

Mobile Marketing for the Holidays — it's not too late!

By George Friberg
M3 Mobile Director of Marketing

Ok, it's a little early to think about the holidays, unless of course you're in the retail biz. *New product releases...check. Website holiday design...check. Email strategy...check. Mobile marketing...hmmm.*

Is it too late to capitalize on mobile marketing for Holiday 2009?

Mobile marketing can be a complex channel to integrate with your marketing strategies; however, an experienced partner can launch your mobile event or continuity program painlessly, effectively and in time for the holidays.

Although Black Friday is still another 4+ months away, the time is now to start your mobile program and build your mobile database. After all, it can take several weeks to build your database to where mobile messaging will make an impact from both an investment and customer satisfaction perspective.

What about mobile web and apps?

Releasing a mobile website or app before building a messaging program is like putting the cart before the horse. You might have a great mobile website or app, but these are pull marketing tactics where your customer base has mindshare dedicated elsewhere. With a mobile messaging program, you can exercise push marketing by broadcasting messages directly to your customers.

How can I get started?

Call us. We can get your program up and running at full speed well before the holidays. We are confident that mobile marketing will generate a high ROI and customer experience for your business.

Overcoming Fear of Mobile Marketing

By Jeanette Kocis

www.mobilemarketer.com/cms/opinion/columns/3632

Everyone knows that mobile is hot, and many marketers are trying to understand how to leverage the technology. We hear about high response rates and higher levels of engagement and we want in. And yet, it's still difficult to take the step.

Many brands are trying mobile in limited doses. Agencies may create one-off campaigns that have mobile elements, and in the context of those campaigns, the mobile portion performs its intended purpose.

“It is better to gain experience now while the channel is new and competitors may be lagging.”

If it was executed well, mobile may have lent to the success of the overall campaign. Or perhaps the brand is using mobile as a standalone channel and is seeing some success, but is not sure about making it mainstream as a communication channel for their company.

In some cases, the roadblock to greater adoption is fear. The economy is tough. Online media costs are rising. Spending is down in some categories, making decisions about marketing budgets more difficult. It is hard to justify new mediums and it is hard to change thinking.

The rational questions to ask about mobile are, “What is my ROI going to be? How many customers will I acquire? How many customers will I retain? How much should I spend on mobile?”

Great questions, but unlike email or direct mail — which have years of marketing history and measurement behind them — there isn't yet a definitive answer for mobile. *(cont)*

Special Edition: Getting Ready for the Holidays

Mobile Marketing for the Holidays

Alleviate Fears of Mobile Marketing

Start Planning for the Mobile Holidays

M3 Mobile Alerts!

Time to Begin Planning for the Mobile Holidays

By Mickey Alam Khan

www.mobilemarketer.com/cms/opinion/editorials/3617

It's only three months before mobile can expect to play a significant role in searching and shopping for the holidays. As is customary, marketers are already working on lists for catalog, direct mail, insert media and email drops for the holidays, along with planning print, television, radio and online buys for those with the budget. Mobile should now be included in that media mix.

As a result, mobile will give legs to those channels, through mobile advertising, mobile marketing and mobile commerce.

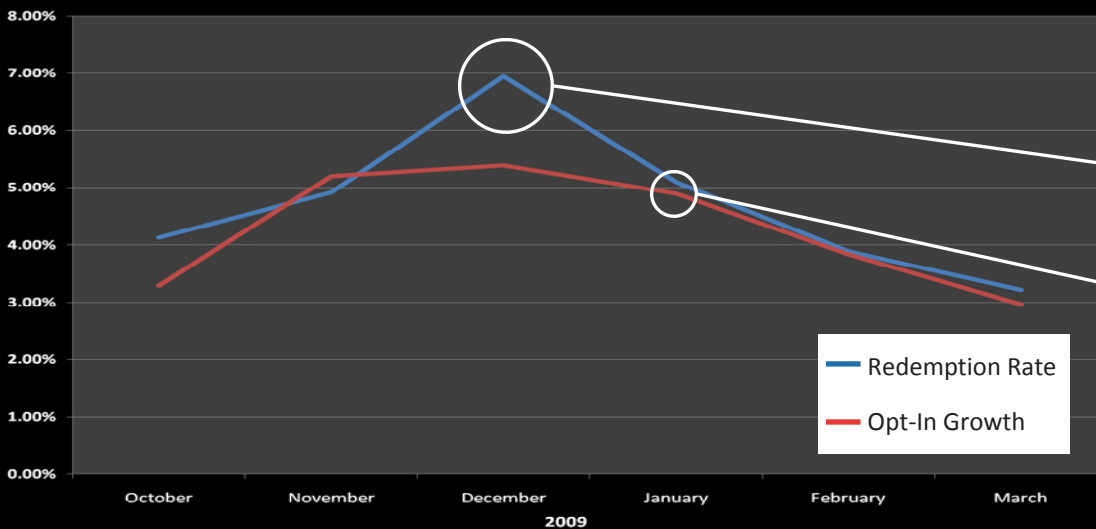
Each catalog invites users to shop via phone, mail or by entering a SKU number on the brand's Web site. Perhaps it would be wise to add a keyword and common short code on each *(cont)*



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Start planning for holiday now!

Average redemption rate reached 6.94% at height of holiday season.

Opt-ins slowly start to decrease to 4.90% after holiday season

(cont from Planning)

catalog, inviting recipients to text and opt in to the loyalty program for alerts of new deals, shipping incentives or discounts during the holidays.

A similar effort with targeted direct mail and inserts – unique keyword and short code – can actually track the piece’s efficacy in case the customer or prospect responds to the call to action. Mentioning a keyword and short code on marketing and retail email newsletters can also encourage enrollment into the overall loyalty program with the mobile number.

Adding SMS to print, TV and radio will help track the effectiveness of print and broadcast advertising at a time when the sales pitches are at

“Mobile should now be included in your media mix.”

their shrillest.

Another holiday marketing tool that requires immediate attention is a mobile or mobile-friendly Web site. With the falling costs of creating a mobile site and the plethora of plug-and-play services out there, retailers and marketers have little excuse to dither on creating a mobile Web presence targeting consumers on the go.

A smart accompaniment to the mobile site is the mobile application incorporating some, if not all, the functionality available on the marketer or retailer’s

mobile site.

Make sure the app is compelling if it is not to be deleted within days of download. Occupying valuable screen real estate on, say, an iPhone, BlackBerry or Palm Pre, is a branding privilege that should not be abused.

These ideas are basic and require little effort but consultation and working with the brand’s agency or mobile marketing firm. The time has come for brands to recognize that if they want the holiday merchandise to move, they must be as mobile as their customers and prospects.

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M3 Mobile Alerts! By Chrissy Sirianni, M3 Mobile Senior Account Manager



Mobile apps – they’re everywhere these days! Anyone in the mobile industry, or even outside for that matter, can attest to the fact that new apps are springing up every day. With over 65,000 apps currently residing in Apple’s App Store in just one year, it’s obvious that this train isn’t slowing down anytime soon. And that means now’s the time to get on board by adding an app to your mobile marketing mix. If you’re a brand looking to generate buzz and excitement around your product, well then a mobile

app might just be for you.

“Mobile apps, especially the good ones, can serve as little brand satellites of value, utility, function and entertainment that can forever change how we deliver and personalize contextual value to our customers – on the go, anywhere, anytime, from within their pockets and purses.”

Thom Kennon, VP Strategy Wunderman New York

Need help deciding if a mobile app is right for your brand? Check out this article - www.mobilemarketer.com/cms/news/research/3583.html

(cont from Overcoming)

Now let’s consider the upside:

- The adoption rate is incredibly high
- Unlike the Web, this medium is starting out with a very high usage rate. The Web started at zero; 80% of U.S. adults have a mobile phone
- The mobile Web continues to increase in usage
- People who choose this channel will respond to relevant offers given the stringent opt-in requirements

When thinking about mobile today, we need to realize that it is part of the future of marketing. It is better to gain experience now while the channel is new and competitors may be lagging.

A single, one-off campaign may not show the results you need to prove the value of the channel to management. Marketers who approach mobile marketing from a multichannel perspective and integrate it with other mediums will likely have more success with their mobile campaigns.

These marketers will also be quicker to benefit from the value that mobile marketing has to offer.

The best advice is to take the leap and pilot a program. The cost of entry may be fairly low and your return may be high, but you won’t know until you try.