



# Mobile Mania:

## Why Mobile Advertising is All the Rage



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# Mobile phone usage

has skyrocketed in recent years, making mobile advertising central to getting your brand into the hands of highly relevant customers, precisely where and when you need to. There are few marketing landscapes changing quite as rapidly or offering so much potential for getting your ads in front of your target customer — not just for online shopping, but also for brand awareness, customer engagement and in-store shopping.

## The Mobile Landscape

The Pew Research Internet Project reports that 90 percent of American adults have a cell phone, 58 percent have smartphones and 44 percent of users say they sleep with their phone next to their bed. Add to this the three-quarters of the millennial generation who, according to the U.S. Chamber of Commerce Foundation, are active on social media for 1.8 hours a day, and you'll see why the adoption and saturation of smartphones makes mobile the way to get your ads into the hands of your target customer — literally.

A dizzying array of statistics from Mobify shows just how motivated mobile customers are:

Mobile web adoption is growing *eight times* faster than the Web did in the 1990s.

*1.2 billion* people access the Web from their mobile phones.

By the end of 2014, mobile is predicted to *overtake* desktop Internet usage.

*74%* of adult smartphone owners use their phone to get directions or other information based on their current location.

*54%* of smartphone users visit a store within a day of performing a local search.

*72%* of tablet owners make purchases from their devices on a weekly basis.

These statistics show the many opportunities that mobile affords to get your brand in front of customers. With some incredible tools at your disposal, including PPC, display ads, social media engagement, app development and partnership and geo-targeting, all you have to do is integrate these tools into a streamlined customer experience.

## What This Means for the Mobile Marketer

Americans are shopping on the go. A Think With Google study showed that 84 percent of smartphone shoppers use their phones while in a physical store, and Search Engine Watch reported that one in three of these customers uses their smartphone to make price comparisons or find information rather than asking a store employee.

In addition, Mobify reports that 88 percent of people with mobile access to real-time information said it opened them up to new ideas and made them more spontaneous while shopping. And with shoppers using their smartphones in-store to check product reviews, pricing and product availability at other stores, mobile can extend your Web presence beyond the desktop into every street in the real world.

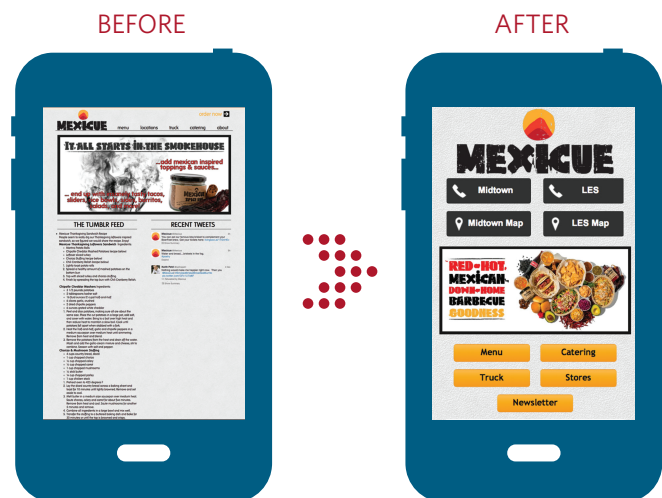


## Think Local - Think Mobile!

Mobile success means providing a smooth mobile experience that's aligned with customer behavior (where they are, what they want, reviews, special offers, comparable price points) and demand for credible companies, which you can provision by blogging your expertise and engaging socially.

It makes sense, given the nature of their geo-focused business, that travel and hospitality and media and entertainment are, according to Forbes, leading the field in higher mobile conversion rates. But these conversion rates are enhanced by being optimized for mobile and providing engaging, easily digestible video and graphic content.

To maximize your mobile reach, streamline your website design and checkout process and offer support services, such as phone support or live chat. To avoid missing out on any conversion opportunities, offer CTAs that are large, colorful and obvious. This is even more important on mobile, where customers are more spontaneous when shopping. And make sure you get into the local directory listings to ensure you are on top in local search page results.



## Broaden Your Brand Environment

Social is one of the most common mobile activities, which means you can leverage familiar mobile-centered apps such as Facebook, Snapchat, Pinterest and Instagram with targeted display ads for your mobile user.

Shoppers may also be less likely to shop around for other options when they're using a company's own mobile app. But if developing your own app is beyond your budget, using partner apps such as Weather.com or WeChat gives you additional opportunities to trigger geo-aware display ads. Interactivity affords a great opportunity to get your ad in front of your target mobile customer.

You can extend the reach of your display ads by partnering with publishers and ad networks that drive qualified and relevant traffic.

## Be Geo Aware

When it comes to geo-marketing, mobile is king. Geo-location technology has been embraced by retailers and sports stadiums, many of which are using iBeacon technology, a low-energy Bluetooth technology that uses small sensors around stores or stadiums to track customers' locations and communicate with smartphones with your app installed, meaning you can offer up-to-the-minute information about products, promotions and special offers.



For customers who haven't quite made it into your store, adding geo-fencing to your proximity-based smartphone ads offers more opportunities to get your brand in front of customers within a certain radius of your store and to entice them through your doors.

For a more aggressive approach, mobile with a geo-conquesting strategy gives you the power to lure mobile customers away from your competitor's location. If you detect that they are, say, within a 10-block radius of a competitor, your app (or your partner site's app) will trigger a targeted mobile display ad with an offer the competitor just can't beat.

## How Can Mobile Increase Your Bottom Line?

Most marketers think traffic means page views, but when it comes to mobile customers' behavior, metrics should mirror mobile fluidity. CIO cites a Forrester report that advises marketers to measure success based on how they want customers to behave rather than by traditional objectives.

According to Mobify, 61 percent of customers reportedly have a better opinion of brands when they've had a good mobile experience, so mobile activity should be measured in terms of the long term value (LTV) it offers. In the mobile world, this is seen when they take a photo, like, review, recommend or request information.

Ultimately, engagement will show in customer database changes over time where LTV will outpace short-term gain and move toward customer loyalty rather than driving one sale at a time. By monitoring LTV, you can determine your ROI by subtracting the marketing cost of driving that change.

## Mobile is Here to Stay

According to the Interactive Advertising Bureau, in the last year, mobile display spending has shown an average worldwide growth rate of 123 percent and mobile search has grown by 92 percent, driven by smartphone and tablet adoption, which enable location-based search on the go.

The demand for information by mobile customers and the dramatic increase in companies' mobile spending means mobile advertising plays a vital role in marketing strategy. What this means for your bottom line is that to stay competitive, you need to think mobile first.

For more information on mobile advertising and how it can help your business, contact us today to speak with one of our digital marketing experts.

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