

**KEO**Marketing

# MARKETER'S GUIDE



## A MARKETER'S GUIDE FOR GOING MOBILE



Insight  
Selling

EDUCATION MARKETING



Inbound  
Marketing

LEAD GENERATION



Outbound  
Marketing

ACCOUNT BASED MARKETING



Content  
Marketing

MOBILE • LOCAL • SOCIAL



Marketing  
Automation

LEAD NURTURING

# 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.

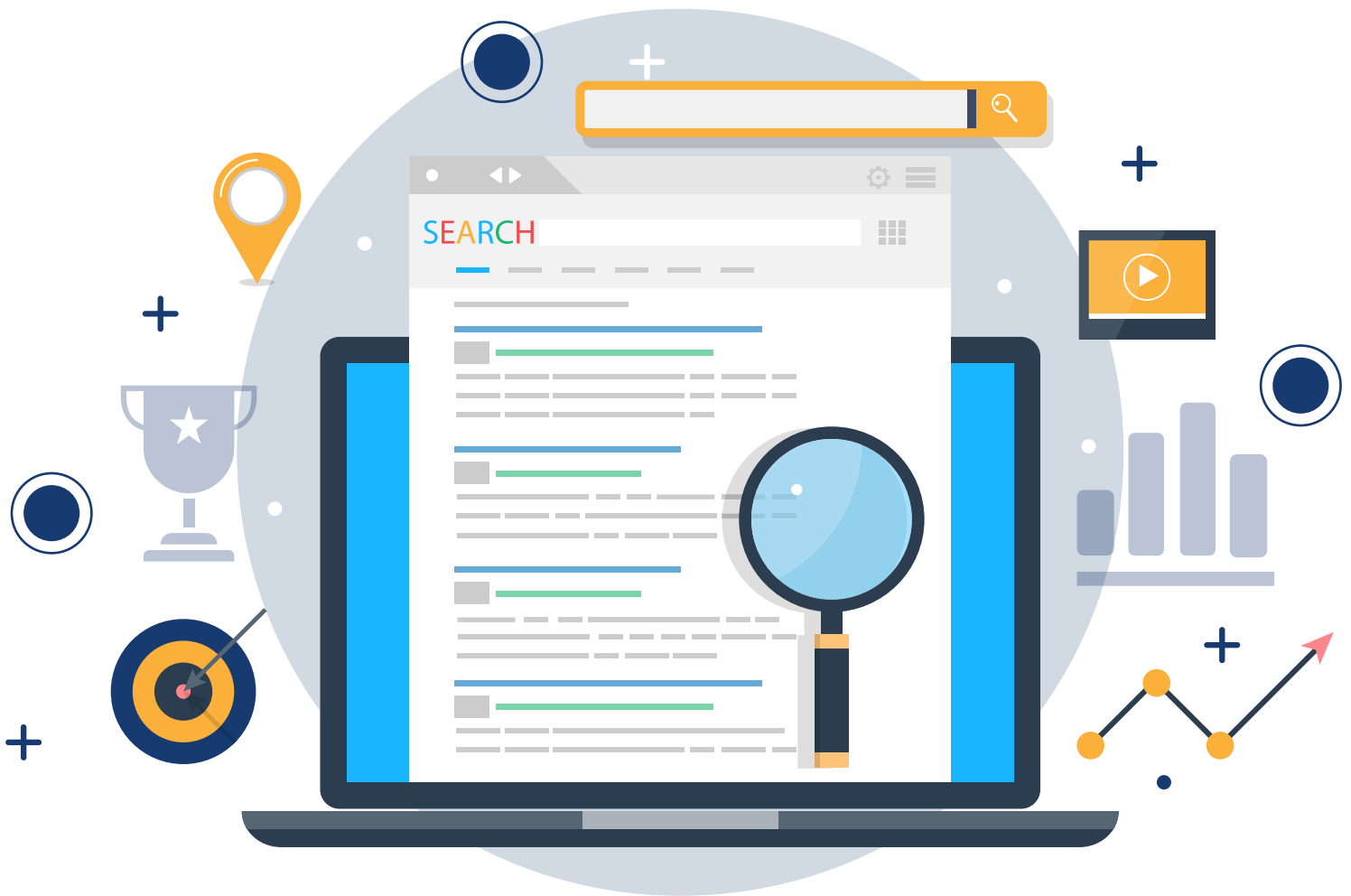
## **Start Small if You Must, But Just Get Started**

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.

# SEARCH

As with most thing 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

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# 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. One 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.

**TIPS:** 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 sitewide.

## 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.



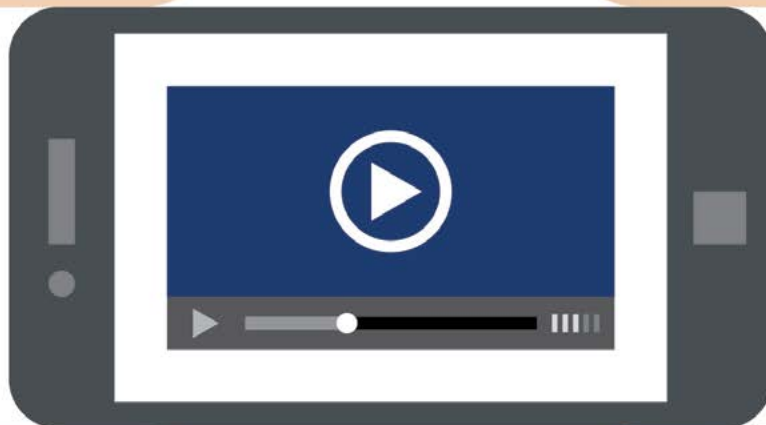
**TIPS:** an increasing number of local mobile searches are conducted using Facebook's mobile app—so you should not only have a Facebook page, but you should also make sure it has all of the important details that will help mobile users interact with you, such as your location



# 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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# ABOUT **KEO MARKETING**

## **Innovative Business to Business & Inbound Marketing Solutions Looking for significant increases in leads and sales?**

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 and to request a complimentary marketing audit visit [keomarketing.com](http://keomarketing.com).



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## 2. DESIGN FOR SEARCH



After you have responsively designed your website for mobile devices, the next step is to consider the search engines that will be visiting and indexing the site. Careful designing can increase the page rank and put your website at the top of the results pages.



### Site Engagement

The level of visitor engagement by the user is an important factor in gaining higher page rank. Studies by Moz.com have determined that Google measures factors such as page views, time spent on the site and bounce rate to help determine the rank of the page.

A large number of page views signal Google that the website is popular. Page views combined with long time on-site and low exit rates can tell Google that the page is popular and well constructed. Bounce rate is another consideration. If many visitors come to the site but then leave immediately, it signals to Google that the page is not engaging.

What is a good method of increasing engagement? First, write great content. Make sure that everything you include on the landing page is helpful to the visitor. Second, make sure the content matches the promise that brought them to your site in the first place. If you promise the visitor that they will learn a new technique for improving their business, do not link them to your home page. Direct them to the content you promised they would get.



### Optimize your website for voice search

According to a Global Web Index Study, one-in-five mobile users rely on voice search to find information. But voice searches are different than typed searches. When people are voice searching, they tend to have longer queries that use more complex phrases as opposed to entering single keywords in a search engine.

Because of the growing reliance on voice searches, online content creation and Search Engine Optimization (SEO) for your website must change to adapt to it. But the new method of optimization is significantly different than the old methods that used for typed searches.

These are some steps you can take to make your website voice-search ready. **These include:**

- **Implement long-tail keywords and phrases.** Add longer keyword phrases to your website to accommodate the longer phrases used in-voice queries.
- **Write content in a natural voice.** By writing in a conversational voice, you will be speaking the language used by your customers in voice search.
- **Add location information.** Add XML Sitemaps, location data and other information that the search engines can use to provide quick answers to requests for locations.



## Artificial Intelligence

Machine learning is an influencing factor in search engine optimization. In 2015, Google introduced RankBrain, a machine-learning artificial intelligence system that interprets the searches that people submit to find pages that best fit the intent of the search. The results have been that RankBrain is 80% more effective at selecting the right pages than human search experts. This use of artificial intelligence (AI) in search engines means search engine optimization must change to accommodate AI's preference for intent-based searches as well as conversational searches.

## SERP Ranking Indicators Are Everywhere

Ranking criteria for displaying Search Engine Results Pages (SERPs) are no longer limited to keywords, titles, and description. Many pieces of content such as news stories, images, product reviews, and articles will contribute to the ranking of a page in the search engines. Companies that wish to stay at the top of the ranking will enact tactics to develop content that provides search engine friendly material.

### 3. DESIGN FOR CUSTOMERS

In January of 2015, Forbes Magazine shared: “62% of consumers say that if a brand engages with them on social networks, they are more likely to become a loyal customer. They expect brands to not only be on social networks but to engage them.”

The important phrase here is “engage them.”



#### Consumers want to engage with companies and products.

Social media and the interactive Internet have created a class of consumers that expect companies to connect with them just like their friends do. Consumers are demanding authenticity and transparency when evaluating products.

##### Authenticity and transparency show up in these ways:

- **Communicate:** Take the opportunity to interact, engage and communicate with your audience.
- **Be Open.** Open your business up a little. Show what is happening behind the scenes. You cannot do all your work behind closed doors and expect consumers to trust you.
- **Care.** Prove your authenticity by showing you care. Show that you are more concerned with providing something of value rather than just trying to make a quick buck.

When searching for products, consumers say that they prefer an “experiential” environment; one in which they are involved in the entire presentation. Two things that will work well to achieve this are niche content and live-streaming video.



## Niche content

Niche content is the act of creating content with the intent of using it to market to a particular niche market. Niche content can be created to appeal to a particular industry, a subset of companies, a department, or even a specific job description. Niche content is where the “persona” of content marketing is important. It helps you define the niche.

Niche content will help you appeal to target customers and reach them in new ways.

**That can bring the following benefits:**

- **More Qualified Leads.** Targeted content will draw in more leads and since they are responding to a targeted piece, they are self-qualifying.
- **SEO Prominence.** More targeted content means longer engagement on your site, lowering bounce rates and increases page views which will move the site higher in the search engines.
- **Stronger Word of Mouth Marketing.** As you might expect, people within the niche that like your content are more likely to share it. When they do, they will be spreading the word about you and your products.

Ultimately the successful marketers will direct their focus toward more narrow niches, personalized content and more targeted channels through which they will produce smaller content volume but increase the content ROI.



## Recorded and Live Video

Consumers are demanding more intimate connections with companies before making the purchase decision. One of the best methods for making that connection is through live-streaming video. A research report from BrandLive.com showed that based on a survey of more than 200 brands a more authentic interaction with the audience (79%) emerged as the top benefit, followed by bringing a human element to digital marketing (63%). In 2016, several apps launched that allowed users to produce live video using a smartphone. Product introductions, Q&A sessions, product support, and production facility tours can now be broadcast live and can include questions from the viewers.

Close connections with the audience through live video can build preference for your brand through open transparency and connection.



## 4. DESIGN FOR DATA

### Data-Driven Lifecycle Marketing Optimization

The advent of data-driven marketing ensures that organizations can identify the strategies and campaigns that are most likely to be successful and also secure buy-in and investment for marketers by demonstrating the potential ROI of impending campaigns.

Today's digital marketing tracking capabilities generate a pool of data that is readily available to companies. The main challenge with data-driven marketing today is that there is a lot more data available. Choosing the most important data to analyze and not wasting time on the unimportant metrics is critical in order to bring the most benefits.

Data must be shared between business units to be a data-driven organization. For this to be successful, data needs to be managed consistently across the entire business and businesses need to ensure that a strategic approach to data is adopted organization-wide. Marketers need to create a single, complete, actionable and flexible view of their customers and prospects. Enterprises will inevitably need to integrate customer data from different systems.

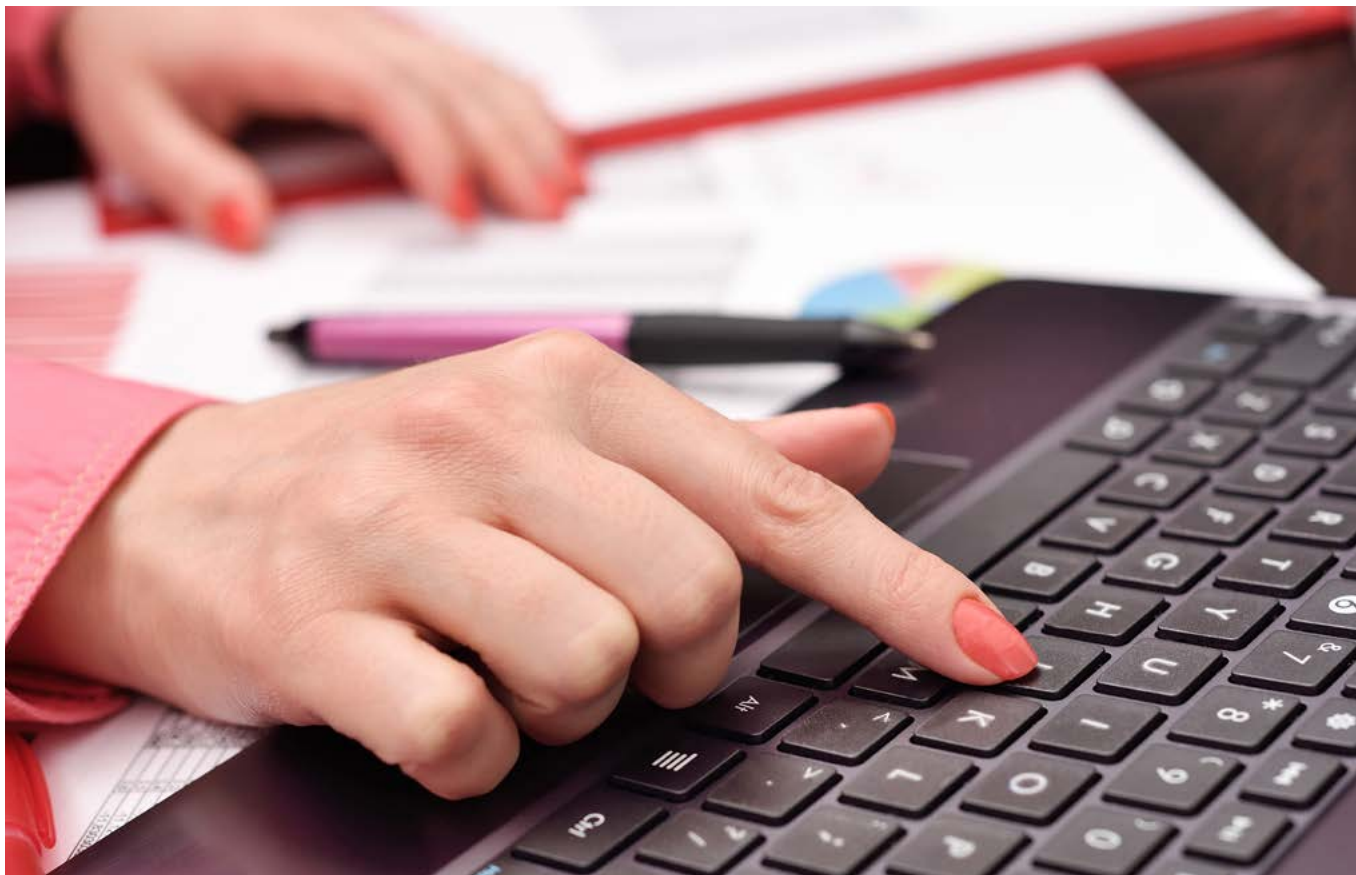
With the data integrated and augmented, businesses can utilize analytics to deliver actionable insights and guide decision-makers. It is not just marketers that can benefit from this rigorous exercise; departments ranging from sales and customer service to finance and purchasing can profit from greater insight into prospects and customers.



The first step is to integrate onsite and offsite online web visitor data that associates all of a visitor's actions with a specific user identity. This will result in a more complete picture of the incoming leads and provide an opportunity to drive more conversions.

Once profiles are created, the next step is to make them actionable. Using the data profiles, it is possible to modify the website and/or the experience in a manner that will appeal more to the lead's interests and behaviors. Pages, messages, and calls-to-action can be modified based upon the profile of the lead who is visiting the page. In addition, lead-nurturing strategies can be modified to fit the profiles gathered during the prospect's click-path through the website before they take any actions that result in being put into the lead nurturing program.

One of the best uses of data in data-driven marketing is in follow-up. Data gathered when the prospect converts can be used for follow up communications. Tracking and analysis of the product-viewing process exhibited by the prospect can suggest follow-on products through customized emails. These follow-on products are tailored specifically to the product purchased based upon the product-viewing that the prospect performed before conversion as well as the type of product that the prospect finally bought.



## Predictive Analytics

Companies that will succeed in 2017 will move their focus toward more predictive marketing; using the data they have captured to determine the potential best clients and developing marketing campaigns to reach out to and convert the targeted audience.

Digital marketers have discovered that they can use data gathered on earlier campaigns and apply predictive analytics to build stronger and higher-return programs. Predictive analytics apply to multiple channels of marketing from online digital to mobile to email, all as part of a multichannel strategy.





Studies from Infer.com suggest that predictive analytics are successful with the following steps:

### Obtain a single view of the customer by focusing on customer data integration



Customer data integration provides the foundation for deploying decision management systems that enable companies to deliver highly relevant customer experiences.

### Note which customers are already maintaining a relationship in more than one channel.



Maintaining multichannel contacts with the same customer can increase campaign effectiveness.



### Determine promotional effectiveness by channel and also by narrowly defined customer segments.



Different promotional tactics (e.g., discounted prices, ads, online events, etc.) tend to elicit different response rates based on the characteristics of the target segment.

### Drive experience by learning about customers



Instead of using that information for promotion and stimulation. Today's customer owns the relationship more than organizations do. Predictive analytics can be especially helpful for audience selection for expensive channels such as direct mail or phone. This is particularly true in situations where the available universe is large, and only a portion of the universe is targeted.

The amount of data about visitors that a website can collect can be overwhelming. Predictive analytics creates a framework which can be used to modify the functionality of the website based upon predicted results. Using predictive analytics, a business can acquire important data that can help correlate customer activities and behavior to develop an effective web marketing strategy that can nurture potential leads in order to convert them into sales.



For example, based upon a web visitor's search history and/or tracking data, predictive analytics can provide information about the likelihood of a certain type of web visitor to make a purchase. Or the analytics can identify the visitor's interest in particular products based on their click-path through the website. The predictive analytics process helps marketers provide different marketing opportunities by correlating data and translating it into significant actionable information to use for mapping out marketing strategies.

Predictive analytics can help with website processes such as the path to draw the visitor into for nurturing the lead and launching the appropriate marketing strategy to compel them to convert. They can also help focus on what the visitor wants in terms of information or product data and deliver it to them. In short, predictive analytics help identify which of the website's marketing strategies brings positive engagement with customers and then helps the company utilize it to the fullest extent.