

The logo features the text "digitalNOW" in a white, sans-serif font. The word "digital" is in lowercase, and "NOW" is in uppercase. A stylized swimmer icon, consisting of a blue circle for a head and a blue wave-like shape for a body, is positioned above the letter "N". The logo is centered within a dark blue circular area that has a lighter blue ring around it. The background of the entire image consists of concentric, slightly blurred circles in various shades of blue.

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Mobile Boot Camp

Information & Strategies
for Success

InsightExpress' Mobile Expertise



- Began conducting mobile research in 2007 and have over 200 studies under our belt, including normative data on mobile advertising campaign performance
- Joy Liuzzo, Senior Director, Mobile Research is the only researcher on the board of the Mobile Marketing Association for 2011. She has also presented at over 40 industry events, educating the marketplace on the mobile consumer & mobile strategy
- Invested and built proprietary mobile technology solutions that integrate with online platform
- Conduct a quarterly study, Digital Consumer Portrait, to capture mobile consumer usage trends and attitudes; running since 2007

Workshop Topics



- Mobile Behaviors That Are Impacting Everything
- Determining What Needs to be a Part of Your Mobile Strategy
- Roundtable discussions

Remember...

- Questions are encouraged at any time
- Mobile is many things to many different companies, there is no one right answer for everyone

Mobile Behaviors That Are Impacting Everything

Fortifying the Industry with Knowledge

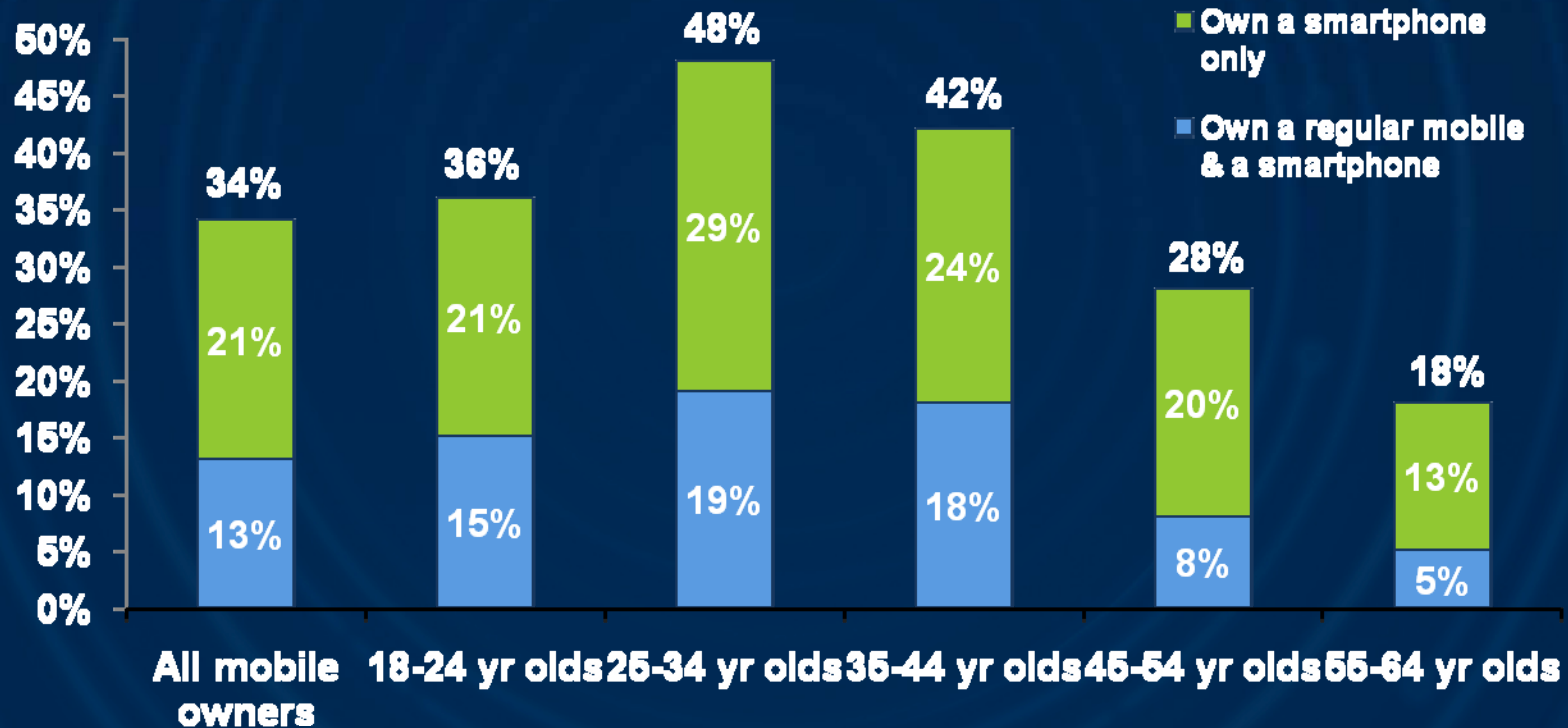
- In our commitment to providing industry leading education in the Mobile environment, InsightExpress has completed its 16th installment of the Digital Consumer Portrait.
 - July 2007 – February 2011

Device & Usage Trends



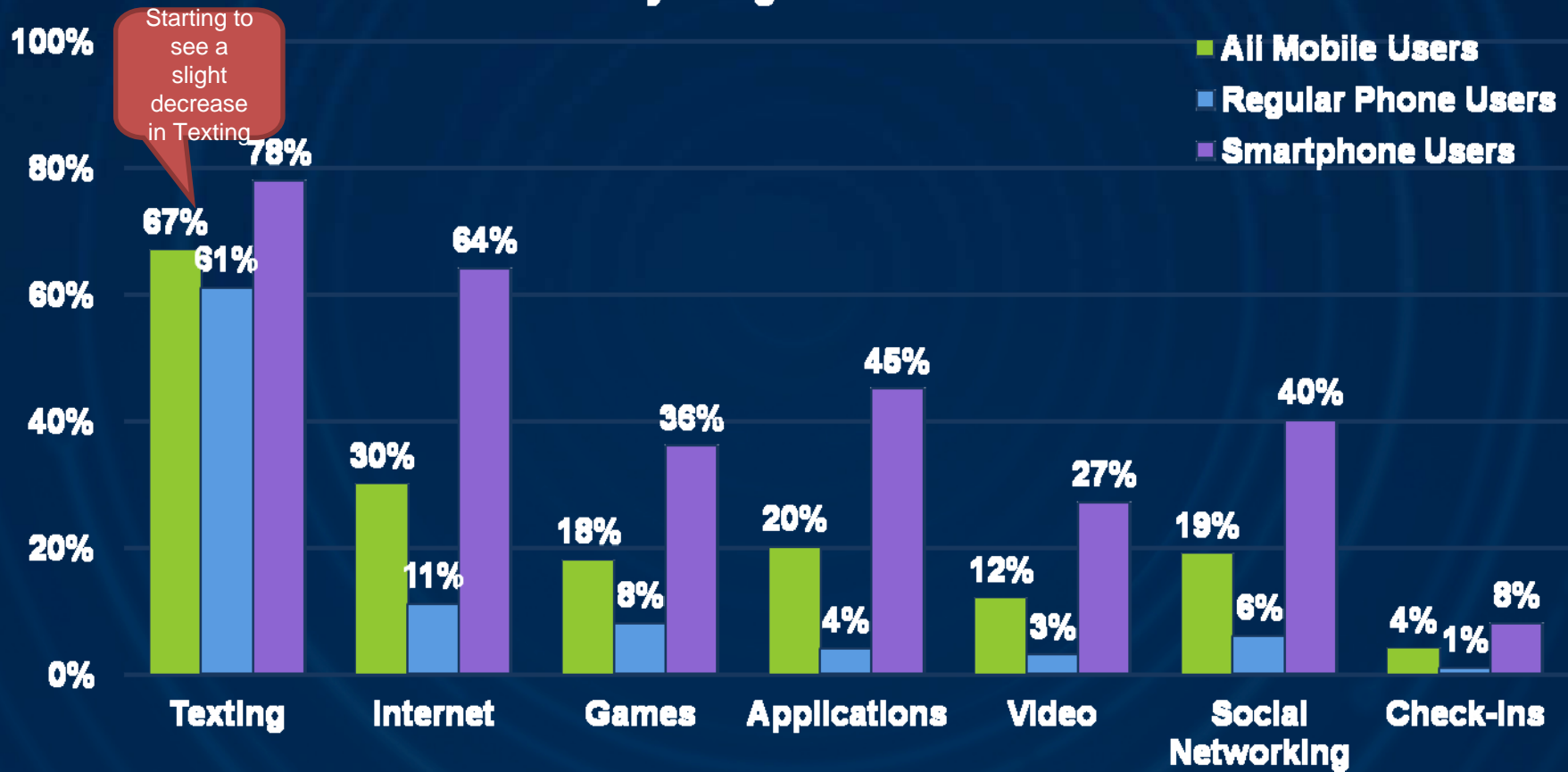
Smartphones Are The New Phone

- More than a third of mobile owners have a smartphone



Device Type Influences Features Used

Weekly Usage of Mobile Features



But, Things Are Not What They
Seem...

The Surprise Finding That Will Shift
Our Thinking

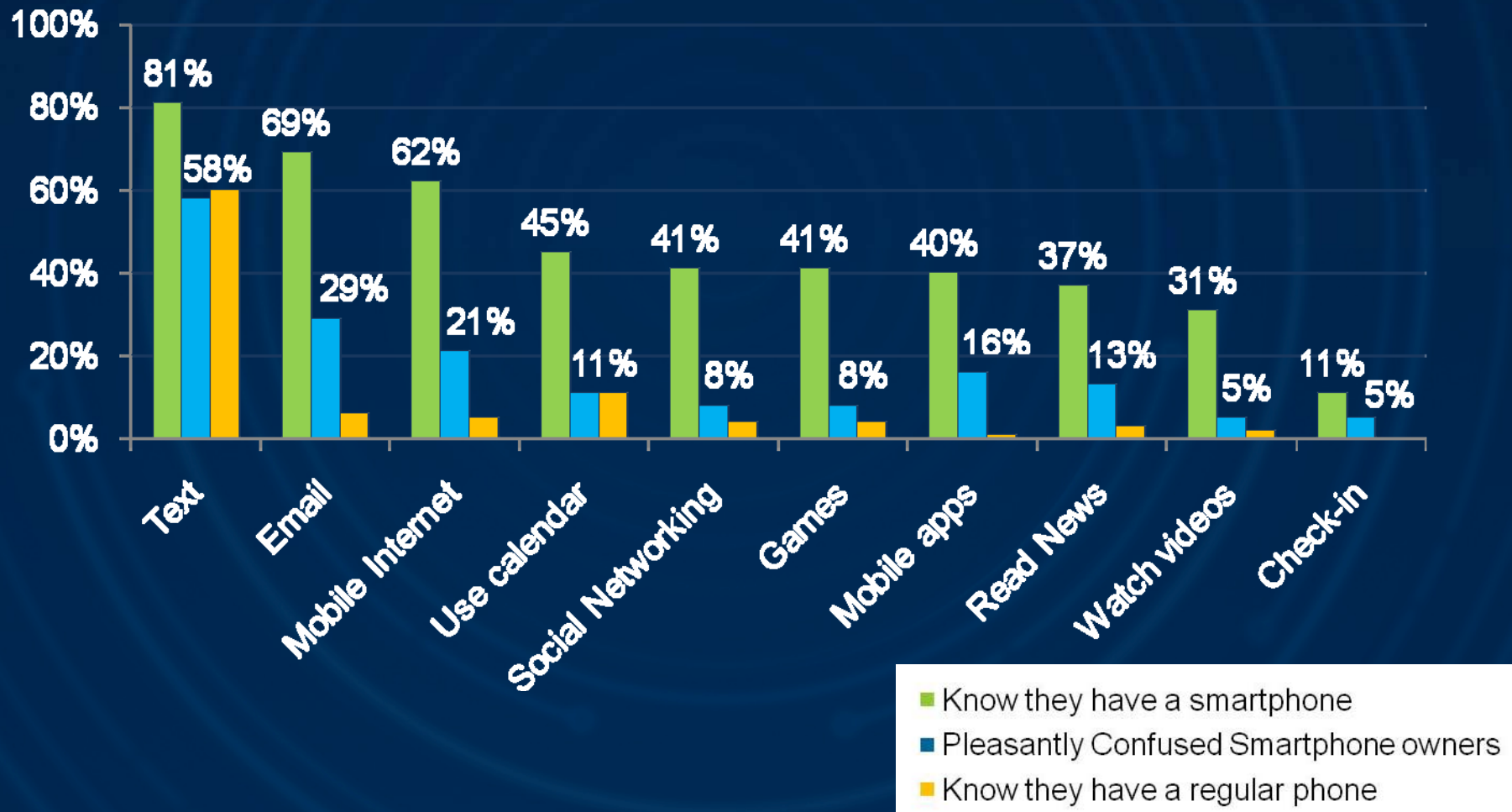
Pleasantly Confused Consumers



- 25% of Smartphone owners call their phone a 'regular' phone, aka, not smart
- These consumers do not act like the typical smartphone user, but they don't act like the typical regular phone user either

Forrester included this as part of their 2011 predictions – it's already happening

Activities Done At Least Once a Week

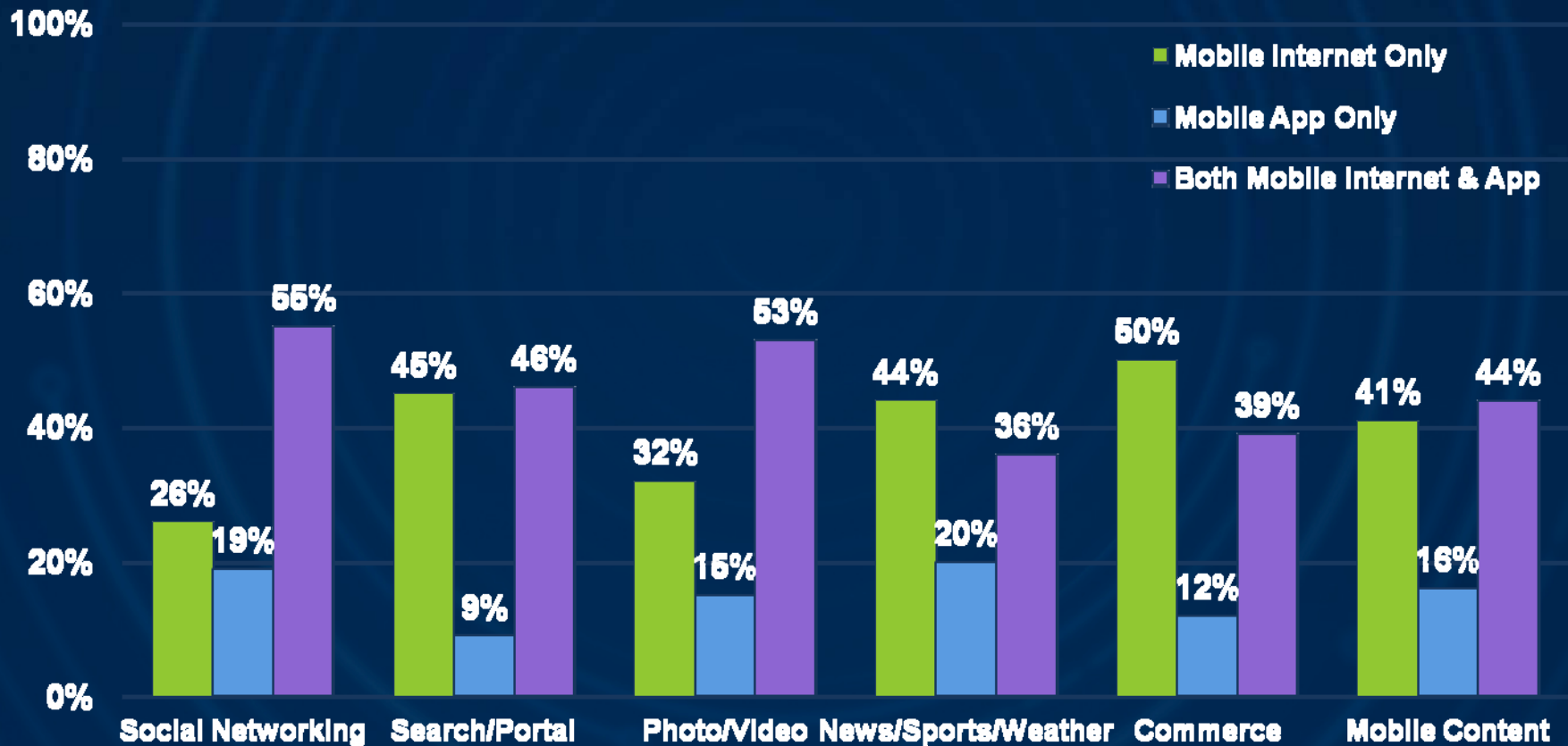


What Does This Mean?

We Are Not Dealing With a
Homogenous Group of
Smartphone Users Anymore

Users Cannot Live By Apps Alone

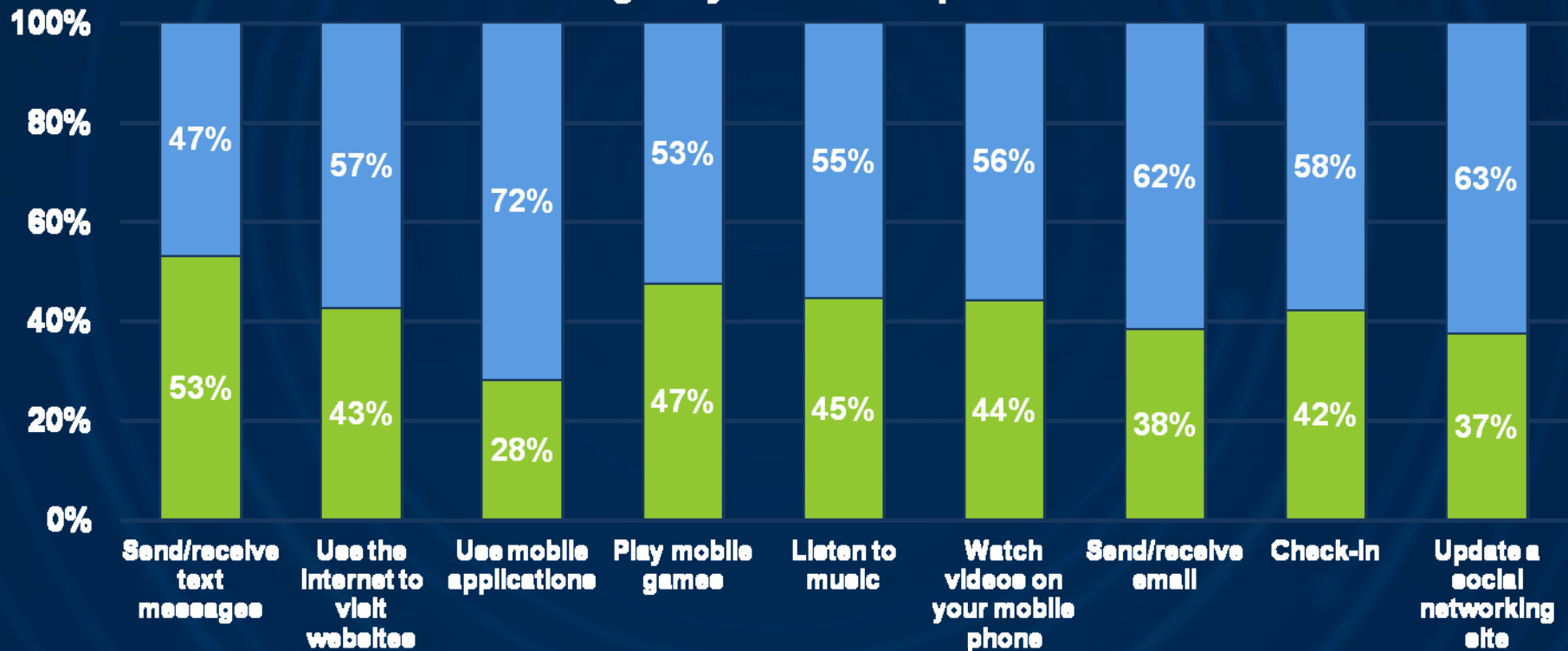
How did you access the below in the past week?



Mobile Doesn't Necessarily Mean Mobile

Where are you most of the time when you do the following on your mobile phone?

■ Somewhere else
■ At Home



QR Codes

QR Codes...For Some

- 17% of smartphone owners have downloaded a QR reader application
 - Heavily concentrated in the 25-34 year old group, with males, and iPhone and Blackberry users
- Limited appeal to scanning a QR code to receive a coupon – only 10%
 - 20% Smartphone owners; 13% Males vs. 7% Females
- Scanning a QR code is not an experience happening all the time
 - 25% of Smartphone owners report doing this Always or Almost Every time in the store



Texting with Companies



1 out of 3 People Are Receiving Text Alerts

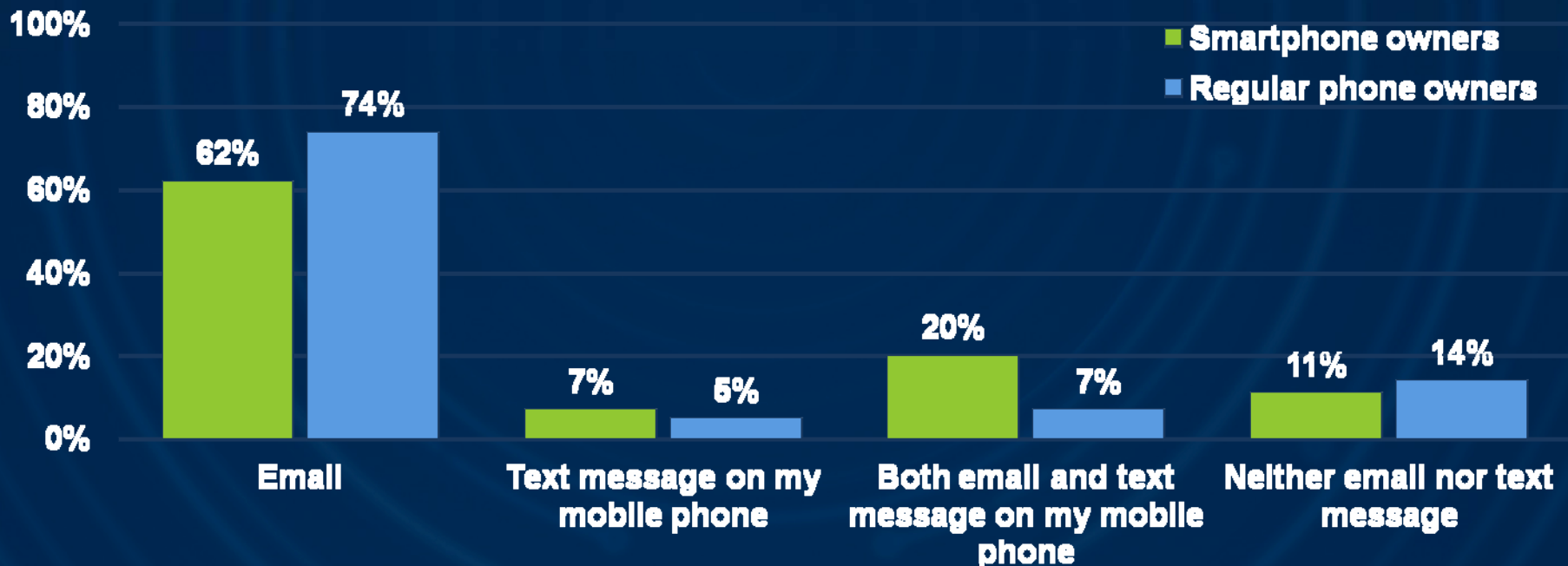
Signed up for some text alert	38%
Weather	15%
Banks or other financial	13%
Sports	11%
Stores	9%
Restaurants or bars	8%
Airlines	7%
Traffic	7%
Music groups	6%
Food or drink products	6%
Radio stations	6%
Other	6%
Magazines	5%

- When asked how many brands they'd be willing to receive text messages from, consumers say around 2
- Which companies are top of mind when we asked consumers which ones they'd most like to receive text messages from? Most mentioned are retailers...
 - Wal-Mart
 - Amazon
 - Target
 - Apple
 - eBay

Text Messages Are Not a Substitute for Email

- For Smartphone owners, 24% of their email is read on the mobile phone (only 4% for Regular phone owners)

Which would you prefer to receive from your favorite companies?



Take Aways

- Smartphones are growing but that doesn't mean that everyone uses them in the same way
- Consumers are flowing between Mobile Internet and Apps
- 'Cool' mobile activities don't have significant reach
 - QR Codes, Check-ins
- Mobile can supplement email, but won't necessarily replace it

Determining What Needs to be a Part of Your Mobile Strategy

Steps in the Process

- Building an Integrated Team
- Measuring Success
- Developing a Content Strategy
- Prioritizing Technical Development
- Developing a Communication Strategy

Building an Integrated Team



- Leadership
- Membership
- Sales
- Marketing
- Technology
- Training
- Who Else?

Measuring Success

- Before you launch anything, understand what you are going to look at for success
 - Site visits/app downloads
 - Engagement metrics
 - Increased sales
 - Etc.
- Start with your success metrics and build the strategy around those

Developing a Content Strategy



- Exercise
 - Write down the top 3 things that visitors will come to your site/app for initially
 - Write down the top 3 things that visitors will come to your site/app for repeatedly

Looking at the Lists

- Initial visits
 - What is pulling them to look for you on their mobile?
 - What search terms are they entering to find you?
 - What are they trying to accomplish? Search, information gathering, purchase, etc.

Looking at the Lists

- Repeat Visits
 - Why are they coming back
 - What are they trying to accomplish? Search, information gathering, purchase, etc.
 - What information will they need to have/want to have available at their fingertips?
 - What are the most frequently visited pages online?
 - What are the most downloaded documents?

Content Strategy – Before You Begin



- Don't assume you know what your members/visitors want on a mobile site/app – Ask Them
- Involve them in determining what content and information is necessarily
- Results in a Win/Win scenario
 - You don't waste time on 'cool' things that your members don't want
 - You start to build member/visitor awareness of mobile properties which decreases the effort you'll need to generate awareness

Content Strategy – Phase 1



- Immediate access needs - Give them what they want, when they want it
 - News
 - Information
 - Connections
 - Registration/activities

Content Strategy – Phase 2



- Repeat visits for engagement – Keep it fresh and informative
 - Special content
 - Updates
 - Useful tools

Prioritizing Technical Development

- What do you start with?
 - Mobile Internet
 - Mobile App
 - SMS
 - Etc.
- Begin with an understanding of your current member/visitor base
 - What are they currently doing on mobile?
 - What devices do they have?
 - What do they need and how can we best serve that to them?

Developing a Communication Strategy

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discover tomorrow, today™

- This is where having an Integrated Team is valuable
- What channels will you use to drive awareness of mobile property?
 - Email that drives to mobile site/app
 - Event communications
 - Messaging on online property
 - Integration with other advertising and marketing campaigns

Take Aways

- Build an Integrated Team
- Determine How to Measure Success Before You Develop the Strategy
- Develop the Content Strategy with Members/Visitors
- Prioritize Technical Development to Get the Most Reach
- Develop a Communication Strategy that Integrates all Available Channels

Round Table Discussions



- How to get buy in from leadership to develop and implement a mobile strategy?
- How to educate down the chain about mobile strategy?
- How can you tie your mobile and other strategies together?
- How do you communicate the value of mobile availability to membership base?