

Simple Mobile Marketing Strategy

6 TECHNOLOGIES & TACTICS



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Mobile marketing and social media are changing the playing field for marketers and business owners. The goals are still the same: attract new customers, retain loyal customers, and build sales. But technology has advanced the tools and tactics that we can use. The smartphone is becoming your customer's primary research tool, like a personal shopper in their hand.

Some researchers say mobile devices will surpass PC's in just a matter of years. However, many marketers are not yet ready.

Smartphones allow consumers to find your business, be a smarter consumer, and dig deeper. Does your company have a strong mobile presence? How are you getting your customers in your store, restaurant or business? How can you embrace new technologies and create more sales?

Vivid Image has created this Simple Mobile Marketing Strategy Guide to help you determine what mobile initiatives are best for your business. Answer the questions in each area to better understand your customer's needs and how you can more effectively reach them through their mobile device. Then take action!

6 Technologies & Tactics that will help you create a simple Mobile Marketing Strategy:

- 1) Maximize your listings on search directories and review sites
- 2) Create a made-for-mobile website
- 3) Utilize location-based marketing & social networking
- 4) Communicate with customers via opt-in text messaging
- 5) Bring offline customers online with QR codes
- 6) Invest in mobile search ads for greater exposure

Mobile phones will overtake PCs as the most common web access devices worldwide by 2013. – Gartner Research Firm

Create your Strategy:

1. Who is your target audience? What are their age range, technology experience and geographic location? Do you see their mobile device usage increasing?

2. Take a look at your website statistics. What percent of your total web visitors access your website via mobile device currently? How can you improve your mobile presence?

1. MAXIMIZE YOUR LISTINGS ON SEARCH DIRECTORIES & REVIEW SITES

One way to get better results when potential customers are looking for a local business is to make sure you are providing the big search engines (**Google Places, Bing Local, and Yahoo Local**) with complete company and promotional information. Google Places, for instance, can be seen on Google Maps, which comes pre-installed on most Smartphones.

Optimizing your Google listing and other search engines with great content helps your buyers find you via their phone. Mobile searchers are not just browsing the web, they are ready to buy.

- 1) **Claim or Create your Local Search Profile** – Google, Bing and Yahoo want to make it easy for mobile users to find local business when they are out and about. But marketers must take the initiative and claim or create their profiles to make sure the information is available and accurate.
- 2) **Complete your profile** - Make your listing engaging and include all information such as bio, phone numbers, location, hours, directions, and more. Stand out with photos, videos, and offers to show customers why they'll want to choose you.
- 3) **Ask for Ratings and Reviews** – Ratings and reviews are on most search directories, as well as others like **Facebook, Yelp** and **Citysearch**. Encourage (or ask!) your customers to share reviews on your listings to help build your reputation and referrals.
- 4) **Retain and repeat** – Now that you have the main search directories optimized with special content and testimonials do the same with other smaller or industry-specific search directories. Be sure to have a system in place for keeping the search directories updated.

Optimize the search directories so when your customers are searching for your type of business on their mobile device, you stand out above the rest. A combination of rational (facts) and emotional (testimonials, photos, videos) content will entice searchers to choose you.

88% of people looking for local information have taken action within a day. - Google

Create your Strategy:

1. Go to www.google.com/local , www.bing.com/local and local.yahoo.com and search for your business. With each, consider the information that you may not be providing, such as phone, email, website, directions, hours, photos, descriptions, etc. What can you improve?

2. Next, how can you encourage reviews and ratings from your customers? Which customers could you request a recommendation from?

2. CREATE A MADE-FOR-MOBILE WEBSITE

Today, having a website viewable on your desktop computer isn't enough. Millions of people are now using their mobile phones to surf the internet and look for information and services. It is becoming increasingly more important to also have a website designed specifically for mobile phone viewing.

If a customer is trying to access your website on their mobile phone, what do they see? Chances are, it is cumbersome, hard to read, and lacks the functionality that will help connect them to you. Mobile phone users expect to make fewer clicks on their phones. Marketers need to remember the "less is more" rule when it comes to mobile web design. By prioritizing and remembering your customer needs for quick content, your mobile website can be both convenient to your customer and produce results.

Mobile websites are designed for easy (and fast) viewing and navigating on a smaller screen. Simple designs provide more direct access to information that the customer is likely to need while on the go. Buttons that provide your customer with added convenience could include click- to-call, Google maps, call me back, show room hours, coupons, and more.

There are many great mobile website options for all different websites: from simple and inexpensive, to fully viewable Wordpress blogs, e-commerce, and even custom touch-and-swipe applications. What does your customer want?

51% of smartphone users are more likely to buy from a retailer with a mobile website, however only 4.8% of retailers have a mobile website.

– Microsoft Tag Infographic

Create your Strategy:

1. Try to access your website via a mobile device. Think of a scenario where a typical customer would be accessing your website in this way. What do you think the outcome would be?

2. On your mobile website, can you easily view the most important items such as phone number, email address, business hours, directions, etc? Is the text readable? Are the links clickable?

3. UTILIZE LOCATION-BASED MARKETING & SOCIAL NETWORKING

Location-based social networks are driven by people who like to share their brand loyalty to their friends thru their mobile devices.

Even if you have a community of Facebook fans and Twitter followers, it may be frustrating if they don't come into your store and actually buy. Location-based marketing such as **Foursquare Specials, Gowalla, Google Places, and Facebook Deals** encourage your followers and customers to walk into your store, check-in to for specials or promotions, and make a purchase.

Businesses that use location-based marketing effectively can:

- Drive customers who are ready to buy into the place of business
- Encourage customer loyalty and reward them for it
- Attract new customers thru word-of-mouth
- Create add-on sales opportunities
- Encourage tagging of friends which increases exposure
- Measure check-ins and reward repeat customers
- Show customer appreciation or gratitude
- Offer special incentives
- Get to know customer needs better

Businesses who count on foot traffic can build referrals, customer loyalty, and sales by creating offers that tie location-based check-ins to their customer needs and wants.

There are more than 250 million active users (50%) currently accessing Facebook thru their mobile devices. People who use Facebook on their mobile device are twice as active on Facebook as non-mobile users. – Facebook Official Stats

Create your Strategy:

- 1) Is foot traffic important to your business (i.e. if you are a retail store or restaurant/bar)? If customers told their friends how much they loved your product/service, how much more business would it create for you?

- 2) Is it important to reward your most loyal customers? What kind of specials and discounts to you offer now that generate more traffic into your business?

4. COMMUNICATE WITH CUSTOMERS VIA OPT-IN TEXT MESSAGING

Text messaging is quick and easy and often used more frequently than talking on the phone for some people, especially in the younger demographic or even their parents. As marketers, it is our job to communicate to our customers in the way that is most convenient for them.

Services are available which will allow your customers to opt-in to your text messages. Some tools that make opt-in text messaging a breeze for marketers include **Mobile Storm, CallFire, Constant Contact's Live Feedback, and Ez Texting.**

Make it convenient –Text messaging can be used to provide convenience to your customer. For instance, a restaurant could text a customer when their table is ready, or a hair salon could text a walk-in customer when they have an opening.

Gain subscribers - If you have an email newsletter, companies like **Constant Contact** offer text to opt-in to a newsletter list. At the point-of-purchase or as they walk in the store, a sign could explain how to text in to sign up for the newsletter, which offers exclusive deals and more.

Provide exclusive offers - Retail businesses may create exclusive offers for their customers who opt-in to the text messages to bring them into the store to create more business. Maybe they are notified of sales first, or it is a special status tool for them as insiders to the best deals.

If text messaging is your customers' preferred method of communicating or receiving offers, consider a marketing program that utilizes this technology.

*SMS is the king of mobile messaging. 8 trillion text messages will be sent in 2011 –
mobithinking.com*

Create your Strategy:

1. How does your target market currently use text messaging?

2. How can your business use text messaging to provide a convenience to your customers?
How can you use text messaging to increase your business?

5. BRING OFFLINE CUSTOMERS ONLINE WITH QR CODES

QR codes bring your customer from an offline place, to your website, creatively tying together your traditional marketing and digital marketing efforts. Scanning a QR code makes getting to a website or offer easy for the mobile user.

It is simple to create a QR code using free services like **Kimtag** or even **Bing Local**. These techy-looking bar codes generate curiosity and interest when placed on print ads, mailers, displays, etc. The marketer's job is to strategically place the QR code, create enough interest that customers scan, and then have an enticing offer that creates a lead or sale.

There are many brilliant applications for QR codes. For instance:

Direct mail or other offline marketing materials—QR codes can be included on a direct mail piece that can be scanned with a smartphone to bring the user directly to a custom landing page or special offer.

In-store or Point-of-Sale—QR codes are used frequently for coupons to create in-store traffic. While in a busy mall or business district, a QR code in the window with a special offer may bring people in the store. At the point of purchase, a QR code could direct the customer to join an email newsletter list or like a Facebook page.

Extension of Sales – When a bigger ticket item like a home or car is for sale, and a sales person is not always present, a QR code can generate interest and provide more detailed information to the potential buyer.

When used effectively, QR codes can tie in your traditional and digital marketing together for awesome results.

Many mobile web users are mobile-only, i.e. they do not, or very rarely also use a desktop laptop or tablet to access the web. – On Device Research

Create your Strategy:

1. How can you use QR codes to drive people into your business or website?

2. Can QR codes be effectively used on your offline marketing materials, such as: posters, promotional items, product labels or packaging, print ads, displays or signage? What about during events you sponsor, tradeshow, or dealer showrooms?

6. INVEST IN MOBILE SEARCH ADS FOR GREATER EXPOSURE

To take local search to the next level, consider targeting potential mobile shoppers in your area through paid advertising on search engines like **Google Mobile Ads**.

Google Mobile Ads enhances the searching experience for the mobile user, ultimately driving more customers to your phone, website, or physical location:

- **Click-to-call** – A clickable phone number within the search ad connects customers with you instantly.
- **Location-based ads** – Target people who are looking for local businesses by including a map of the store's location or even pinpoint multiple locations or branches.
- **Click-to-download** – Customers could instantly download your app from the ad.
- **Offers** – Coupons or offers within the ad can increase traffic to your local business or website.
- **Web conversions** – Add site links within the ad so customers can make a purchase or opt-in to online communications.

Mobile search ads may give you the extra boost you are looking for in the search engine directories. Branded mobile ads with rich-media like video and photo galleries are also available.

Before starting a Google Mobile Ads campaign, make sure you have already maximized your free search directory listings and have a made-for-mobile website. If you are already using Google AdWords, create a separate campaign for mobile devices, including shorter, mobile-friendly keywords and ads that focus on the mobile users' needs for quick action.

71% of smartphone owners use search while in a store. - Google

Create your Strategy:

1. What is your targeted geographical area? What search topics do you want to be found with?

2. What action do you ultimately want your mobile customer to take? How can you convert a mobile search into a sale or lead?

NOW, CREATE YOUR PLAN OF ACTION

At Vivid Image Inc., we believe that taking small steps is the key to reaching long-term goals and creating success. By reviewing the 6 mobile marketing technologies and tactics, you can decide what steps are higher priorities and what tools and tactics are right for your business. If you need help along the way, our staff at Vivid Image is ready to guide you.

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Create your Strategy:

1. Which mobile technologies do you think your customers are using most frequently? What technologies will they use more of in the future? If you are not sure, ask them!

1. What can you do now to create better exposure of your company and products to mobile users as these technologies expand?

2. Which of these mobile tools & tactics would you like to implement in...

- a. 3 months _____
- b. 3-6 months _____
- c. With one Year _____

3. How much new business could these mobile tools & tactics create for you in ...

- a. 3 months _____
- b. 3-6 months _____
- c. With one Year _____

4. What are the steps you need to take to get started? If you need help with creating or implementing the small steps, contact the Vivid Image team!

Step 1: _____

Step 2: _____

Step 3: _____

RESOURCES ON MOBILE MARKETING

Mobile Marketing

A Website is not Enough- Think Mobile <http://www.vimm.com/a-website-is-not-enough-think-mobile/>

Global Mobile Statistics 2011 <http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats>

Mobile SEO Best Practices <http://mobithinking.com/best-practices/mobile-seo-best-practices>

Mobile SEO Tools: Keyword Research <http://www.mobilemoxie.com/mobile-tools/>

Making Websites more Mobile Friendly

<http://googlewebmastercentral.blogspot.com/2011/02/making-websites-mobile-friendly.html>

Mobile Marketing Resources <http://mobithinking.com/mobile-marketing-tools/helpful-links>

Think Mobile with Google <http://www.google.com/events/thinkmobile2011/presentations.html>

Local Search Engines & Review Sites

Bing Local www.bing.com/local

CitySearch www.citysearch.com/

Google Local www.google.com/local

Yahoo Local www.local.yahoo.com

Yelp <http://www.yelp.com/>

Location-Based Marketing

Facebook Places <https://www.facebook.com/places>

Foursquare <https://foursquare.com/business/>

Gowalla <http://gowalla.com/business>

Location-Based Marketing in Rural Minnesota <http://www.vimm.com/is-anyone-out-there-location-based-marketing-in-rural-minnesota/>

QR Codes

5 Big Mistakes to Avoid in Your QR Code Campaign

<http://mashable.com/2011/08/02/qr-code-mistakes/>

13 Creative Ways to use QR Codes in your Marketing

<http://www.fastcompany.com/1720193/13-creative-ways-to-use-qr-codes-for-marketing>

QR Codes-The Next Marketing Frontier

<http://www.vimm.com/qr-codes-the-next-marketing-frontier/>

Mobile Advertising

Apple iAd <http://advertising.apple.com/>

Google admob <http://www.admob.com/>

Google Mobile Ads <http://www.google.com/ads/mobile/>

Millennial Media <http://www.millennialmedia.com/>