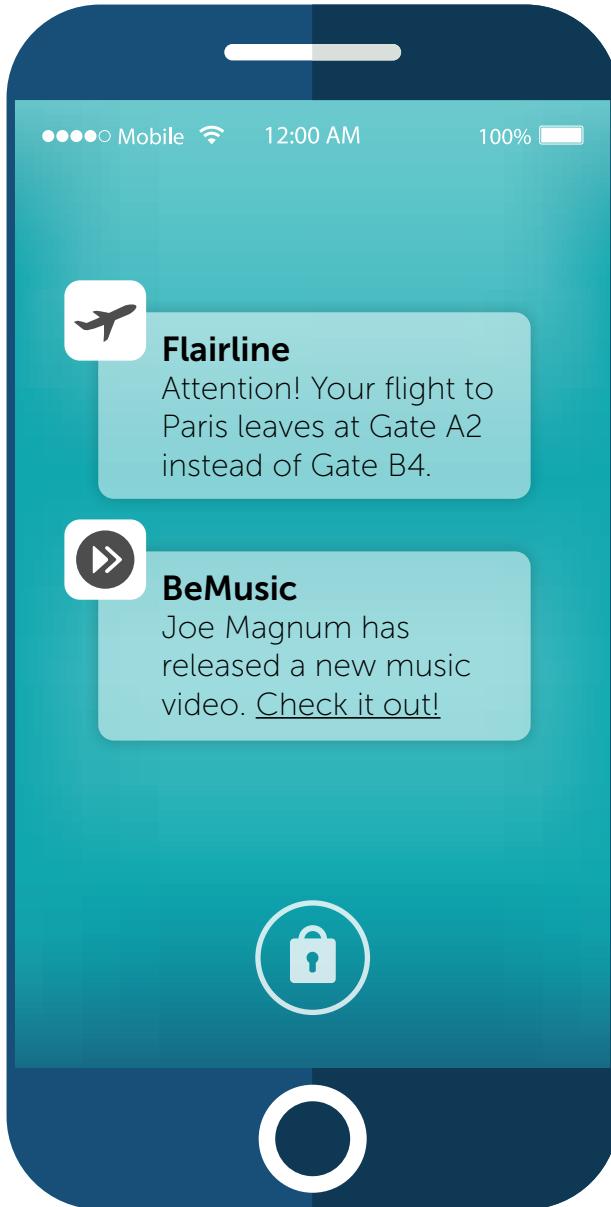
- **Easy opt-out:**
  Nobody wants their app users to disable push notifications, but if you don't offer an easy way out you run the risk of app uninstalls which can have far worse consequences. Make it easy for your customers to opt-out of push notifications and try to leverage other channels to drive them back to your application.

A good push notifications strategy can yield high engagement and increased customer retention, but what really drives everything in this channel is the quality of the application itself. In order to drive high install and excite your customers about your brand's mobile application you have to ensure that you are solving for something that your customers see as important. Many businesses make the mistake of copying all of their website content into the app whereby they just overwhelm and scare users off. The key is understanding what your customers are trying to do, removing barriers in the customer journey and ultimately providing positive in-app experiences that will delight and keep them coming back.

SALES & MARKETING
CUSTOMER SERVICE
LOYALTY & ADVOCACY
ENTERTAINMENT
SOCIAL/GAMING

WeClothing
NEW OFFER!
Spend $100 or more to receive a further $15 off your next purchase.

Flairline
Attention! Your flight to Paris leaves at Gate A2 instead of Gate B4.

BeMusic
Joe Magnum has released a new music video. Check it out!

Facebook
Lea Colt just liked your photo.

TripAdvisor
D. Jones wrote "Ideal place for relaxing and calming" for Exensian Villas Zakynthos.

A look ahead

Emerging tech is embraced first by early adopters, but with the preeminence of mobile, early adopters will quickly become a powerful segment. It's crucial to consider that these tactics will be mainstream and begin now to consider the impact to our marketing strategies of tomorrow.

- **Beacons:**
  These small, battery-powered devices use smartphones' Bluetooth radio to track users' location and then leverage their proximity to the physical location of a business to push out notifications (special offers, alerts, etc.) as they are passing by.

- **Mobile Wallet:**
  Apple's Passbook and Google Wallet are a couple of examples of virtual wallets that are not just looking to replace plastic payment cards, but also aim to create one safe environment where customers can store all their loyalty cards, rewards and coupons.

- **Mobile Payments:**
  There is a whole shift taking place in the payment industry – we have moved from cash, to credit cards, to online payment systems (e.g. PayPal) and now to mobile payments (e.g. Apple Pay). Your customer's phone is their credit card.

- **Wearables:**
  Wearable technology is expected to grow in the coming years. Wrist-worn devices (e.g. iWatch, FitBit) are dominating the market now and we will see a number of new wearable technologies emerge in the coming years (e.g. clothing, eyewear, earwear).

- **Biometrics:**
  Biometric data serves two purposes: identification (figuring who that someone is) and authentication (verifying that they are indeed that person). Benefits for consumers to adapt biometrics in their daily lives are numerous and range from security and accuracy to speed and convenience. With the increased consumer adaption rate, we will see new technologies that incorporate biometrics surface.

Thanks to these innovations marketers will have the opportunity to be in synch with their customers' daily movements, purchasing habits, physical well-being and emotional state in every moment. The power of this emerging data is immeasurable. If used properly, brands will be able to approach their customers with a seamless intimate, relevant experience guiding them to transaction with almost no effort.

Mobile allows brands to more intimately participate in their customers' lives and opens doors to many new opportunities for engagement. But mobile cannot be successful as a silo. It is a part of the overall communication experience and marketers have to remember that as they relate to customers through all of their marketing channels.

About Selligent

Selligent is a global marketing automation provider that powers audience engagement programs for more than 450 leading brands in retail, financial services, automotive, publishing and travel. Our solution empowers brands to create meaningful omnichannel communications across email, site optimization, social, mobile and customer care at a competitive price point that makes Selligent the best value in the market.

The platform uses rich data analytics to provide 360-degree audience insights and offers customer journey mapping capabilities to **deliver optimal audience engagement** to customers and prospects alike. Serving brands in 19 countries across both Europe and the Americas, Selligent works with companies ranging from the mid-market to large enterprise, often partnering with its extensive network of agencies and MSPs.

selligent