CONTENTS

List of figures xi
Foreword xiv
Acknowledgements xv

Introduction 1

Looking in the wrong direction 1
Focus on the user journey 1
The human element 2
Disruption 2
Back to basics 2

PART ONE Mobile marketing in perspective 5

01 Introduction 7

02 Understanding the user journey 9

Technology for the sake of technology 10
User journey and context 11
Mobile and multi-channel marketing 12
A multi-screen journey 13
User journey examples 14
Local intent 17
Content marketing 17
The stages of the user journey 18
Content mapping 21
Value proposition and user journey 21

03 Technology change and adoption 25

Forty years of radical change 25
Integrated devices 26
Smartphone adoption 26
Global variations 27
Benchmarking marketing activity 28

| OT DISTUPLION AND INTEGRATION 33 | 04 | Disruption | and integration | 33 |
|----------------------------------|----|------------|-----------------|----|
|----------------------------------|----|------------|-----------------|----|

The death of in-store retail 34
Convenience, choice and transparency 35
Business culture 35
Single-customer view 35
Next step: marketing automation 37
Mobile as a change enabler 38

O5 Devices, platforms and technology: why it doesn't matter 41

Mobile-compatible is not mobile-optimized 41
Technology challenges 42
Audience segmentation 44
Frictionless technology 44

O6 The future of mobile marketing 45

Exponential development 45
Technology as an enabler 47
The near future 48
Making things easier 50
The distant future 51
A guaranteed future prediction 52

PART TWO The tactical toolkit 53

07 Introduction 55

O8 Mobile sites and responsive design 57

Start with the fundamentals 57

Mobile site options 58

Mobile design principles: mobile sites vs desktop sites 63

Technology and jargon in perspective 64

What responsive design really means 65

The three-step quick and dirty guide to a responsive website 66

A user-centred approach to mobile sites 73

Mobile sites: conclusions 81

09 Mobile and e-mail 83

Focusing on mobile users 83

Focusing on relevance 85

E-mail and the user journey 86

Selecting an e-mail service provider 89

Gaining opt-ins and building a list 90

List segmentation 91

E-mail templates and design 94

E-mail marketing: conclusions 101

10 How to build an app 103

Bolstering value proposition 104
The app-building process 105
Specification and wireframing 106
Interaction and visual design 108
Technical development and testing 108
App store submission 109
App marketing 110
App maintenance 112
Customer support 112
Freelancers vs agencies 112
Native apps vs web apps 116
Platform wars 118
Building an app: conclusions 119

11 Social media and mobile 121

User journey and value proposition 121
Mobile social media experience 122
Informing your social media approach 123
Policy and planning 129
Outreach, engagement and ego 130
Social measurement 134
Social media advertising 137
Mobile social media: conclusions 140

12 Mobile search 141

Defining mobile search 141
Desktop vs mobile results 142

| Search engine optimization (SEO) 146 | | |
|--------------------------------------|--|--|
| Link building 159 | | |
| Mobile SEO: conclusions 161 | | |
| Paid search 163 | | |
| PPC fundamentals 164 | | |
| PPC considerations 169 | | |
| Working with PPC agencies 170 | | |
| Mobile SEO and PPC working together | | |

Mobile search: conclusions 172

13 Mobile advertising

Mobile advertising objectives 174 App advertising 175 Ad networks vs media owners Targeting options 176 Creative options Mobile ad features 180 Ad reporting and analytics 181 Mobile advertising: conclusions

14 Augmented reality (AR) and virtual reality (VR) 183

Augmented reality in perspective 183 Adoption levels 186 Beyond visual AR 187 Virtual reality in perspective 188 Virtual reality and mobile 189 Virtual reality and 360 images 191 Virtual reality innovation 191 Augmented and virtual reality: conclusions 192

15 Quick response (QR) codes 193

QR codes in perspective 194 Practical applications 195 QR code adoption 196 The most important thing to understand about QR codes 196 Making your QR code beautiful (well, less ugly anyway) 197 Practical guide to using QR codes in the real world OR codes: conclusions 200

16 Location-based devices and beacons 201

Location-based services 201
Location check-ins 201
Integrated data 202
The opportunity of beacons 202
Beacon adoption: conclusions 205

17 Near field communication (NFC) and mobile payments 207

Near field communication 207 Mobile payments 209

18 Instant messenger (IM) apps and short messaging service (SMS) 211

IM vs SMS in perspective 211
SMS is personal 212
Types of SMS communications 212
SMS app links 213
IM bots and live chat 214
IM and SMS: conclusions 216

19 Mobile analytics 217

The marvels of Google Analytics 217
Setting up Analytics 218
Core reports 219
Multi-Channel Funnels 228
Tracking code 231

PART THREE Mobile marketing checklists 233

20 Introduction 235

21 Checklists 237

Mobile marketing strategy 237
Mobile site development 238
Building your app 239
Social media and mobile 240
Mobile search 241

22 Conclusions 243

References 245 Index 252