eMarketing
The essential guide to digital marketing

4th Edition

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and the Minds of Quirk
What’s inside: The key terms and concepts required for understanding mobile engagement. We then include an introduction to marketing through SMS, MMS, USSD, mobile display networks and augmented reality. We explore mobile analytics and methods for measuring your mobile marketing efforts.
18.1 introduction

The mobile phone is an important device to consider in any marketing strategy. Mobile phones are always carried and always on: a potent combination for any marketer. While the Mobile Development chapter focused on developing websites and applications for mobile devices, this chapter looks at the ways in which we can use a mobile phone as part of an engagement plan.

The mobile phone is a very personal device, meaning that marketing communications need careful planning. Campaigns can be extremely successful, but care needs to be taken to ensure that they are not invasive.

The key to a successful campaign? Understanding your audience.

Mobile engagement can refer to using the mobile phone’s communication features as part of an engagement strategy, or it can refer to driving traffic to your mobile websites and applications. This chapter will look at tactics that apply to both categories.

18.2 key terms and concepts

<table>
<thead>
<tr>
<th>term</th>
<th>definition</th>
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<tbody>
<tr>
<td>3G</td>
<td>Third Generation of mobile communications systems. 3G networks enable network operators to offer users a wider range of more advanced services while achieving greater network capacity.</td>
</tr>
<tr>
<td>Applications</td>
<td>Software which in this case is developed specifically for smartphones and other mobile phones. Also known as apps.</td>
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<tr>
<td>Augmented reality</td>
<td>A variation of virtual reality which takes computer graphics and superimposes them into “reality”—the physical space around the person operating an AR device. These graphics can be 3D images or simply information tags about a location.</td>
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<tr>
<td>Bluetooth</td>
<td>A short distance wireless transfer protocol for connecting devices.</td>
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<tr>
<td>Common Short Codes (CSC)</td>
<td>Common Short Codes. Special numbers or codes that can be used to address SMS and MMS messages from mobile phones or fixed phones, usually to get something in return.</td>
</tr>
<tr>
<td>Display Network</td>
<td>These are publishing networks for marketers, allowing them to pay for adverts aimed at the network’s already existing customer group in a variety of ways.</td>
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<tr>
<td>Geo-targeting</td>
<td>Used to allow you to see where your visitors are geographically and to give them specific information relevant to their location.</td>
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18.3 how it works

18.3.1 Mobile for Engagement

The mobile phone is sometimes overlooked as an engaging marketing tool, for both simple and complex campaigns. Just as the Internet provides a myriad of options as a marketing, advertising, and distribution channel, so too can the mobile phone. There are a number of technologies available to engage with a mobile audience.

However, no other delivery system requires such a detailed understanding of the target audience. Issues of privacy, convenience and usability are all important aspects of mobile engagement. Because the mobile phone is so personal and offers such a targeted entry into a consumer’s day to day life, these issues are more prominent.

Some of the most important messaging and information platforms available to mobile marketers are SMS, MMS, USSD and Bluetooth/wireless as well as the capabilities of the data channels which deliver these services. Newer mobile technology, such as mobile applications, QR Codes, augmented reality and geo-targeting provide marketers with further ways of engaging with a mobile audience.
As mobile phones become increasingly integrated with our daily lives, social
mobile networking and display networks for display advertising become more
and more important.

That said, not every mobile phone user will be able, or willing, to partake in an
advanced campaign. This reinforces the notion that mobile campaigns need to
be carefully tailored to users.

18.4 marketing using the phone’s features

Being a communication device, there are many features built into the mobile
phone that can form a part of your marketing campaigns. In this section we
outline what these are and some options for how they can be used.

18.4.1 SMS

Short Message Service (SMS) is the largest data application on the planet. An
estimated 6.1 trillion SMS messages were sent in 2009 by five billion users
worldwide. This number is expected to exceed 10 trillion in 2013 (mobiThinking
2011). It is also one of the simplest and most effective mobile marketing
channels available.

SMS messages can be a maximum of 160 characters in length, although it is
possible to string several messages together in order to send longer messages.
Messages can be sent from one phone to another or from a desktop computer
to a phone and vice versa.

Almost all mobile phones support SMS services, and this is what makes it one
of the most popular methods of communication. The restriction on the amount
of data that can be communicated through SMS demands simplicity, and so
consideration must be given to working creatively within the space made
available by a small screen.

The popularity of SMS has not been negatively affected by the growth of other
mobile media (for example instant messaging, Facebook, Twitter and email). It
is the simplicity and availability of SMS which makes it a preferred method of
mobile communication.

Business to business (B2B) SMS messaging is also a versatile tool; relaying
information, reminders, SMS chains or an automated confirmation for
anything from shipping to billing. Business to customer (B2C) messaging
delivers products or services directly to the consumer. Banking transaction
notifications, tickets or information can all be sent through to users’ mobile
phones via SMS.

SMS can offer useful marketing options; it enables two-way communication
which allows subscribers to activate services and cheaply access important
information. However, abusing this type of communication can also be hugely
problematic. The mobile phone is a highly personal device, and the potential to
invade mobile users’ personal spaces is much greater.

SMS and marketing

With twice as many SMS users worldwide as there are email users SMS should
be a no-brainer for marketers (mobiThinking 2011). However, mobile phone
users have proved reluctant to hand over their phone number for marketing
messages, perhaps fearing a similar deluge of spam for which email has such
a poor reputation.

This is changing to some extent, with the prevalence of Common Short
Codes (CSC) in marketing and advertising campaigns. As consumers are so
comfortable with using text messages for their communication, no extensive
education process is required to have consumers access marketing campaigns
based on CSCs.

CSCs are short codes used in text messages, usually to get something in return
like a competition entry. These can be sent to and from consumers, and often
use keywords. There are two standard keywords that should always elicit a
standard response:

- STOP. Unsubscribe the sender’s number from the service.
- HELP. A support request from the sender’s number.

Sending Messages

Once prospective customers have given permission to communicate with
them via their mobile number, timely messages can be sent to their mobile
phone. These can be promotional or sales orientated, such as special offers
or information about upcoming events. On many phones, prospects need to at
least open an SMS message in order to delete it. Mobile phones are generally
kept on one’s person at all times, meaning that messages are more likely to be
read very soon after being broadcast.

There are several ways that SMS messages can be utilised to complement an
existing marketing strategy.

- Customer Relationship Management
  SMS updates can be an exceptionally useful tool for customer
  relationship management (CRM). In the travel industry, hotel and
  airplane reservations can be sent by mobile phone, with updates
  being sent close to the time of travel. These short messages can
  include directions or details of a flight’s status.
18.4.4 USSD (Unstructured Supplementary Services Data)

Unstructured supplementary services data (USSD) is an alternative messaging system to SMS (short message service) and is available on most GSM (Global System for Mobile Communications) networks.

Unlike SMS, USSD is a protocol that allows for a query-and-response type of action between the customer and a service center, where these transactions can be seen to be similar to a session on a website. USSD services are initiated by the user who enters a code on his phone and then sends that as a request to the network. The code differs from the number an SMS is sent to because it includes the symbols # and *. For example, *100# can be used to check the balance of a prepaid airtime or credit. These services are often used by networks to provide a service to a customer, such as requesting balance information, adding credit to a prepaid contract, or passing on credit to another mobile phone user.

It is a rudimentary navigation, but with far faster response times and lower costs when compared to SMS or to mobile browsing.

18.4.5 QR Codes

QR Codes offer a way to compress complex information into an image that can be decoded by your mobile phone. QR Codes are a pull technology – they allow users to take the actions they want conveniently and quickly. This can be useful for sharing product or promotional information. QR Codes can offer users with camera phones a convenient way to get information with just one click. These barcodes can be interpreted by camera phones to provide website URLs, contact information, discount vouchers or even to activate downloads. One of the exciting benefits of QR Codes is that they offer a way to activate offline advertising and make it interactive and measurable. A print campaign can, for example, include a barcode which can be used to send a user directly to your website.

Figure 18.1 GottaQuirk QR code.
The above may look like a hybrid between a crossword and Sudoku puzzle, but it’s really the QR Code for the URL of the mobile version of the marketing blog GottaQuirk, m.gottaquirk.com. These codes are multifunctional and very useful to marketers. We can use ours to encourage people to register to receive our newsletter or fulfill any number of other goals.

18.4.6 Augmented Reality

Augmented Reality (AR) is a variation of virtual reality. Rather than immersing the user in a virtual world, however, AR takes computer graphics and superimposes them into “reality”—the physical space around the person operating an AR device. These graphics can be 3D images or simply information tags about a location.

While AR devices are relatively new, they do have a history outside their use in mobile phones. They can and have been used in medicine (superimposing surgical information onto a patient’s body), architecture (superimposing virtual buildings into a space where they are yet to be built), or for cross-continental collaboration where participants can’t be in the same room.

Augmented Reality in Brand Communications

The first use of AR in advertising was by HIT Lab NZ and Saatchi & Saatchi in 2005 for an application for the Wellington Zoo, which allowed users to view virtual animals by pointing their phone cameras at printed bar codes (History of Mobile Augmented Reality).

At present, applications have been interesting but often more gimmicky than useful. Some of the examples include an IKEA campaign that allowed people to view virtual versions of their furniture in their homes through their phone cameras.

The Future of Augmented Reality

AR is relatively new and still has a long way to go. Barriers like development costs and user education have held it back, but with smartphones becoming more common, the potential for AR applications is increasing as well.

Going forward, there are a number of challenges AR faces: investment in development and the potential for serious privacy concerns being the most notable. The images below illustrate what is possible when the realms of social media, identity recognition, and geographical location are combined—both exciting and scary stuff.

18.4.7 Location and Mobile

At this stage you should be well aware that convenience and location form two essential strengths of the mobile marketing world. If services and useful information can be shared based on a user’s location, the possibilities for conversion naturally increase.

A survey conducted by IBM with more than 32,000 consumers found that 75% of people wanted to use their mobile phones to discover where the nearest stores are located. And 61% of users surveyed shared that they would spend more with a retailer if personalised offers and stock checks were provided online (Boran 2010).

Combining mobile marketing techniques with geo-location can go a long way in providing customers with what they need.

There are a few different scenarios possible for implementing location in your mobile marketing campaigns. Location targeted search offers some significant benefits. If searching for a local doctor, for example, it would be immensely useful to find the closest one and a map to their location in the first listed result. Localised news results could also offer a better user experience for someone conducting a mobile news search. Combining short codes or QR Codes with print advertising in an area could present another way to provide consumers with geo-relevant information. A QR Code in store or on a poster could offer a discount voucher to someone coming to the local retail store for example.
When combined with location awareness, mobile search offers much in terms of targeted user experience.

If a website can detect what handset someone is using and where they are, content customised to their location could be delivered, either automatically or after user input.

Many social media and social networking sites are also adopting and encouraging geo-tagging as a way for users to comment on media. Services such as Foursquare and Facebook Places encourage users to “check-in” when they are at various locations.

These possibilities naturally present a number of concerns and challenges when it comes to user privacy. No one wants their location constantly published without their permission, and notifications that randomly come to your phone in certain areas could prove highly annoying if control doesn’t remain in the hands of the user.

For this reason marketers need to provide a method for people to unsubscribe. You could consider contacting users through alternative channels in order to check up on the service and allow them options for customising the kinds of messages they receive.

It must be said, however, that implementation has not always lived up to what is possible in this area. Possibilities like geographic report backs on the efficacy of campaigns in certain areas could be immensely valuable, but all of these services and ideas need input from mobile operators, advertising networks and advertising agencies. Network operators often closely guard all user information. Smartphones already present a number of ways to notify networks of their location, but these are not yet prevalent across the whole mobile phone population. In other words, options seem endless, but beware of the hype.

**Social Mobile Networks**

What are we talking about when we discuss mobile social networks? First off, online social networks have extended their presence to mobile phones.

- http://m.facebook.com/
- http://m.twitter.com/

At the top of the following page there are examples of websites which have been adjusted for mobile – Facebook.mobi, for example, allows for people to receive updates via SMS.

In addition to this there are a number of social networks created specifically for mobile phones and centred on the potential of location-specific awareness.

One successful example of mobile social networking is MXit. This South African based company provides a messaging and social networking platform that has become popular amongst the South African youth. With millions of users, MXit is a cheaper messaging alternative to standard SMS. In addition to the chat rooms that users interact in, MXit offers brands the option to sell multimedia downloads, and customised skins as well as create branded chat rooms for particular competitions or promotions. MXit has its own currency – Moola – which makes it possible for exchanges to happen via MXit’s commerce system Tradepost.

**Figure 18.3** Facebook’s made for mobile site.

**Figure 18.4** Twitter’s made for mobile site.

**Figure 18.5** MXit Tradepost offers a number of options, some free and others for sale.
MoTribe (www.motribe.com) is a platform that allows anyone to create a mobile social network. So, any organisation can gather people together, without the need for computers.

There are a number of social networks on mobile, especially in Japan where low data rates have made the technology available to a larger section of the population. As the different networks evolve it is worth considering the potential of social search as well. Product or brand searches based around social networks and location can be a powerful tool: personal referrals are now combined with location specific information.

Mobile social networks can also have operational value, especially from a sales and leads perspective. As getting work done becomes more important than where it is done, tools that enable communication are more and more essential to CRM. And mobile phones lie at the centre of this.

**Location-based Social Media**

Leading platforms allow people to tag locations with notes or information, and to let their friends or network of contacts know where they are. Some users may prefer not to do this, but for others the ability to comment on their daily lives is exciting and connects them with people who may not be physically near them through content.

A network like Foursquare (www.foursquare.com) offers a social incentive to check in at locations – the people who visit the most become the “Mayor” and can get cash discounts or vouchers at participating locations.

The value of these networks to marketers is still growing. One thing to be sure of is that users want mobile networks which offer them utility.

**18.4.8 Driving Traffic to Mobile Assets**

As with the ‘traditional web’, assets on the mobile web gain life and value as users interact with them. While there is less competition now, with time there will be many more mobile assets like websites competing for visitors. In this section we will be looking at display networks and advertising networks as well as mobile search engine optimisation (SEO) and analytics.

**Display and Advertising Networks**

These networks connect content creators or publishers with advertisers who want to advertise on the back of their content. Mobile content (whether sites or applications) and advertising networks work in conjunction. There are a number of networks in existence, some better known than others, but the general experienced opinion seems to be that size matters less than the particular benefits of each network.

Networks offer different audiences and costing models [cost per acquisition or cost per mil for example] and so it’s important to match your campaign to the appropriate network.

The Mobithinking blog suggests you consider far more than which the biggest network is, rather focusing on:

- Where you want to advertise.
- What type of publisher you want.
- Whether you want to focus on budget or top of range.
- Whether you want to bid in a self service market or have your account handled for you.
- How precisely you want to target your advertising (the more precise the more expensive).
- What tools are available to track and optimise the campaign.
- The potential return on investment.
- How wide you want to cast the net?

(Mobithinking 2009)

These factors can all help in determining which network is best for you. Some only operate in specific countries, while others may offer great reach but less specific targeting and ROI. Your choice will obviously depend on your specific campaign.

The BuzzCity Mobile Advertising Index reports that in Q4 of 2009, mobile advertising grew by 41% in countries such as Turkey, Germany, Saudi Arabia and Mexico, while during the whole of 2010, a total of 52.8 billion ad banners were delivered across the network - a growth of 93% compared to 2009.
First off, it is recommended that you create a separate campaign just for your mobile adverts and settings. Then, mobile display network adverts can use one of three different actions if advertised on the Google display network:

- (The usual) Clickthrough to the advertiser site.
- A click that sends the user to a Google-supplied Business Page.
- A click that immediately and automatically places a voice call to the advertiser’s phone number, called a click-to-call advert.

In addition, a decision needs to be made about whether to use text ads, image adverts or a combination of both.

18.4.10 Text or Image Ads

Mobile text ads

Like desktop-based campaigns, the mobile text adverts for the display network can contain, including spaces, 25 characters for the title, 70 characters for the advert text, and 35 characters for a display URL. On Google, this is displayed on four lines: a title, two lines of advert text (each with 35 characters), and a URL line.

Alternatively, with the click-to-call option type advert, a number can be entered that users can click-to-call, replacing the URL.

Mobile image ads

Mobile image adverts through Google AdWords are not yet available worldwide, but the list of target countries continues to grow. All images must be in a .JPEG, .GIF, or .PNG format. Animated .GIF images are also acceptable. However, they must follow the same guidelines and specifications as desktop-based image adverts, including being ‘family-safe’.

18.4.9 How to Set Up a Mobile Display Campaign on a Display Network

It is incredibly important to ensure, just as with any tactic used in digital marketing, that you’ve covered the following questions before deciding to use a mobile display network as a tactic in your overall strategy:

- What are the objectives of the campaign?
- Who is the target audience?
- What budget is available?
- How long will the campaign run for?

Once this is in place, and the decision has been made to run a mobile campaign on a display network, much of the guidelines for running ads on the desktop-based display network also apply to running a mobile campaign on a display network. To illustrate, here is a guide to advertise on the Google mobile display network.
Remember, crafting a mobile image ad in Flash may be a wasted investment as most mobile phones cannot display any Flash content.

Essentially, these ads are identical to mobile text ads, but as the name implies, a small image replaces the standard three lines of text on the display network.

**mini case study: NAVTEQ campaign –mobile advertising success:**

Digital map service NAVTEQ created a mobile marketing service called LocationPoint Advertising designed for mobile German consumers utilising Nokia Ovi-Map enabled smartphones. It is the first location-based mobile advertising campaign of its kind and was first trialled for Best Western, a hotel group in Germany with 180 properties.

The system utilised the company’s location content and ability to pinpoint where mobile consumers were. It then delivered geo-specific advertisements and Calls to Action from merchants within the area which guided the consumer to their doorstep.

The adverts also took advantage of the focus-driven browsing of customers, and included several strong Calls to Action including “click-to-call”, “click to web” and “click to map”. The advertisements enticed consumers with an offer of 30% discount when making an early booking at one of the Great Western hotels.

This system focused on the customers’ very precise needs by providing geo-specific information on accommodation for people in unfamiliar areas or within a short distance of a Best Western property. It’s a personal and relevant invitation for the consumers to become guests at one of the Best Western Hotels.

After the month long campaign, the results showed that a clickthrough rate of 1.44% was generated, which is more than seven times the 0.19% average of online banner ads, according to Forrester Research. And 15% of all consumers who clicked on the initial ad requested mapping information to the local Best Western property. Trials are currently being deployed in the United States as well as other parts of Europe.

**18.5 optimising for mobile search**

The Mobile Search Space
Mobile search is a relatively young, developing field. As such, it presents both challenges and opportunities. There is not yet a huge amount of information available on mobile search, both in terms of user trends and search engine optimisation tactics. However, more is becoming available all the time. Because of the superior reach of mobile vs. traditional Internet, coupled with the power of search, mobile SEO is an increasingly important focus area.

The overarching principles of search on the web also apply to search on mobile. That is: search engines strive to deliver users the most relevant, useful results, based on their search query, and other available data. In mobile, this "other available data" has a significant new dimension, as the user’s location is often more relevant to the search results than with desktop search.

Most of the basic principles of SEO for the web apply to the mobile space. Where there are differences, these are mainly due to:

- Search engines delivering relevant location-based results to mobile users.
- The importance of usability in sites for mobile devices.
- Search engines having less data to work with (as compared to traditional web) in terms of site history, traffic, and inbound links.

As more mobile sites are created and indexed, and the search engines get a better sense of how best to fulfil mobile users’ needs, we can expect changes in how mobile search queries are answered. For now, a focus on the core principles of making your site accessible to web crawlers, and developing properly formatted, relevant content around chosen key phrases for which you wish to compete, will set a solid foundation for further optimisation.

Mobile Search Engine Market Share
Google dominates the mobile search market as it does the "desktop web" search market.

- Google: 98.29%
- Yahoo: 0.81%
- Bing: 0.44%

(TechCrunch.com 2010)

An important factor is that the mobile carrier’s choice of search partner (pre-loaded on the phone) often dictates (or influences) the user’s choice of search engine. As with the traditional web, it makes sense to focus largely on Google search, while keeping an eye on Yahoo’s respective platforms.

Mobile Search Volumes
We know that mobile search volumes are growing at an exponential rate. Google reports that their global mobile search volumes increased by 500% in the 24 months up to May 2010. Further, they reported a 62% increase in searches on smartphones in Q1 2010 as compared to Q4 2009.
Interestingly, a SEMPO white paper reports that searches performed on iPhones represented a massive 36.9% of all mobile searches, showing a much greater propensity to search among smart phone users.

Mobile Search Habits
A key difference between mobile and traditional web searches is that the majority of mobile searches are navigational, rather than informational, in nature. This means that mobile searchers very often know what they are looking for to start with. The implication here is that brand and product names (and perhaps even competitor terms) must be considered in terms of a mobile keyword strategy.

Further, Nielsen reports that mobile users are highly “search dominant”, meaning they often turn to search to navigate, even if they know what site they want to end up on. This means it is important to have your site rank well, especially for its own name (brand or domain). Because of this, it is important that the mobile SEO strategy is tied in with other campaigns and tactics being used to promote your URL.

Another aspect of mobile search is that the user is looking for a concise, actionable response to a particular problem, which is often location specific. This is where your site could potentially begin to attain traffic from more high volume search terms. One option is having your business listed in (or your review site associated with) the local results. Another is offering other useful location specific content to compete for rankings in the normal results.

There are an increasing variety of ways in which users can input mobile search queries: voice, images and barcodes can all be used to trigger searches on Google. Furthermore, the blended results returned by Google Mobile Search might include the following verticals (where appropriate): web, image, product, news, location, directory, movies, and results.

As each of these search verticals is indexed separately and some of the indices are much smaller than others, it is possible to improve rankings in a competitive situation by ranking well in one or more of the non-text verticals. It is also possible to dominate more of the SERP real estate than before, by ranking in multiple vertical indices.

Finally, in light of the reduced screen space on mobile devices, there is an increase in competition for above the fold rankings. Most users will not see more than two or three results above the fold (device dependent). And since mobile web use is more of a challenge to most users than traditional web use, users are more likely than before to go for the most easy-to-reach (read “above the fold”) result, making high ranking all the more important.

Mobile SEO Best Practice
What follows is a list of key guidelines for mobile SEO best practice that developers must consider.

**Fundamentals of Desktop SEO:**
- A usable, crawlable site
- Relevant, original content
- Inbound links (indicators of relevance / authority)

**Fundamentals of Mobile SEO:**
- A usable, crawlable site is very important and must be addressed first.
- Content is still important, especially having it properly formatted for mobile consumption.
- Links are less important (at this time).

The importance of content tailored for mobile consumption
Content which has been properly formatted for mobile devices is the most important aspect of your mobile SEO efforts. Since search engines aim to supply searchers with the most relevant content that they can, it makes sense that they will rather serve content for mobile search that is properly formatted for mobile devices as opposed to content which has not been formatted for phones.

Content formatted only for traditional web consumption can be very difficult to read on a mobile device, especially if it is image rich and lengthy. So you will likely find it difficult to rank, especially in competitive areas, if you do not make sure that the content formatting and presentation is appropriate to the device.

Label your site appropriately
It is best practice to create a separate, ‘tailored for mobile version’ of your site and host it under an obviously named domain, sub-domain or folder.

Examples of commonly used domain, sub-domain or folder variations for mobile sites are:
- www.yoursite.mobi
- m.yoursite.com
- www.yoursite.com/m

Further points to note about Mobile SEO:
- **The submission of mobile XML sitemaps** to search engines is important, as they are still in the phase of looking to be told where good mobile content is.
- **The relationship between desktop and mobile versions** is important.
While inbound links are thought to play less of a role at present in mobile SEO than traditional SEO, they are likely still a ranking factor. So, organically developed, quality links will certainly help the cause, both from regular and mobile sites. There is a school of thought which says that inbound links from other mobile sites are worth more, as they indicate a site deemed by the linker to be worthy of mobile traffic.

Featuring the word “mobile” in the copy of the mobile site is thought to be important as a signal to search engines of the relevance of the site to mobile users.

A changing landscape

As mobile search, and the mobile Internet space in general, is relatively young and developing, it is important to bear in mind that the way that mobile search results are ranked will change.

For instance, it would make sense for Google to deliver mostly quality, mobile-optimised sites to searchers using mobile devices, as well as those filtering their search results by “mobile”. Thus, we would expect the first page to be full of mobile optimised sites for some common search terms.

This is not the case at present as there is not enough quality, properly formatted mobile content available for the search engines to deliver.

Once the mobile Internet landscape is more densely populated, competition amongst quality mobile sites (for ranking on popular terms) will increase. Then, for instance, factors such as volume and authority of inbound links could become more important to distinguish authority and relevance among competitors.

Mobile Search and Traditional Search: an Integrated Strategy

Mobile search results are (currently) a blend of mobile and traditional websites. This can be used to your advantage, allowing you the opportunity to own more of the SERP real estate by having a mobile and traditional version of your site.

This means mobile users, for whom it is very important to have properly formatted versions of your normal site’s content, could end up viewing your traditional site on their mobile device. Search traffic gained this way could be useless as the bad user experience will hamper the chances of them converting to your site’s goals.

You need an integrated strategy to make the most of organic search opportunities.

Getting the right site to the right user

To make sure that the appropriate site is delivered to the device being used, there are several options:

- A “detect and redirect” policy: the user-agent variable is used to detect mobile visitors to the regular website, and redirect them to the mobile site. This approach is best practice.
- Linking between the two: place a link to the mobile version on the regular website, and vice versa, which allows users to choose which version to see, should they end up on the wrong version of the site. This is mobile web usability best practice.
- Mention of the word “mobile” in the content on the mobile site: this distinguishes the mobile site to search engines as the most relevant result for mobile search.

Mobile Analytics

Analytics for mobile sites and applications is relatively young, but given that anyone investing in a new technology is interested in return on investment, being able to track the effectiveness of your campaign is an essential part of mobile marketing.

‘Traditional’ analytics, focusing on the web rather than the mobile web, has come a long way in terms of providing us with information about what keywords brought users to our sites, which referrers were used and how long people spent on a page, as well as a number of other metrics. Through various tools you can gain insight into your users’ actions and from there deduce information about their intent, using this to refine your web presence and campaigns.

While some would argue that both spheres face data collection challenges, there is an understanding that mobile analytics present more challenges in terms of sourcing reliable data.

The first thing to acknowledge is that users of mobile analytics might be looking for different kinds of information. Given design challenges, primary information would include what device is being used, what network is being used, what browser is used and then information about screen size.

Judah Phillips of Metrics Insider lists the following challenges for mobile analytics:

- Not all mobile browsers support JavaScript, meaning that the most common method for collecting data is not available on a lot of mobile phones. Mobile analytics packages have had to come up with alternative implementation methods like packet-sniffers and accessing log-files.
- Handset capability detection: This can be a challenge for some packages, and is not offered as a rule. If this information is important for your site, you may need to carefully investigate the analytics package you use.
Beyond this however, there are a number of tools that have developed to provide mobile analytics data. Some of the most often discussed include the offerings from AdMob and Google Analytics, which are both available for free. Google Analytics for mobile offers options for tracking iPhone and Android applications, and for tracking mobile websites. Its server side tracking options can be used to track sites on phones which don’t support JavaScript.

**18.6 pros and cons**

The mobile phone has many benefits but also comes with its own challenges. Many mobile marketing mediums need little audience education, but marketers need to be careful when creating more complicated campaigns and applications. If there is an extensive education process required in order for a campaign to succeed, it probably needs to be rethought.

Because the mobile phone is so personal, permission and privacy need to be at the foundation of any mobile campaign. Unlike with email or web pages where there is space available on screen to explain privacy and permission, there is very little real estate on the mobile phone to do so. Ensure that you have very clear permission to market to the phone numbers on your database and that it is easy for users to opt out of receiving your messages.

**18.7 summary**

The mobile phone cannot be ignored as an important tool in any marketing campaign. There are messaging capabilities unique to the mobile phone which can be very effective, from SMS and MMS, to USSD and Bluetooth.

Exciting technological developments also open up the opportunities for interactive campaigns and mobile experiences. Although not widely adopted yet, QR codes can be the point of interaction connecting other media to the mobile phone. Augmented reality campaigns can also create a rich interactive experience for a user by adding a layer of information to the real world.

There are also many ways to use the mobile phone to drive traffic to mobile websites and applications. There are many networks where advertising can be bought, at various levels of targeting. Adverts can be simple lines of text, or even banner images. Actions can be clickthroughs to a website, or can make use of the fact that the advertising is on a phone with a click-to-call option, connecting the user to the advertiser.

As with the traditional web, search is a very key aspect of mobile internet. More and more users are turning to the search box on their mobile phone to find services nearby. Savvy website owners should already be optimising their sites and assets for mobile search to make the most of this growing opportunity.

**18.8 the bigger picture**

Mobile communications should always be considered in terms of their place within your other marketing communications. The mobile channel is not a separate one, but rather one which can be accessed and integrated with many other forms of communication.

**18.9 case study: MXit and the virtual rehab:**

MXit is a mobile social network platform, utilising instant messaging technology that was developed in South Africa by MXit Lifestyle. Aside from being able to log into MXit using a mobile phone with GPRS/3G, this software is also compatible on PC desktops via the MXit website, and other messaging platforms such as Google Talk, MSN Messenger and ICQ. This unique service allows the user to engage with other users by receive one-on-one text and multimedia messages, it also has general chat rooms available.

Having looked at the engagement benefit that MXit provides its users, it was the ingenious Marlon Parker, a social entrepreneur and lecturer at the Cape Peninsula University of Technology, who collaborated with R Labs (Reconstructed Living Labs) and developed a live counselling portal, Jamiix, aptly named “Angel”.

The aim of this initiative, according to Parker, is to reach and assist as many South African youths as possible by using a platform they recognise and trust. There is an estimated registered user base of over 19 million users on MXit, who log on approximately 20 million times per day, and send and receive over 250 million messages (Verclas, 2009). There are about 35 000 messages sent and received per second during peak hour. The application has an international reach and is used by over 120 countries daily, the bulk of which are in South Africa and Indonesia (Verclas, 2009).

Angel is available to all users on MXit, and provides information and support for substance abuse, abuse, depression, stress and coping. Currently this service only has 12 counsellors, who are available to offer support on a daily basis between 3pm and 6pm (Ajam, 2010).
Angel was released in June 2010 in conjunction with Drug Awareness Week in South Africa (21 to 27 June 2010). The service currently has over 40 500 subscribers, and as of 6 July 2010, there were 3953 conversations between counsellors and users and 22 731 messages sent and received since the launch (Parker, 2010).

**case study questions**

1. What is it about the mobile channel that has led to such success for a counselling endeavor of this nature?
2. Why is MXit the ideal technology for this kind of interaction?

**chapter questions**

1. What makes SMS such a powerful marketing medium?
2. When is it a good idea to invest in an Augmented Reality application for your brand?
3. What are the main benefits and concerns of mobile advertising?
4. How would you go about deciding which engagement method is the best one for your target market?

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further reading

- http://www.insidermobile.com/ - InsiderMobile covers the latest mobile news and features from various leading experts in the mobile communications industry. It also has handy reviews of different handsets.

- http://www.comscore.com/ - ComScore is one of the leading digital marketing websites, regularly releasing white papers and statistics which have proven invaluable to many QuirkStars.

- http://www.mobilemarketer.com/ - Mobile Marketer, as the name implies, is geared heavily towards different forms of mobile marketing. Keep an eye on this site for news and developments in this fast changing industry.
What’s inside: An introduction to Customer Relationship Management, why CRM plays a massive role in marketing and how Jeff Bezos changed the world of Internet sales. We look at different forms of customer relationship management and touch on the increasingly vital aspect of Online Reputation Management. We discuss how shoe selling giant Zappos looks after customers, and provide a case study showcasing a CRM platform.
eMarketing: the essential guide to digital marketing is a one-stop resource to kick start your online marketing career, or to give it a much needed boost. Featuring the tools and tactics essential to search engine optimisation, video optimisation, media planning, pay per click advertising, social media, mobile marketing, conversion optimisation, online reputation management and more!

eMarketing: the essential guide to digital marketing comes from over 12 years of practical experience in the world of eMarketing from a leading international digital agency.

Reviews and Comments

“The first thing you should do is obsess about the terms in this book. Vocabulary is the first step to understanding, and if you don’t know what something means, figure it out. Don’t turn the page until you do.”

Seth Godin: Author Purple Cow, Permission Marketing and Linchpin

“If you are a marketer, this is a must have book; if you know a marketer, do him or her a favour and get it for them; if you are just interested in eMarketing and want to expand your general business knowledge, buy two copies - someone will want to borrow this from you.”

Jaco Meiring: Digital - Investec

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