



THE ADVENT OF MOBILE MARKETING

Mobile marketing is a hot topic. But amid the clutter of apps and likes, what do marketers stand?

At the beginning, marketers bent over backwards to set a legit benchmark for online campaigns, as the number of clicks does not necessarily imply powerful communication. Today, the evolving mobile space brings on a similar challenge to advertisers.

According to Forrester research, profit driven by mobile commerce is expected to increase at a 39% compound annual growth rate between 2011 and 2016, reaching \$31 billion. These figures push marketers to get on with this lucrative platform right away.

An insightful mobile trait measurement is the key, especially when the debate on mobile marketing effectiveness is still in full swing. A study released by Forrester found that despite increasing activity and more strategic planning, inconsistent data and analytics will plague mobile marketers hoping to make business case for testing emerging opportunities. Simply put, to effectively pull in customers with mobile marketing, it all comes down with how well the marketers know about their volume of traffic and their visitors' behaviour.

Mobile return on investment (mROI)

mROI is essential. Unfortunately, although mobile departments are often backed by significant funds, their insights on mobile marketing are often not profound.

To get a full picture on a mobile and online interactive campaign, the IBM Enterprise Marketing Management (EMM) Suite provides marketers with

comprehensive data on their marketing efforts, together with a monitoring service that empowers advertisers to answer the needs of targeted customers. Strategies such as mobile web and mobile application analytics allow marketers to understand customer interactions that occur through mobile devices, at both the aggregated and at individual levels.

Strategy building: Apps, verticals and platforms

Apps

The surge of mobile apps is flooding the app store. To hold up against the competition, apps need to be practical and user friendly.

The secret is to keep up on how users interact with the website, hence improving its compatibility on mobile devices. An interface designed for mobile screens for easy navigation is necessary for better user experience.

Verticals

Many verticals are venturing into the mobile realm. Retail is a prominent vertical due to the variety of channels including barcode apps, location-based advertising and more. Banks are also providing handy but professional mobile services to their clients. Not to mention, the travel industry is making the best out of the clever gadgets. Flying is now more flexible with Airline apps, with a finger scroll passengers can book a flight or a

room instantly.

Mobile apps have refined digital marketing into an interactive dialogue. We already know the responses and figures of the mobile apps that need to be studied thoroughly. Yet, knowing the mobile hit-rates across the industry is again crucial when it comes to a better evaluation.

Platforms

Google Android, Apple iOS, RIM Blackberries and many other platforms all claim a slice of mobile space. They are all unique in terms of target users, programming, and users' experience. Markets are better off by benchmarking which platform calls out a higher response for a dedicated industry.

Marketers could be all at sea when sailing to the cluttered new land of mobile marketing. An all-rounded strategy and precise mobile media measurements are the anchor of the ship. With the help of IBM EMM Suite, marketers can understand customer wants and leverage the insight to engage them with relevant and interactive dialogs across multiple marketing channels, ultimately improving performance, measurement and business revenue.

Content contributed by IBM.
ibm.com/hk/emm/