American Marketing Association: Los Angeles
January 2017
5 Ways to Boost Mobile Marketing Strategy

By Jenna Fuentes

How many times have you checked your mobile phone today? According to Facebook research, in 2015, 73% of people always have their mobile close within reach and 44% of people even "go to sleep with their phones." For most people, it's the first thing they check in the morning and the last thing they check at night. Since over half of online searches come from mobile devices, have you considered how mobile marketing fits into your overall marketing strategy?

A strong mobile marketing strategy will help boost sales, drive conversion, and improve the overall user experience significantly for the billions of users around the world who have access to a mobile phone. In 2015, 70% of mobile searches drive to action online within the first hour and 74% of consumers use their mobile phones to help them shop (Business2Community). Here are some tips to highly consider when developing and implementing your mobile marketing strategy:

1. Mobile-Friendly
Test your organization's landing page and make sure that it has a responsive site design. Your site must be mobile-friendly and compatible with all devices, platforms, and tablets since they all have different screen sizes. When making a first impression and optimizing the user experience, be concise, use less text, and make sure the entire site is "touch-friendly.".

Make sure to create larger touch target buttons (44px by 44px) that fall within the easy-to-reach navigation areas, body copy (14px), and line height 1.5 for paragraph text (Mobify). Make sure the location, hours, and contact information are clearly listed and that the site communicates a clear call-to-action. Most emails are checked on a mobile device and emails should also be optimized as mobile-friendly.

2. SMS
SMS (texts) have a higher "open rate" and are typically checked within two minutes of receipt vs. emails (Business.com). 98% of texts are read compared to emails, SMS opt-outs are 5% of the time, and SMS marketing coupons are 10 times more likely to be redeemed (Entrepreneur). Offer your users time-sensitive incentives for signing up and filling out surveys. Create an opt-out notification policy that is transparent and easy for users as well. Understand your audience's behavior when establishing, automating, and evaluating the timing, frequency, and relevance of all marketing messages.

3. Apps
As of last year, consumers spend more time on apps than watching television (Inc.com). It's important to understand your audience: research what types of apps they have and how they use them. Carry out A/B testing with your app against your website to

determine which performs better. Apps provide the unique benefits of push notifications, 24/7 access, tailored mobile exclusive offers, and more personalization for users ([Blue Fountain Media](#)).

4. QR Codes
Most consumers search on their mobiles while shopping and often compare in-store and online prices. By offering QR codes, it allows consumers the opportunity to receive mobile exclusive deals, specific product information, and feedback forms ([Forbes](#)).

5. Location Specific
By using IP geotargeting services and hyperlocal advertising, it provides the opportunity to target mobile users in your nearby area and offer GPS specific coupon deals based on their location in real time. 75% of consumers are more likely to take action after seeing a location-specific message ([Mobile Marketing Association](#)). Lastly, make sure your company is engaging locally with users via local blogs, directories, and review sites ([Entrepreneur](#)).

These tips combined with mobile email marketing campaigns and mobile social media advertising will provide a successful platform for discovering how consumers are using their mobiles and determining which mobile channel makes sense for your users. There is an exciting potential of effectively integrating your products and services into your consumers' new mobile habits. Now, it's time for your organization to create a great mobile presence and engage your users with personalized, relevant content that will keep them coming back for more!