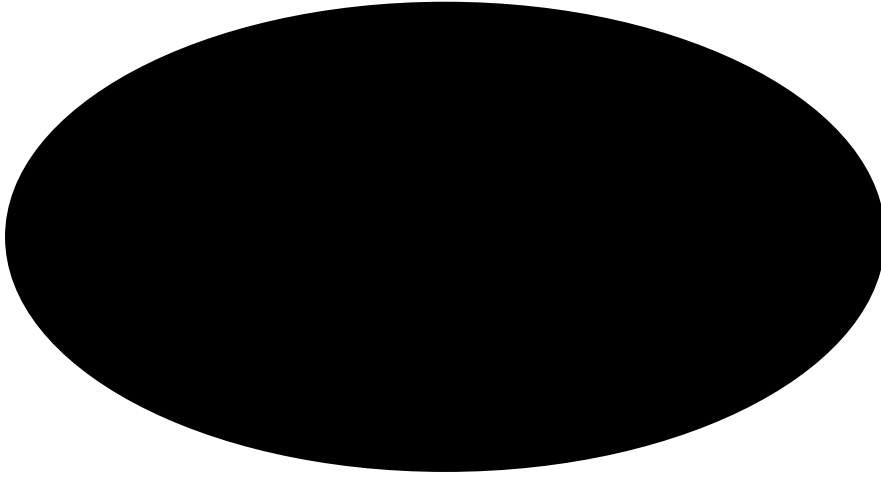


HOW TO MAKE A MOBILE MARKETING STRATEGY

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Mobile marketing is not easy. Some companies approach us and ask us what they should do to take advantage of the mobile channel: should we develop a mobile website or an application? What is the difference between native and mobile apps? These are common questions that, of course, need to be answered. However, our answer is always the same: **you need to think about a comprehensive mobile marketing strategy.**



First, they need to know what their competitors are doing to get an idea of the tools that may be most relevant. In addition to building a **mobile website or an application, the mobile strategy must take into account the supports -tablets vs. smartphones-, visibility in application stores, mobile SEM, mobile advertising, SMSs, geolocated marketing or social networks.** These tools can incorporate a multitude of functionalities: product catalogs, product images, geolocation, mobile coupons, store finders, purchase assistance or the integration of social networks. As you can see the mobile marketing strategy is not a one way road. Companies must know where they are going, what their objectives are, what they need and what content they have. Once all these questions are answered, a mobile strategy can be deployed.

The mobile marketing strategy must take into account all the phases that the user must go through. **From presence to loyalty there are several phases in the mobile experience.** . The first phase is, of course, presence: the company must understand how mobile users can reach it. You may need a mobile web or an app. May need to do mobile SEM etc. The second phase is **involvement**. The company or brand must display its content through the mobile channel in different formats so that it attracts the user's attention. Users should find the company's mobile experience engaging and useful. Then comes the **reflection phase**. During this phase, users will need access to detailed information about the company's products and services. They will want to compare your products and prices. The fifth phase is **conversion**. Many metrics focus on conversion rates. In fact, most marketers, strategists, and technology consultants are obsessed with conversion rates. Of course, the shopping experience must be optimized so that a light, simple and clean process is achieved. Last but not least, the **loyalty phase** happens when the company already has a customer. This is a key phase because it creates recurring customers. The mobile can be a very powerful way to do it thanks to the attractiveness of mobile applications, for example.

Are you in your company thinking of deploying a mobile website or an application? Perhaps you should first think about designing a comprehensive mobile marketing strategy.

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