



## **Mobile Marketing: Grabbing Consumers on the Go!**

*An interlinkONE White Paper*

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## Introduction

We live in a mobile culture. Whether your customers are businesses or consumers, they are more likely to be in the car, in a restaurant, or out and about than they are at home or in the office. Mobile phones have become the de facto method of communication.

According to the 2011 Mobile Internet Attitudes Report from Antenna Software, one in five U.S. mobile phone owners uses the mobile Internet every day. According to On Device Research, 25% of U.S. mobile phone users are mobile only. In other words, they do not (or very rarely) use a desktop or laptop to access the Web.

Thus, smart marketers are taking their message mobile.

## Why Mobile Marketing?

Mobile is the future of marketing. It affects every aspect of your customers' lives. More than 91% of U. S. consumers now have mobile phones, and by mid-2011, more than half of mobile phones sold are expected to be smartphones. This means they will have bigger screens, more graphic capabilities, and more computing power.

Already, many people live their entire business and personal lives on their phones. From coupon clipping to product research to social media, there's an app for that. Mobile gives you near immediate access to them — no matter where they are and what they are doing.

There are many ways to reach the mobile consumer:

- Text Messages
- Email
- Mobile Search
- Mobile Websites
- QR Codes
- Social Media

Let's look at some of the ways *you* can take advantage of mobile.

## Text Messaging

Texting has become a way of life. The average American mobile phone user now sends more texts per month than they make phone calls. According to ABI Research, consumers worldwide will send more than *7 trillion* (yes, trillion) SMS messages in 2011. It's time to integrate text messaging into your marketing!

There are a variety of ways to do this:

- Broadcast text messages
- Invite people to text back short codes (“text BOGOFREE to 12345”)
- Use triggered text alerts based on time or location

The Hilton Hotel Group, for example, is using texts to alert guests of on-site specials and promotions right on their mobile phones. By getting the messages out to the right people at exactly the right time, the company has boosted offer redemptions by 10-25%.

When Dunkin’ Donuts wanted to market hot lattes to high school/college age students in the Boston area, it used a combination of radio advertising and mobile Internet (WAP) ads — “text in to DD-123” — to drive in-store redemption of mobile coupons. The results? A 21% increase in store traffic and redemption of the mobile coupon.

## Short Codes and Coupons

You can also incorporate mobile to do “pull” marketing by allowing people to download coupons from other sources, such as blogs, e-newsletters, and websites. Or, as in the Dunkin’ Donuts example, they can be encouraged to text short codes to receive special offers.

For the past seven years, Clear Channel Broadcasting has been enabling radio stations to interact with listeners on a real-time basis via text messaging short codes. When listeners send a text to short code 97373, they receive an invitation from the radio station to join the Mobile Click Club. Stations use keywords as triggers for listeners to receive information they want. For example, text ‘Now Playing’ to the short code 97373.

In another example, Starburst's wanted to engage teens by getting them to text a promotional short code found under specially marked packs of Starburst Fruit Chews. Teens could text the code J-U-I-C-Y (58429) across any cell phone carrier, and online at starburst.com, to find out instantly via a return message if they’ve won “juiced-up” technology prizes like a 42-inch flat-screen TV, i-Pod Photo, and more. Starburst reported that online daily visits nearly doubled during the promotional period. Text messaging accounted for 40% more traffic than anticipated. Text marketing produces results!

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We'll text you a Promo Code to save on your next Kohls.com purchase.  
Text **SAVE01** to **KOHL'S** (56457).

Msg&Data Rates May Apply. You will get 5 messages per month. You must be 18 years old or older to participate or have parent/guardian permission. Text HELP for help, STOP to cancel. Terms & Conditions: <http://www.Kohls.com/sms>

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## Triggered Texts

You can also send triggered texts based on timing or geographic location. For example:

- Walgreens is now offering prescription text alerts to notify customers when their prescriptions are ready.
- A growing number of restaurants use text messages to replace traditional buzzers for patrons waiting for a table.
- Doctors and other appointment-based businesses **sends SMS reminders** to patients of their appointments that day to reduce no-shows and last-minute cancellations.

You can trigger by location, too. Imagine being able to deliver a coupon alert at the very moment your customer is walking by the store!

## Mobile Messaging Mechanics

Mobile marketing of this type sounds complicated, but it's not. Integrated marketing software like iLinkONE Version 8 make it easy to send text messages to people in your contact database. Simply search for contacts via a wide variety of filter criteria, then click "send SMS."

For example, you could pull up a list of people that have opted-in to receive SMS messages from you. Click the "Send SMS" button, then enter your message in the window that appears (screenshot below). Once you've queued up your messages, the iLINK system will take care of the rest. It will send the text messages to the selected contacts that have valid cell phone numbers in the database.

**Send Bulk SMS**

\* indicates required entry

\* **Text Message:**  
(Please limit your message to 160 chars.)

Thank you very much for attending our Open House.  
The drawing for the iPad will be taking place in 15 minutes in the main lobby.

Mobile Marketing: Grabbing

## Mobile and Social Media

Another way to take advantage of mobile is through social media. Social networking — one of today's fastest growing marketing channels — is huge on mobile devices.



According to comScore, Inc., the percentage of mobile phone users accessing social networking sites through their phones rose from 6.5% to 11.1% between January 2009 and January 2010. Among smartphone owners, this rose from 22.5% to 30.8%.

As smartphone usage grows, social media on mobile will explode. In just the last year alone, we have seen...

- 347% growth in Twitter mobile usage
- 200 million mobile Facebook users
- 100 million YouTube videos played on mobile devices every day

What's this mean for you? If you are doing social media marketing, you need to a mobile site. As consumers click through links and share information, they will be coming to your site. When they do, you need to give them a mobile optimized experience.

## Optimizing for Mobile

This means that, while you don't need to do anything differently in your social media marketing, you do need a mobile-optimized site. This is because mobile isn't just putting the same content on a different device. Mobile phones have smaller screens. They have different formatting requirements. To give people a positive experience, you'll organize and present information differently.

You might think your traditional website is just fine, but as mobile marketing guru Jeremy Epstein has written, "Here's a newsflash: if you have a Web site, you're already in the mobile world — and the chances are you're making a terrible impression."

How do you make the kind of impression that dazzles rather than disappoints? At interlinkONE, we recommend the following:

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- Create a mobile-optimized version of your website. (the iFlyMobi tool can help!)
- Optimize text, images, and widgets for mobile.
- Provide key points in sound bytes/ short stories appropriate to a mobile audience.
- Select your content with a mobile audience in mind.
- Add logic to your main website to automatically direct people to the mobile version when they view your content on their phone.
- Test, test, test.

One easy way to get into mobile websites is iFlyMobi.com, which allows you to take your existing content and quickly cut and paste to create a new, easy-to-use mobile site. Using this inexpensive solution, you can have a mobile site in less than an hour!

## Mobile Search

In the world of mobile marketing, you also need to be paying attention to mobile search. Consumers are actively searching for products and services on their mobile phones—that means they are looking for you.

According to Efficient Frontier, 10-15% of traffic on average comes from mobile devices. In specific markets, these numbers can double. In addition, Efficient Frontier reports that 5.4% of all paid search impressions come from mobile devices. By the end of 2011, it expects between 7.0%-9.5% of search advertising dollars to be spent on mobile.

Once again, this means getting a mobile-optimized website. When mobile users click through to your site, it must be easy to navigate and easy for them to make an inquiry, make a sale, or take some other action. This is particularly important in verticals like restaurants automotive, consumer electronics, finance and insurance, and beauty and personal care, which hold the highest share of mobile searches.



## Mobile Purchases

Not only are people searching on mobile phones, but they are making buying decisions through them. According to the Aite Group, U.S. mobile bill payments will reach \$214 billion in 2015, up from \$16 billion in 2010.

This even includes luxury items. According to a report in *Online Media Daily*, more than one-quarter of iPhone, iPod touch, and Android users plan to buy a car in the next year. They may not be buying it through their phones, but nearly eight in 10 (78%) will use their mobile device as part of the process.

If you want to sell more, this means mobile-optimized shopping carts, simplified mobile pages, and easier mobile buying experiences.

## Mobile Advertising

The next way you want to be considering the use of mobile is advertising. This can be in the form of coupons or other graphics sent to the mobile phone. It could be advertising that runs along the bottom of mobile sites. It could be triggered coupons or discounts sent based on time or location using rich media, including video.

Revenues from mobile advertising are growing. According to global mobile media company BuzzCity, the company's Global Mobile Advertising Index for the fourth quarter of 2010 revealed a quarter-on-quarter increase in mobile advertising of 12%, with 93% more ads delivered in 2010 compared to 2009.

If you're doing any kind of advertising, you need to think mobile!

## Mobile Phones and QR Codes

Whenever you talk about mobile phones, you have to talk about QR codes. These are square two-dimensional barcodes that when decoded by the phone direct its browser to a website or send the phone a text or image message (such as discount code).



**LEARN HOW SMART YOUR PHONE CAN BE** 

**BROWSE & BUY - ANYWHERE.**

- SCAN MOBILE CODES  
ACCESS ONLINE CONTENT AS YOU SHOP.
- SHOP ON THE GO  
WITH OUR MOBILE WEBSITE & APP.
- SEE CUSTOMER REVIEWS  
ANYWHERE, ANYTIME.
- GET WEEKLY DEALS  
SENT TO YOUR PHONE.

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QR codes also showing up on everything from billboards to magazine advertisements and direct mail, even email.

One of the biggest users of QR codes is BestBuy. Just walk in the door and QR codes are all around you. It uses them on all of its major products on display. Scan the code on the product ID card and you'll be taken to a mobile website with access to specs, customer reviews, and more. All of the mobile sites have the same format, creating a brand buying experience that is predictable and highly useful to the shopper.

RE/Max Encore in Wilmington, MA, for example, has incorporated QR codes into its marketing. Scanning QR codes created with interlinkONE's QReate & Track, prospective buyers have been directed to videos, virtual tours, and additional information about properties by scanning QR codes on billboards, flyers, rider signs, and more.



QR codes are free to add to your promotional materials, and when used right, offer significant value. If you're not actively incorporating QR codes into your marketing programs, you are missing a huge opportunity.

## Get Out and Get Mobile!

Mobile might be a brave new world for many marketers, but it's one worth getting into.

- It's fast.
- It connects you with your customers immediately.
- It's effective.

Cost of entry is low and using solutions like iFlyMobi, ilinkONE V8, and QReate & Track, it's becoming easier all the time.

What are you waiting for? Get out there and get mobile!

## About interlinkONE

interlinkONE delivers a software solution that manages all your marketing needs.

Our online, integrated software enables companies to build, manage, execute and measure all aspects of their marketing efforts and initiatives in one solution.

The solution streamlines operations and reduces cost by unifying all marketing communications and initiatives. It brings together the people and processes involved to ensure a consistent message is delivered across all outbound and inbound marketing campaigns. The integrated marketing software solution provides a holistic view of your entire marketing operation.

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