

KEOMarketing

MARKETER'S GUIDE

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A Marketer's Guide for Going Mobile



SEARCH - MARKETING - SOCIAL - MOBILE - ADVERTISING



A Marketer's Guide for Going Mobile

For marketers, it's all about connecting with customers and prospective customers. To connect with them, you need to reach them wherever they may be—and these days, that can be just about everywhere. You also need to tailor your message and its delivery to accommodate the habits of your target audience. That means designing emails and web content to load and function correctly on a wide variety of devices—and packaging it in a way that will appeal to people on the go.

In fact, according to a 2013 report from Walker Sands, 28% of all web traffic comes from a mobile device and that number is increasing rapidly.

It's imperative that you include mobile as a primary consideration in your marketing campaigns.



Start Small if You Must, But Just Get Started

While including mobile as part of the conversation is a no-brainer, actually putting it into action is often easier said than done. Some tactics or strategies can take a while to implement and may also require an investment of time and resources. It can also be overwhelming to think about suddenly making a huge transition to a completely mobile-focused approach. That's why it often may be necessary (and perhaps even preferable) to implement these strategies gradually. By evaluating your analytics, you can figure out what devices your visitors are using and where your mobile visitors are going. Start by focusing on the areas where your mobile users tend to gravitate—and concentrate on making that content compatible with the devices used by the majority of your mobile visitors. Then you can go from there, broadening your efforts as budget and resources allow.

In this Marketer's Guide, we will give you some quick tips to easily make your marketing tactics more mobile-friendly.



WWW.

Search



Search

As with most things search-related these days, this all comes back to [Hummingbird](#) (Google's new search algorithm, which is designed with mobile users in mind). Mobile users often take advantage of voice search features, which makes it more likely that they will use questions and conversational language. To capitalize on this trend, make sure your content answers their questions and is written in a conversational style. Also, watch your analytics to see which terms and phrases your mobile visitors are using, and incorporate that type of wording into your content.

Email

When crafting an email, you must keep in mind that a large percentage of people who receive it will be reading it on a mobile device. Consider how you can make this message easier for them to view and interact with on a smartphone or other portable device, especially those with a small screen.



Keep It Simple

Make your email easy for people to see and read, so they're more likely to take the desired action. A narrow vertical layout is better for quick scrolling (keep the most important item at the top so it's visible without scrolling). Large buttons and links are easier to click. For faster load times, go easy on the images.

Put Thought into the Subject Line and "From" Field

With such a small amount of real estate available to work with, you can't afford to waste a single word. You must grab their attention based on just what will be visible to them before they scroll through your message. Front-load the subject line with the most important (and, ideally, attention-getting) details at the beginning. Also, make sure the "from" name is recognizable—or at least, something that doesn't look like a spammer.



Local

The explosion of mobile usage has been a huge boost to local search—and has prompted marketers to pay a lot more attention to local search, while also investing more money into local search strategies. In fact, one study predicted that local ad spending will exceed national spending by 2017. Location-based marketing is the ultimate personal touch when it comes to connecting with potential customers. In addition, it lets you engage with customers at the perfect time, when they may be ready to buy or make a decision at that very minute. By giving them a way to take action right at their fingertips, you greatly increase your chances of conversion.

This means you must make it a top priority to boost your local efforts, such as by investing in geo-aware tools and technologies and creating location-specific campaigns. In addition, mobile ads and apps that offer some element of local interaction or personalization can also be a great way to connect with mobile users.

Tip: Creating a local Google+ for your business can give you a valuable SEO advantage, since you will likely appear at the top of listings, which is especially important on a mobile screen where only a few search results are visible. It's even better if you can get users to leave some positive reviews on your local Google+ page.



Web Design

We are quickly reaching a point where a mobile-friendly site isn't just an option, it's a necessity—at least, for businesses that want to attract and keep customers. Google's research has shown that 67 percent of mobile users say that are more likely to buy from a mobile-friendly site. On the other hand, 48 percent said they get frustrated and annoyed when they go to a site that isn't mobile-friendly. Bottom line: you must make mobile-friendly design an urgent priority.

Responsive Design

When it comes to mobile on the web, responsive design is the ultimate solution. It ensures that your web page will function well (and look nice) no matter what device the visitor is using, and it eliminates the hassle of having to create a bunch of separate versions of each web page. It's also Google's recommended approach to web design. Of course, implementing responsive design involves some time and expense but for most marketers it's a worthwhile investment to ensure that visitors get the optimal experience when viewing your site.

Tip: if you are unable to implement responsive design across your entire site right away, strategically pick a few key pages where you can do a test run. By monitoring the analytics and feedback from users who interact with those pages, you will likely be able to make a strong case supporting the value of taking responsive design site-wide.



Landing Pages

The important thing about your landing pages is to make sure they are consistent with the emails that point to them. If you send out a mobile-friendly email, recipients who click on the links will expect to see a mobile-friendly landing page. If users instead encounter a page that doesn't display correctly or is hard to navigate, they will quickly become annoyed.

Social

A marketing buzzword that you may have heard with increasing frequency in 2013 was SoLoMo. That's short for Social, Local and Mobile—three traits that describe many consumers today. We've already touched on the local aspect of mobile, but the social element is significant as well, as most marketers already realize. You should have an active presence on social media, and also give customers a way to interact with you in that realm—and ideally, offer them some sort of special perk for doing so. One tactic is to use geo-targeted Facebook deals. Encouraging people to “check-in” on social media when they are at your business or after they buy your products or services is also a great way to reach new potential customers.



Tip: an increasing number of local mobile searches are conducted using Facebook's mobile app—so you should not only have a Facebook page, but you should also make sure it has all of the important details that will help mobile users interact with you, such as your location and phone number.

Video

Mobile users really like video. It's a simple and perhaps seemingly obvious fact, but one that's vitally important to marketers who want to connect with mobile users. Mobile and tablet shoppers are three times as likely to view a video as laptop or desktop users.

Many marketers have already realized that video should be a major part of a mobile marketing strategy. IMN's 2013 Content Marketing Survey Report found that as of 2013, 18 percent of brands say video is the most-effective method for content marketing – up from 3 percent the previous year.



One of the best things about video is that it's easy for viewers to share, and is the type of thing people are more likely to pass along to their friends and contacts. This can greatly increase the potential reach of your message, and can lead to countless new potential leads. In fact, one study found that mobile video ads that include social media buttons drive 36 percent higher engagement.

Of course, you must plan your video carefully and make sure it fits in with your larger content strategy and your goals. From an SEO standpoint, keep the same things in mind as you would for other type of content. Make sure your video is relevant, and ideally answers a question users may be asking. Also, make sure the accompanying content (such as the landing page) is unique and of high quality.



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KEO Marketing delivers innovative marketing solutions that achieve tangible and substantial results. Some of the world's largest brands have depended on KEO Marketing for marketing programs that drive business growth.

Specializing in business to business (B2B) marketing strategy, creative, messaging, infrastructure, execution, marketing analytics and results, KEO Marketing helps Fortune 1000 companies as well as medium sized businesses achieve and exceed their marketing and sales goals.

We start by understanding your business, your industry and your marketing plans. We build on that with research to identify how your customers find your products and services today. Then we tailor a marketing strategy for you based on proven experience and a thorough understanding of your marketplace. We take that knowledge and put it to work for your unique business situation and environment.

For more information or to request a complimentary marketing audit, please visit us at KEOMarketing.com.

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