



E-book

A Mobile-First Guide: **Optimize Your Mobile Marketing Strategy To Maximize Sales**



Did you know that one third of all media consumption in 2021 was consumed on mobile devices? Consumers prefer the convenience of scrolling social pages, communicating with coworkers and friends, and even watching TV and movies on a small but powerful handheld device.

For brands, this means that everything from email to advertisements must be considered with a mobile-first approach knowing that the majority of communication will likely take place on a smaller screen. Fortunately, there are endless opportunities to engage consumers on mobile devices and this shift presents the chance for brands to enhance existing communication while also adding innovative channels. Video chat, chatbots, Rich Communications Services (RCS), WhatsApp, and text messaging are just a few of the ways brands can engage customers on the device they reach for most.

The shift to a mobile-first world doesn't have to be scary or overwhelming. With some careful planning and a strategic approach, you can reach your customers in new and exciting ways to improve their experience and stand out from the competition.

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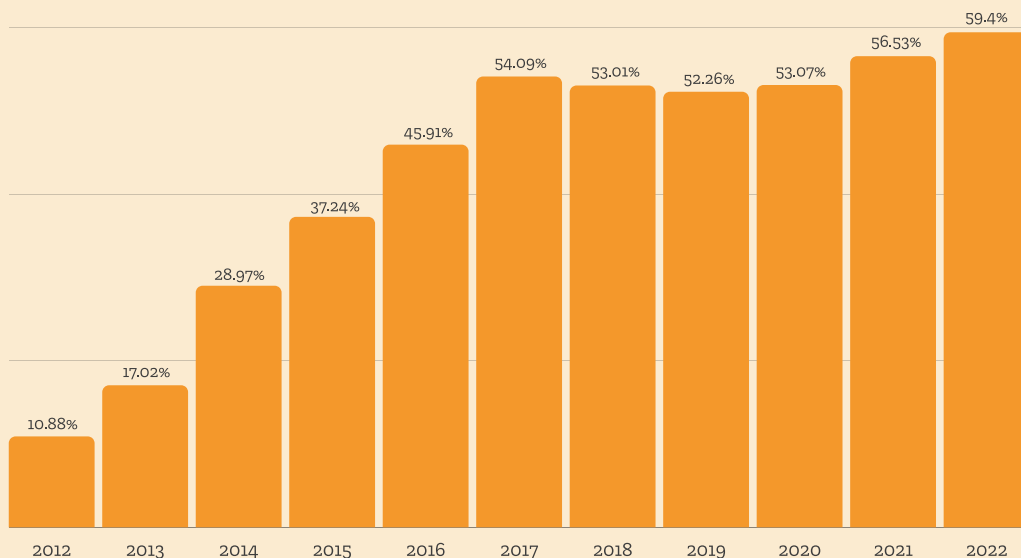
Best Practices for Mobile Marketing Strategy

Executive Summary

The Growing Popularity of Mobile and Its Impact on Customer Experience

Mobile devices are an integral part of the everyday lives of millions of people. Globally, web-enabled devices such as smartphones and tablets have become essential tools for communication, information, and entertainment. The number of unique mobile internet users in 2021 was **4.32 billion**, reflecting that almost 90% of the world's internet users access the internet through their mobile devices. Due to the affordability and availability of mobile technologies, mobile ownership and internet usage will continue to grow in the future. In developing countries where mobile networks are the primary means of accessing the internet, this upward trend in mobile internet adoption is most evident.

Global Mobile Phone Website Traffic Share From 2012 to 2022



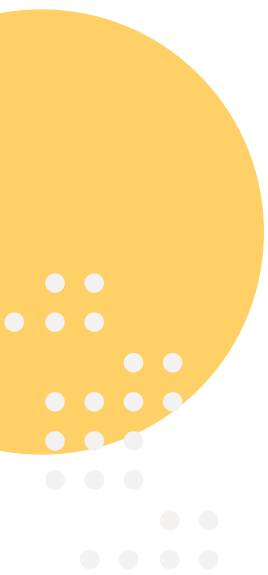
[Source - Oberlo]

The percentage of web traffic on mobile was only 10.88% a decade ago, in June 2012. By June 2017, the rate of mobile traffic had increased more than fivefold to 54.09%. Since the last decade, mobile phones have accounted for a growing share of global web traffic. As of July 2022, **59.31%** of all web traffic came through mobile phones.

As more and more consumers use their smartphones and tablets to research products, book travel, and make purchases, businesses are under pressure to provide a seamless mobile experience. This pressure is most evident in the retail sector, where customers expect to be able to shop and checkout using their mobile devices.

Mobile users are becoming more demanding, expecting companies to offer features such as personalized recommendations, real-time customer support, and exclusive mobile-only deals. As a result, businesses need to rethink their approach to customer experience and put mobile at the heart of their strategy to meet the growing customer expectations.

On the other hand, mobile apps and devices have created engagement opportunities that no other channel has ever achieved. Capitalizing on these opportunities requires businesses to understand the value of mobile in the context of customer service and ensure that they provide the experience their customers are seeking in the modern era.



Why Should Businesses Consider Mobile Marketing?

In today's hyper-digital world, **58.26%** of online activities happen on mobile devices, including searches, website visits, email activities, and shopping. Mobile platforms are convenient to use, and consumers want the best online experience on any platform they use.

With mobile marketing platforms and customized instant personal marketing campaigns, businesses can target a vast network of potential engaged customers, including consumers from both B2B and B2C sectors. However, consumer-centric companies generate more revenue and perform better in the market. With the rise of smartphone users, mobile marketing is becoming an effective strategy to increase the client base and meet customers' expectations.

Mobile marketing can help achieve business goals in a relatively short period. Let's take a quick look at some of the advantages of mobile marketing.

1. Cost-Effectiveness

2. Mobile Personalization

3. Location-Based Targeting

4. Real-Time Mobile Payments

5. Omnichannel Reach

6. Tracking and Analytics

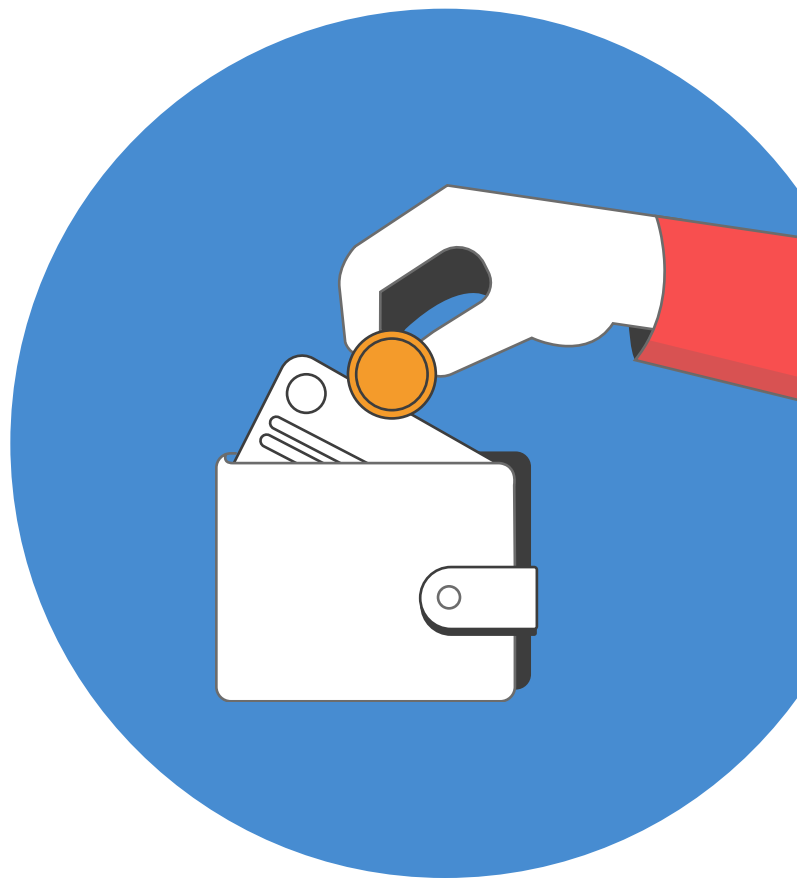
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Cost Effectiveness

Mobile marketing is very cost-effective in comparison to other marketing methods. For example, print, television, and outdoor advertising have significantly higher production and purchase costs. Because mobile marketing is highly targeted, every dollar you spend works harder. Furthermore, mobile marketing offers a variety of communication channels, so businesses can pick and choose the ones that are within budget.

Let's take KLM as an example. KLM airlines ran a mobile campaign to encourage consumers to book flights on mobile devices. The Dutch airline used an interesting approach to promote the campaign. It offered customers in the Netherlands, Germany, and the U.K. a unique benefit: free access to its lounge for anyone who booked their flights on mobile.

KLM emphasized that lounge access will be available only to people who book flights on mobile devices, whether through its mobile website or app. After only three weeks of running, the campaign showed significant results. KLM's mobile website had a **17%** increase in visits, resulting in a 34% increase in bookings and a 38% increase in revenue.



2

Mobile Personalization

Consumers are more likely to recall and act on personalized messages. According to a survey conducted by a leading digital performance marketing agency, **71%** of consumers prefer content and ads tailored to their interests. Mobile marketing excels in this attribute.

Businesses can deliver a more personal and engaging experience to users by tailoring content and applications to their needs. As a result, customers remain loyal to the brand and are more likely to return. Furthermore, businesses can encourage impulse purchases and increase conversion rates by providing users with targeted content and special offers.

Amazon excels at behavioral targeting, predictive modeling, and personalization. The company's data-driven marketing delivers real-time personalized onsite content, emails, and offers. It goes beyond emailing users about items they browsed or placed in their basket before exiting from the site; Amazon uses sophisticated algorithms to personalize customers' homepages, tailoring product recommendations based on each customer's search and purchase history.

Take, for example, their popular "frequently bought together" and "customers who bought this item also bought" prompts: these aren't accidental but based on tons of insightful data. Around **35%** of customers buy from such recommendations. A wishlist is another personalized feature that works wonders for the company.



3

Location-Based Targeting

Location-based targeting is one of the most effective mobile marketing strategies businesses can implement. Using GPS or other location-tracking technologies, users can be sent personalized messages based on their location.

For example, a restaurant could use location-based targeting to send a special offer to nearby users. Or a retailer could send a notification to users when they enter a competitor's store. Location-based targeting can be an extremely effective way to reach potential customers, and it's also relatively easy to set up. All businesses need to do is incorporate GPS tracking into their mobile app or website. Then, they can start sending targeted messages to users based on their location.

Hey John, Pop into your nearest Joe's Café any weekday before 11:00AM and we'll give you a free pastry with every coffee! See you soon.



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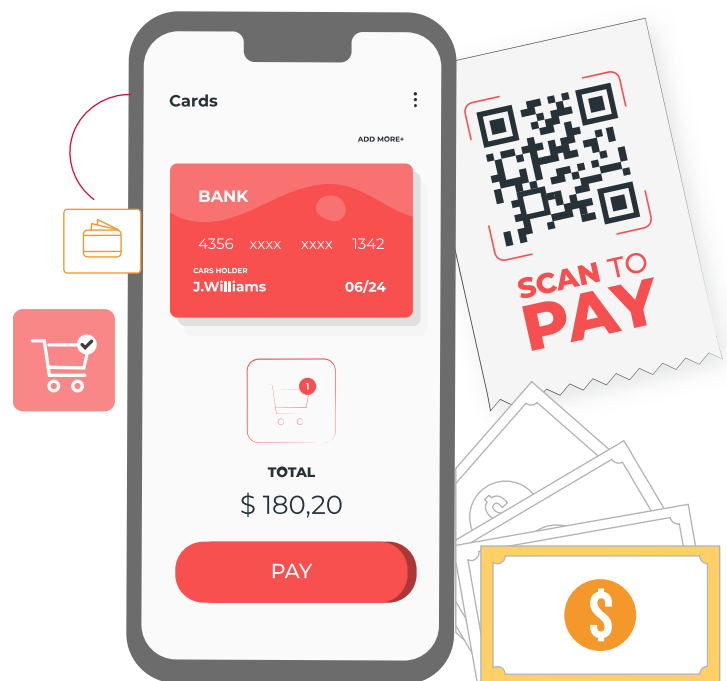
Real-Time Mobile Payments

In recent years, mobile payments have gained massive traction across multiple industries. A mobile payment system allows users to transact directly from their mobile devices without requiring cash, checks, or physical copies of credit and debit cards.

In most cases, before completing transactions, two-factor authentication is required to verify the user's identity. In contrast to traditional payment methods, mobile payment apps are secure, prompt, accurate, and remotely accessible. The simplicity and convenience of mobile payments have made them immensely popular across the globe.

Mobile marketing offers businesses the unbeatable benefit of promoting instant transactions. According to recent **research**, 39% of consumers would use mobile payments more if more stores and apps accepted them, while 61% are replacing cash transactions with mobile payments.

As mobile shopping is becoming popular, consumers have also come to rely on its convenience. For example, **Catbird**, a jewelry brand, developed a custom mobile commerce theme independent of its desktop store, enabling seamless omnichannel commerce. As a result, mobile transactions increased by over 63%.

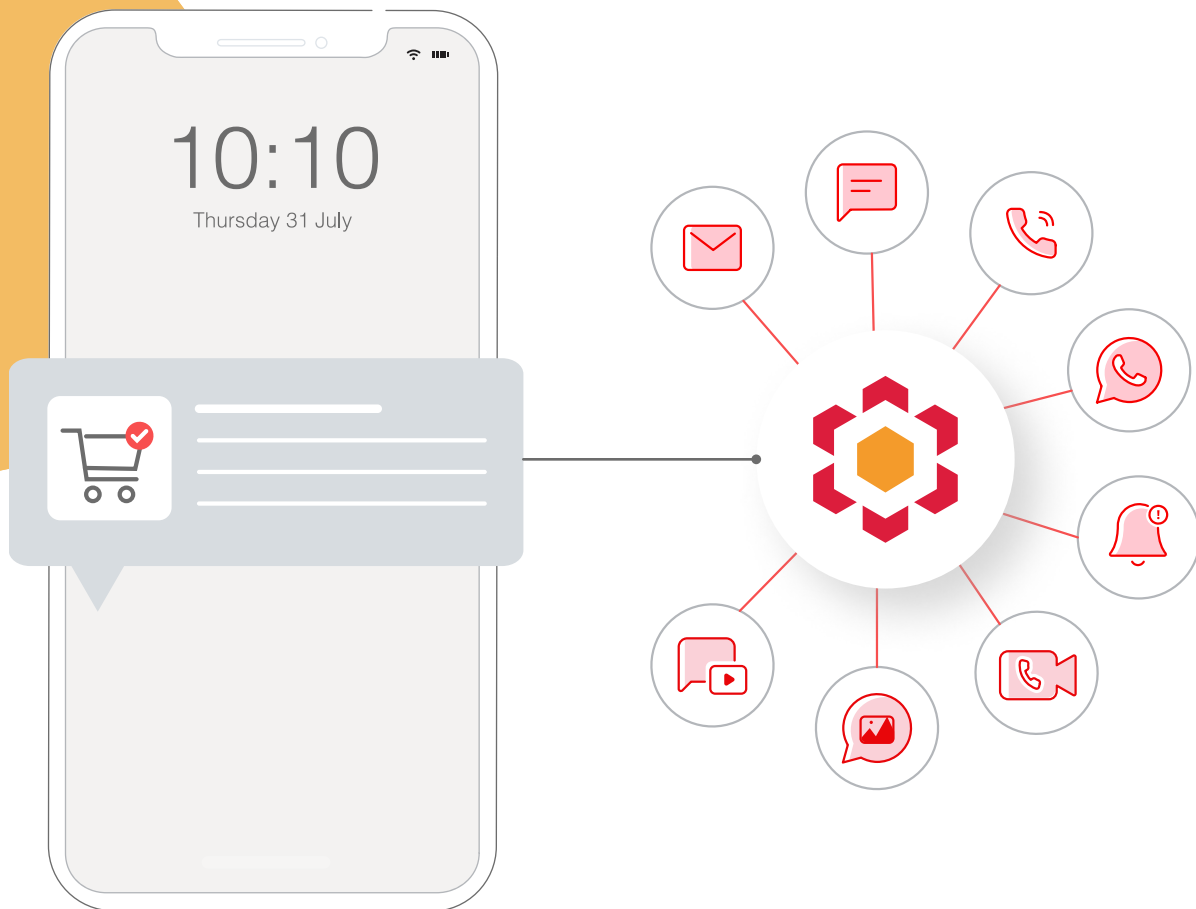


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Omnichannel Reach

Mobile marketing has an omnichannel reach, which means companies can use it across multiple channels to reach a wider audience. Businesses can take advantage of this by using all available media to create a campaign that can reach more people.

For example, they can use social media, email, and SMS to reach a wider audience. Additionally, businesses can use mobile apps to provide more targeted and personalized content to their audiences. By using all of these communication channels, companies can ensure that their campaigns are more effective and reach more people.



6

Tracking and Analytics

The ability to track user responses is another powerful and advantageous feature of mobile marketing. Having more data and insights allows companies to take more targeted action. For example, metrics such as acquisition cost, lifetime value, and user engagement can help monitor the health of a campaign and make necessary adjustments. These actionable analytics ultimately results in efficient campaign budget spending.



Examples of Businesses Who Nailed the Customer Experience Using Mobile

Brands have been successfully leveraging mobile marketing in a variety of ways. Let's see what they are doing right.

Sephora's Location-Based Mobile Marketing

SEPHORA

With location-based mobile marketing, Sephora enhances its omnichannel marketing capabilities and increases foot traffic in its brick-and-mortar stores. Users who enter a specific radius around Sephora's physical stores receive push notifications with a discount code or offer that encourages them to visit the store. The notification message is concise and engaging, showcasing the convenience and benefits of in-person shopping.

Sephora's mobile app uses beacon technology to recognize customers entering a store. It sends relevant information via push notifications to improve their shopping experience. In addition, it sometimes includes a store map so customers can quickly locate their favorite products.

The Sephora experience doesn't end when a customer leaves the store, like any authentic omnichannel experience. Their mobile app is a premier destination for all things beauty, including new products, video tutorials, and the latest news and trends. The brand engages its audience and interacts with them.

Burger King's Geofencing Strategy



Geofencing is a subset of location-based marketing that uses GPS data to create a virtual fence around a place and prompts users whenever they enter such regions. For example, Burger King heavily leveraged Geofencing at one point to compete with McDonald's.

Burger King erected geofences around McDonald's franchises near its store. Whenever a customer was near one of these McDonald's, they received a notification on the Burger King app offering a signature whopper burger for a cent and guiding them to the nearest Burger King franchise.

Carl's Jr. SMS Campaign



Carl's Jr. is a popular fast food restaurant chain with more than 1,300 branches worldwide. Carl's Jr. knew it needed to reach hungry and impatient customers with a billion different food options before they went elsewhere.

Carl's Jr. created a limited-time SMS offer for a burger and fries combo for just \$2.99 instead of the usual \$6. Almost immediately, 20% of the opted-in customers redeemed their unique codes at restaurants. As a result, Carl's Jr. made \$14 in new sales for every \$1 spent on the SMS campaign.

Hellmann's WhatsApp Campaign



By effectively leveraging communication channels such as WhatsApp, Hellmann's, the mayonnaise brand owned by Unilever, has demonstrated how businesses can engage consumers.

Hellmann's introduced an interactive WhatsApp campaign, 'WhatsCook,' to help consumers solve the dilemma of what to do with leftover ingredients. Consumers could register for the WhatsCook campaign on a dedicated website and connect with a real chef via WhatsApp.

The subscribers then received a message from a chef asking them to send him pictures of the ingredients they had in their refrigerator. Following that, the chefs sent over some possible recipes. Leveraging WhatsApp's marketing tools, Hellmann's sent screenshots and videos of every step of their recipe for users to follow.

The campaign offered consumers a great experience and presented Hellmann's differently. Around 13,000 people signed up for the campaign and spent an hour interacting with the brand on average. As a result of the campaign's success, Hellman's launched it in neighboring countries such as Argentina, Chile, Uruguay, and Paraguay.

How to Launch Your First Mobile Marketing Campaign

Many businesses find themselves in uncharted territory when it comes to launching a mobile-first marketing campaign. After all, it's easy to fall into the trap of repeating the same campaign strategies. If you're ready to try something new, follow the best practices below to get started.

1. Identify Your Target Audience
2. Identifying Your Goals and Objectives
3. Run Your Campaign Test

Identify Your Target Audience

Before planning a mobile marketing strategy:

1. Determine the target users.
2. Find out how many website visitors use mobile devices to access your website.
3. Learn more about their devices, such as tablets, iPhones, or Androids, and how frequently they use them.

By doing so, you can identify which devices you should focus on. You must optimize your strategy for these devices to reach and connect with your target audience.

Make an in-depth study of your target user. Understanding your audience is key to creating a personalized marketing strategy. Learn about their demographics, interests, buying behavior, and challenges. Using these insights, you can craft a marketing strategy that resonates with your target audience.

Identifying Your Goals and Objectives

As with any strategy, mobile marketing begins with setting goals and objectives. To develop a mobile marketing strategy, you must first decide what you want to accomplish. For instance, you may wish to increase web traffic to your website. Keeping this objective in mind, you can explore marketing strategies such as mobile ads or social media promotions. Similarly, if you want people to drop by your store, you can send them location-specific text messages.

Depending on your goals, you will want to leverage different strategies. Determine your goals and objectives first so that you can plan your mobile marketing strategy effectively. Additionally, these goals should be measurable and realistic. As soon as you have implemented your strategy, you have to be able to measure its success. Vague goals can be hard to measure; setting unrealistic goals, ones beyond your team's capabilities, can overwhelm them. Your goals should be based on the resources you have available.

Run Your Campaign Test

A test run of your mobile marketing strategy is a good idea before implementing it on a large scale. Choose a group of your customers to test your mobile campaigns. Analyze how these customers respond to your campaigns. You can create a more personalized strategy by gathering feedback from your audience. It can also help you in creating a valuable user experience.



Best Practices for Mobile Marketing Strategy

- Make Your Websites Responsive
- Utilize Personalized Push Notifications to Notify Your Consumers of Special Offers
- Use Geofencing and Localize Mobile Campaigns for Global Audiences
- Focus on Mobile Acquisition, Retargeting, and In-App Offers
- Invest in Omnichannel Engagement Strategies
- Incorporate SMS Marketing Into Your Marketing Strategy
- Establish a Sense of Urgency
- Streamline The Checkout Proces

Make Your Websites Responsive

To be successful in today's business world, you should have a website that works on all devices, including desktop computers, laptops, and smartphones. People are increasingly using their mobile devices to go online, and if your website isn't optimized for smaller screens, you may lose out on potential customers. Making your site mobile responsive is important for several reasons.

- It makes your site more accessible to a broader range of users.
- It helps improve your search engine rankings; Google and other search engines now consider mobile-friendliness when determining where to place websites in search results.
- A responsive website provides a better user experience, improving customer satisfaction and higher conversion rates.

Utilize Personalized Push Notifications to Notify Your Consumers of Special Offers

Push notifications allow you to engage customers at various stages of their journey. Whether it's boosting first-time purchases or offering digital loyalty incentives to customers, push notifications will have a significant role in the season.

On average, U.S. consumers receive **46 notifications** per day. To compete, your brand must stand out with rich, personalized notifications that are hard to miss. Using dynamic and engaging push templates, such as stylized carousel, banner, or text overlay notifications, can help your business stand out.

You can use push notifications to inform your users about your discounts or remind them that time is running out. In addition, you can invite people to complete a purchase if they added items to their cart but abandoned them.

Personalization is crucial for push notifications. You can include a unique offer for each user to make your push notifications more engaging and personal. Personalization will also increase open rates and make the users feel they're being addressed directly by the company, which could help them convert into customers.

Use Geofencing and Localize Mobile Campaigns for Global Audiences

It's essential to consider that your international customers will not always respond to the same messages. They may have different customs and social nuances. For example, consider Black Friday.

Black Friday is undoubtedly one of the most critical shopping days before the holidays in the United States. However, Russians celebrate New Year's Eve more than Christmas. Geofencing potential consumers within a specific geographical radius can be a great strategy to get attention, mainly when targeting users who might be traveling during the holiday season.

Create a geofence to surround your store's physical location and send out location-triggered deals via push notifications. Using segmentation, you can also target high-value customers who make repeat purchases and customize offers specifically for them.

Focus on Mobile Acquisition, Retargeting, and In-App Offers

Mobile phones offer consumers immediate, real-time access and are potent channels for customer acquisition. However, be sure to personalize your mobile notifications. Consider running app retargeting campaigns to re-engage users who abandoned the app or retargeting web visitors via SMS, in-app, or push marketing.

Set up an offer zone within your app to showcase offers and deals. Suppose your customers have opted out of push notifications, emails, or SMS. In that case, this is the best place to engage them with relevant promotions.

Invest in Omnichannel Engagement Strategies

Although mobile is becoming increasingly important, consumers expect a consistent experience across all channels. This is where omnichannel comes into play. Adding a feature that lets shoppers continue where they left off across devices will make their checkout experience faster and easier with your brand. Mobile marketing also entails many elements that make it ideal for omnichannel strategies. For example, if customers have concerns or queries, an omnichannel system would allow them to submit them on various platforms to facilitate clear communication.

People should be able to reach your business via any channel they choose when using mobile devices, be it Facebook Messenger, Twitter, WhatsApp Business, or Telegram. Making the cross-channel experience seamless for the consumer will help you achieve this level of effectiveness. Having an engagement platform that can collect and present unified, consistent content to your customers across all channels is therefore crucial, regardless of the channel they're on.

Incorporate SMS Marketing Into Your Marketing Strategy

Besides push notifications, SMS marketing allows you to reach audiences who don't have your app installed. With SMS marketing, you can contact your target audience effectively and efficiently. Including SMS in your marketing mix increases brand awareness, improves customer engagement, and improves sales

conversions. If used correctly, SMS can be a valuable asset for any business looking to expand its marketing efforts.

You can use SMS marketing to send special offers and discounts to customers who opt in. Such a strategy aims to increase sales and encourage customers to keep buying from you. Following a purchase, you can send customers surveys or feedback requests. This allows you to identify areas for improvement and gather valuable insights about your products and services.

Establish a Sense of Urgency

One way to generate more sales is by using FOMO, or fear of missing out. FOMO is the feeling of anxiety that comes from thinking you are missing out on an exciting experience or opportunity. Your business can use FOMO to create a sense of urgency and encourage customers to buy now before it's too late.

For example, a retailer might advertise a limited-time sale with the tagline "Don't miss out on these amazing deals!" This encourages customers to take advantage of the sale before it ends, driving up sales in the process. By capitalizing on FOMO, your business can boost its bottom line during the most important time of the year.

Streamline The Checkout Process

A smooth and reliable in-app checkout process is essential for shopping apps. To complete a purchase, customers shouldn't spend much time or effort going from product pages to checkout. Shoppers pay a great deal of time shopping, so a poor experience might cause them to abandon the app.

You can optimize the checkout process by allowing customers to use multiple apps and enabling one-tap shopping. The more efficient your checkout process is, the more sales you generate.

Executive Summary

Most of the population now uses mobile devices as their primary means of accessing the internet, and this trend will only continue to grow. With people spending more money and engaging in more shopping activity, it's important that businesses provide a seamless mobile customer experience.

In order to reach and engage with customers on their preferred platform, businesses must provide a mobile-friendly experience that is tailored to the needs of users. This includes creating a responsive design that scales to fit any screen size, optimizing content for quick and easy consumption, and providing easy-to-use navigation that helps users quickly find what they are looking for.

Brands must consider creating an omnichannel experience across all channels, so customers can better engage with businesses. Taking this approach will give companies a competitive advantage and allow them to capture more sales. In addition, by investing in a seamless mobile customer experience, businesses can ensure that they are better positioned to compete in the ever-changing landscape of the digital world.