MOBILE MARKETING
Best Practices Guide
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The state of mobile marketing

According to Cheetah Digital’s 2016 Digital Marketer Report, 88 percent of enterprise-level companies are running mobile marketing campaigns like SMS, apps or beacons. And a Business Insider BI Intelligence report predicts that by 2020, mobile will account for 45 percent of ecommerce, more than three times what’s expected in 2016.

Mobile is an integral part of the customer experience.

Yet many marketers still find it hard to get started. In this best practices guide, we'll share some tips and recommendations for acquiring mobile subscribers, engaging them during valuable mobile moments and measuring the results of your campaigns.
Acquiring mobile subscribers

While mobile subscription lists are typically smaller than lists in other channels, like email or direct mail, subscribers who raise their hands to be contacted via text message form a loyal group of highly engaged customers. The first step in reach them, of course, is encouraging them to opt in to your program.

Four basic tips for mobile number acquisition

1. Use unique keywords for each entry point so you can track their respective performance
2. Develop creative and copy that is attractive and easy to understand
3. Follow mobile compliance guidelines
4. Demonstrate value and incent the customer

As you promote your SMS subscription program across channels, don’t forget about your mobile app (if you have one!) Take advantage of acquisition moments to encourage app download as well.

DID YOU KNOW?
Dual subscribers of both email and mobile messages are 3.9 times more likely to convert than email-only subscribers.

Source: Cheetah Digital, Spotlight on mobile subscribers
Promoting subscription across channels

**Website**
Your brand website provides a crucial opportunity to reach customers, especially if you operate in the ecommerce space. Some tips:

- **Incentive:** Common locations to promote your mobile programs include the website footer and top navigation bar, as well as acquisition pop-ups on the homepage
- **Incentive:** Incentivize with an instant offer upon sign-up, or mobile-only exclusives
- **Two birds, one stone:** Collect email and mobile together in the same form

**In-store**
Catch your customer’s attention while they’re already engaged! Whether at point-of-sale (POS) or via signage, marketers find great success promoting subscription and downloads in their physical stores. Some tips:

- **Signage:** Create signage in high-visibility and high-traffic locations, like clothing racks, changing rooms, counter space and display points
- **POS:** Target engaged customers by including opt-in messages and offers on receipts (be sure to specify that the offer is for the next purchase)
- **Employee advocacy:** Align store employee’s target goals and provide education so associates know the benefits of opting in or downloading your app
Promoting subscription across channels
(continued)

Social media
Use the power of social media to share your mobile programs. Some tips:
▪ **Social posts**: Use organic social or paid posts (depending on the network) to encourage opt-ins among your current followers and targeted audiences
▪ **Page updates**: Include information about the mobile programs on your Facebook, Instagram and Twitter profiles
▪ **Call-to-action**: Consider adding a “Call to Action” button on your Facebook page that directly links to an opt-in or download form

Email
With 59 percent of email opens coming from mobile devices in Q1 2016, your current email subscriber list is a perfect place to find potential mobile subscribers. Some tips:
▪ **Creative placement**: Add callouts to the banner of your email template for a simple reminder, or use more prominent, above-the-fold placement to call out the opportunity
▪ **Dedicated mailing**: Create an email campaign specifically dedicated to mobile acquisition, calling out benefits and incentivizing with mobile-only offers
▪ **Targeted list**: Consider reaching out to subscribers who have a history of opening email on mobile. Or create a recurring program that targets users who have not yet opened a mobile-specific email

Source: Cheetah Digital Q1 2016 Email Benchmark Report
# Mobile acquisition cheat-sheet

Depending on the type of mobile program you have, consider using the channels listed to promote your mobile program sign-up.

<table>
<thead>
<tr>
<th>Promotional</th>
<th>Customer service</th>
<th>Rewards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Store associates/POS</td>
<td>Check out pages</td>
<td>Rewards sign-up</td>
</tr>
<tr>
<td>Email</td>
<td>My Account page</td>
<td>In-store signage</td>
</tr>
<tr>
<td>In-store signage</td>
<td>Email</td>
<td>Email</td>
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<tr>
<td>TV</td>
<td>Mobile app</td>
<td>Mobile app</td>
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<tr>
<td>Radio</td>
<td>Call centers</td>
<td>Call centers</td>
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<td>Print</td>
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<tr>
<td>Mobile app</td>
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<tr>
<td>Mobile web</td>
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<tr>
<td>Social Media</td>
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<td></td>
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<tr>
<td>Direct Mail</td>
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</tbody>
</table>

It’s also critical to familiarize yourself with mobile compliance standards as you acquire phone numbers, especially for text messaging. Use this quick reference guide for the information to include, based on the promotion channel you’re using:

<table>
<thead>
<tr>
<th>TV/Radio</th>
<th>Digital marketing &amp; in-store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Msg &amp; Data Rates May Apply</td>
<td>Msg &amp; Data Rates May Apply</td>
</tr>
<tr>
<td>Text STOP</td>
<td>Text STOP</td>
</tr>
<tr>
<td>Text HELP</td>
<td>Text HELP</td>
</tr>
<tr>
<td>Frequency</td>
<td>Frequency</td>
</tr>
<tr>
<td>Terms &amp; Conditions URL</td>
<td>Terms &amp; Conditions URL</td>
</tr>
</tbody>
</table>
Engaging in the mobile channel

Now that you’ve built a mobile list, those subscribers are expecting to interact with relevant, useful content.

**Four basic tips for mobile number acquisition**

Ask yourself: Is the primary purpose of your text message or app program to promote upcoming deals and exclusive offers? Is it to inform and entertain? Is it to communicate crucial account-related information (such as shipping notifications or time-sensitive alerts)? The answers to these questions will help inform your engagement strategy as well as the metrics you use to measure each campaign.

In this section, we’ll cover some best practices for engaging with subscribers, converting them into customers and incorporating other mobile initiatives into the full customer experience.

**QUICK TIP**

Let preference information, behavioral data and engagement/purchase history inform your mobile messaging strategy.
Best practices: Promotional engagement

Simply engaging in the mobile channel isn’t usually the end goal of a campaign, but establishing a regular cadence with your customer enables you to develop a brand relationship in a time and place that’s convenient for the customer – and effective for you. Engagement metrics (like clicks, responses, opt-outs and app opens) are also useful in measuring the success of the initiative.

Recommendations:

- Carefully review and refine your message frequency, deployment times and segmentation based on opt-outs and engagement history.
- A/B test message copy, call to action placement, offers and other components of your messaging strategy to continuously improve results.
- Increase the amount of data available for analysis by requesting a response or having users click a link, then track engagement at the user level and leverage that information to improve segmentation.

Not every message needs to offer a discount. Relevant editorial content can enhance the brand relationship as well.

Include a trackable link in your text message to capture important behavioral data that can be added to the customer’s profile and influence future messaging.
Best practices: Converting customers via SMS

Many marketers have difficulty securing mobile budget when they are unable to prove the direct ROI attributed to the channel. To overcome this, try designing your mobile campaigns with mechanisms that encourage actual transactions to be made directly from the mobile device, such as unique coupon codes or mobile wallet integration.

Recommendations:

- Send an offer reminder text message prior to a promotion
- Leverage mobile wallet so users can save offers, easily access them later and redeem them at their own convenience
- For in-store redemption of mobile coupons, ensure coupon codes and barcodes can be effectively redeemed at point-of-sale (barcode formats, size and screen brightness can affect scanning ability)
- For online redemption, ensure you can pass a coupon code from SMS to your mobile-optimized checkout page for user-level tracking
Best practices: Cultivating loyalty

According to Vibes’ 2016 Mobile Consumer Study, 66 percent of consumers would have a more positive opinion of a brand’s loyalty program if it were smartphone-accessible. And 77 percent of smartphone owners say receiving surprise points/rewards, birthday or anniversary messages or exclusive content would have a positive impact on their brand loyalty.

Look for opportunities via text message and mobile app to improve the loyal customer experience, for example, allowing them to earn, manage and spend loyalty points through the convenience of their mobile phone.

Recommendations:

- Provide a mobile wallet option for customers to keep personalized offers and loyalty cards in one convenient location

- Enhance mobile wallet offers and coupons with time and location data, and use past purchase behavior along with stated preferences to personalize messaging

- Use text messaging and push notifications to trigger exclusive rewards when the customer reaches a loyalty level
Best practices: When to send and what to say

In our Q1 2016 Email Benchmark Report, we examined retail SMS and MMS messages between the months of November 2015 – March 2016 and discovered some interesting trends in timing and message. Full methodology for the study is available on page 12.

When to send: Volume and click rate based on day of week

Mobile text message performance seems to vary by day of week, with Fridays achieving the highest volume and unique click rate even after excluding Black Friday from the analysis. Keep in mind, though, that every brand is different, and thus you should test the timing and cadence that works best for your specific customer set.

What to say: Text message trends

Performance also varied by message. Certain copy, like “birthday” and “win”, increased click rates substantially compared to messages without these words

Copy that provides a lift in click rates, compared to other mobile messages

Source: Cheetah Digital
Mobile marketing, especially text messaging, is often a less mature part of a brand’s marketing strategy compared with, say, email marketing. That’s why it can be challenging to understand what constitutes a successful campaign.

While every brand and every set of customers is different, benchmark data can help you know if you’re on the right track. In this section, we’ll share some recent mobile marketing benchmarks so that you compare your results to those of your peers.

**Methodology**

In this study, we analyzed the SMS/MMS brand messages from our retail clients. Specifically, we included any mobile message sent between November 2015 – March 2016, totaling a volume of over 85 million messages.
The growing mobile SMS list

Based on our benchmark data, text messaging lists are growing; the average mobile opt-in rate is more than 3 times higher than the average mobile opt-out rate.

DID YOU KNOW?

For multichannel retailers, the average email opt-out rate is typically around 0.1 percent versus the 1.3 percent seen by SMS/MMS campaigns. The reason for this disparity is two-fold: first, there are much larger volumes of messages in email. Second, many mobile campaigns are offer-based – as people opt in and out of specific mobile offers, the average opt-out rate rises.
Text message click performance

The mobile messages examined in our study achieved an impressive click rate, with an average of 10.5 percent over the 5 month period.

![Average unique click rates for mobile messages, Nov 2015 – March 2016](chart)

**QUICK NOTE**

The lower click rate seen in December (9.4 percent) is likely due to increased volume during the holiday season.

These click rates are notably higher than standard promotional mailings. During the same 5 months, the average unique click rate for multichannel retailers’ promotional emails was 2 percent (though, keep in mind that email volume is much higher than mobile volume). Interestingly, mobile message tend to perform more similarly to email loyalty programs, which can see average click rates of 10 percent or more.
Measuring mobile app success

There are number of standard KPIs to include as you collect your mobile app success metrics, such as:

- **Number of active users**
- **Number of users receiving push notifications**
- **Number of users interacting with push notifications**
- **User retention rate**
- **Time in app/session length**
- **Time in between uses**

However, these shouldn’t be your only metrics! Remember the main goal of your mobile app, then dig into other measurements that will help you better understand if the app is achieving that goal:

- **Reductions in customer complaints**: Does your mobile app enable customers to view order status and resolve simple concerns without contacting the call center? Measure this reduction in wait time or number of complaints.

- **Brand awareness**: While difficult to measure, the presence of your brand’s icon on your customer’s home screens can provide a boost in top-of-mind awareness. How often do users interact with your branded content?

- **Lifetime value**: Are people who engage through your mobile app more valuable than those who interact in only one channel?
Conclusion

The mobile channel offers limitless opportunities to engage with customers in a personal, time-sensitive manner. And it’s most effective when coordinated with your other marketing efforts. Using the wealth of information you already have gathered through email, direct mail and other channels to inform your mobile strategy is a surefire way to create relevant, personalized experiences for your best customers.

Ready to get started?

Delivering exceptional experiences at every touch point starts with a strong foundation. Cheetah Digital brings together our data heritage, market-leading expertise and advanced mobile marketing technology to connect you with your mobile audience on the right right channels at the right times.
About Cheetah Digital

Cheetah Digital is the only independent, cross-channel marketing solutions provider dedicated to the enterprise marketer. Backed by actionable data, intuitive technology and expert services, our platform allows marketers to build meaningful customer relationships, create profitable brand outcomes and drive exceptional results.

Our team of industry experts provide marketing leadership for the world’s largest enterprise brands, including Williams-Sonoma, Delta Airlines and Hilton. Cheetah Digital is a global company with 1,600 employees worldwide and operates in 17 countries, with headquarters in New York City.

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