Agenda Overview for Mobile Marketing, 2015

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Mobile technologies enable digital marketers to engage customers at every stage of the purchase path. Gartner's 2015 research will help you capitalize on the intimacy of mobile marketing while reducing the risks to your brand.

Analysis

Successful digital marketers harness the forces of "social, local and mobile" to create direct, lasting relationships with customers. Mobile serves as the vehicle of immediacy for your digital strategy, the signaling system among the different elements of digital marketing. Moreover, mobile is shaping up to be an important element to any loyalty program, as mobile apps combine convenience (to the
customer) with the power of an ongoing, near real-time channel to the customer. The collection and use of that sort of data creates risks. You are always just one poorly timed message away from damaging whatever brand equity you have earned. Gartner’s 2015 research will show you which mobile marketing strategies and tactics work best and how to avoid the risks.

A successful mobile marketing strategy adheres to five principles:

- Mobile devices and interactions are the "connective tissue" linking consumers' online and offline lives. Mobile technologies, especially smartphones, are almost always with people. They can provide near-real-time information about where customers and prospects are located, where they’re heading, what they are doing and what their intentions might be.

- Mobile marketing is built on a foundation of analytics. Mobile marketing analytics will give you the customer and prospect data you need to target offers and engagement opportunities appropriately.

- Mobile marketing demands trust — successful mobile marketers earn it with every interaction. Marketers need to exercise mobile marketing techniques with care and sensitivity. The toolsets and practices required to develop contextual relationships with consumers are immature.

- Mobile marketers need to understand the audience’s wishes and context before you can safely target it. Location-based technologies provide data about where your audience is, but not whether they’re in the mood to respond to an offer. Don’t confuse proximity with permission.

- Mobile marketers must remember to use apps as a tool to improve customers’ lives. An opt-in or an app download is about convenience and value for the consumer — not you. Don’t use apps to pester customers and prospects with messages and offers they didn’t ask for.

Our 2015 research will help you incorporate these principles in your own mobile marketing strategy to boost your chance of success.

Key Issues

Forces affecting mobile marketing strategies

- How should I change my marketing strategy in response to the adoption of connected devices?
- How will consumer concerns around privacy and security affect mobile marketing strategies and tactics?

Integrating mobile marketing into digital marketing mix

- Which formats and techniques work best for developing mobile marketing and mobile advertising?
- What are the best practices for executing mobile marketing tactics?
Forces affecting mobile marketing strategies

How should I change my marketing strategy in response to the adoption of connected devices?

Mobile technologies, especially smartphones, are the consumer's "remote control for life." The intimacy of mobile provides access to a wealth of information about the habits and lifestyles of individuals. Consumers' interest in sharing their preferences, combined with the rapid growth and improvement of mobile devices and the proliferation of location-sensitive first- and third-party data sources, enables you to tailor your messages and respond to customers' needs in new ways.

For example, consumers participating in a loyalty program with a retailer can effectively hold up their hand and say, "I'm here and I'm interested" when they enter a store, retail district or shopping mall and they cross a geofence installed there. The consumer can be offered a discount, tailored offers for products previously purchased. If a marketer were to deploy a context-aware coupon compatible with Google's or Apple's mobile wallet solutions (Google Wallet or Passbook), it would alert shoppers when the offer was to expire and would also give the marketer the opportunity to offer other incentives. In short, the mobile user's context is the key to compelling mobile marketing.

Planned Research

Our 2015 research will track key technology trends, including consumer adoption of familiar mobile devices — smartphones and tablets — as well new developments such as wearables and the Internet of Things, which can enable new marketing techniques or tactics. You can also expect to see primary research that reveals how mobile marketers are exploiting the mobile opportunity, where mobile fits in overall digital marketing strategies and plans, where your fellow mobile marketers have succeeded and failed, and where they plan to invest (for example, "What the Growth in Mobile Commerce Means to Marketers"). Our Predicts research points to trends that will affect you in the next few years. Best Practice research will show you how leading practitioners execute key mobile marketing strategies — for example, we'll cover responsive design, and mobile payments and commerce.

How will consumer concerns around privacy and security affect mobile marketing strategies and tactics?

With the mobile opportunity comes risk and responsibilities. Mobile technologies give consumers a powerful amplifier to share their individual views. When mobile combines with social dialogues, good views and news get shared widely — so do bad news and bad reviews. Send an ill-conceived message, and everyone will know right away. The news won't arrive with the balanced reporting of professional journalists but with the intimacy and immediacy of a victim statement. How do you protect customers' private data so they don't feel that you're taking advantage of them? Deliver convenience and value through mobile interactions and show how you can be a trusted steward of their information with a clear, detailed consumer-data-privacy policy — and enforce it.
Privacy and security shouldn't stand in the way of mobile marketing progress. Put your organization on the right path to finding good answers to the privacy and security challenge by treating mobile marketing as an extension of your company's overall digital marketing strategy. Benchmark your efforts in and around privacy and security against best practices from companies such as Gartner and industry groups.

Planned Research
Our 2015 research will keep privacy and security concerns in view in all aspects of our mobile marketing coverage. We ask about the issue in surveys to keep you up-to-date on what your peers are doing about this issue. Best Practice documents will touch on privacy and security where necessary (see "A Mobile Marketing Risk Treatment Model"). We also follow the adoption of industry standards and government regulation in this area.

Integrating mobile marketing into digital marketing mix

Which formats and techniques work best for developing mobile marketing and mobile advertising?

Mobile becomes even more powerful when you add it to other channels and campaigns, such as social media, content marketing, multichannel campaigns, digital commerce and others. Imagine that you’re a mobile marketer at a ski apparel or equipment manufacturer. You have a distributor near the ski resorts in Northern California, and you have one distributor in the San Francisco Bay Area. You could consider local advertising with pop-ups or signage at restaurants and gas stations along the highway with SMS codes, encouraging San Francisco Bay Area skiers to opt in to receive discounts or equipment training sessions at your San Francisco store. In the same campaign, you could target users who "check in" at the resorts' social network or social media presence. The added contextual information — skiers on their way to the ski resorts while driving on the highway — and the immediacy mobile gives a marketer make it stand out among other digital channels.

However, using mobile in a multichannel strategy requires greater coordination within your organization. Bombard those San Francisco skiers with the wrong message at the wrong time — or misjudge your inventory levels at your San Francisco store two days before a big winter storm — and that awesome sales campaign can turn to grief, thanks to annoyed skiers striking back with their Facebook or Twitter accounts.

Planned Research
Our 2015 research will cover mobile's role within your overall digital marketing strategy. For example, we'll talk about using mobile and audio to improve the customer experience. We'll guide you in building the multichannel capabilities of your mobile marketing team (see "Maturity Model for Mobile Marketing"). We'll give you Toolkits to help you with key tasks of a mobile marketer's job. Our Hype Cycles will discuss emerging technologies that can help you manage mobile campaigns.
What are the best practices for executing mobile marketing tactics?

Mobile marketing analytics should be a required element in creating targeted and personalized experiences. The data that flows from customers’ use of applications and websites on their tablets and smartphones can provide a wealth of explicit data (behaviors and actions), contextual data (the user’s location, time of day) and imputed or implicit data (intent and interests). You need mobile analytics to turn this data into insight that can drive your marketing decisions. Nevertheless, our 2013 mobile marketing survey showed that half of companies don’t use mobile analytics. They will need to do so to deliver business results (and prove it to management).

Appetite for experimentation has given way to a return to the tactics known to deliver predictable ROI. Of course, marketers will continue to experiment as promising technologies emerge, but it will happen in the background while most effort focuses on mature, analytics-driven tactics that translate into revenue and other forms of business value. As proven techniques become widely adopted, they will cease to differentiate your brand. Thus, mobile marketing tactics will follow a life cycle, from emerging, to effective, and then to expired. This life cycle will reflect convenience and utility to the customer, partly determined by the number of opt-ins to receive mobile messaging and offers or an app download.

Planned Research

Our 2015 research will analyze mobile tactics within their life cycle. We’ll produce Case Studies on the use of emerging and effective techniques, with Best Practices you can use in your own organization. We’ll offer Toolkits to help you execute tactics. Survey Analysis reports will track current and anticipated practices, while Predicts and Impact Appraisals will track significant new techniques and technologies, such as mobile engagement platforms. We’ll track technology providers in established and emerging areas, through Cool Vendors and Market Guide reports (for example, "Market Guide: Augmented Reality Vendors").

Related Priorities

Key Initiatives address significant business opportunities and threats, and typically have defined objectives, substantial financial implications, and high organizational visibility. They are normally implemented by a designated team with clear roles and responsibilities, as well as defined performance objectives.
Table 1. Related Priorities for Mobile Marketing

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<tr>
<th>Key Initiative</th>
<th>Focus</th>
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<tr>
<td>Multichannel Marketing</td>
<td>Multichannel marketing represents a coordinated program across digital and traditional media to acquire and retain customers, extend the brand, condition the market and engage communities.</td>
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<tr>
<td>Emerging Marketing Technology and Trends</td>
<td>Emerging marketing technology and trends, such as big data, social media, augmented reality and context-aware computing, create new opportunities to acquire and retain customers, fueling growth and taking market share.</td>
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<tr>
<td>Data-Driven Marketing</td>
<td>Data-driven marketing refers to acquiring, analyzing and applying all information about customer and consumer wants, needs and motivations.</td>
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<td>Customer Experience</td>
<td>Digital marketing leaders recognize that they must deliver differentiated customer experiences or risk losing out to competitors.</td>
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<td>Digital Commerce</td>
<td>Digital commerce uses the Internet, mobile networks and commerce infrastructure to execute transactions with consumers or businesses and to support marketing and other activities around these transactions.</td>
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<tr>
<td>Social Marketing</td>
<td>Social marketing is a strategy that uses social media to listen to and engage customers, and cultivate brand advocates. It can shorten product development cycles, boost innovation and increase conversion rates.</td>
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Source: Gartner (December 2014)

Suggested Next Steps

- Align every mobile marketing initiative to one of the company's business goals. Design the initiative to move one of the key performance indicators. Benchmark your performance before deployment so that you can show the initiative's effect to senior management.
- Don't let privacy and security concerns stop you from any mobile initiative. But do include privacy and security in the planning phase of any initiative, not as a later add-on. Follow your company's privacy and security policies, and industry best practices.
- Turn the mobile marketing team into a center of excellence to help digital marketers in other channels add mobile for better results. Promote the unique features of mobile. Discourage the use of mobile as a channel for generic messages and offers.

Gartner Recommended Reading

Some documents may not be available as part of your current Gartner subscription.

"Apple's Passbook Has Subtle but Powerful Influence"

"Where Mobile Fits on the Strategic Road Map"
Mike McGuire specializes in mobile marketing, guiding digital marketers on how context, community, location and time — combined with a consumer’s purchase history and purchase intent — are changing the relationship between consumers and brand. Previously, Mr. McGuire worked with mobile computing startups in the San Francisco Bay Area and Southern California.

More on This Topic
This is part of an in-depth collection of research. See the collection:
- Agenda Overviews for Gartner for Marketing Leaders, 2015
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