



URBAN AIRSHIP

Winning in Mobile: 8 New Principles for Today's Marketers

Part of our "From Good Push to Great Engagement" series

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Marketing has changed. Your customer is in control; you are not. Businesses must adapt to this new reality.

Traditional marketing and advertising have reigned for decades, but they are no longer the only way, or even the best way, to reach your customers today. Today's consumers don't want advertising hijacking their attention. They want effortless experiences served up to them, guiding them through daily life and solving their problems. They want magic.

Meeting these expectations is the only way to differentiate yourself from your competition. To stand out now, brands must be remarkable.

So stop interrupting, and instead invite your user to have a singularly personal experience and provide them with services that will improve their life. Marketers must recognize how mobile is different from other mediums, and use mobile engagement to form deeper, more meaningful relationships with their customers.

HOW IS MOBILE DIFFERENT?

- **It's always with you.**

Mobile provides the power to reach a user anytime, anywhere. No one wants to be sold to all the time. Considering when to message your customers is crucial.

- **It's more personal and utility-driven.**

Mobile devices have become the "remote control" for our lives. Our devices are extensions of ourselves, and people manage all the most personal aspects of their lives with them, from communicating with friends and family to being their first stop for news, gossip, socializing, banking, investing and more.

- **Consumers have unprecedented control.**

They can uninstall your app with a couple of touches. There are millions of apps and the switching cost has never been lower. Add to that, consumers control which apps can send them messages, and which cannot.

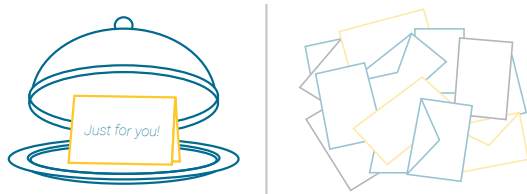
All these factors combine to put us at a crucial moment in the history of marketing. In this shifting marketing landscape, brands must adapt or be left behind.

The following principles can guide your business and allow you to take full advantage of mobile's benefits for your brand.

8 NEW PRINCIPLES FOR TODAY'S MARKETERS

Mobile is your brand's opportunity for a vital and sustained relationship with consumers. Follow these principles to adapt your strategy and address the massive shift in customer expectations.

1 Focus on Invitation, not interruption



Serve before you sell. Even loyal customers will quickly delete an app if its only focus is on the business's objectives. Interruptive advertising is accepted even less on mobile than it is in other mediums such as TV and desktop browsing, where it is more accepted as a customary (and often skipped or ignored) cost of the medium.

You must have a unique approach to stand out with users. Winning mobile strategies offer the right mix of customer-centric service and utility.

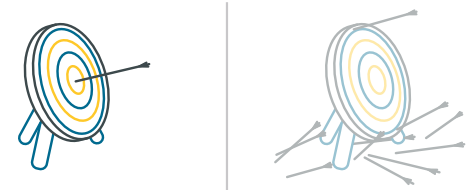
2 Cultivate Owned Experiences, not paid media

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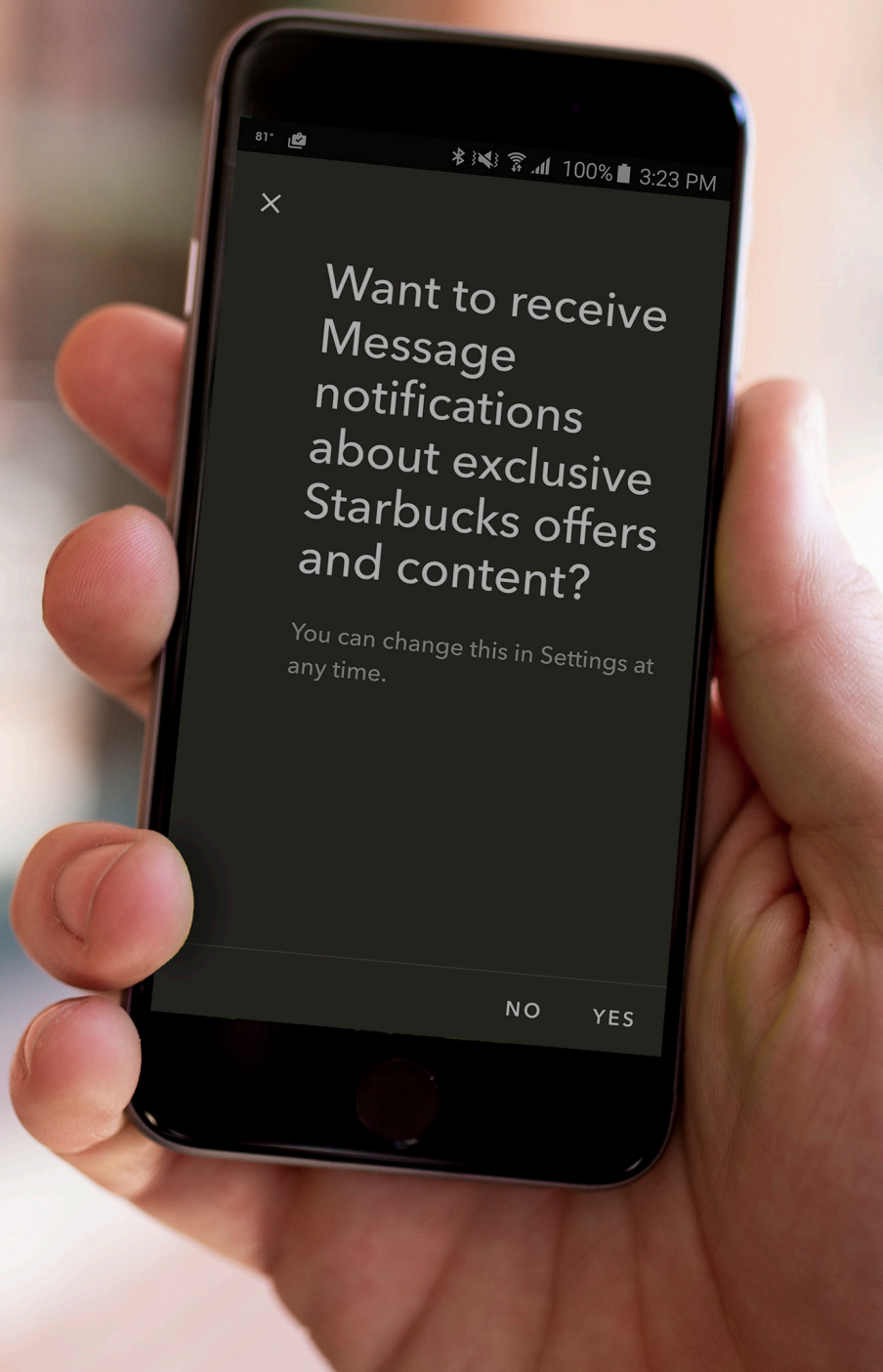
Why rent when you can own? For a few years, brands thought they owned their social media channels, but they're finding out that they were wrong. Facebook and other social channels limit audience reach and control what your fans see (unless you're willing to pay). You truly own your app, and it allows you to contact your most loyal users anytime, anywhere, as well as spark engagement in their moments of need to turn them into loyal brand advocates.

3 Utilize Precision Targeting, mobile is not a broadcast medium

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If you are saying the same thing to everyone, consumers will quickly tune you out. You need to fulfill a vital purpose for each consumer in their life, and you need to reach the right people with the right message at the right time.



4 Location is a Profile, not a place

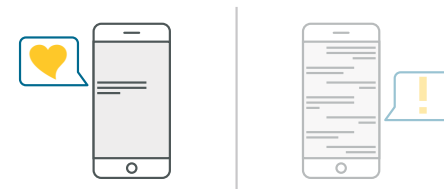
Where do your users live, work and spend their free time? You must build a thorough profile of your consumer and really know them at an individual level to connect with them.

The most powerful predictor of future events is a user's past behavior – the places they have been, the products they have researched and where they are right now. Don't just blast a coupon at someone as they are walking by a store.

Balance in-the-moment, location-based opportunities to engage users based on a total profile made up of their historical data (past purchases, past behaviors and past locations).

Create Moments that Matter, instead of relying on reach and frequency

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“Reach and frequency” was the name of the game in early advertising, but hitting people repeatedly with the same message no longer

works on its own. Pester consumers and they will delete your app.

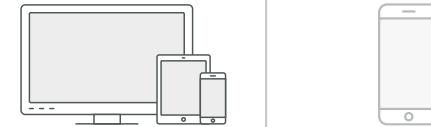
Drive moments that matter and your message will resonate with your user. Leverage all the insight that can be gleaned from a user's explicit preferences, and also from the implicit preferences of their app behaviors and message response data. Use this information to better serve and target them with meaningful experiences going forward.

6 Today's Conversations are Consumer-Controlled, not brand-controlled

Previously, brands controlled the conversation. Now you need the consumer to amplify your brand's message for you.

By giving consumers the ability to choose what they are most interested in, brands can empower them to control how they're approached, creating a symbiotic loop of relevance and understanding between brands and consumers.

7 Communicate Across Multiple Screens, not one screen



Today's consumers jump from smartwatches to tablets to phones, all in the span of a few hours. Optimize your app to create a seamless experience across all devices.

Marketers must be thoughtful about what types of experiences consumers want to have on each device, and keep in mind the limitations of screen size and the likely context of users.

8 Emphasize Relationships, not transactions

Traditional marketing has previously been very transaction-focused. But mobile is about more than just spurring a one-off purchase – it's a long game. Mobile is about building a relationship.

This means not only getting the consumer to download your app, but getting them to keep it and use it frequently, by offering exceptional service and relevant benefits.

CONCLUSION

Mobile pushes the boundaries of what is possible. From merging physical and digital worlds to going far beyond keyword-based clues of intent to a complete contextual understanding of a customer's journey, mobile apps are powering experiences that have never before been possible.

8 PRINCIPLES IN ACTION:

- **My Lawn app from Scotts**

The My Lawn app offers helpful diagnostic tools and tips to let users "have the lawn their father had." From estimating your lawn size to identifying weeds by photo, the app customizes lawn care recommendations based on region, the season and the weather. Scotts' focus is on serving users before they sell to them, and it's the perfect example of "Invitation, not Interruption."

- **U.S. Open app**

The U.S. Open app utilized precision targeting as well as geofences and beacons to engage attendees with notifications and rich in-app content such as a daily schedule of events and sponsorship partner messages.

For last-minute ticket sales they combined data points from location and in-app activity to net a massively high conversion rate of 32 percent.