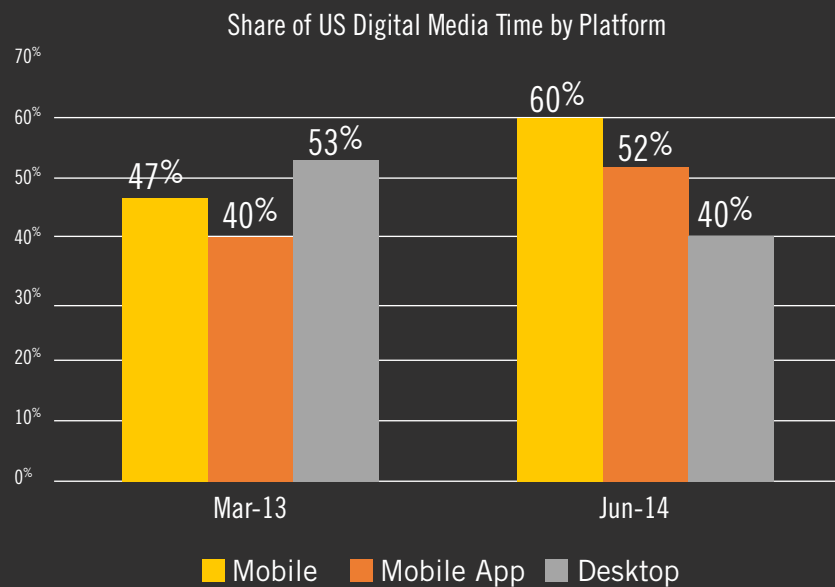


TAKE 5:

WHAT ARE THE BASICS OF MOBILE-FIRST MARKETING STRATEGY?

Starting with the Consumer

Marketers have always sought to reflect consumer needs and preferences in the ways that they connect with people. Our focus isn't on forcing behavior but rather reflecting it and leveraging rich consumer insights to better meet human needs. With regard to planning and executing consumer touches, it's all about finding the consumer when they are most receptive. These days, that often means mobile, because the majority of connected consumer time now takes place on mobile devices.



Source: comScore

To truly reflect this, brands need to take a so-called “mobile-first approach” to customer engagement. “Mobile-first” is a term thrown around a lot these days, but it should be more than buzz words for you – it needs to guide the way you plan and execute a customer engagement plan. The following seven principles are core to taking a mobile-first approach:

- 1 • **Begin Engagement Planning with Mobile.** Don't do mobile second. Do it first. Evaluate websites, brand experiences, and other elements of marketing on the small screen first. Mobile isn't a box you check. It's core to driving engagement and satisfaction.
- 2 • **Get a Rich Understanding of How Your Consumers Use Mobile.** Understand their basic mobile usage, and also how mobile and smartphones play into the consumer purchase journey for your brand and category.
- 3 • **Recognize that Mobile isn't Just Another Screen.** People have a different relationship with mobile devices than with PCs. They keep phones with them all the time, view them as more personal, and rely on them for information and shopping at home, while traveling, even in stores.
- 4 • **Ensure a Value Exchange with Mobile Marketing Experiences:** A real value exchange is even more important for mobile brand experiences. Using mobile to deliver small screen TV, for example, may have a place in your mobile marketing, but leaves a great deal of mobile's capabilities untapped. Think about how a brand experience can be enriching rather than (just) intrusive.

- 5 • **Think Global and Local.** Mobile has become an amazing way for brands to create global experiences for literally dozens of countries. Mobile is something we share with billions of people worldwide. It is also a great way to activate consumers by making people aware of nearby ways to interact and buy.
- 6 • **Define an Integrated Role for Mobile.** Different screens and touchpoints are good for different tasks. Think about the best ways to use mobile to facilitate the consumer journey. Don't expect mobile to carry all the water, but rather use it for the sorts of personal, informational and immersive experiences it can deliver uniquely well.
- 7 • **Test and Optimize.** The sorts of programs you build shouldn't be thought about as static – unchanging. Use mobile data to help you understand what is working well, and what can be improved. Understanding the relative effectiveness of vendors, and the actions consumers take as a result of your brand experiences, will help you evaluate your effectiveness, measure ROI, and identify ways to do things better in the future.



Taking a mobile-first approach ultimately means that you recognize the primacy that mobile devices now play in consumer experience. But there's no set "mobile-first" tactics list – rather it is about understanding your brand, your consumers, and how mobile can help you meet consumer needs and communicate your value proposition more effectively. The keys are insights into what consumers do with phones, along with creativity to create experiences that are especially appropriate for your brand.



ABOUT TAKE 5

The Take 5 series is designed to help senior marketers learn more about data-driven customer marketing by creating short educational pieces that can be read and absorbed in less than five minutes. The main content of each Take 5 is 600 words or less to stay focused and brief. The Take 5 series will also be available as a collection – a primer on data driven customer marketing.

Visit
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ABOUT APSALAR

Apsalar, the leader in mobile data management, helps direct marketing brands get better marketing effectiveness by providing a mobile data management platform that delivers a true understanding of customer behavior in apps and across other marketing channels.

Apsalar
MOBILE DMP

- APSALAR ATTRIBUTION**
Collect and measure in-app consumer behavior and marketing performance. Measure every in-app action relevant to your business
- APSALAR AUDIENCES**
Unite your first party data from all sources, enrich it with third party data, and build high performance marketing audiences
- APSALAR DATASYNC**
Easily and safely share customer audiences and data with your digital marketing platforms, including analytics, marketing automation, media companies and legacy DMPs

The Apsalar Mobile DMP enables brands to measure marketing effectiveness, enhance, manage, enrich and segment profiles to build audiences, and easily and safely connect to other marketing partners so brands can confidently share their data and audiences.