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QUICK GUIDE TO MOBILE MARKETING

9 tactics for growing your mobile strategy

Quick Guide to Mobile Marketing

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Quick Guide to Mobile Marketing: 9 tactics for growing your mobile strategy

US \$45 / ISBN: 978-1-936390-58-8

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TACTICS YOU CAN LEARN OVER LUNCH

Welcome to *Quick Guide to Mobile Marketing* – a resource from MarketingSherpa featuring bite-sized tips for busy marketers.

In this report, we give you ideas for growing your mobile marketing strategy.

The explosive popularity of mobile devices has forced marketers to master a whole new set of skills and strategies. It means embracing apps and smartphones, and thinking about their role in your strategy.

Most likely, you have already taken some initial steps to set up at least a basic mobile strategy – and if you haven't, check out [our starter guide to mobile marketing](#). But, you can't just set up a basic mobile-optimized send and then forget about it. This area is growing so quickly you need to keep a continuous focus on your mobile efforts.

In this report, we'll show you:

- How to do what you can afford while securing business leader buy-in
- Why mobile-friendly design is so important
- Tips for using social media from a mobile standpoint
- How you can host a mobile-friendly event

We know you're in a hurry, so let's get started. We're eager to share these tips on how you can take your mobile strategy to the next level.

Bobbi Dempsey
Editor, *Quick Guide to Mobile Marketing*

About the *Quick Guide Series*

MarketingSherpa's *Quick Guide Series* is designed with you, the busy marketer, in mind. We provide quick, simple tips you can use right away.

For each *Quick Guide*, we scour the vast MECLABS library of marketing research, from MarketingSherpa case studies and Benchmark Reports, to MarketingExperiments optimization tests and analysis. We highlight tips to help improve your marketing performance right now ... or at least by the time you're done with lunch.

Tactic #1: Start small while making your case for increased buy-in

In the [MarketingSherpa 2012 Mobile Marketing Benchmark Report](#) (free excerpt at that link), we asked marketers about their challenges. Two out of the top three challenges involved resources: inadequate staffing resources and expertise, and insufficient budget for mobile initiatives.

That's why it is essential you carefully target where to invest your money, as Josh Simpson, Graphic Designer, MECLABS, said in the MarketingSherpa blog post, "[Mobile Marketing: Use video content as a tactic to engage your customers.](#)"

"In the mobile space, time is precious. Planning ahead before you spend anything is ideal," Simpson said. "Look at the pages on your website with the most relevance and traffic, and concentrate your mobile development efforts based on those elements."

As with any new or growing strategy, you may need to make a strong argument to garner internal support to invest in mobile. This may mean you need to prove the value of this strategy by conducting a test run with the limited resources you already have. In the MarketingSherpa article, "[Mobile Email Marketing: iPhone-targeted landing pages boost conversion rate 40% for Ritz-Carlton Destination Club](#)," the team at Marriott Vacations Worldwide discovered an increasing volume of traffic to the site of one its popular brands, The Ritz-Carlton Destination Club, was coming from smartphones. But, after viewing the site's pages on a smartphone, the team immediately realized it had a problem. The pages were difficult to navigate and likely costing conversions.

Alex Corzo, Manager of Digital Strategy and Services, Marriott Vacations Worldwide, resolved to optimize The Ritz-Carlton Destination Club's email landing pages for mobile visitors. Without many resources, the team launched a pilot project to build internal support for more investment to push forward.

It's difficult – if not impossible – to tailor your pages to every device out there. Instead, you need to focus on meeting your particular audience's needs. By studying its site analytics, the Marriott team found iPhone users accounted for the vast majority of its traffic from mobile devices, so the team decided to start out by optimizing its pages for the iPhone.

There are two basic considerations when designing for mobile:

- Mobile pages are often much smaller and simpler than standard pages.
- A mobile Internet connection is often much slower than broadband.

With this in mind, the team designed a bare-bones landing page that fit its budget, rendered cleanly and was easy to use.

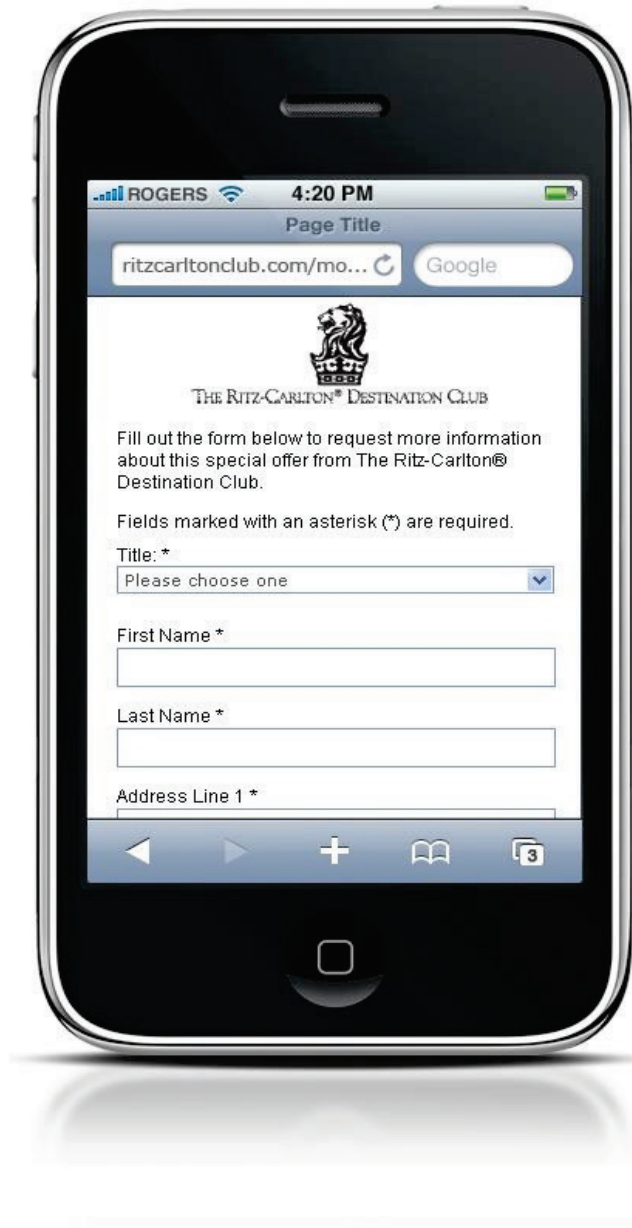
Custom page for a specific segment

The team's landing page was tied to an email campaign promoting memberships to The Ritz-Carlton Destination Club. The initial email encouraged subscribers to learn more about an exclusive membership offer. Once clicked, it sent subscribers to the team's website, which detected their device-type. Any subscribers using an iPhone were shown a custom landing page, and all other subscribers were shown a standard landing page.

Corzo's team often uses rich imagery and copy on landing pages, but it designed this page to be much simpler. This kept the project within budget while improving the experience for iPhone users. The page included only:

- Company logo
- One sentence of copy
- Online form fields, arranged vertically
- Button to send

EXAMPLE: [MARRIOTT LANDING PAGE](#)



Analyze and report results

The team was impressed by the campaign's results. The iPhone page had a starkly higher conversion rate than the standard page. To ensure this was not an anomaly, the team launched similar landing pages in four subsequent email campaigns and hoped for similar results. They were not disappointed.

"We saw a huge lift in the traffic and actual conversion," Corzo said.

The team could now prove custom landing pages could increase conversion rates for mobile subscribers. The team prepared a slide deck outlining its results and presented it to the management team. After the deck made its way through the chain of command, top-level managers approved further investment.

Enhance the experience

Accustomed to content-rich and visually-pleasing landing pages, the initial iPhone pages did not satisfy the team. In response, the team set out to improve them, hoping to further increase results.

The team expanded the single-page format into a three-page experience to include more information and images. In a recent example, the team sent an email offer for two free nights at the Ritz-Carlton Club in Vail with a standard landing page. iPhone users who clicked the message saw a custom landing page with the following features:

- Headline, copy and bullet points
- Button to "request information"
- Button to "view images"

Clicking the first button brought visitors to a customized form page. Clicking the "images" button brought them to a customized gallery page with high-quality shots of the resort.

"We went with the assumption that a user who has more content and is able to flip through media would convert at a higher rate," Corzo said.

Tactic #2: Incorporate smartphone tactics into your existing email campaigns

As noted in the MarketingSherpa article, "[Mobile Email Marketing: 5 tactics to engage and convert smartphone users](#)," expanding your email strategy to mobile opens up new ways to offer your email list to a smartphone audience. Whether the brand represents a restaurant, retail store or entertainment venue, people respond to a call-to-action when they are there, interacting with the brand. Smartphones let you exploit that.

For example, P.F. Chang's, a chain of Chinese food bistros, invites people to join their email program in the restaurant. People who opt in by texting from their phone receive an email optimized for mobile devices, along with an offer for a free appetizer.

Smartphone apps also provide marketers an opportunity. Paper Hat Press, a small company selling personalized

children's books, built its email list of smartphone-using moms through mobile sign-up ad campaigns. The ads appeared in Android and iPhone apps found in the news, entertainment, health and fitness, games, music, lifestyle and travel categories.

Interested mothers opted in to email and other social media, without having to exit the application. Within four weeks, the campaigns generated more than 13,000 email addresses, quadrupling the size of Paper Hat's existing list.

Tactic #3: Design with usability and convenience in mind

In the [MarketingSherpa 2012 Mobile Marketing Benchmark Report](#), when asked which tactics marketers use to improve the relevance and engagement of mobile content, the top answer – cited by 55% of respondents – was "design simple mobile pages to load fast."

You want to closely examine both the format and contents of your message, watching for anything that may slow down its loading speed. Use images sparingly, as they can have a major impact on load times.

While speed is important, usability is also a major factor to consider. As noted by Tony Doty in the MarketingExperiments blog post, "[Mobile Marketing 101, Part 2: Ease of use and quality of content are key](#)," a big part of usability is avoiding the urge to overload the mobile version of your website with too much information. Remember, you want to make it as easy to use as possible, and minimize the number of steps it takes a user to reach their primary objective.

The MarketingSherpa article, "[Mobile Email Marketing: 5 tactics to engage and convert smartphone users](#)," noted you don't want to make your smartphone subscribers zoom in or scroll to read, or even find, your text. Nor do you want them struggling to click on your landing page because their finger can't hit the right link. A few design tips:

- Use a single column of text – 320 pixels is often recommended, but based on his experience, Chris Studabaker, Regional Manager for Global Services, ExactTarget, thinks this may be overkill, and recommends 450 to 500.
- Leave enough space around buttons and links for a finger to tap them without hitting the wrong object. Also make sure buttons are large and clearly marked.
- Code-based solutions, such as Cascading Style Sheets (CSS) or @media queries that transform emails created for the desktop into ones suitable for small touchscreens, can help you accommodate the email needs of your mobile audience.

In the MarketingSherpa article, "[Mobile Email Marketing: 53% higher clickthrough rate for mobile-optimized newsletter](#)," Erik Teng, Email Marketing Manager, Medscape, said his team researched best practices in mobile-email design and used the company's extensive technology and design expertise to create mobile versions of its most popular emails.

In addition to the tips above, Medscape also used a narrow, vertical format. Articles are listed one-by-one down the page, which makes it easy for mobile users to scroll the message with a flick of the finger. The message is also narrower than a regular email, which prevents readers from having to scroll sideways to read a line of text.

EXAMPLE: [MEDSCAPE MOBILE NEWSLETTER](#)

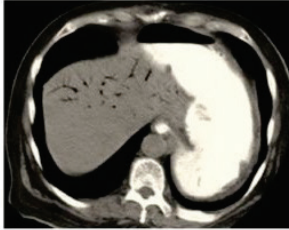
From:
Medscape CME Case Study
<CME_Case_Study@email.medscape.org>

Subject:
The Not-So-Acute Abdomen

Medscape
EDUCATION

Case of the Week

CME Case of the Week
The Not-So-Acute Abdomen CME

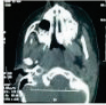


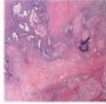
Background:
A 41-year-old woman presents to the ED with increasing shortness of breath and a nonproductive cough. Several enlarged, nontender cervical and axillary lymph nodes are noted.

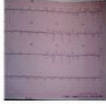
What is the diagnosis? ›

HINT: Recognition of this often benign condition can help avoid an unnecessary exploratory laparotomy.

Review our other popular case studies:

 **A 5-Year-Old Girl With Foul-Smelling Nasal Discharge** CME
A 5-year-old presents with an 8-month history of progressive malodorous nasal discharge. She has experienced sleep disturbances and remarkable snoring. **What is the diagnosis? ›**

 **A 38-Year-Old Woman With Abdominal Pain and a Palpable Mass** CME
A woman presents with a 2-year history of an abdominal wall mass that has recently enlarged in size, with associated soreness and pain, and a 3-year history of menstrual issues. **What is the diagnosis? ›**

 **Dyspnea in a Young Woman With Thrombocytopenia** CME
A 30-year-old woman presents with a 2-month history of progressive dyspnea. Her history includes diffuse abdominal pain, leg swelling, and cyanosis with amputation of a toe. **What is the diagnosis? ›**

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You are receiving this communication because you are a registered member of Medscape.
The email address associated with your membership is scaratzas@webmd.net.

Medscape LLC, 825 Eighth Avenue, New York, NY 10019

Note: The design principles for email should be applied throughout the path to conversion. If the mobile email is compelling enough to engage a reader to go to the next step, then the landing page or the point of transaction needs to be just as easy for a user to read and use.

Tactic #4: Keep your content to the point

While the design of your mobile message is important, the text itself should also be carefully crafted. You want to tighten the focus – don't try to accomplish too much in one email. For a mobile audience, pick one idea, one concept or one offer. This not only limits the amount you have to explain, but also prevents you from obscuring or confusing the message.

While crisp writing is always an asset, it's especially important when trying to attract a mobile audience. Only convey what's essential. Keeping emails short and succinct doesn't just make sense in terms of the context, it's also appropriate for the small screen size.

Typically, people are looking for very specific pieces of information on their phones, such as local movie times or restaurants in the area. Historically, a very deep, in-depth sales process is not effective through a mobile platform.

Make sure you're driving traffic back to your fully featured website, since that's where all the details and highly specific content will stay. Give them a teaser, and then encourage them to go back to the desktop version where they can set up their profile or do other activities. It's difficult on a mobile device to punch in your email, password, username and change your preferences and settings. All of those tasks are much easier done with keyboard and mouse for the majority of users, so you should save those tasks for your main website.

Tip: Put your most important piece of content "above the fold," where it is visible without scrolling. This gives readers instant content without forcing them to dig for it.

Get the subject line and 'from' field right

Since mobile email apps do not have a preview capability, you have only the subject line and the "From:" field to capture a reader's attention – a total of 60 characters. For the subject line, succinctness remains important, but order and placement are also factors.

Studabaker said, "When you start looking at how mobile devices actually display subject lines, usually the first 35 characters are the ones that you are certain are going to show up across just about any device."

The key to the "From:" field is to align with your subscriber's expectations. For example, to create a more personal feel, companies send emails from a specific person. The "From:" field doesn't indicate the company, only somebody's name. If it's not familiar to your audience, this will work against you.

Tactic #5: Choose a large enough font

Don't overlook the most basic element of your message – the font(s). This can make a big difference in how your user sees the message. You will generally need to increase your font size. Microsoft and Apple publish recommendations, usually 16 to 18 pixels for body text, and 21 or 22 for headlines. In the MarketingSherpa article, "[Mobile Email Marketing: 53% higher clickthrough rate for mobile-optimized newsletter](#)," the team at Medscape made sure to use large fonts. The email's text is clear and larger than the original newsletter so readers do not have to zoom in to read.

Tactic #6: Create ads that target specific segments of mobile users

The MarketingSherpa article, "[Mobile Email Marketing: 50% more app downloads from device-targeted ads](#)," notes email marketing is a "critical channel" at Seamless, which helps consumers order food online from local restaurants. Ryan Scott, VP of Marketing, Seamless, said a growing number of customers access Seamless through the company's mobile apps.

"35% of our business on a peak weekend comes from mobile," Scott said.

The apps are a big part of Seamless' strategy to attract and retain mobile customers. Scott's team uses email marketing to encourage readers to download the apps, but the team had not yet leveraged the full power of its program to push downloads. Seamless needed to target messages within its mobile audience to increase relevance and engagement.

Seamless already promoted the apps in one of its welcome emails. The call-to-action came from a banner ad, but the same ad appeared for all mobile subscribers. The team wanted to know if delivering custom ads targeted by mobile platform could increase downloads and orders. It decided to test a device-targeted version of its initial welcome email.

The team took three steps:

Step #1. Choose the email

The apps offered by Seamless make it easier for customers to order food on a mobile device. The team offers them to new customers as soon as possible. The first email a new customer receives is a confirmation and welcome message. Sent immediately after an order, it includes the following:

- Welcomes and thanks the customer for ordering
- Confirms their new username
- Sets expectations for the content of later emails
- Offers the mobile apps
- Banner ad and landing page

The welcome email offered the apps in a [banner ad](#) just before the footer. The banner included a picture of a smartphone, a list of the platforms supported and a call-to-action button: "Get your app." This was the only call-to-action in the message.

Once clicked, the ad brought readers to a landing page where they selected their device type out of the three provided options:

- iPad
- iPhone
- Android

Customers were then directed to the corresponding app store to download.

Step #2. Create and target custom ads

Scott's team saw an opportunity to make this ad more relevant to each reader and to shorten the path to conversion. In place of the original banner, the team created three targeted ads. Each was customized to feature a different mobile platform.

The new ads shared the same headline and button, but had several differences:

- Different smartphone image
- Different call-to-action: "Download Seamless for [device type]"
- Different platform logo

The team planned to target the ads by detecting each reader's platform. This made the previous landing page unnecessary, so it was removed.

"You are removing a click and are deep linking them right into the appropriate app store," Scott said.

EXAMPLE: SEAMLESS MOBILE AD

We hope you're enjoying the **Seamless** experience!
[View](#) this message in a web browser.

[S](#) [t](#) [f](#) [D](#) DOWNLOAD OUR APPS [R](#) REFER A FRIEND

seamless™ Your **food** is here. [ORDER NOW](#)

We think this is the beginning
of a beautiful **FOOD** friendship.

Welcome to **Seamless**, and thanks for ordering your food with us! Log in with this username next time hunger strikes:

@gmail.com

As a member and fellow foodie, you'll be the first to know about email exclusives, discounts, product enhancements, and much more! We'll be in touch soon!

—Your Friends at Seamless

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Tip: Segment on the fly

The team could have segmented the audience by platform and targeted the ads before sending the email. However, since people often use multiple devices, this would have made it possible for an Android user to open the email on an iPad and see the wrong ad. Instead, Seamless took a different approach. The team used technology to target the ads in real time. Once a person opened the email, the system detected readers' platform and delivered the correct ad.

Step #3. Automate test and delivery

The team also used technology to automate the test, which helped cut production costs and time spent, Scott said.

A sample was randomly selected from the mobile audience for the test. One group received the control ad, and a second group received ads targeted by device type. Once the results reached statistical significance, the winning treatment was delivered to the remainder of the audience.

The targeted ads outperformed the control by a wide margin, earning a 100% higher clickthrough rate, nearly 50% more app downloads and 90% more orders placed after download by clickers.

Tactic #7: Include social media elements

Mobile and social media go hand-in-hand, as noted in the MarketingSherpa blog post, "[Mobile Social Media Marketing: 3 tips to take advantage of this growing convergence](#)." Here are three tips to help you improve the way you communicate with mobile social media users:

Tip #1: Utilize multichannel marketing

Social media, by its very nature, is transient. If you don't look at just the right time, you miss the message. That's why while social media can certainly be *a way* for you to reach prospective customers on mobile devices – it shouldn't be the only way you reach these distracted customers.

"Unfortunately, the vast majority of brand marketers still do not embrace the value of converting consumers who 'Like' them on Facebook to email subscribers," said Joel Book, Principal of Marketing Research & Education, ExactTarget.

Joel discussed converting prospective customers from social media to another channel, such as email. But, don't overlook the reverse as well – using multichannel marketing to push your customers toward your social media.

"All companies – whether a Fortune 500 brand or a mom-and-pop outfit – must always promote their Facebook Apps. Otherwise, fans will never see them. As of this writing, however, Facebook still does not feature apps as tiles on Facebook mobile, so the only way fans will visit apps are as app-generated stories, Facebook ads or links posted by the Facebook Page," said Roger Katz, CEO, Friend2Friend.

"When posting links as a branded Facebook Page, getting the right link is critical. Pages must post links that understand the source of the click, be it mobile or desktop, and divert the user to the right version of the App. Too often, companies just copy and post the Facebook App URL which doesn't redirect fans to the right version because native Facebook App URLs are not mobile-friendly. Fans are then led to an error screen or back to the original Facebook Page. With the right URL, the App can be shared through all mediums – emails, posts, tweets, blog articles and more," Katz continued.

Tip #2: Create share-worthy content

You want to create content your audience sees as so valuable that they want their social networks to see it, too. The value must be instantly obvious – after all, sharing your social media content is likely only one of many other choices your potential customers have when using a mobile device.

As with any content, you must provide value to your audience, and not only try to sell, sell, sell. That's the baseline.

However, with mobile social media, engaging content is even more important than on PCs due to an even more distracted user. As bandwidth and device processor speeds increase, video becomes more and more of an option to engage that audience.

Tip #3: Let's get small

Lastly, don't forget while a smartphone might have the computing power of a PC, it doesn't have the same screen size.

"Facebook Apps must be at least viewable on mobile devices. 'Viewable' might mean, at worst, that your fans have to 'pinch and zoom' on a shrunken screen to engage in an app experience. It's frustrating and uncomfortable to have to zoom and scroll around on a mobile screen to see buttons, read text and create content. However, it's better than giving your fans an error screen," Katz said.

"To avoid the frustrations of the 'pinch and zoom' screen, we recommend the next step: optimization. Optimizing a branded app for a mobile experience means adjusting the layout for a smartphone screen, tailoring the App experience to your fans' behavior on mobile, making the written content short and readable, and making the action buttons clear and obvious," Katz advised.

Tactic #8: Incorporate video

In the MarketingSherpa blog post, "[Mobile Marketing: Use video content as a tactic to engage your customers](#)," we shared a chart from the [MarketingSherpa 2012 Mobile Marketing Benchmark Report](#), in which our respondents reported "Includes video content" as a highly effective tactic that is not very difficult to implement, yet it is not highly utilized.

"Marketers looking for an easily implementable strategy that produces very effective results should focus resources to include video content. Including the video content sooner rather than later will put them ahead of the curve compared to other's mobile marketing campaigns," said Benjamin Filip, Manager of Data Sciences, MECLABS, and a lead data analyst for the report.

The good news is adding video to your mobile efforts isn't as difficult or time-consuming as you might think.

In the MarketingSherpa article, "[Mobile Video Marketing: 4 Tactics to Get Started](#)," James Citron, CEO, Mogreet, a mobile video marketing platform, offered four tips.

Tip #1. Choose the right delivery

Videos are viewable on mobile phones in the following three ways, Citron said. Choose the right delivery method to meet your team's needs and your audience's preferences.

Multimedia Messaging (MMS)

MMS is similar to SMS (text message) technology, but can also send content such as images, video and audio files. Marketing teams usually take advantage of MMS by working with service providers specializing in bulk messaging. Citron sees a lot of potential in MMS video delivery since consumers have so widely adopted text messaging. Also, MMS is an affordable option for users, Citron said.

"MMS as a delivery mechanism costs the exact same thing as a standard text message. There are no incremental costs for consumers," he said.

Stream from a website

Another option is to send users to a website offering streaming video. The video must be formatted to work in a mobile browser. It can be set up to automatically play upon arrival, or it can be clicked to play. This option can be valuable for marketers who want to indirectly increase website traffic by driving traffic to the videos.

Direct stream

Citron has seen news organizations and other companies stream video directly to users' phones. Users simply click a link in an SMS message or email and the video appears on-screen. The video is not hosted on a webpage. This method can be used to attract attention to channels other than websites, such as television programs or brick-and-mortar locations.

Tip #2. Format for your audience's devices

The trouble with mobile video is there are very few industry standards. This presents a challenge to marketers who have audiences with a wide array of devices. Videos have to be offered in formats that account for the needs of:

- A growing list of devices
- Operating systems, which are consistently updated
- Carrier requirements

Failing to properly format a video can drastically reduce its potential audience. Some video providers, such as YouTube, automatically format videos for major smartphones such as the iPhone, Android and Blackberry, but do not specifically format videos for less capable feature phones.

Your marketing team should use your analytics to understand which devices your audience uses. This will indicate the formats for which you should optimize mobile videos.

Tip #3. Study successful strategies

Marketing with mobile video is a relatively new tactic, but Citron is seeing marketers uncover winning strategies. Here are two highlights:

Persuading doctors

Citron's team works with pharmaceutical companies to improve their marketing to doctors. Collectively, the companies have thousands of sales reps across the country who visit doctor's offices. Instead of leaving voicemails or printed materials, sales reps have had success with sending doctors mobile videos, Citron said, such as a one-minute video of the surgeon general discussing the benefits of a drug.

Driving foot traffic

Citron's team has also helped a Santa Monica hotel drive more traffic to its Sunday brunches by sending coupons with mobile videos of the hotel's food and ocean view. The promotions' coupons have captured redemption rates as high as 30% among the team's mobile subscribers, Citron said.

Tip #4. Avoid repurposed content

Consumers are not interested in seeing television ads rehashed on mobile websites, Citron said. Instead, marketers should leverage the unique capabilities of mobile devices, such as their nearly constant availability.

For example, Citron mentioned the pharmaceutical companies marketing to doctors, as described above. By sending quality videos to tech-savvy professionals, a marketing team can reach an audience with a multimedia message even if the doctor is out of the office at lunch.

If you need to be economical in your video production, Citron suggested using leftover content instead of repurposing content. For example, if three or four minutes of valuable or humorous footage are left over from your television commercial's production, perhaps it can be edited into a short mobile video.

Tactic #9: Host mobile-based events

In the MarketingSherpa article, "[Mobile Marketing: Juniper Networks' QR code event strategy leads to paperless conference](#)," Juniper Networks, a computer network company offering everything from software to systems, wanted to try something new and different with its first Global Partner Conference. Luanne Tierney, Worldwide Partner Marketing Vice President, Juniper Networks, said the company prides itself on being innovative, and mobile is an area of focus for Juniper. '

To "practice what we preach," said Tierney, the entire conference was served through content accessed by scanning QR codes instead of providing pounds of paper collateral to attendees. By doing this, Juniper was able to show its clients how to really exploit mobile marketing, and at the same time, be eco-friendly by not handing out all that paper that would mostly be heading for the landfill.

Note: In the MarketingSherpa *2012 Mobile Marketing Benchmark Report*, 18 % of marketers said they are currently using QR codes. That was the second most popular tactic, with only mobile websites a more popular answer.

Step #1. Prepare attendees for the mobile-only event

The marketing team basically created a "know before you go" pre-conference email communication explaining all event collateral material would only be accessed on mobile devices through a QR code.

The team let attendees and potential attendees know they could view session information online after a scan, and

Tierney described the process as a "tutorial" for attendees so they would be prepared for the mobile experience.

One other piece of information the team put together was testing, and then recommending, several free readers for different mobile devices in case an attendee needed to download a reader allowing them to view the online information.

Step #2. Build a mobile-friendly microsite for the event

While the team was executing the "know before you go" effort, it also built a microsite for the event optimized exclusively for smartphones. The idea was to produce content best suited for the smaller handheld devices, and anyone accessing the content on a tablet would still have a good online experience.

The landing page of the microsite included a "welcome" video from the senior executive for the partner community at Juniper. The rest of the mobile-optimized site included event material normally handed out on paper, such as schedules and speaker bios, and other collateral like additional information about individual sessions

EXAMPLE: JUNIPER MICROSITE LANDING PAGE

JUNIPER NETWORKS **Global Partner Conference**
THE NEW NETWORK MEANS BUSINESS. 2012
The Mandalay Bay Convention Center - Las Vegas, NV
Join us #JuniperGPC

Agenda Sessions Speakers THE Lounge

Download one of our preferred QR Code Reader apps.
iNigma RedLaser

Welcome to Las Vegas and this year's Global Partner Conference.

Your next few days here in Vegas promise to be both exciting and informative, as the entire agenda has been built based on your input.

You'll hear from our executive team who will share the strategies for fueling your growth and profitability in the New Year.

You'll learn about the roadmaps for our technologies, the innovation disruption they're having in the market, and how you can capitalize on the opportunities

Step #3. Strategically place QR codes around the event

Since all of the event content was online and accessed through QR codes, the marketing team at Juniper had to ensure attendees could find the codes and the codes were placed at relevant locations.

For example, the QR code at the registration desk led to the microsite landing page with the "welcome" video. New arrivals were also directed to codes that led to the full event agenda and a map of the conference center.

Other locations where attendees could scan a QR code included:

- Each breakout session, in multiple locations, with content taking a deeper dive into the presentation subject matter
- As a part of each presentation on screen
- Exhibitor booths
- On the attendee badges
- Event kiosks
- Event lounge

Each presenter could determine what sort of content their session's QR code led to. Some chose short videos, others chose PDFs of the presentation material.

Step #4. Use the name badge for printed information

The code on attendees' name badges led to basic contact information for the badge holder such as name, title and email address. Telephone numbers and physical addresses were not included. The badge was the only place where printed information was provided for attendees other than some signage around the event.

Step #5. Place QR codes on exhibitor booths

Juniper's Global Partner Conference included a trade show element with booths for different solutions groups from inside the company. This allowed different business areas within Juniper to interact with the attendees. Each of these booths featured a QR code leading to a unique webpage with more information on each different business solution. So even if the attendee could only make a quick visit to a booth during a short break, each scanned QR code was saved to the smartphone reader app so attendees could go back and visit the content at a later, more convenient time.

Step #6. Go paperless with the event evaluation form

Juniper offered evaluations for every session, but instead of passing out paper forms, attendees were pushed to a QR code leading to an appropriate evaluation form. This electronic evaluation could be filled out right on the mobile device and helped keep the paperless theme of the event intact.

Useful Links and Resources:

[MarketingExperiments Blog: Mobile Marketing 101: Should you make the leap to a custom mobile site?](#)

[MarketingSherpa Blog: Mobile Marketing: Providing relevant content dynamically](#)

[MarketingSherpa Blog: Mobile Marketing 101: 5 ideas to help you begin a conversation with your team](#)

[MarketingSherpa Blog: Mobile Search \[Infographic\]: 72% of smartphone users look for information on the go](#)

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