

Digital Marketing

strategy & tactics

Instructor Lecture Guide

CHAPTER 9

Mobile and Its Impact

1 or 2 sessions

Chapter Outline

- The evolution of mobile
- Mobile as a marketing channel
- Mobile platforms: iOS and Android
- Channel differences between Mobile and Desktop
 - Mobile design and user experience
 - SEO for intent, proximity and clarity
- Mobile marketing: messaging
- Mobile search
- Mobile display advertising
- Mobile websites
- Mobile app ecosystem

Key Objectives

- As mobile access to information and services from the Internet continues to grow we will see user behaviors continue to evolve.
- Unlike a desktop computer, a mobile phone is *personal*, *location* and *time sensitive*, and *social* and *connected*.
- Mobile as a Marketing Channel allows marketers to know where we are located, who we're connected to, and how and when to provide help with searches, purchases, or other services people require on a regular basis.
- Mobile marketing tactics must be designed to align with and support consumer behavior, from initial search, throughout their purchase journey.
- Mobile has created significant design and technical implications for marketers; from basic website design and navigation to search, how ads are displayed and rich media.
- Personal information is at the center of the success of social advertising on mobile; allowing for simple identification, location and information sharing.
- The Mobile Application Ecosystem has led to more than a billion downloads a month on both the iPhone and Google app stores.
- A key to mobile app design is *removing friction*; allowing users to accomplish their goals quickly and efficiently.

Teaching Notes

- **Slides 1–4:** Mobile is so ubiquitous and has changed our world so profoundly that especially for students it's often hard to remember the sheer magnitude. The first few slides are here to set this up by comparing to the way things used to be—concerts and other events used to be about being there, not about recording selfies and live video. Anecdotes are useful to help the younger students relate—I often will ask how many people share their phone with someone? No hands go up, and then I point out I used to share a phone line connected to the wall with 3 roommates when I graduated college. Norms have changed—sharing a phone seems unsanitary. Key points: it's a PERSONAL device; one that's an intensely powerful computer incorporating so many functions beyond the phone it was born from (see the Radio Shack ad); and that what's different is that unlike a desktop computer, a mobile phone is PERSONAL, LOCATION AND TIME SENSITIVE, and SOCIAL AND CONNECTED.
- **Slides 5–7:** While mobile phones have been a goal and a concept for more than a hundred years, it took until the 80's and 90's for the mobile phone infrastructure and technology to catch up and be deployed aggressively. It was the iPhone and the pricing deal with AT&T in the late 2000's—the 'unlimited data' deal AT&T offered to subscribers to get the groundbreaking iPhone—that allowed people to browse the mobile web extensively without regard to the 'meter' running of per minute charges. (This is reminiscent of the behavior after AOL allowed unlimited browsing on the Internet.) Mobile apps were introduced soon after, and the rest is history.
- **Slide 8:** Despite the fact that there are so many mobile phones, and for much of the world it's the first and primary method of accessing the Internet at all, data shows marketing and ad dollars actually are UNDER-represented on mobile channels compared to time spent by consumers. This suggests a secular shift of brand ad dollars from older media channels to newer channels like mobile has only just begun.
- **Slide 9:** Smartphones are personal devices that are expressions of our individuality. (A good exercise is to compare phone cases—someone will have a blinged out “Hello Kitty” case, sports team or the like.) Even those of us who have the same phone—iPhone's for example—are highly unlikely to have the same app collection. Since smartphones are personal, location and time aware, and socially connected, they offer amazing possibilities for marketers.
- **Slide 10:** Personal devices, tapped into social networks, photo and chat apps for messaging and communication, can be used to leverage real time needs and information. Two good class call-outs—how many people would buy a new smartphone if it didn't have social media apps? And also worth noting how much breaking news is from average citizens on their cell phones—despite news organizations with professionals and helicopters and the like. We all carry real time communications devices with editing suites and live broadcast capabilities at all times!
- **Slide 11:** Before smartphones, it was very hard to build for the mobile web. Not only was bandwidth limited, but carriers like Verizon maintained a 'walled garden' around their proprietary infrastructure. If you wanted to provide media and information to a subscriber on their network, it was expensive, slow moving, and difficult—and the consumer had to work hard to find the media at high cost. Innovation was slow. AT&T, Verizon, and other wireless carriers functioned as gatekeepers and innovation was slow.

- **Slide 12:** Today, Apple and Google are the new gatekeepers, of a kind, in that they control the app stores and environment for the vast majority of smartphone users in the world. But innovation has blossomed once users were free to browse the mobile web, download what apps they choose (not just the ones provided with the phone), and pay flat or low rates for usage. (I feel stressing the importance of data pricing in the growth of the smartphone ecosystem is important here.)
- **Slide 13:** Every channel has important new factors. For Search, mobile is more than half of the searches, and location and proximity to results in the real world is often a highly ranked relevance factor in SEO for search results.
- **Slides 14–15:** Websites are now being designed to account for varying screen sizes that people may access them to ensure usability wherever the source of the browser. Responsive design essentially reconfigures and resizes the graphics and controls to match the user’s chosen experience platform. Google has free testing tools to ensure fast loading times and other best practices.
- **Slide 16:** The Zero Moment of Truth (ZMOT) is a Google concept that riffs off of marketing’s traditional first moment of truth—the shelf presentation of a product at point of sale, and the second moment of truth (the product experience at home). Google points out through research that now people conduct extensive research on their phones—often in the store!—before the first moment of truth and this impacts the user journey to purchase.
<https://www.youtube.com/watch?v=g40rrWBx2ok>
Exercise: Share the ZMOT video on Youtube with the class and discuss the emerging personal shopping behaviors of the class. Do they match the model? Why is this important for marketers?
- **Slide 17:** Display ads have changed as well. As a response to smaller screen size, the use of *expandables* (ads that grow when interacted with) *interstitials* (ads between pages or levels or the like, interruptive) and *takeovers* (ads that take control and block content with no user input) have grown dramatically. Unlike desktop ads, most mobile ads drop you right back into your experience, rather than send you off on a web journey, so some users like them better.
- **Slides 18–19:** Social Ads have evolved similarly to display, but are also leveraging the network and its personal information about the user: sharing is easy and lead generation that fills in the information for you (known from your profile) are more and more common. The growth of Facebook’s revenue has been entirely driven by mobile ads on FB and Instagram.
- **Slides 20–22:** The app ecosystem has gone from non-existent ten years ago—there was no app store when the iPhone launched—to hundreds of billions of downloads and billions of dollars in revenue. Mobile users spend the vast majority of their time in mobile apps—much of this on social networks.
- **Slide 23:** Design considerations of a site versus an app are worth reviewing. Generally, businesses with high engagement and repeat customers or users will want a more secure controlled app environment as compared to the mobile web which is faster and cheaper to deploy and maintain. The distinction between mobile apps and responsive websites may disappear as 5G networks grow the bandwidth available.
- **Slide 24:** Marketers need to be aware of regional differences in app vs web tie spent and behavior, but in the US it is firmly an app economy.

- **Slide 25:** Mobile is the source of all digital growth and apps are driving much of this. All major activities, from commerce to social media to video consumption, are moving to mobile.
- **Slide 26:** Google's main source of revenue is search ads—and these are different in mobile. There are fewer ads and Google has redone its interface to adapt to mobile—now there are up to 4 ads on the top and bottom of both mobile and desktop search. (Previously, desktop had 3 on top and 8 on the side.)
- **Slide 27:** Mobile also has features like “Click to call” (it is a phone!) and location features for searches ‘near me’—research shows this provides 15%-20% added clicks—people who want to call a restaurant for a table, not see its website, for example.
- **Slide 28:** It's important to remember that SMS text messaging is alive and well in mobile marketing—used for promotional messages, confirmations and alerts. Particularly for slower adopting of technology populations (older, poorer, etc.) this ensures access for everyone as it's a baseline technology. The same campaigns from text message mediums also translate well to chat apps- a link to the future!

Class Exercises

- **Zero Moment of Truth.** How is this different in mobile from other shopping behaviors? Share the ZMOT video on YouTube with the class and discuss the emerging personal shopping behaviors of the class. Do they match the model? Why is this important for marketers?
<https://www.youtube.com/watch?v=g40rrWBx2ok>.
- For a deeper discussion on responsive design, you can reference this resource for more information regarding responsive versus adaptive design of websites: <https://www.uxpin.com/studio/blog/responsive-vs-adaptive-design-whats-best-choice-designers>. Which is better and when? What would drive marketers to invest in an app versus drive users to a website?

Tools and Resources

- Marketers can use the free *Google Mobile Site Testing Tool* <http://www.youtube.com/watch?v=ILiLaRXHUr0> and <https://testmysite.thinkwithgoogle.com/> to ensure they are fully optimized to rank well.
- The site *Google My Business* makes it easy to create and update listings—so you can stand out, and bring customers in. <https://www.google.com/business/>.
- A resource for more information regarding responsive versus adaptive design of websites: <https://www.uxpin.com/studio/blog/responsive-vs-adaptive-design-whats-best-choice-designers/>.