

A decorative graphic consisting of several overlapping, curved, light blue lines that sweep from the top left towards the bottom right, framing the central text box.

**9 MOBILE MARKETING PRINCIPLES  
(USE THIS 9MM TO HIT YOUR TARGET)**

# Who Should Read This

## Marketing and Mobile

Mobile marketing and advertising are on the rise. That's the good news. Another good news is that mobile marketing seems to generate very good results, for instance in mobile internet -- people click times, if not tens of times, more on ads. SMS campaigns also demonstrate good promise. Twitter, which is a heaven for small devices, shows astonishing press coverage, usage uptake, and... older audience interest. All is well. Or is it?

On the negative side we see that mobile phone is often abused with SMS and Twitter spam. Precious space on the cell phone screen starts to get clogged with irrelevant ads. In other words, all the negatives of marketing start to appear on your little thingy.

What can be done about that?

Well, for one we can start talking about that. That's precisely the point of this white paper.

MMA or Mobile Marketing Association, along with major US carriers, have long established the rules of conduct. In many instances these rules are way too strict so that you don't want to start *any* service because it takes circles of hell to have it approved. Thus we have to be flexible *and* restrictive... A paradox?

No. If you are a business, you mostly care about your bottom line. And the bottom line is directly affected by how you do your marketing. It also depends on your time perspective -- if you plan to exit your business soon, you will abuse. If you plan to stay -- you invest in your reputation. Since mobile technology is an industry which will be especially good in the (nearest) future -- you are bound to invest in your reputation. And thus you need to think more about rules and principles rather than quick bucks.

So... what can be done to make mobile marketing work? Where is an optimal balance between quick and dirty?

Eyeline Communications Inc. has been on the forefront of mobile revolution. We closely worked with the largest mobile carrier in the former Soviet Union and the seventh largest operator in the world. From there, we found new ventures all around the world -- in China, in Singapore, in Indonesia, in Europe... And we have been learning by trying new things all the time. This bag of knowledge is summarized in this paper.

So if you are just starting or have been in this sphere for a while, read and comment on what we think is your best weapon in the dangerous and unknown world of mobile marketing -- 9 mm -- 9 mobile marketing principles.

If you are a marketing agency, advertising bureau, business of any size, a big brand, service provider, mobile carrier, or you are this way or another related to marketing and mobile technology, then this white paper is for you.

If you have questions, or would like to learn more, visit Eyeline at <http://eyeline.mobi>.

## Principle #1: No Spam

You probably hate it yourself. Or you may have tried it. Or you are considering. Spam.

One of the attributes that make it work is the price of a message. And as with email, SMS is as cheap on a mass scale. That's the beauty of it. And here you have to stop before you abuse this fact by sending millions of "buy our product, and we don't care whether you are interested".

It does not work. It does not in email (unless your business is a fly-by-night virus making underground team). And it has stopped in mobile. And it is worse in mobile. Because of the personal nature of communication, and because people *are*

more likely to read the message. And after they do, their hate multiplies. They do not call them spammers, they call them really dirty names. And they become very non-loyal to you killing your hopes of your glorious future.

So as a business, don't employ this as a strategy. We will show later how you can use the positive effects of mass audience *without* creating hatred and spam. There is a way!

### **Tips and Tricks**

1) *Do not spam.*

Never send massive amount of unsolicited messages.

2) *Use subscription instead.*

Always try to make people opt-in for further communication. Really think about it. Because you can send a message they are *waiting* for!

But don't send "something". You are selling, not "communicating". Send relevant information, brief and concise.

3) *Employ useful services for spam.*

What, you said "spam"? Sorry, it was meant a massive amount of messages with information which is relevant only to a small number of people. How can that be done without creating a havoc?

If you give something valuable, people will be OK that you give them something "may be" valuable in addition.

Example? Give them their mobile balance -- make *them* call for it -- and append a small text message to it. That's it. It works!

## Principle #2: Engagement

It is always very hard to translate this word in Russian - engagement. It is just not there. As it is hard to explain it in English. It comes from BJ Fogg, a Stanford *persuasion* specialist. Or at least it is very well explained by him.

Engagement means engaging a person with mobile marketing. Making it so that a person is attracted to mobile marketing and wants to use it again.

In the Internet world, Google Search can be said to be engaging. Or Twitter. Or YouTube.

How's that related to marketing? Well, marketing on mobile should engage a person: it should make the person want to use the marketing channel, be interested in the marketing channel, and want to come back to the marketing channel. Usually, by "marketing channel" we will mean a mobile service.

### **Tips and Tricks**

1) *Marketing channel = service.*

If you want to engage, you have to think of a service. You want to make communication with your audience useful for them. Think of it this way: useful = service. Only then, as simple as it is, they will come back, i.e. you will engage them.

Therefore, when you think of using mobile, think of "What useful service can I provide for my most likely target audience".

2) *Think about how you can make the person come back to your marketing channel (service).*

This is self-explanatory. Some tips are:

- Promise something valuable later and *deliver* it. Please do the second, it's tempting to renege.
- Entertainment. If you are an entertaining communicator, people will come back to be entertained.
- Think of a user generated content/peer-to-peer exchange. Think Twitter or Facebook.

## Principle #3: Context

Contextual advertising. Have you heard of it? Most likely. And for sure you have experienced it. Coffee and newspapers. Internet news. Airlines and vacation. Sex, drugs, and rock-n-roll. Wait, this is not context -- those are complimentary things. Whatever. The point is: think about when something is good with something else. Think of related things or, if you are for pure definitions, backgrounds of certain things. A cup of coffee and a coffee house. A horse and a farm.

In any case, context is very important. When are they initiating a service (a marketing channel)? Why are they starting the service? Where are they initiating the service? Answers to these questions will help you determine your context. And the context will help you determine what marketing messages should be send.

### Tips and Tricks

1) *Determine your context.*

Spend time figuring out the context related to the promoted good, as well as how people use their mobiles in relation to the good.

2) *Create contextual services.*

This is your short-cut to success in mobile marketing. That's it. You know the secret now. Try to understand and comprehend. Or just follow this as an advice.

Do not "just" advertise or, worse yet, push. Make a service which creates a context for your message.

Examples? Here is some. *ArrivedOK*, our service of air passenger arrival notification based on cell phone status. How can this context be used? Clearly: for airlines, hotels, taxes. Thus if you are an airline and you want to have a mobile marketing campaign, *ArrivedOK* is a way to go, instead of some general "mobile Internet advertising".

## Principle #4: Simplicity

Mobile phone screen and functionality screams of simple. Be adequate. Really.

Think more than you do with the Internet. Subtract. Do not add. Every addition should be checked multiple times.

What is simplicity and simple? It means less steps in a dialogue. It means less words in a sentence. It means you can figure it out without a manual.

Oh, it is hard. It's like summarizing a movie in one sentence. If you can, then you really understand the film. Or a mobile service, in our context. And if you understand, the user will also understand.

### Tips and Tricks

1) *Do one thing.*

One thing at a time. Try to start with something small, adding more later.

2) *Give the phone to your grandma / mom.*

The ultimate test. Can they do it?

3) *Simple technology.*

Simplicity also goes for technology. Prefer simpler technologies for mass marketing, like SMS, Call2Service, USSD.

## Principle #5: Choice of Interface

As with simplicity, it is something you have to check if you are a project manager. An interface to your service. The interface for your marketing channel.

No doubt, it should be clear, clean, and simple. More importantly, it should be the most native for the user.

How do you get that? But giving the user a choice. A choice to select the most appropriate communication medium.

In other words, if your customer is used to SMS, give her an SMS. If he is more comfortable with offline, maybe Java applet is a way to go. And prepare different interfaces for the same service. Many interfaces, with a choice given to the user.

### Tips and Tricks

1) *Make all possible mobile interfaces to the service.*

Even if it is a strictly SMS or mobi (Mobile Internet) service, create other possible interfaces such as USSD. And watch which one is chosen. Of course, making it easier to choose between interfaces.

Example. Use Call2Service and USSD. But on each step make it possible to communicate through SMS. In each SMS include a link to the web site.

2) *Start with the simplest. Upgrade gradually.*

When you have a choice, start with a simplest interface. And upgrade users who are ready for more.

3) *Use pluses of every interface.*

All interfaces are different in terms of costs and functionality.

For example, USSD can get the user's phone number. Internet (WAP) can get the phone model. Java/App can record something on the phone. USSD is free in roaming. SMS is cheaper than Internet in roaming.

## Principle #6: Measurability

Mobile is like the web. Only better. Therefore, the principles of advertising that have been established for the web should really apply here. Meaning measurability of campaigns.

So far it is the largest obstacle to advertising in mobile internet. But other channels like SMS should have it more under control.

A business wants to know how much they are paying for sales.

1 additional sale = how much does it cost (in terms of mobile marketing)?

### Tips and Tricks

1) *If you are a business pay for conversion. Or sales.*

The chain in advertising of a product goes like this:

Ad - More Info - Purchase - Money

The first component in the chain - the ad - is sold through CPM, cost per thousand model. The second component - more info - is sold through CPC, or cost per click. The third component - purchase - is the true conversion: a person is at the stage of buying something. That would be the ultimate thing to measure. Strive for it!

(Of course, if you sell something right on the mobile, like ringtones, there is an important fourth component - money. The link between the purchase and the money can be broken or unreliable, so it is paramount to have the link properly measured.)

2) *What if it is not about sales?*

But we are talking here about broader marketing, not just advertising for a consumer product for sale.

What if it is about preparing for a future service or a brand awareness campaign?

In this case it is important to collect as much data as possible about visitors of the service. Their location. Their phone model. Their demographic information. The history of interactions with them.

## Principle #7: Convergence

Mobile can't really live on its own and it is much better in a company of TV, outdoor, print advertising. Then it provides not only an extension to another channel, but also measurability for traditional media.

### Tips and Tricks

1) *Have a bunch of different marketing media.*

Plan your marketing campaign across a variety of channels. Integrate traditional advertising and mobile marketing into a unified, converged campaign. This way you can educate your customers and achieve the best results.

2) *Add mobile to any other traditional advertising medium.*

Even if mobile is not a priority (and it shouldn't be for majority of common goods), insist on adding mobile to the mix as a measuring tool. Knowledge is power, and knowing your consumer is a winner for sales.

And you can learn a lot by adding a mobile dimension, by providing a Call2Service number for example. By a quantity of mobile inquiries you will see how successful your advertising campaign is. You will also give the user a simple way to interact with your offer.

## Principle #8: Personalization

When planning a marketing campaign or designing a mobile service, personalization is something you should think about. Partly because it is good for the customer to see that he or she is special. Mostly because it is a step towards building a relationship with the customer.

Personalization is also a technical term. Personalization in pure technical sense means collecting and storing information about a particular person. Therefore, this information can be used in a number of ways. Not only for "Hello Steve, you got a message" but also for things like monitoring of user behavior in relation to your offer.

### Tips and Tricks

1) *Collect statistics to personalize the offer.*

Since you are collecting as much data as possible about your users and customers, try to use this info in the service/marketing to personalize communication and offers. For example, if a user enters the service through USSD and navi-

gates through the menu, send a USSD session next time he or she enters the service. If the user didn't go anywhere with a USSD service, send an SMS -- may be it will be easier for him or her to use SMS to communicate.

2) *Put customers in charge of the service's interface.*

Another very important personalization technique is to put customers in charge of the service's interface. Thus if they like something "to the right", give them an easy way to have that. Customers love that!

## Principle #9: Interactivity

Mobile is all about interaction. You should really use that. Static is for outdoor, print. Dynamic is for TV, Web. Interactive -- is all about mobile.

Interactivity requires a different mindset for designing your campaigns. You don't just talk; you listen to your customers or control the conversation in a way that makes everybody happy.

### Tips and Tricks

1) *Always interact.*

It's mobile, so always interact -- be it choosing a menu item or the color that they like.

2) *Service = Friend.*

When designing a service think of it as talking to a buddy, a friend. Be a friend to your customer, talk to him or to her. Let them talk. Be personal.

## Summary

Whatever your interest in mobile marketing is, at the end of the day mobile marketing will be achieving your goals if:

- 1) **It's not spam.**
- 2) **It's engaging.**
- 3) **It's context-relevant.**
- 4) **It's simple.**
- 5) **It has a good (chosen) interface.**
- 6) **It's measured.**
- 7) **It's converged in a multi-channel campaign.**
- 8) **It's personalized.**
- 9) **It's interactive.**

In any case, start with small, preferably inexpensive SMS- or USSD-driven services. You can always complicate things later.

Contact us for more information on mobile marketing and service optimization at [info@eyeline.mobi](mailto:info@eyeline.mobi).

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