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further reading

Web Analytics: An Hour a Day by Avinash Kaushik
– if you are looking to get started in web analytics, you can't go wrong with this book from Avinash Kaushik

www.grokdotcom.com
– regular articles, blog posts and newsletters from the Future Now team on all things conversion and optimisation oriented.

www.kaushik.net/avinash
- Avinash Kaushik is an analytics evangelist, and his regular insights are essential reading for any eMarketer.

15. mobile marketing

What's inside: An **introduction** in which we ask **why the mobile** and an outline of some of the **limitations of the mobile phone**. Learn the **key terms and concepts** you need to grasp the basics. Find out why **mobile phones are for more than phone calls** and learn **how to reach your audience** by **tailoring websites for mobile**, and gaining insight into **getting users to the Mobile Web**. Find some useful stuff on **planning to go mobile** and catch an overview into the **pros and cons** of mobile marketing. Piece it all together with a **case study** showing how AtPlay made mobile work for the Peugeot 107 campaign.

introduction

The mobile phone is a small gadget that has had a huge impact on our day to day lives. It has already had a profound impact on the way we communicate and conduct ourselves daily. This continues to be felt as the mobile phone enables new ways to market and new markets in which to transact.

The Internet transformed our world in two fundamental ways: it has given anyone with access to the Internet the opportunity to interact easily with others (and with companies and brands), and through search, it has made information easily available. Content and information have become readily available, and importantly, available for free on the Internet. Developed as a platform for academics to share information, the Web has a strong ethos of free content.

Mobile phones, particularly as developing technology means that new and better features are being packed into ever smaller devices, add to the interactivity and search-ability of the Internet with several fundamental features native to the mobile phone and the way we use it. These unique benefits are explored further in this chapter.

While the Internet and the personal computer have had a profound impact on the world we transact in, it is the mobile phone that presents an exciting opportunity for even more of the world to access the benefits of these inventions.

Consider that there are 1.3 billion people worldwide with access to the Internet. Of those, 1.2 billion are active users of email. With the world's population at 6.6 billion, that's almost a fifth of the population who can be reached on email. That needs to be compared to 3.2 billion mobile phone subscribers – almost half of the world's population. And of that 3.2 billion, 2.5 billion were active users of SMS text messaging in 2007 (Ahonen, 2008).

Looking at figures like that, it's obvious why so many organisations are investigating the mobile phone as a marketing platform.

why the mobile

The mobile phone is a sophisticated device. Today's phones can act as alarm clocks, cameras, video recorders, MP3 players, calendars, notebooks, messaging devices, and they can even make voice calls. However, it is not the aforementioned plethora of features that makes the mobile phone such an attractive device. The following seven features (Ahonen, 2008) are what turn mobile phones into something truly remarkable for marketers:

key terms and concepts

3G 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.

Basic Phones These are standard handsets that can make and receive voice calls, send and receive text messages and make use of USSD services.

CRM Stands for Customer Relationship Management. Mobile marketing is an important and useful tool for communicating with clients. Need to know more about it? See the chapter in this book on CRM.

CSC Common Short Codes. Users send messages to shortened numbers, usually to get something in return, like a competition entry for example.

EDGE A faster version of GSM wireless service. It enables data to be delivered at rates up to 384 Kbps on a broadband connection.

Featurephones These are handsets that offer additional functionality and often include a camera and additional storage space. Often they can access the Internet, but they generally have a standard numeric keypad.

GPRS General Packet Radio Service. Delivers wireless packet data services to GSM customers.

GPS Global Positioning System. Satellite-based positioning technology that allows a GPS receiver to calculate its position anywhere on earth with great accuracy.

GSM Global System for Mobile Communications. Most widely used of the three digital wireless telephone technologies. Uses a variation of time division multiple access.

Handset A portable or mobile phone.

Mini Browser Small, simple browser used on mobile phones: E.g. Opera Mini.

MMS Multimedia Message Service. An extension on SMS, allows picture, sound or low quality videos to be sent on a wireless network.

Mobile Network The facilities and technology that make a public mobile telecommunications service possible.

Operator A function which operates on or modifies other functions.

QWERTY A full keypad, similar to the one found on computers.

Smartphones The handsets have advanced capabilities and allow users to add applications to their phones. They usually have a QWERTY keypad and include 3G and Wifi capabilities.

SMS Short Message Service. Electronic messages sent on wireless network.

USSD Unstructured Supplementary Service Data. Works on all existing GSM phones. Provides session-based communication, enabling a variety of applications.

WAP Wireless Application Protocol. A set of standards that allows web access on mobile devices.

WiFi Short for Wireless Fidelity. WiFi is a means by which portable devices may connect to the internet wirelessly.

1.   The mobile phone is personal.
2.   The mobile phone is always carried.
3.   The mobile phone is always on.
4.   The mobile phone has a built-in payment system.
5.   The mobile phone is available at the point of creative inspiration.
6.   The mobile phone can provide accurate audience measurement.
7.   The mobile phone captures the social context of media consumption.

If you consider your relationship with your mobile phone, the above features should make sense. However, a few facts and figures never hurt anyone, so here goes:

1.   The mobile phone is personal

A 2006 survey ("Wireless Works" by BBO and Proximity) found that 63% of respondents would not share their phone with anyone (and 90% of those surveyed in Japan would not share their phone). While laptops do present a personal connection to the Internet, they are not as personal a device as the mobile phone.

The implication for marketers: Respect for privacy and permission is exceptionally important in all aspects of marketing, and particularly so when it comes to mobile phones.

2.   The mobile phone is always carried.

What do you take with you when you leave your house? Wallet, keys and mobile phone. What do you keep always near you when you are in your house? Mobile phone. According to 2007 research by Morgan Stanley, 91% of mobile phone owners keep their phone within one metre, 24 hours a day. People have their phones with them at all times of the day, even in the bathroom.

The implication for marketers: Messages sent to recipients can be read and acted on immediately. Unlike, for example, email which requires that the recipient be in front of their computer and connected to the Internet, messages sent to mobile phones will most likely be accessed within minutes of being received.

3.   The mobile phone is always on.

In order to fulfil its primary function – as a telephone – the mobile phone is always on. Messages and services can be sent and acted on at all times of the day.

The implication for marketers: Similar to the previous feature of the phone, the fact that the phone is always on changes the services and messages that can be developed for the phone. It also means that marketers need to be perhaps even more sensitive with their marketing communications. Not many people would appreciate an SMS at 4am informing them of a special offer.

4.   The mobile phone has a built-in payment system.

This is perhaps the key feature of the mobile phone, and one reason why content for mobile phones in many areas generates as much or more revenue than content for the Internet. Every mobile phone has a built in payment mechanism – the SIM card. Billing is easily handled through the user's mobile network. Not only do mobile phones have this built-in payment mechanism, paying for content and downloads has been built into the way that consumers use their phones. There is less of an expectation that goods and services will be free.

There are also a number of services that turn the mobile into a virtual wallet or bankcard, bringing banking and payment services to people all around the world.

iChannel, a mobile news ticker feed in Japan, generates US$ 192 million per year in subscriptions for its US$ 2 a month service. It has more paying subscribers on this single service that all online newspapers in the world combined (Moore, 2008). Similar cases can be made for games, music and other mobile content.

The implication for marketers: Consumers are willing to pay for services and content on their mobile. Advertising is not the only way to generate revenue for content.

5.   The mobile phone is available at the point of creative inspiration.

As the mobile phone is always carried and always on, it is always available as a creative tool. Phones today feature a number of tools that let users act on creative impulse, from taking photos and videos, to becoming a scribbling pad on which to jot down ideas.

The implication for marketers: The feature can be used to encourage interactivity with campaigns created for mobile. It presents the mobile as a useful tool in viral campaigns based on consumer generated content.

6.   The mobile phone presents accurate audience measurement.

While the Internet is vastly superior to other media in its ability to track and measure advertising and marketing campaigns, it is eclipsed by the mobile phone. Every transaction made on a mobile phone can be uniquely tracked to that mobile phone number, whether the transaction be a voice call, an SMS message or accessing the Internet.

The implication for marketers: Aggregated data provides extensive profiling and segmenting opportunities for targeting the right audience. Campaigns can also be accurately measured and tracked for ROI. Bear in mind as well that this accurate measurement means that mobile phone users have far less anonymity than Internet users. Even though at least 50% of mobile phones worldwide are on a prepaid or pay-as-you-go type of contract (which means that the network operators do not have the phone user's name and demographic details to go with the mobile number), each transaction made by the phone user can still be measured.

note

Accurate measurement is not available in all countries due to network guidelines.

7. The mobile phone captures the social context of media consumption.

This represents emerging thinking on the benefits of the mobile. Because of the nature of the mobile phone to be able to accurately track transactions to any particular phone number (user), it can track transactions between mobile numbers (users). This means that sophisticated data mining can identify patterns that indicate information about and preferences of mobile phone users. Not only can alpha users be identified, but they may be identified within their social context.

note

The Mobile Marketing Association has an in-depth glossary of mobile marketing terminology available as a free download from their website: www.mmaglobal.com

The implication for marketers: This information will represent rich data that can be used to both create and market products, content and services online.

limitations of the mobile phone

The mobile phone is a feature packed gadget used all around the world by almost half the world's population. However, as much as the mobile phone has a number of unique benefits, it does come with its own challenges.

The mobile phone is small. This means that it has a small screen and a small keypad. While some phones have a full QWERTY keypad, many have the standard numeric keypad. When it comes to the mobile web, consider that phones do not have a mouse. There are a few models that have touchscreens, but for the most part, navigation of the mobile web is through the keypad or scroll buttons on the phone.

Mobile phones are also even less standard than PCs. Not only do phone models present a myriad of screen sizes, there are also several operating systems and browsers that are used by mobile phones.

Use of more advanced features of phones can require an extensive education process. While mobile phones have a host of features, these devices are for the most part under-used.

mobile phones: more than phone calls

There are three categories of mobile phones.

Basic phones can make voice calls, send and receive SMS messages and make use of USSD services (USSD services are explained further in this chapter).

Featurephones offer features additional to a basic phone, including cameras and increased storage, as well as the ability to access the Internet. Featurephones usually have a standard numeric keypad.

Smartphones offers advanced capabilities and features over featurephones, notably allowing users to add applications to their phones. These phones run a full featured operating system, most have 3G as well as WiFi capabilities and generally have a QWERTY keypad.

note

QWERTY refers to a full keypad, similar to the keyboard of a computer.

Note that there is not yet an industry standard definition of a smartphone, and many featurephones are now being developed with technology similar to smartphones. Smartphones tend to have bigger screens than featurephones.
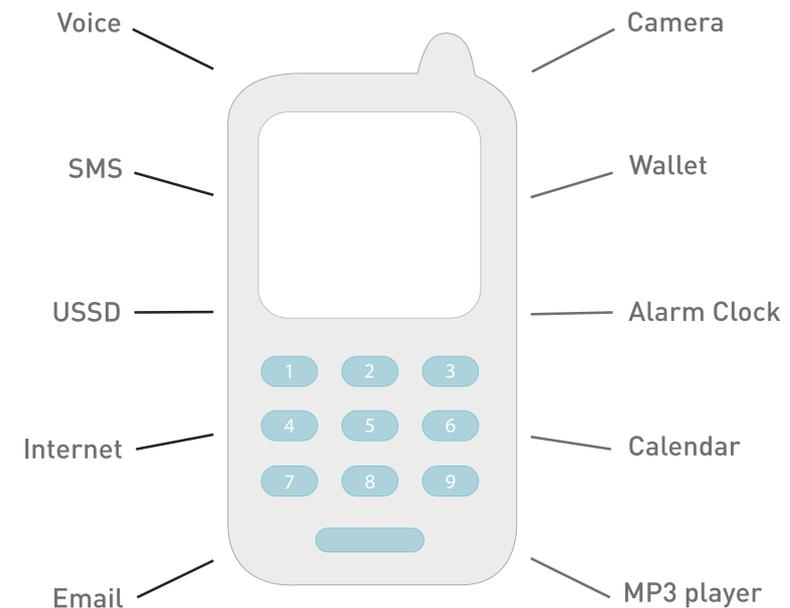
how to reach your audience

Just as the Web is used in a myriad ways as a marketing, advertising and distribution channel, so is the mobile phone. There are a number of technologies available to reach a mobile audience. Some of the most prevalent are detailed further.

Mobile phones started as literally phones that are mobile (thank you again, Captain Obvious). Before we look at mobile phones as device used to access the World Wide Web, to take photographs or as a device to make payments, we need to address its primary function: communication. The primary use of a mobile phone is to enable communication, either through voice calls or through messages. Messaging services on a mobile phone use either Short Message Service (SMS), to send text messages,

or Multimedia Message Service (MMS), which supports graphics, audio, photos and video as well as text. Messages can, of course, also be sent via email depending on the phone's features.

SMS

SMS supports messages of about 160 characters in length, though it is possible to string several messages together to send longer messages. Messages can be sent from one phone to another, or from a PC to a phone and vice versa.

SMS also supports a service known as common short codes (CSC). Short codes are phone numbers (short ones, as the name implies) to which users can send a text message from a mobile phone, usually to get something in return. Short codes can be used to sign up for services, to enter competitions or to indicate permission (or to end permission) to receive marketing messages. Messages sent to short codes can also be used to make a payment or a donation, with a set amount being deducted from a user's prepaid airtime or monthly airtime bill.

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mini case study: short codes for short term insurance

Metropolitan Life, a South African insurance company, launched a new service called Cover2Go in 2007. Cover2Go is aimed at those on lower incomes in South Africa and has made innovative use of mobile phone technology in order to reach its target market. Cover2Go insurance can be purchased by SMS, and a single transaction can purchase instant life insurance for 6 days.

All a customer needs to do to purchase cover is to SMS their name and identity number to a premium rate short code. The system, powered by Clickatell, replies with a confirmation and policy number, requests the name of a beneficiary, and reminds the policyholder to inform an associate about the life insurance. All this only costs the customer R10, which is automatically deducted from the phone's airtime, and gives them six days' worth of cover.

Cover2Go's innovative use of mobile phone technology makes insurance incredibly accessible to this market. The use of SMS technology ensures that the insurance is easy to purchase, and deducting the cost of the cover from the phone's airtime makes it easy to pay for the insurance.

Cover2Go: www.cover2go.co.za
Clickatell: www.clickatell.com

SMS and marketing

With twice as many SMS users worldwide than email, SMS should be a no-brainer for marketers. 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 short codes being used 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 short codes.

Short codes can be used to receive messages from consumers, and to send messages to consumers. Short codes can be either dedicated (used by one company and presumably for one campaign) or shared. When short codes are shared, keywords in the text message are used to separate the messages. 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 prospects have given you permission to communicate with them and their mobile number, timely messages can be sent to their mobile phone. These can be promotional or sales messages, such as special offers in stores or information about upcoming events. On many phones, prospects need to at least open an SMS messages in order to delete. As well as this, mobile phones are generally kept with a prospect at all times, meaning that messages are more likely to be read very soon after they have been broadcast.

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

CRM

SMS updates can be an exceptionally useful tool for CRM (customer relationship management). 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.

When it comes to insurance claims or order processing, SMS updates as to the progress of a claim or order can reduce call centre volume, and go a long way to ensuring that a client feels valued and cared for.

promotions

SMS messages present a way to send timely sales promotion information to a large database for a relatively low cost. These can be targeted to a particular time of day when prospects are most likely to be out shopping. SMS messages can also be used when promoting events.

Despite their pithy nature – these messages have a limit of 160 characters – they can carry a strong call to action.

receiving messages

Short codes are often used to receive messages from prospects or customers. They provide a fast, instant and trackable means for the public to enter competitions, voice opinions or make requests. And even better for a company, the costs can often be passed on to the consumer, meaning that it can be a cost effective way to receive marketing messages.

As short codes can be shared, keywords can be used to separate communications and campaigns. For example, a user might be asked to text the word LUXURY to a number in order to enter a competition.

entering competitions

Requiring less data entry time than entries by postcard, SMSes to a short code are a hassle free way to run competitions. Entries can be almost immediately entered into a database, with fast automatic responses to ensure that the consumer knows her entry has been received. In addition, costs can be passed on to the consumer by charging entry SMSes at premium rates.

text to donate

note

Network and other charges means charities do not receive the full donation.

A concept that is being taken up by the fundraising community, text messages can be sent by donors to donate a fixed amount to a campaign. The fixed amount is deducted from the user's airtime, or added to their monthly bill.

text to participate

Text messages provide an almost instantaneous way to elicit response from an audience, whether it be to a radio programme, TV show, newspaper or magazine advertising or billboard. Some newspapers allow readers to send SMS messages instead of lengthy letters to the editor.

combining the two

Once users have indicated their interest by sending a text message, a company can then send messages back to them. In the UK, the mobile phone network Orange ran a successful campaign around movies. All Orange customers could go the movies for half price on a Wednesday. All they had to do was text the word MOVIE to a particular

number, and in return they would receive a unique code with which to claim their discounted tickets.

In return, Orange then sent the list of prospects who requested discounts information about the movies being shown at their local cinema. How did Orange know which was the local cinema? Simple: all they had to do was match the unique code to the number it was sent to and the cinema it was used at (source: www.flytxt.com/mobile-carriers.html).

MMS

MMS messages are messages that contain graphics, audio, video or images as well as text. These messages do allow for richer information to be sent to prospects, but the costs are considerably higher. They use WAP (Wireless Access Protocol) to download rich content onto mobile phones.

MMS messages are particularly useful in viral campaigns, whether encouraging participants to use their phones to create content (photographic, audio or video) or encouraging users to pass on content.

Because there is no standard screen size across all mobile devices, MMS messages may display differently on different phone models.

bluetooth and infrared

Most modern mobile phones present an array of means for connecting. As well as using the cellular network, many phones have 3G and WiFi capabilities, and the ability to connect via Bluetooth or infrared.

If a user sets their Bluetooth enabled mobile phone to "discoverable", Bluetooth devices within range of the phone can request to connect to the phone and exchange messages and data. This can be used to send location specific marketing messages, such discount codes in a shopping mall.

note

Smart phones are susceptible to receiving viruses via Bluetooth, so this is not necessarily the ideal channel to reach smart phone users.

Outdoor display advertising can be fitted to send Bluetooth messages to people within range of the advertising. The messages can contain further information to offer a richer, longer lasting, experience. Note that these messages are often unexpected, so care must be taken not to be intrusive. There should be marketing collateral easily available and accessible that describes what the campaign is about.

USSD

USSD (Unstructured Supplementary Service Data) is an alternative messaging system to SMS and is available on most GSM networks. Unlike SMS, USSD is a protocol that allows for a query and response type of action between the customer and a service centre, where these transactions can be seen to be similar to a session on a website. USSD services are usually 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 service on some networks. These services are often used by networks to provide a service to a customer, such as balance requests, adding credit to a prepaid contract or to pass on credit to another mobile phone user. A popular service is a "call back" functionality, where a mobile phone user sends a request by USSD for another user to phone him. The requested number receives an SMS informing her of the request. Often, this SMS message also includes an advertising message.

A USSD query often initiates a session where the response from the service includes a simple text menu with further options or a response with instructions for the user. Users need to respond within a limited time frame, usually 30 seconds but up to 2 minutes, in order to maintain the session. If the session is not maintained, the user will need to initiate the service again.

Users can select menu options by returning a message with the number of the appropriate menu selection. This continues until the appropriate content has been displayed.

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

USSD and marketing

USSD is being used as a payment application, turning the mobile phone into a virtual wallet.

USSD is exceptionally useful as self-service customer service, and is attractive to customers when it is offered for free. Advertising can easily be displayed in the messages returned when using this service.

Voting, such as for reality TV programmes, and entering of competitions can all be handled through USSD. USSD services allow greater flexibility than SMS services as they allow a query and response type of interaction as opposed to a single message to perform these tasks. This allows the marketer to request additional information from consumers using these services.

USSD can be used to provide information to, and collect information from, customers and potential customers. However, from a marketing and advertising perspective, its take up has not been as great as that of SMS. While USSD services are more cost effective than SMS services and can allow for more detailed data to be collected, SMS services are often preferred by the customer. SMS short codes are easier to remember than USSD codes, and the concept of sending a text message is more familiar to the customer.

mobile web

As much as web sites need to cater for a number of browsers, they now need to cater for a number of devices as more and more people are using their mobile phones, PDAs and other mobile devices to connect to the Internet. However, visits from mobile devices are likely to be quite different to visits from PCs. Visits from mobile phone users are likely to be more purpose driven or task specific, as opposed to leisurely browsing from PCs.

Just as with PCs, mobile phones can have different operating systems and different browsers, both affecting the way that web sites and web pages are viewed and used. In addition to this, web pages are viewed on far smaller (and non-standard) screens, and navigation is controlled through a keyboard or limited scrolling device. There are also a number of different ways that mobile phones and devices connect to the Internet. In particular, mobile phones can use either the GSM network (where access is via GPRS, EDGE or 3G, depending on availability) or Wifi enabled devices can connect to wireless networks.

WAP stands for Wireless Application Protocol and is a technology platform aimed at making web sites accessible to mobile phones, despite the small screens and keypad limitations. WAP is essentially a wireless data connection and browser that can read a pared down version of HTML. If a phone has only WAP access, it can only access web sites that have been developed for this type of access.

More sophisticated phones and devices, and increasingly almost all phones sold are falling into this category, can use HTML browsers that have been specifically designed for mobile phones. These are pared down versions of browsers that run on PCs or notebooks, and have been specifically designed to take into account the limitations of mobile devices. In particular, browsers need to accommodate both the low bandwidth and the low memory capacity of mobile devices. Mobile browsers also need to cater for the navigation limitations of mobile devices as well as the fact that navigation is not standard across the various models of phones.

discussion

Why do you think that visits from mobile phones are different to other web visits? How can this be used in marketing strategy?

When it comes to web sites and mobile phones, there are three options for webmasters:

1. Do nothing and hope that the web experience is not too painful for mobile visitors.
2. Make sure that your web site is built using W3C compliant CSS so that it can be more easily navigated by mobile visitors.
3. Build a separate version of your web site tailored to mobile visitors.

For certain kinds of web sites, there are "quick fixes" that allow a mobile version of the web site to be created fairly easily. For example, http://mobilepress.co.za/ from Younique allows for web sites and blogs based on the WordPress platform to be made mobile browser friendly. A quick search on Google will also give instructions on how to make small changes to your code in order to create a mobile friendly version of a website.

tailoring web sites for mobile

Some web sites are more likely to be accessed from mobile phones than others, and savvy web masters can make sure that visitors have an excellent experience by building mobile versions.

As with all good web design, the first step is in understanding users' needs. When accessing a web site from a mobile phone a user is generally very task driven, time sensitive and is also likely to be location aware.

Task driven means that the user has a very specific purpose for visiting a web site, and the web site needs to help the user to achieve their objective with minimum fuss. For example, a user might want go to a web site to check the score of a cricket match.

Time sensitive means that the user is even less likely to be able to spend time hunting for a solution to their problem, but instead expects to achieve tasks quickly. For example, a user en route to the airport may want to check to see if her flight is on time.

Location aware means that the location of the user often plays a large role in determining her objectives. For example, a user might be looking for restaurant suggestions in a town she is holidaying in.

These need to be factored in when creating web sites for mobile users. Mobile web sites need to be easy to navigate, should not contain more information than they need to, and services should also be tailored to a user's location.

Here are some tips when it comes to designing or optimising websites for mobile:

- **Keep it simple** - Flash is, for now, still only a dream on most phones. Animated .gif images are probably your best bet if you want movement, but make sure the main message is contained in the first frame, as this at least will be displayed.
- **Stay away from tables** - Most devices will ignore tables and content will get completely scrambled. Rather use lists where possible.
- Have **sufficient links** at the top and bottom of each page to easily navigate to other pages on the site and don't try to cram too much content onto a page. Unless you have a touch screen device, scrolling using the keypad is never much fun.
- **Keep it portrait** - As most devices are still only able to display content in portrait mode, it is important to keep horizontal scrolling down to a minimum - avoid it completely if possible. Some browsers may resize content to fit the width of the screen, so keep this in mind - it might distort the graphical impact. Depending on requirements, aligning content to the left or centre of the screen works quite well.
- **Keep images as small as possible** - Most graphical editing tools have a "save for web or devices" option - use this when possible.
- **Transparency is not guaranteed to work** - Hover effects on anchor tags are not supported for the most part and making use of the "background-image" directive is bound to give problems on a number of devices.
- **JavaScript and Ajax is another grey area** - Even though a couple of WAP browsers have been "supporting" JavaScript for a while now, it is still advised to use it sparingly, if at all.

one web

"One web" refers to ensuring, as far as possible, that the same information and content is available to web users, regardless of the device they are using to access the Web. So while web sites should be optimised for presentation on various devices, proponents of "one web" would argue that the actual content should not be different.

getting users to the mobile web

Creating content and web sites is one thing, but how do you actually get users to access them via their mobile phone?

WAP push

WAP push messages are messages sent to a mobile phone that direct the user towards WAP content. Whilst they may appear similar to SMS messages, these are a different type of message. The WAP push message contains a link that a user can follow to access WAP content.

Sending rich messages to mobile phone users can be tricky to handle. Until there is increased general awareness of the types of messages that can be sent to and from mobile phones, MMS messages can represent a problematic push marketing medium. However, a WAP push message can direct users to rich content, enabling a sense of user control over content viewed.

2D barcodes
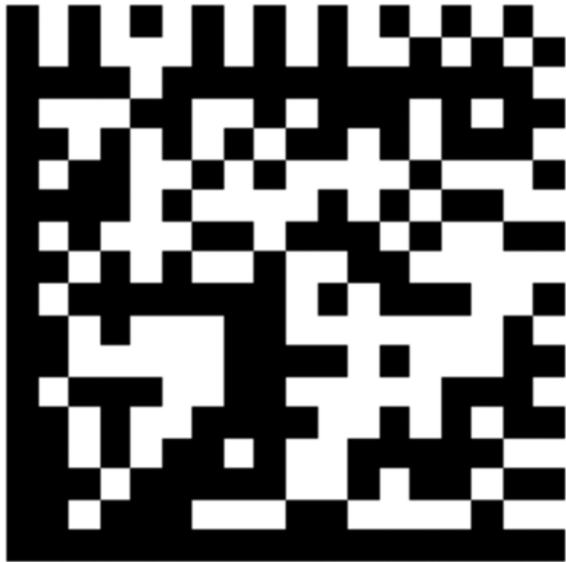
The 2D barcode for *www.quirk.biz*

Two dimensional barcodes are similar to one dimensional barcodes in that they can be scanned to access the information encoded, but two dimensional codes can contain a lot more information. In addition to this, with appropriate software, these codes can be photographed with a mobile phone, which then unpacks the information contained within the barcode.

Does that sound a little complicated? Essentially, the software that can be installed on the mobile phone turns the phone into a scanner. Information such as URLs, telephone numbers or business names can be encoded in the barcode. When the code is scanned, the information is displayed on the phone. If this is a URL, for instance, the user can then visit that web site without having to enter any additional information into the phone.

There are two encoding types in use: Datamatix (DM) or Quick Response (QR) barcode. These can be open-standard, or proprietary. The type of barcode affects the amount of information that may be stored in the barcode, while the standards used can affect the

number of barcode readers that can successfully read the barcode.

Two dimensional barcodes are often also referred to as tags. These tags can be used in offline advertising and marketing campaigns to push consumers towards specific web sites. Instead of having to remember and type in a URL, a user simply has to photograph the tag in order to visit the website.

Tags can be printed on billboards, on magazine pages, on t-shirts, in fact, on just about anything. The image here is the tag for www.quirk.biz. Download the software to your mobile phone, photograph it, and visit the Quirk web site on your mobile!

mobile URLs

Most companies now think nothing of including their web site address on marketing collateral. However, in many cases, when this collateral is being viewed by potential customers, it is the mobile phone that is closer to hand than the PC. Remember, the phone is always carried and always on. Some organisations are cognisant of this and are now printing their mobile web site URLs instead of or as well as their standard web site address.

mobile search

Internet search has become an integral part of our lives, and is an important part of the mobile marketing mix. However, as with users' intentions when accessing the mobile Internet, the needs of the user are different when compared to search on a PC.

The limitations of the device, the mobile phone, and the needs of the user are what drive the differences for mobile search.

Firstly, with smaller keypads, whether QWERTY, touchscreen or numeric, users are likely to enter shorter queries into search engines on mobile phones. Search engine results need to be displayed on a smaller screen, and need to be easy to navigate.

Users are more task driven when using mobile phones to search, seeking concise information which answers their queries as opposed to using search as part of a discovery process.

Natural Search

Just as with search on a PC, there are two types of search listings for mobile phones: natural or organic results and paid for results. Optimising web content for mobile search involves optimising content for mobile use in general. Navigation needs to be simple to use without a mouse, and website owners should consider ensuring that content most relevant to the mobile user is readily available.

Paid Search

Mobile search engines are seeking to create revenue from their services through

offering paid listings in a similar fashion to traditional search. As technology develops, so search providers are able to offer more sophisticated targeting options to advertisers. Geo-targeting can be incredibly specific, allowing businesses to offer targeted advertising when a customer is located nearby.

applications

It's not only web sites that can be designed specifically for mobile devices. Applications and widgets can be created that are specifically for the mobile phone. For example, Google's popular webmail service Gmail can be accessed via the mobile web, or Gmail users can download a Java application to their phone that gives them access to their Gmail account. The application presents a user experience that has been tailored to the mobile phone, and can even be tailored to a particular handset.

Similarly, Apple's popular iPhone uses widgets allowing iPhone users to access all manner of Web applications.

As of 2008, widgets represent a marketing opportunity for products and companies reaching out to a tech savvy, affluent community. Widgets can be products on their own, such as the Baby Monitor for the iPhone, or they can be used to market other products, such as a widget that provides easy access to the blog BoingBoing.net.

MXit

MXit (www.mxit.com), which is pronounced "mix it", is a free instant messaging software application that was developed in South Africa for use on mobile phones and PCs. It runs on GPRS / 3G mobile phones which have Java support, as well on PCs using the Adobe Flash player. It allows users to send and receive text and multimedia messages to and from other users who are connected to the Internet, whether it be between mobile phones, PCs or between the two. The messages are sent and received via the Internet instead of using SMS technology, and also allow users to exchange messages with other IM programmes such as MSN Messenger. Although the networks do charge for data costs, this is usually far cheaper than SMS costs, which has driven the large uptake of this service, 9 million registered users, particularly in the youth market.

As well as being a chat platform, MXit allows its users to customise their profiles by downloading skinz, wallpapers and emoticards, has its own ecommerce platform (supported by its currency, Moola), and a music platform.

MXit for marketers
There are many similarities between web-based social networks and MXIt when it comes for opportunities for marketers. MXit provides social profiling, so that

advertising can be served to particular demographics. MXit also allows organisations to set up profiles that users can connect with and chat with. These can be celebrities who want to keep in touch with brands, or cinema chains such as South Africa's Ster Kinekor, who distribute movie information via the MXit channel.

planning to go mobile

There is no doubt that the mobile phone presents an enticing marketing opportunity and market space. Early movers in the mobile space have seen remarkable success, and some have made remarkable amounts of money. How do you prepare to go mobile?

As with any marketing activity, planning and setting goals is key. What do you want your campaign to achieve? How can mobile be used to help you achieve those goals?

Secondly, you need to consider your audience. Who do you need to reach? What sort of phones and features of their phones do they have and, importantly, use? iPhone applications may be more fun to develop than a campaign based on SMS, but iPhone applications can only reach iPhone users, while SMS can reach almost everyone who has a mobile phone.

Thirdly, how will users actually access your campaign? Do you need permission first to send them messages, or will you be advertising or marketing the campaign to get them to access it?

You also need to choose partners for your campaign for their technology and distribution networks, and of course for their expertise. Ensure that the partners you choose adhere to your country's mobile ethics and standards code, as well as those of your brand.

Lastly, you need to determine how mobile fits into your overall marketing strategy. Will mobile be complementing existing services and campaigns, or will you be developing campaigns, goods and services specifically for the mobile environment?

pros and cons

The mobile phone has many benefits (there are those seven unique features after all), but comes with its own challenges. The reach of the mobile phone alone makes it a very attractive marketing channel.

Many mobile marketing mediums need little audience education, but marketers need to be aware of 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 an email or webpage where there is space available on-screen to explain privacy and permission, there is very little real estate on the mobile 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.

case study: Peugeot 107's Break Free Campaign

South Africa's mobile community grossly outweighs the number of people with access to the Internet, so it was up to Saatchi & Saatchi's digital department, AtPlay, to find a way to bring the interactive Peugeot 'Break Free' campaign to a web and mobile market.

The mobile chat network, MXit, has 9 million users in the country and was the perfect portal to seed a comprehensive campaign - along with support across other social networks such as Facebook and MySpace. Competing with the Toyota Aygo and Citroen C1 which were launched around the same time, Peugeot's 107 campaign reached out to the younger, style conscious generation on MXit who may not be buying cars just yet, but are influential with their car-purchasing parents.

The first step was to create a branded splash screen and Peugeot 107 profile. The 107 MXit profile fed information about the campaign from the website directly to the users – some content being hidden for the only the keenest eye to spot.

Templates of the car allowed the public to design their dream Peugeot 107 and it was up to the voters to pick the winner. The finalists were all sent T-shirts featuring a unique Semacode, or barcoded URL address, to give to

their friends and family. Taking a photo of the encrypted image with a Semacode enabled camera phone meant that the users could navigate directly to the voting page via their mobile device.

MXit background themes, or 'skinz', based on the finalists' designs were also specially created and 7 000 were downloaded within an hour.

case study questions

1. How did the use of mobile increase interactivity with this campaign?
2. How was mobile used to complement other campaign channels?
3. How was the success of the campaign measured? What other metrics could be used to judge the success of a campaign like this?

chapter questions

1. It can be considered that SMS to the mobile phone is what email is to the Internet. In what ways is this true, and how can this be used by marketers?
2. Using your favourite search engine, see if you can find the mobile marketing association in your country and the code of conduct for marketers. Do you think this can be better communicated to consumers?
3. Privacy and permission are important factors in eMarketing and mobile marketing. How can these be communicated when using the mobile phone as a marketing channel?

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further reading

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- Tomi Ahonen and Alan Moore's blog has many useful insights, facts and case studies. Their books should be
read as well.

www.brysonmeunier.com
- Bryson Meunier explores search for mobile phones.

www.mmaglobal.com
- The Mobile Marketing Association has plenty of useful white papers, research reports and case studies.

blog.admob.com
- The Life and Times of AdMob

16. customer relationship management (CRM)

What's inside: An **introduction** to CRM, the difference between **customer-centric and customer-driven** CRM and why it is critical to your success, the **types of CRM**, **putting a value on CRM**, and how to use it to **inform your eMarketing tactics** and insights into Vendor Relationship Management – **a new way of looking at relationships**. Piece everything together with a **case study** on PG Glass and the success of their CRM strategy.