10 Tips for Crafting a Better Mobile Experience for Holiday Shoppers

MMA Webinar Series

October 11, 2016

Sponsored By:

IBM Marketing Cloud

MMA
MOBILE MARKETING ASSOCIATION

MMA Purpose

WHO The People We Serve

Prime Audience: Chief Marketers

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT Our Strategic Priorities

Cultivating Inspiration
Aimed at the Chief Marketer; guiding best practices and driving innovation

Building Capability for Success
Fostering know-how and confidence within the Chief Marketer's organization

Demonstrating Measurement and Impact
Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data

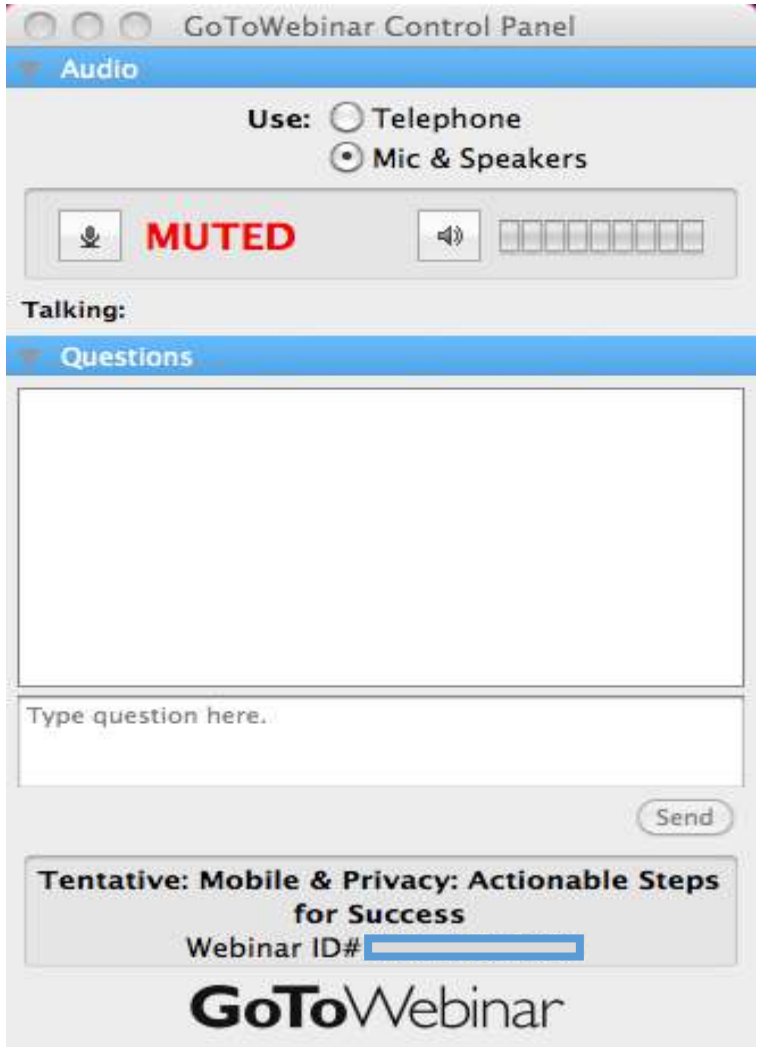
Advocacy
Working with partners and our members to protect the mobile marketing industry

For more information about membership email: membership@mmaglobal.com

MMA is 800+ Members Strong Globally

Marketers, Agencies, Media Sellers, Technology & Operators

Managing Your Questions



Share the Insights

#MMAWeb

MOBILE MARKETING ASSOCIATION

Presenter

Michael Trapani

Product Marketing Manager
IBM Marketing Cloud

Moderator

Leo Scullin

VP of Industry Programs
Mobile Marketing Association

Here's what we have planned.

- The Smartphone Paradox
- Mobile Holiday Tips
- How To Get Started
- Q&A

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The Smartphone Paradox

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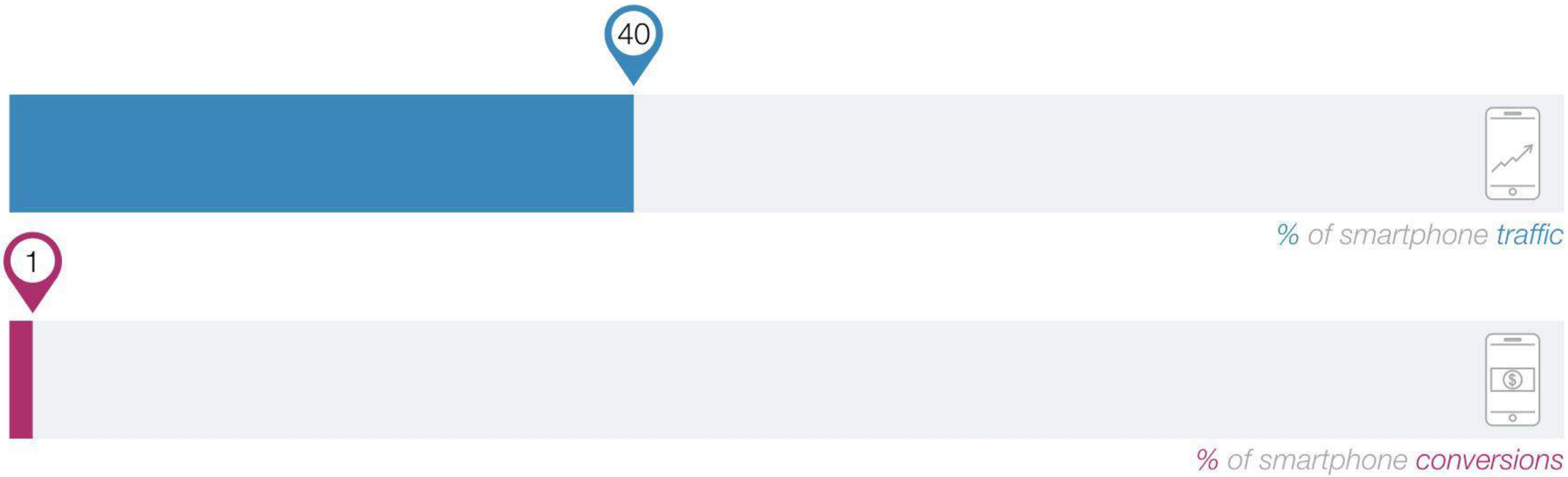
Smartphones are over 40% of web traffic, yet only 1% of users convert

Mobile devices are increasing in usage every year, but retailers continue to struggle in driving *conversion*.



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Mobile Holiday Tips

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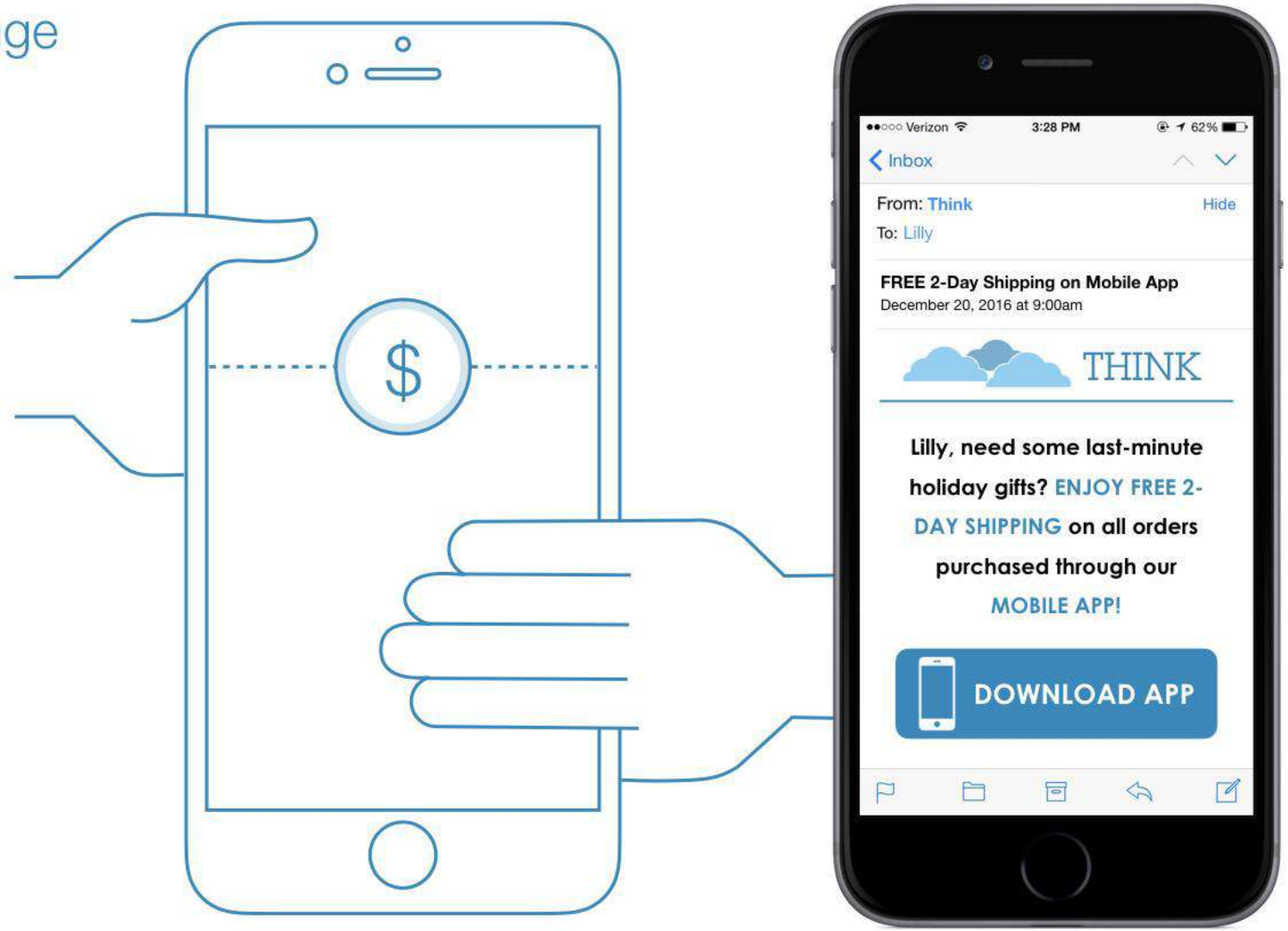
1. Create a Real Value Exchange

There should be a reason why a customer downloads your app, subscribes to push notifications, or SMS alerts.



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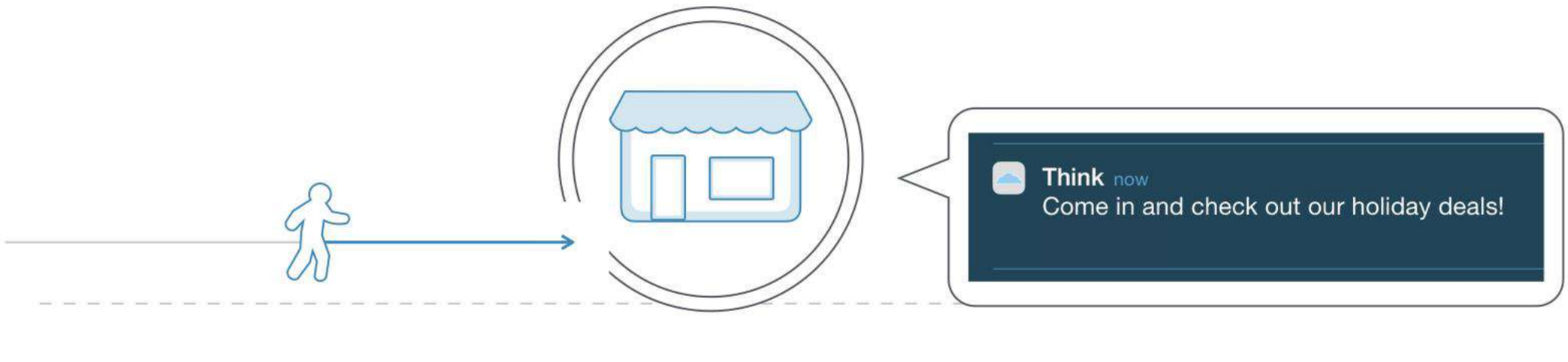
2. Use Location To Create More Relevancy

Real-time location data can be a powerful element in drive-to-store efforts. It can also be used for personalization, such as sending location-relevant store hours, for example.



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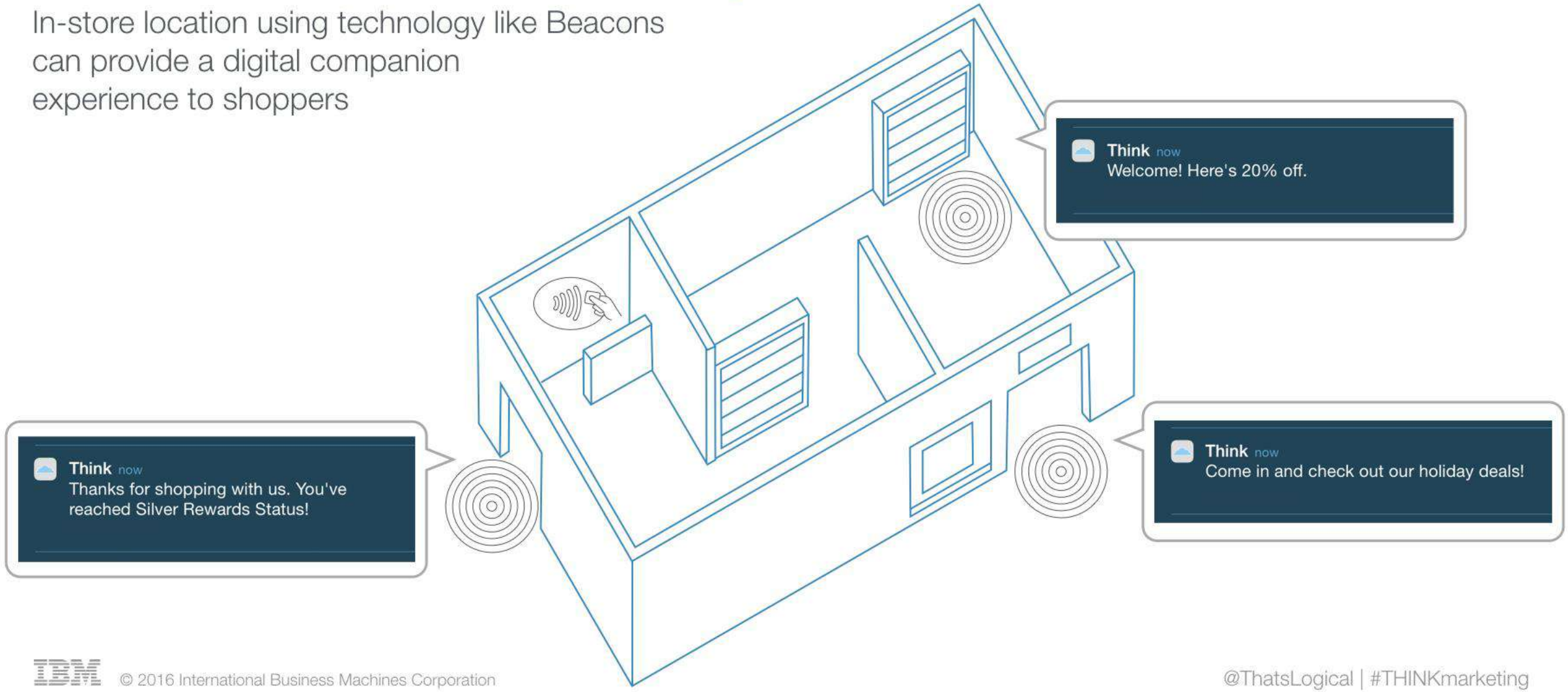
2. Use Location To Create More Relevancy

In-store location using technology like Beacons can provide a digital companion experience to shoppers



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3. Offer a Mobile-First Return Process

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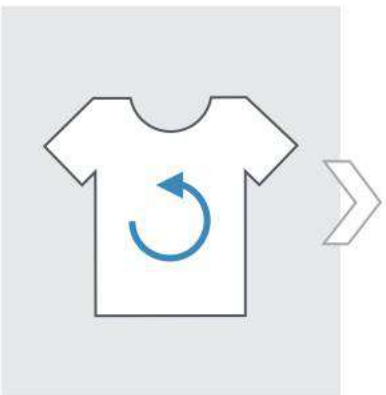
Avoid the frustration of online returns by making the entire process simple and mobile-first.

mobile first



returned item

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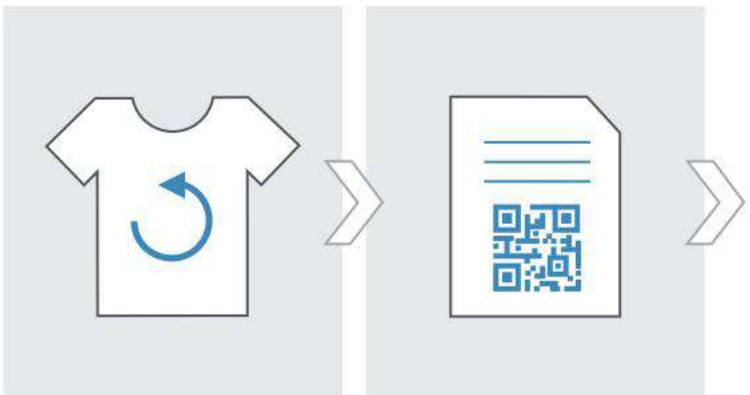

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QR code on packing invoice

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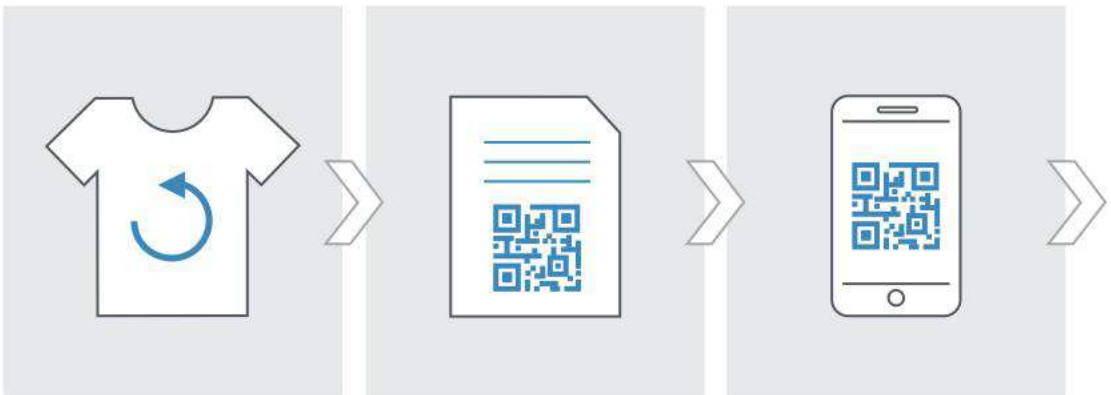

returned item

QR code on packing invoice

scan code to bring up order

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return or exchange items

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return label/tape included

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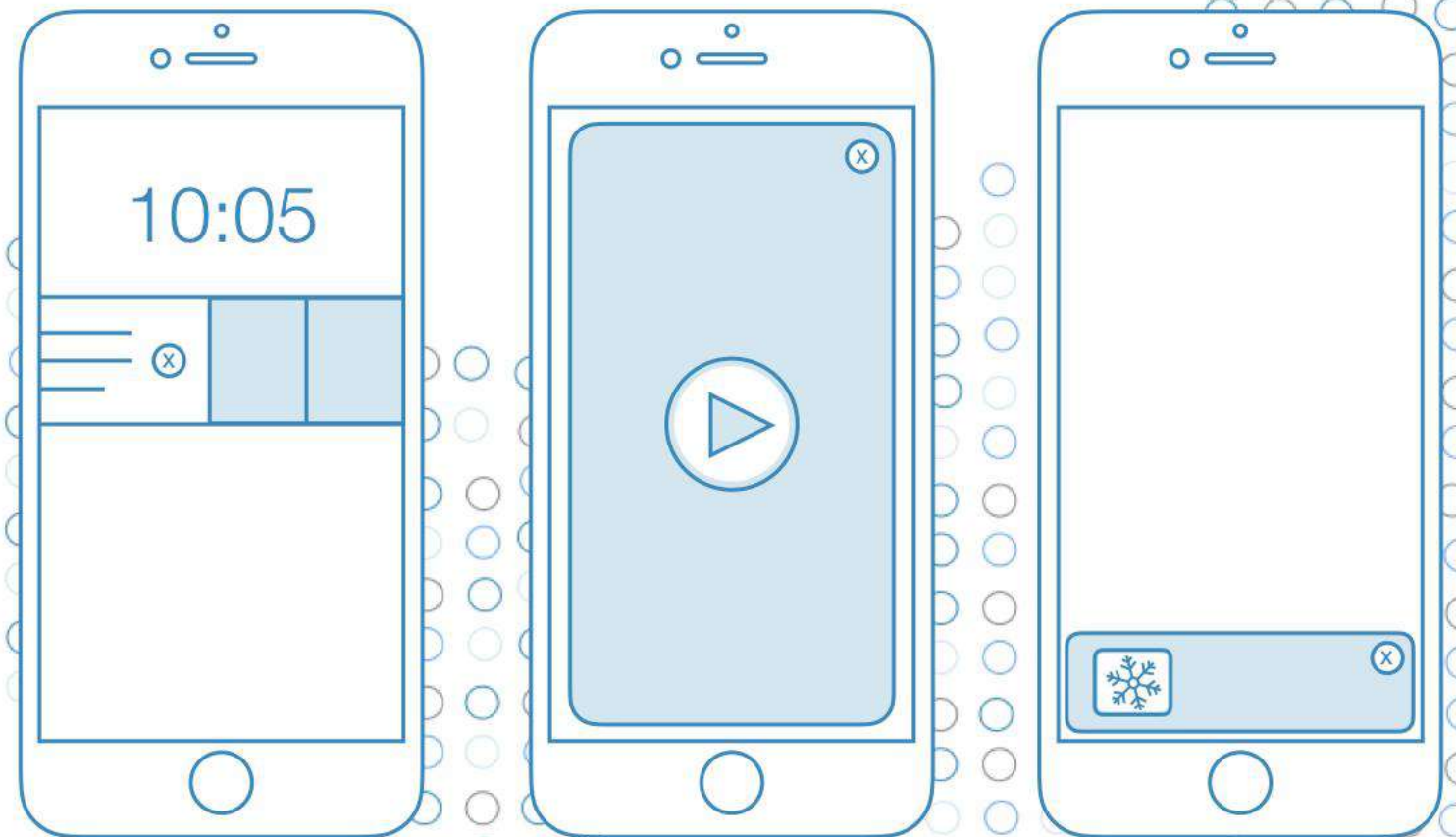
4. Use Rich Notifications to Drive Engagement

Rich Notifications are in-app messages that can contain rich content such as images, video, or interactive and actionable content.



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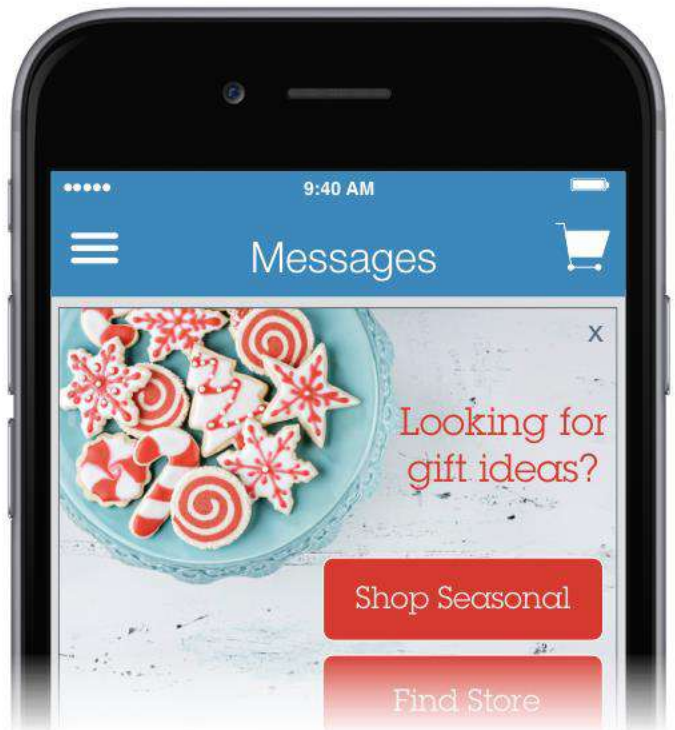
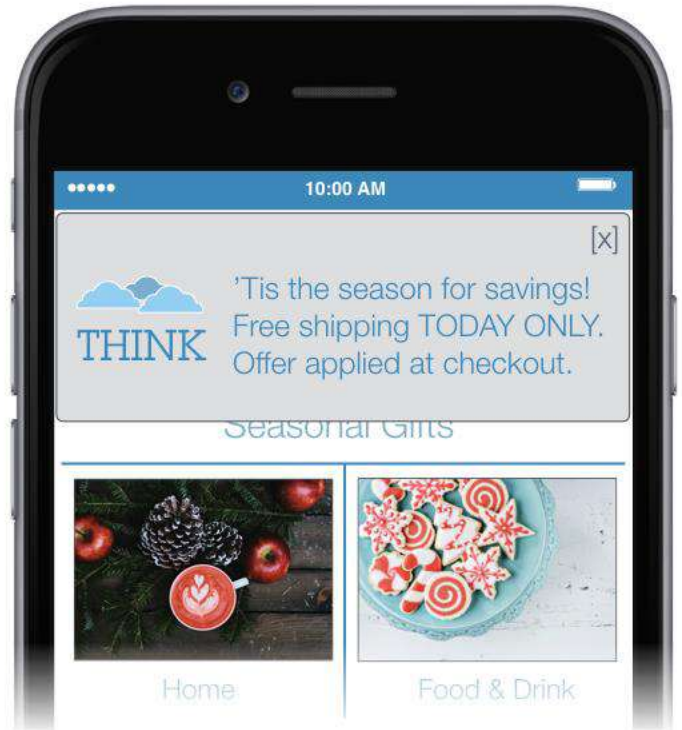
Interactive Push Notifications



Rich Notifications



In-App Notifications

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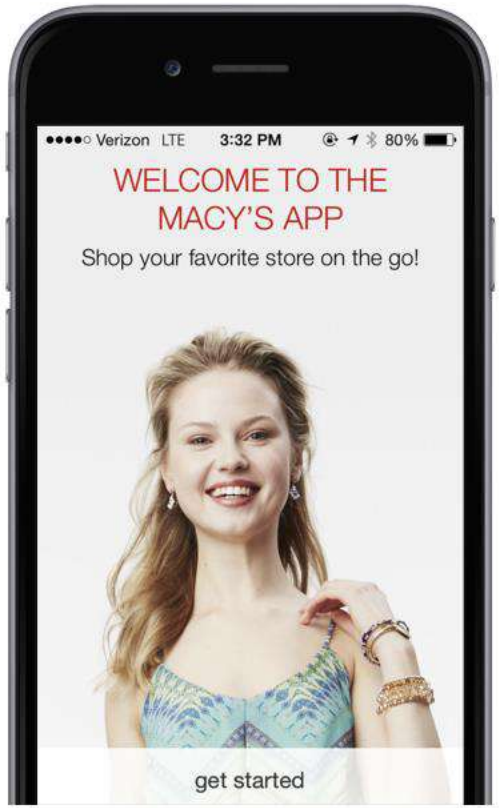
5. Channel Onboarding

Users should know the value of your new channels as soon as they start using them.



interactive tour

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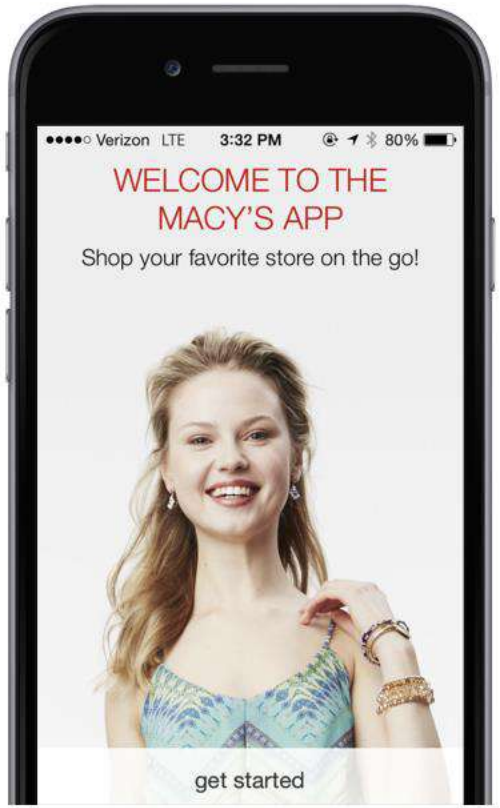

interactive tour

location value prop

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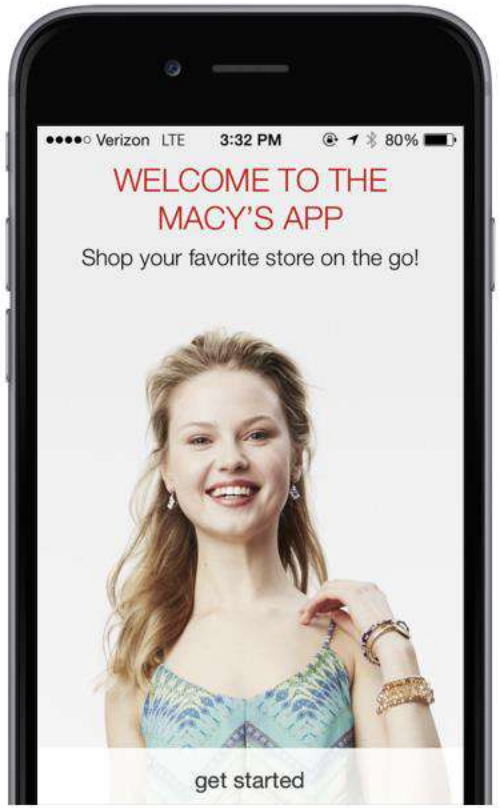
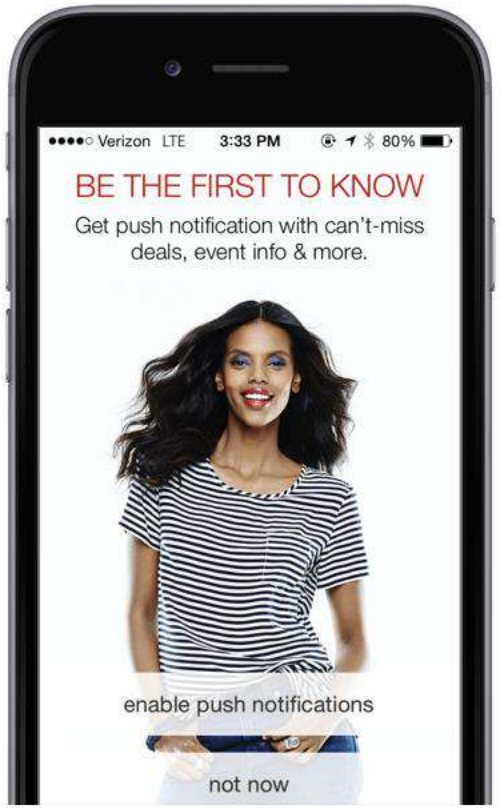


interactive tour

location value prop



push value prop

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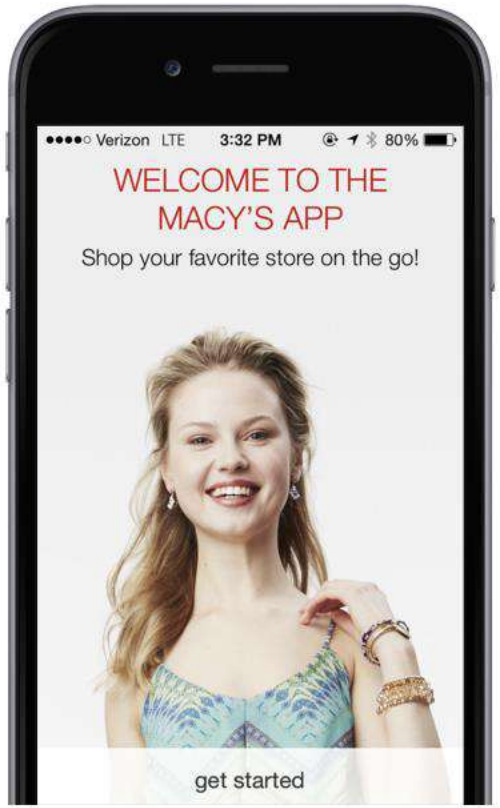
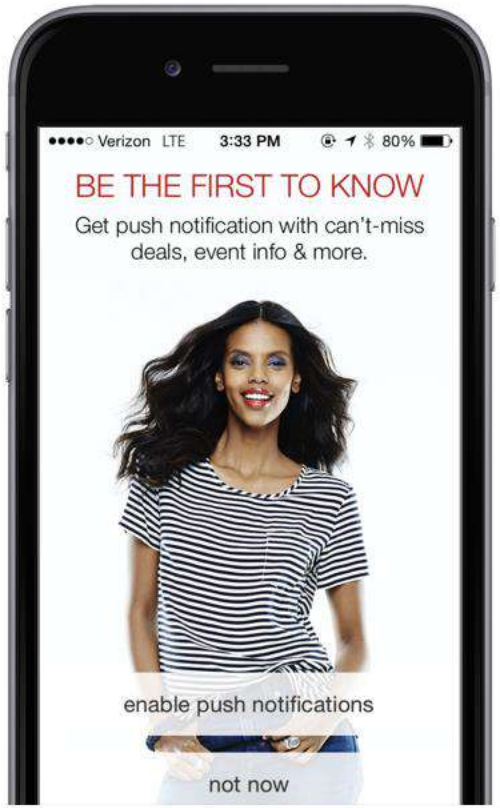
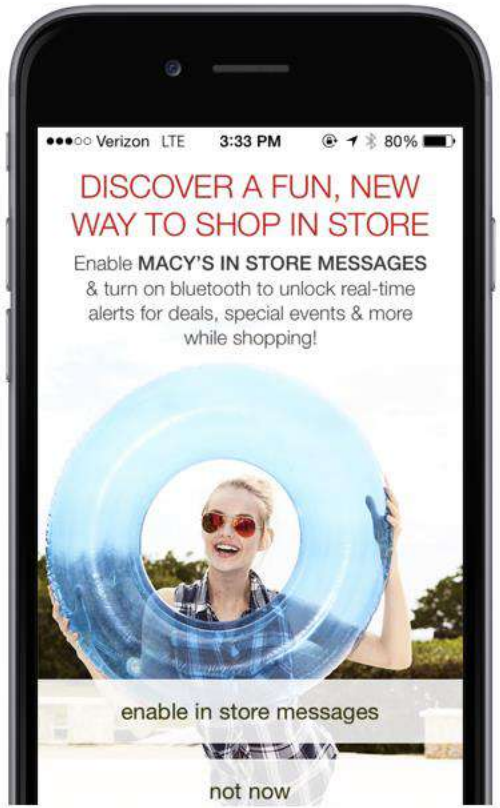


interactive tour

location value prop



push value prop



beacons value prop

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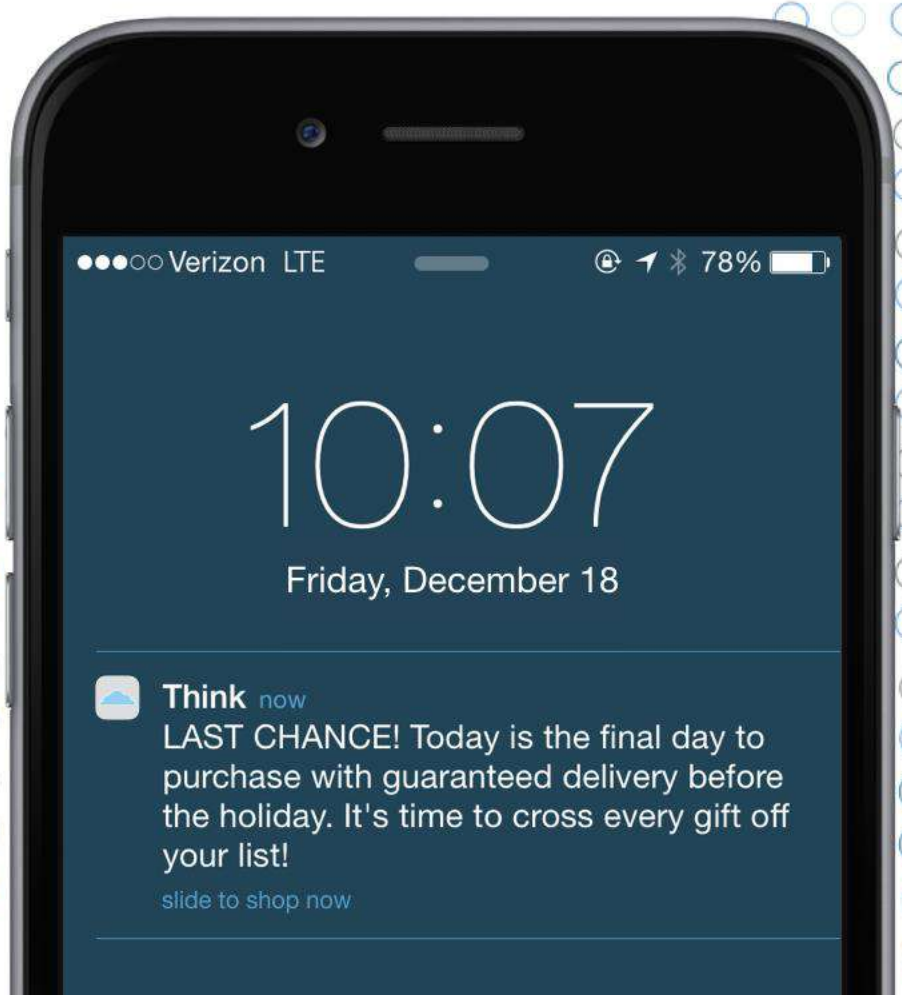
6. Communicate Deadlines via Mobile Channels

Use mobile channels to alert customers of impending events such as the last day orders can be made so they can be received by the holidays.



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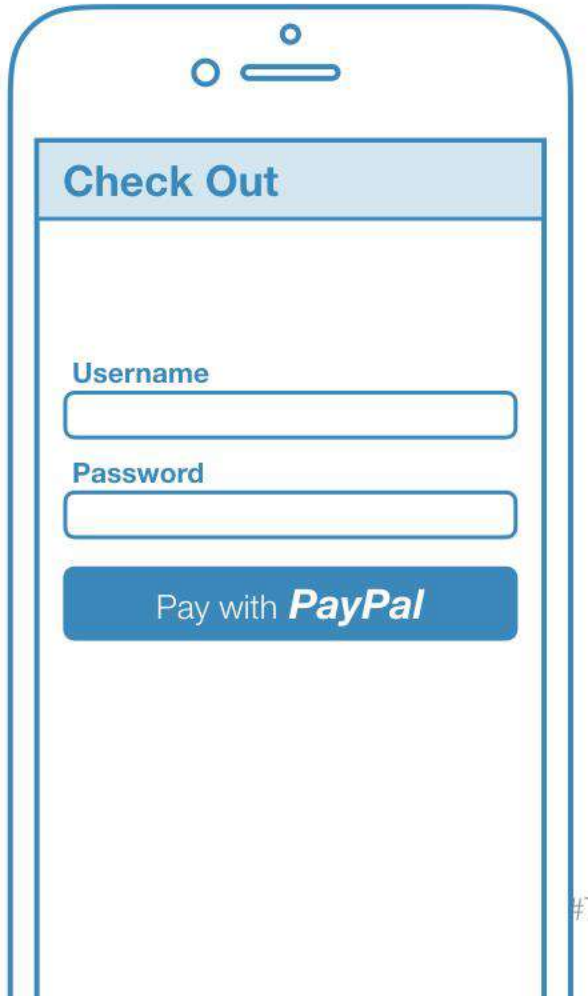
7. Offer Alternative Payment Options at Checkout

Which options looks easier to you? Your mobile customers will think the same way.

or



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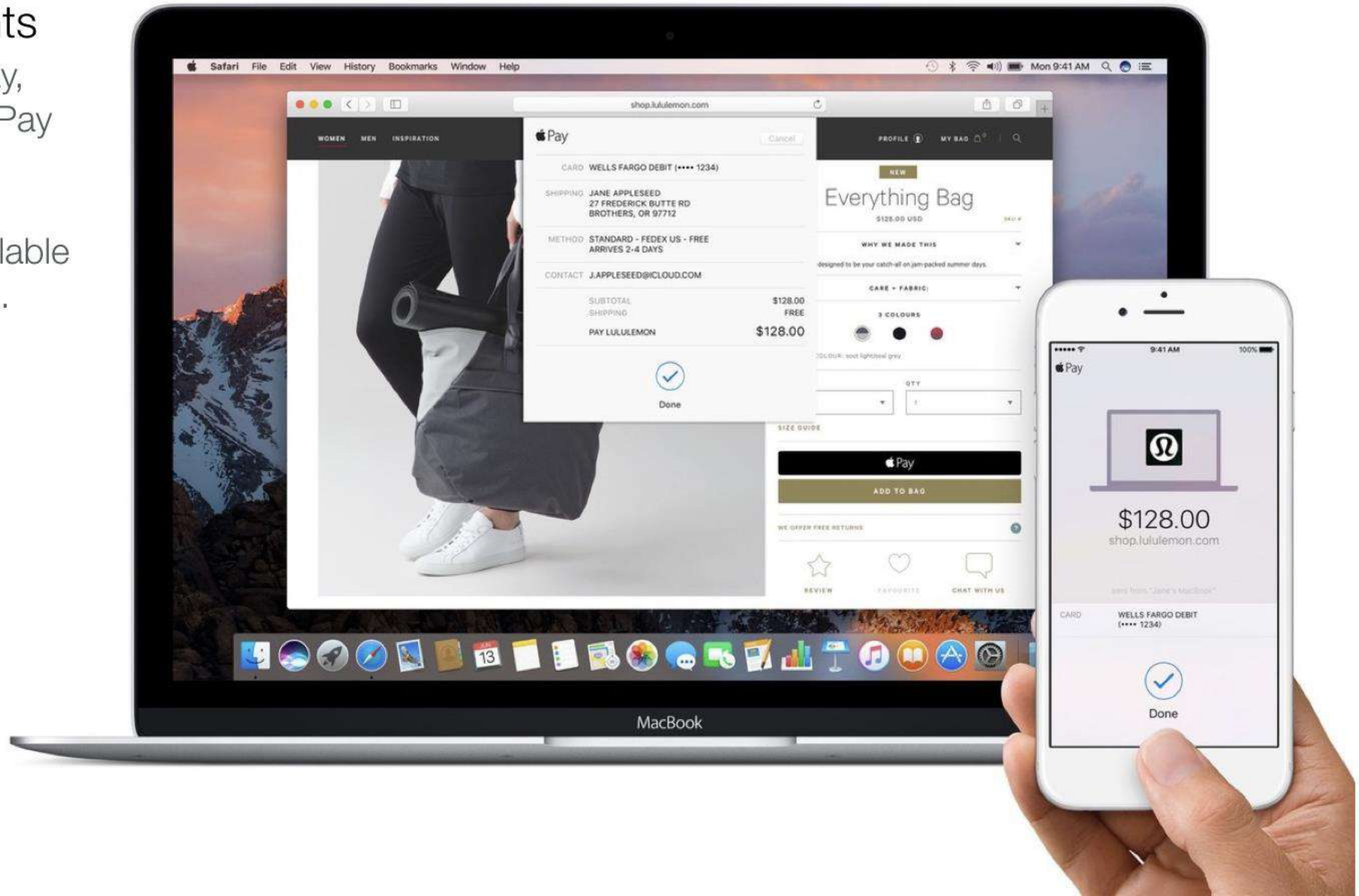
7. Alternative Payments

Platforms such as ApplePay, AndroidPay, and SamsungPay are gaining popularity and capabilities. ApplePay, for example, will be made available for use on websites this fall.



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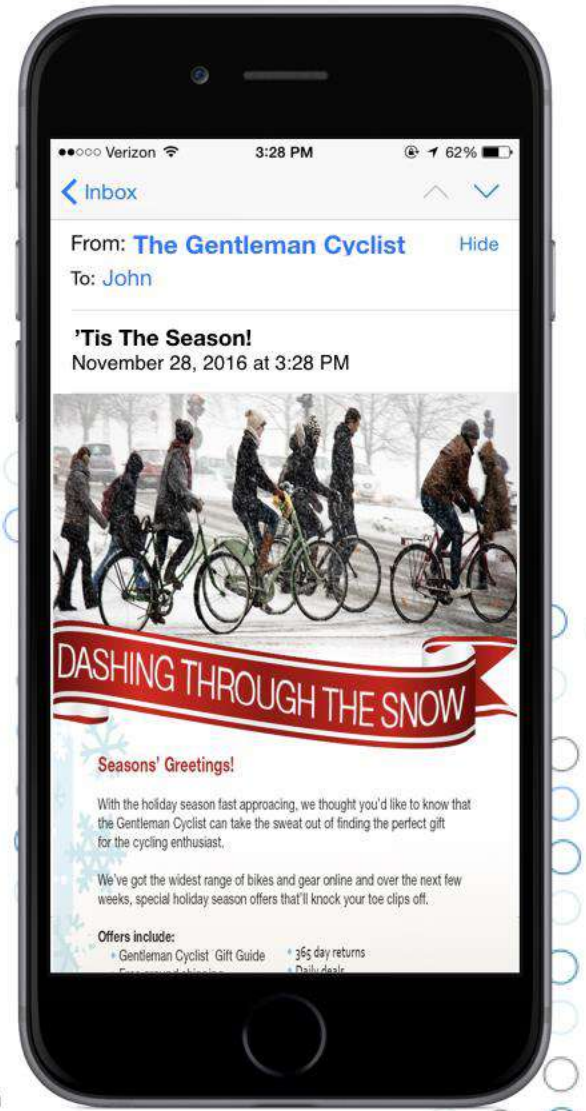
8. Holiday Onboarding

Make your customers aware of the high volume of messages they might receive this season.



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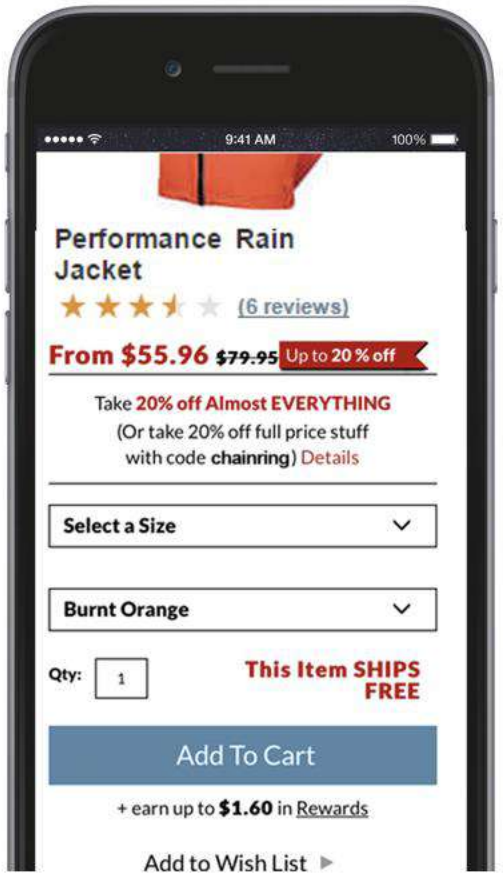
9. Email My Cart



adds to cart

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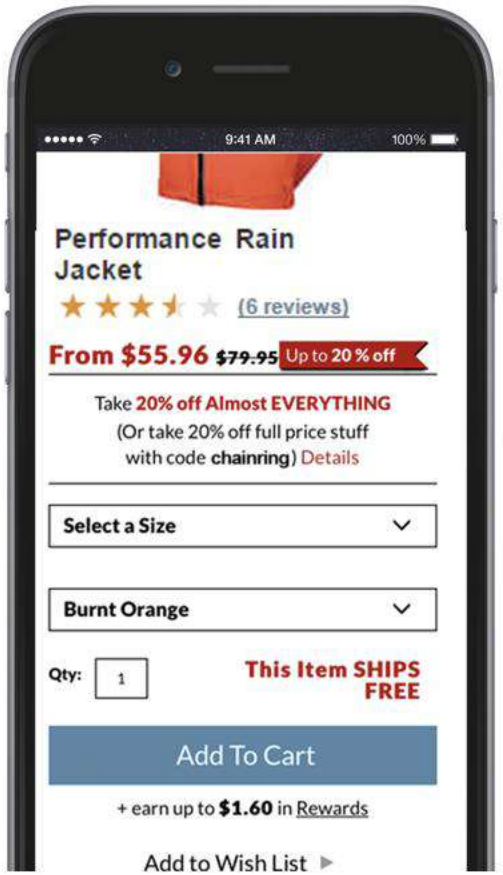

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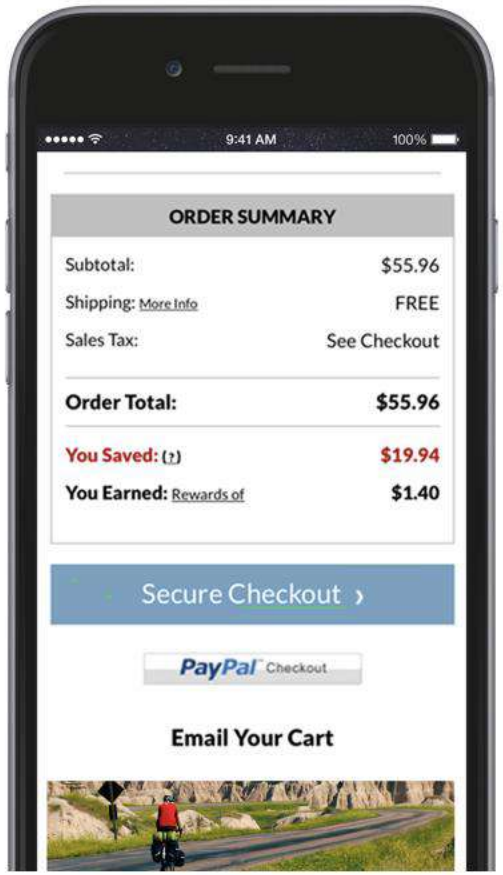

check-out page

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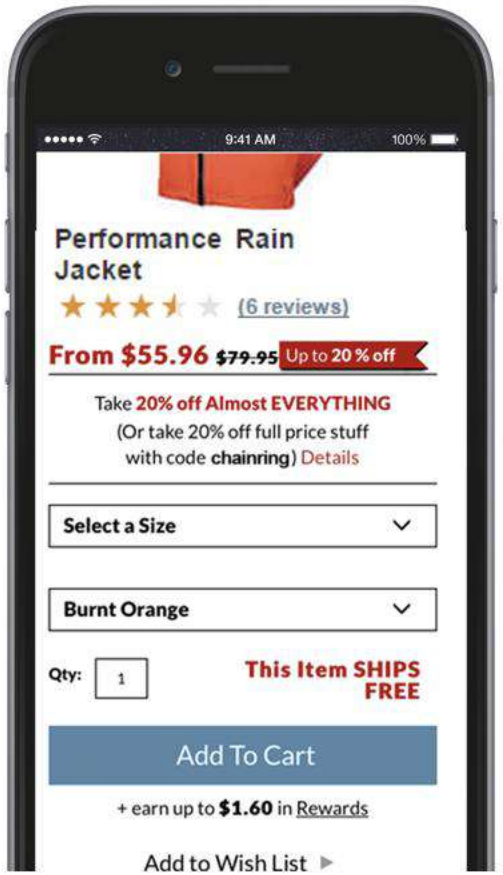

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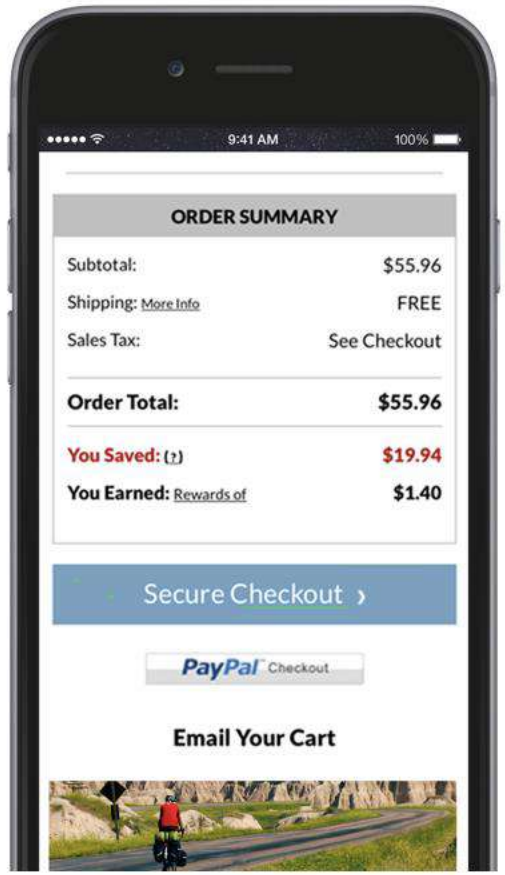

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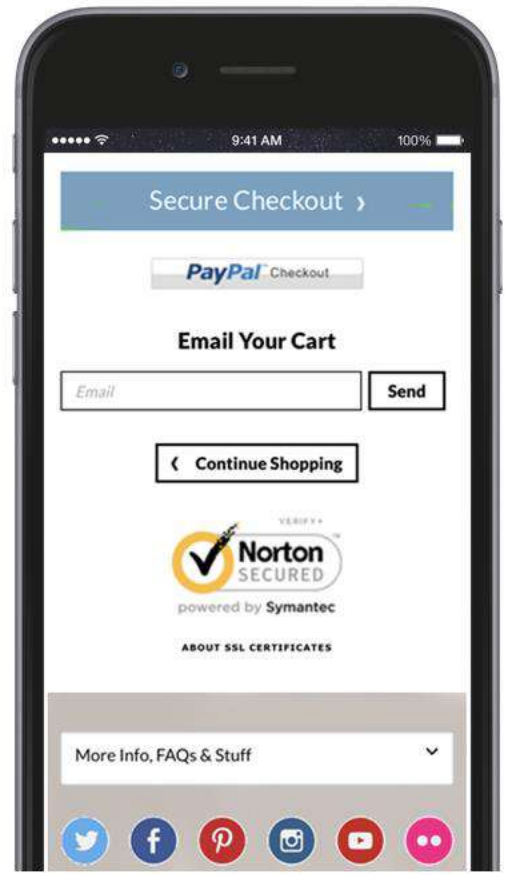

email your cart

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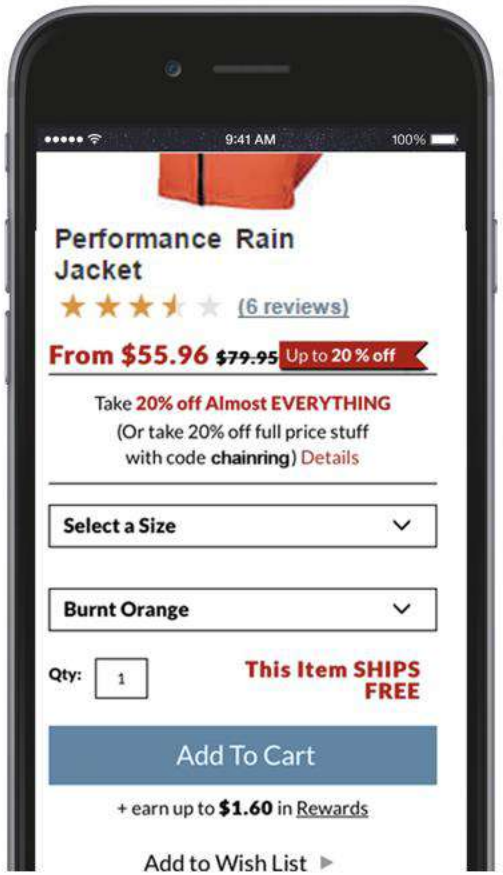

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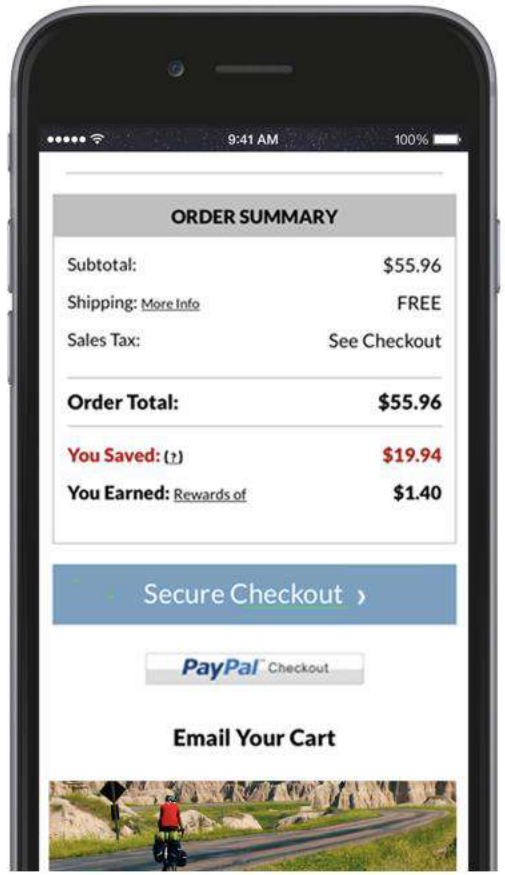

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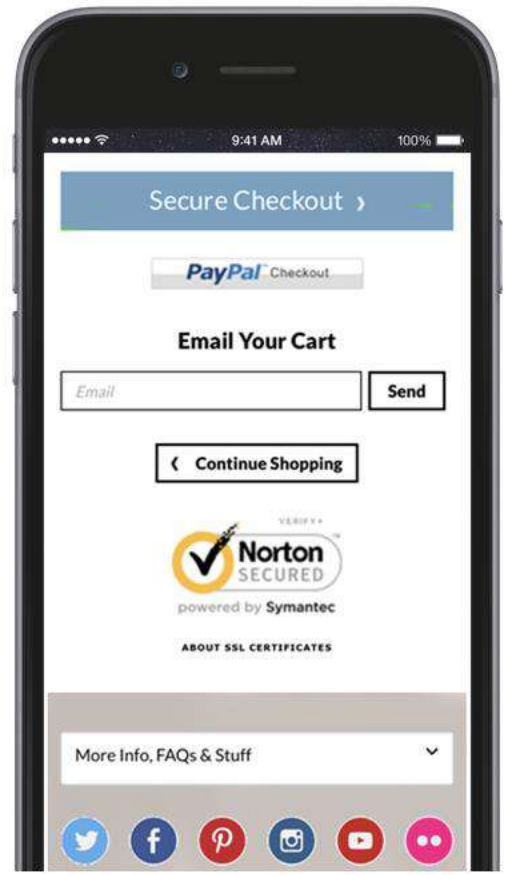

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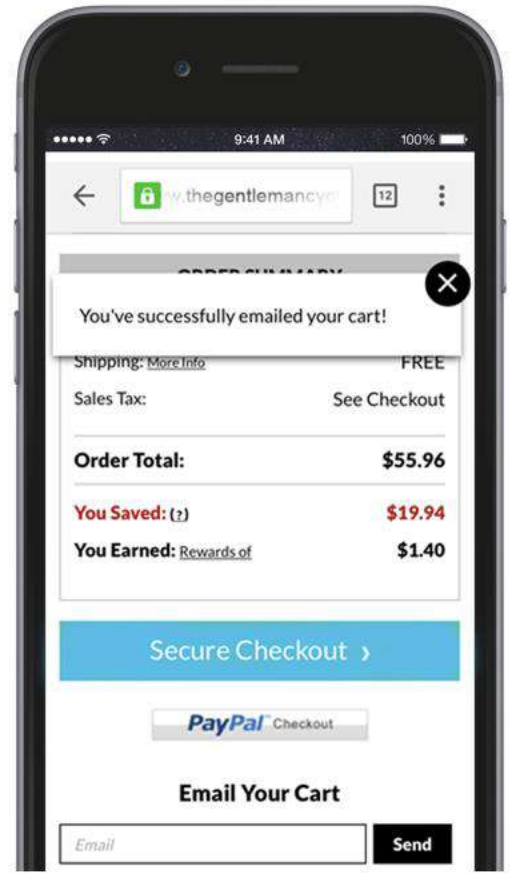

confirmation notification

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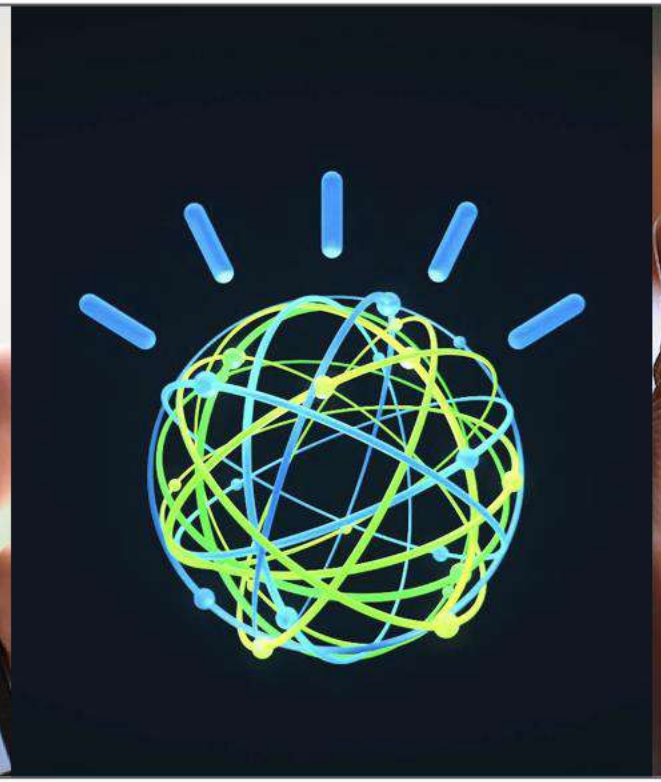
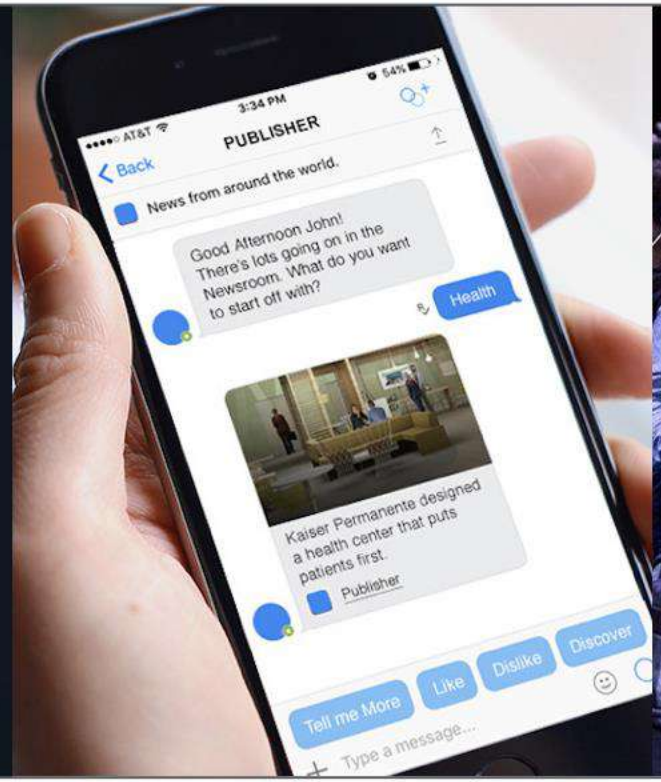
10. Pick One New Technology and Test With It

Dedicate a small portion of your budget to emerging technologies to see if improves the customer experience.

group messaging



artificial intelligence



bots

virtual reality

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Group Messaging Apps

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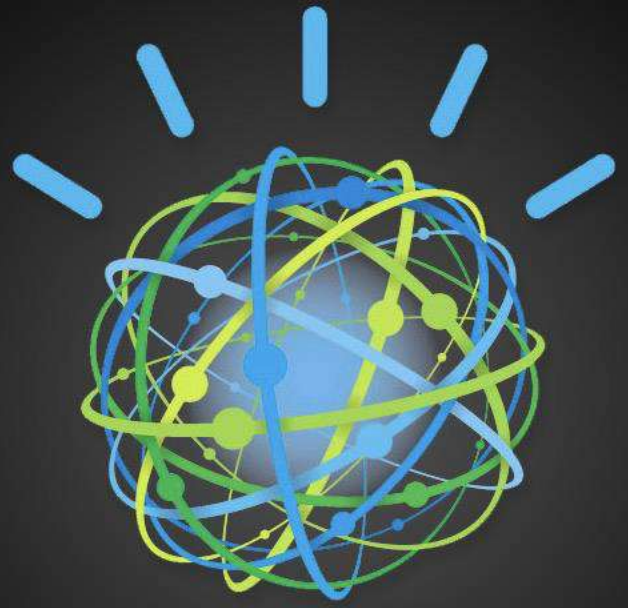
Artificial Intelligence



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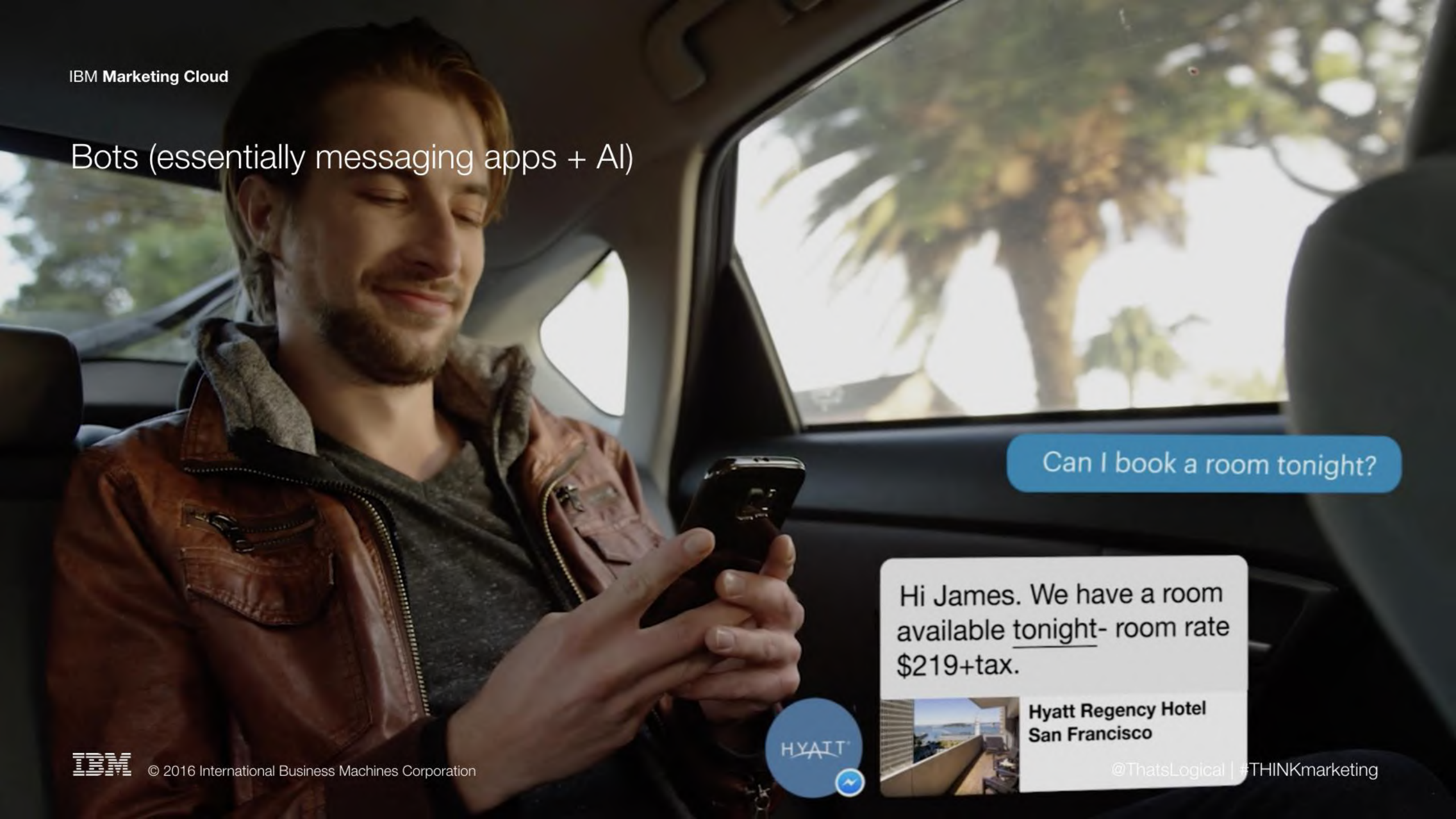
Bots (essentially messaging apps + AI)



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Wearables

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Virtual Reality

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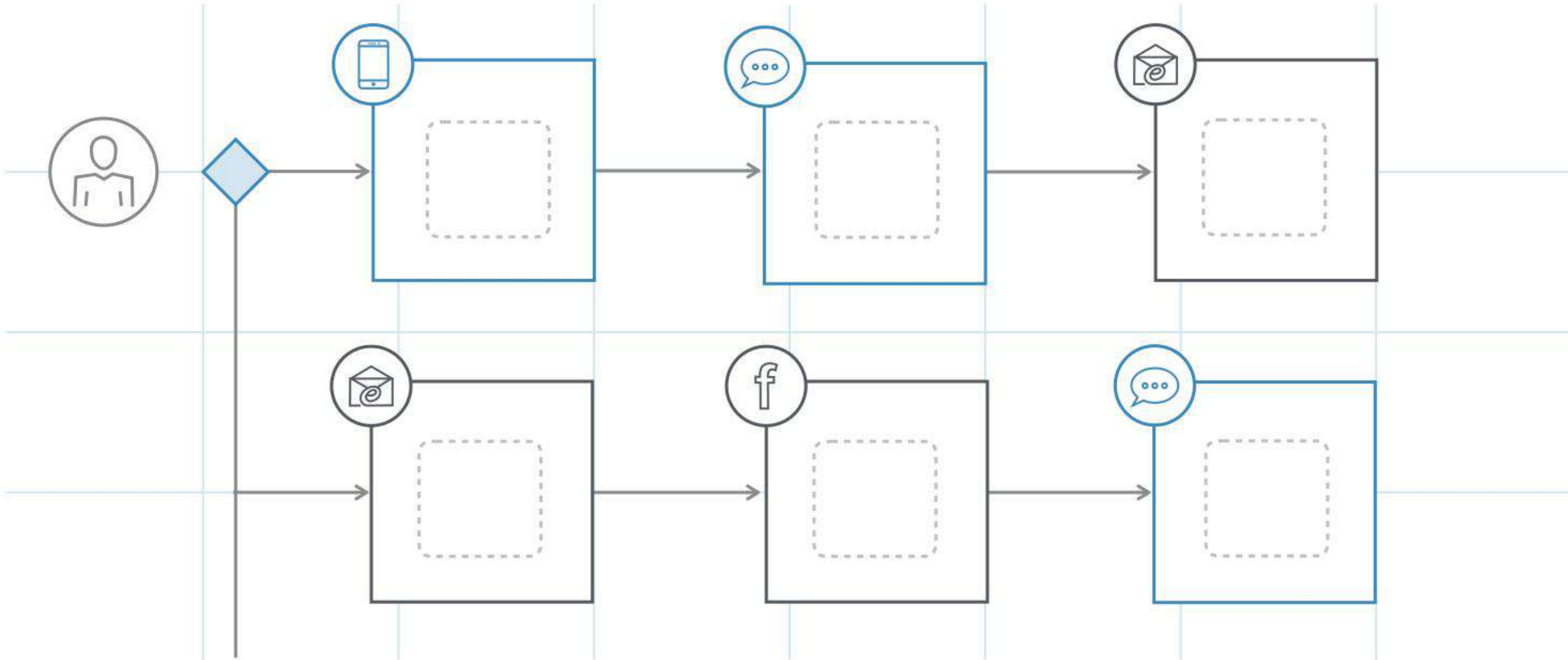
10. Link Channels Together

If your priorities are consolidating the channels you already have, holidays are a great time to test performance on coordinated channels.



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How to get started

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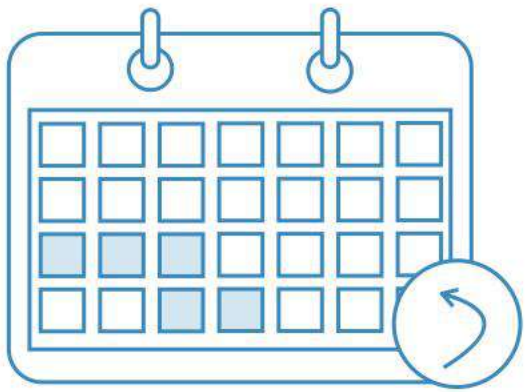
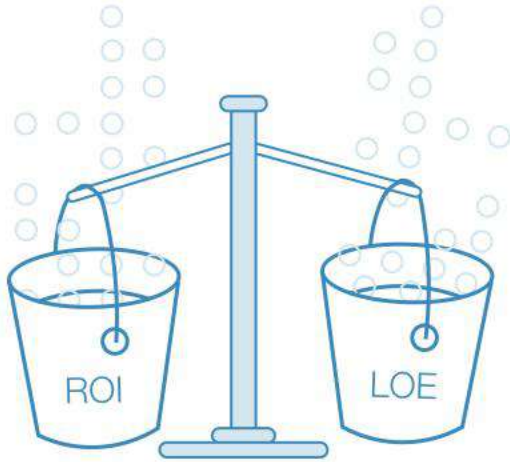
Easy Ways To Get Started



Review last year



Determine ROI vs. Level of Effort

Remember: 50% of your shoppers will likely start on a mobile device

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Interested In Learning More?

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Q&A

Michael Trapani

Product Marketing Manager
IBM **Marketing Cloud**

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Thanks!

Michael Trapani

Product Marketing Manager
IBM **Marketing Cloud**

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MMA Webinar Series

Discover How Location Based Intelligence Generates Real-Time Insights, Foot Traffic, and Sales
Wednesday Oct 26th

Introducing the Mobile Prodigies: Millennials and Gen Z Define the Future of Location-Based Marketing
Tuesday, Nov 1st

Debunking The Myth of Programmatic TV: A #NoFilter Close-Up
Wed, November 9th

Top 3 Tips to Nail Native Advertising
Thursday, November 10th

mmaglobal.com/webinars

Upcoming MMA Events

MMA Forum Istanbul
November 1, 2016

MMA Forum Singapore
November 28, 2016

mmaglobal.com/calendar/monthly

MOBILE MARKETING ASSOCIATION

Take a Seat at the Table

MMA programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

Attribution Analysis

Currency Measurement

Internet of Things

Location

Mobile Messaging

Mobile Native Advertising

Mobile Programmatic

Mobile Shopper Marketing

Mobile Video

Privacy

To join a program, contact committees@mmaglobal.com.

MOBILE MARKETING ASSOCIATION

Participate in the Conversation

MMA Smartbrief

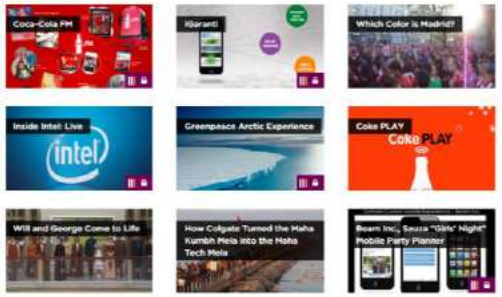
Mobile Marketing Insights

MMA LinkedIn Group Group

Get Social with MMA with MMA

Getting Great at Mobile

Case Study Hub



The Mobile Marketing Playbook

Guidance Reports and and Benchmarks

Webinar Library

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Thank You!

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