



# Implementing an Effective Mobile Presence

top tips from 2ergo

# why do you need a mobile presence?

Our market insight tells us that consumer appetite for mobile transactions is growing:

- 54% of consumers who use a smartphone to browse the internet would feel comfortable making a purchase via mobile
- By 2012, more than half of mobile phone users will own a smartphone
- However, 42% of top U.S. retailers still do not have a mobile site and 50% do not have at least one smartphone application



## don't take our word for it...

In 2010, eBay tripled the amount of global business done through mobile, reaching \$2 billion. In 2011, they're on track to double it - reaching \$4 billion or more.

“If you don't do anything else, get a mobile-enabled site. Between 10% to 15% of all searches on Google's site are coming from mobile phones already.”

Peter Fitzgerald, Google's retail, technology & business markets director

“This is the year that mobile internet goes mass market.”

Ian Cheshire, CEO of Kingfisher

# what do you want to achieve with mobile?

If the argument for a mobile presence is so compelling, why are companies hesitating?

## Overwhelmed by mobile?

Take a phased approach. Hire a mobile agency.

## Concerned about ROI?

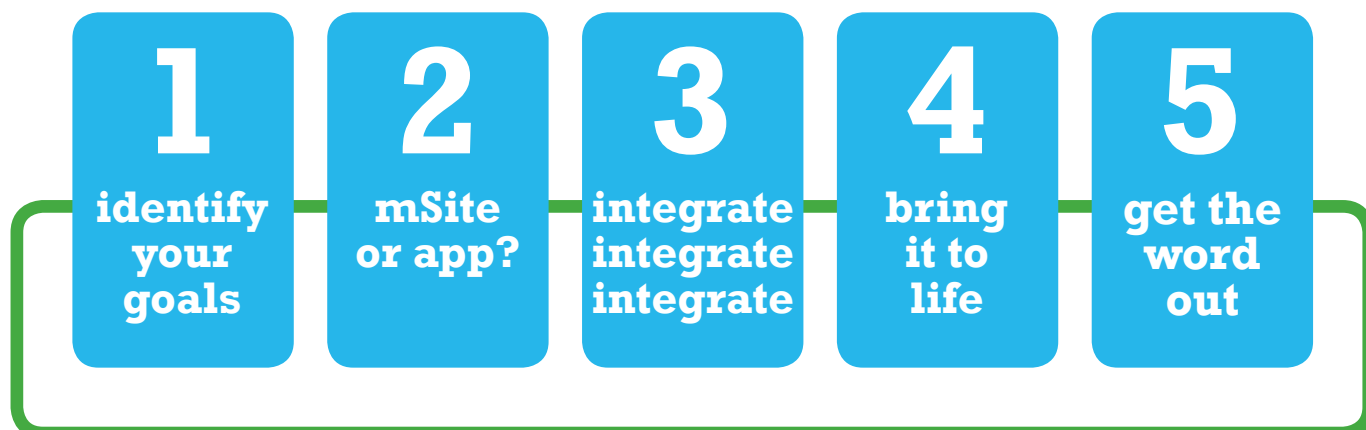
Set out your business and marketing goals before deciding on level of investment.

## Competitors got there first?

An effective mobile presence can be set up in a matter of days.



## follow our five simple steps to implementing a successful mobile presence...





# identify your goals

Before committing any financial or resource investments into a mobile presence, consider the following:



# 2

## mSite or app?

Mobile presences are often boiled down to whether you want to set up an app or an mSite. If your budget forces you to choose one path, here are some considerations:



- Best for reach
- Information portal
- Will provide insight into demographics of your customers – which devices, which functions, etc.
- Facilitates mass-market reach at lower cost
- Better for customer acquisition
- Capitalize on current mobile traffic to your website



- Best for function
- Ongoing relationship platform
- Better for integrating with loyalty program
- Better harnesses specific handset capabilities
- Feels like an integral part of the phone
- Full control of the user interface
- Greater offline functionality

In fact, an effective mobile strategy often includes both elements. Apps can lead to high-quality experiences and indicate higher customer loyalty while mobile sites offer up instant access to capture mobile browsers at their time of need.

# 3

## integrate, integrate, integrate

A mobile presence should fit into an integrated multichannel marketing strategy. Think about how mobile data is being captured, and what future use it will have. A long-term approach will help to shape your mobile presence and what it needs to do for your business.

It's also important to consider how your mobile presence will integrate with back-office functions. Do you need it to link into booking engines or existing customer records? What about billing or invoicing systems? Real-time content or video feeds? This level of integration will require careful planning and communication with your suppliers and partners.

**Do you need to consider an m-commerce element for your presence?**



### Integration in action

PizzaExpress' mobile presence is a model of excellent integration. An eye-catching app enables customers to pay for their meal at any point during their visit, thanks to its integration with Paypal and PizzaExpress' EPOS system Torex.

The app forms the gateway to an engaging, integrated mobile presence which includes location search for the nearest restaurant, mobile booking and a hub for voucher redemption.



# 4

## keep it relevant

The most important way to engage with customers via mobile is through relevant, interesting and useful content. Here are some considerations for keeping your customers close:

### **personalize:**

use customer data and insight to create targeted offers and promotions via mobile

### **quick and slick:**

Mobile customers will be quick to switch off if the user interface is clunky and slow



### **location:**

Mobile's unique advantage is location: use location-based targeting to find the nearest outlet and strengthen the proposition with compelling local promotions (e.g. "head to your local restaurant now for 20% off")

### **keep them entertained:**

125 years' worth of time is played every day on Angry Birds – think about how you can keep your customers coming back for more

# 5

## get the word out

Once your mobile presence is up and running, think about how to get people interested in and engaging with your content. Here are some practical options:

### **promotion:**

There are a number of sites where you can promote a new mobile presence – such as Free App a Day. For mobile sites, be sure to test out Google AdWords with mobile targeting.

### **advertising:**

A carefully planned, targeted mobile banner campaign could help to drive traffic to your new mobile offering and does not need to cost a great deal. Work with an agency that can help identify your key audiences and the best way to target them.

### **insight:**

Survey your customers – possibly even offering a beta phase and encourage feedback to help refine your mobile presence.

### **visibility:**

Make sure your presence can be found quickly and easily through effective mobile SEO and Google mSearch tactics. Ensure all content is written in a clear, simple and optimized style and is updated regularly.

### **integrate:**

Ensure your new mobile presence is integrated into your existing communications channels – offline and online. It is critical that those who previously accessed your website via their phones now get to the mobile presence, so ensure the right redirection code is implemented on the site.

# conclusion

## Assessing success

Once your mobile presence has been successfully launched, there is still plenty of work to be done to ensure it's performing as well as it can.

Any investment into a new channel needs to be monitored and evaluated on a regular basis. Mobile is no different, and given the fast adoption curve of smartphone users, it's probably one of the most important channels of which to keep track.

## Review regularly & measure

Look at the browsers people are using to access your mobile site and ensure the content and format are as appropriate as possible. Check which areas of the mSite or app are being most used (or importantly, not used) by customers and refine where necessary.

A mobile strategy is an iterative process so you may not get it exactly right the first time. That's ok, as long as you keep measuring, keep learning and keep improving.



# 2ergo

2ergo is an international mobile business and marketing solutions company.

We combine innovative proprietary mobile technologies and professional services to help organizations of all sizes develop and execute their mobile strategies to increase sales, mobilize business processes, reduce costs and enhance customer relationships.

Since 1999, brands such as Fox Sports, Australian Broadcasting Corporation, Orange, Fox News, Fidelity, Transport for London, Ladbrokes, O2, Carphone Warehouse and Procter & Gamble have all benefited from 2ergo's end-to-end mobile solutions.

Our unique propositions help clients meet their goals at each stage of the customer lifecycle. Professional services such as strategy consulting and campaign management are underpinned by our award-winning technology platform.

## our clients include:



## get in touch...



**online**

[www.2ergo.com](http://www.2ergo.com)



**email**

[americas@2ergo.com](mailto:americas@2ergo.com)



**phone**

703.879.3400