



Mobile Marketing Best Practices

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Why Mobile Marketing

Media consumption is changing. Viewers skip TV commercials with their DVRs, radio has been replaced with Spotify and iPods, newspapers are cutting editions or shutting down completely, email inboxes are overrun with spam, and direct mail is increasingly lost in the mix.

Brands need new ways to reach and engage their audiences, and mobile marketing can cut through the noise. It is a powerful medium to acquire new customers, grow revenue and profitability, improve loyalty, and influence customer behavior at the moment of purchase.

We are seeing a shift in consumer behavior today as mobile is influencing retail sales beyond just transactions on the device. Deloitte estimates that 5.1% of in-store purchases are currently influenced by a smartphone, but that number will exceed 20% by 2016.

Marketers have a great opportunity today to leverage the mobile channel. Genesys produced this guide – a compilation of decades of combined mobile marketing experience – to highlight critical best practices to consider when it comes to mobile marketing. Genesys clients are paired with a knowledgeable Customer Success Manager (CSM) who will utilize these concepts and more to create a strategic roadmap for the creation and execution of your successful mobile marketing programs.

“Mobile has the potential to transform every aspect of your business, from sales and marketing to your workforce and internal processes. 2014 is the year that companies will lay the foundation for this evolution.”

“Predictions 2014: Mobile Trends for Marketers”, Forrester, January 2014

Creating a Solid Foundation

So how do you get started? Understanding how your customers are already using mobile to interact with your brand and finding ways to communicate with them most effectively through the entire customer lifecycle should be the top priority. Mobile marketing is a long-term strategy, not just a one-time tactic like creating a smartphone app.

To maximize the value of mobile, infrastructure planning and organizational alignment is required. And not just from Marketing, but from IT, and Customer Care as well. In order to reach customers effectively, your company needs to sign on internally, and then find the right mobile partner to guide you through the execution.

1. Get commitment from your company

Make sure real budget is reserved and you have buy-in from management. Agree where mobile marketing ownership lives within your organization.

2. Think long term

You want to be talking about creating consistent ongoing mobile experiences, not just one-off mobile campaigns. Mobile is an asset throughout the customer lifecycle.

3. Focus on your customers

Make sure you can answer these questions: What’s in it for your customers? Why should they interact with you via their mobile phones?

4. Set up metrics for success

Define goals for your company, thinking in terms of lead generation, basket size, foot traffic, and loyalty, instead of simply “going mobile.” Make sure your mobile campaigns will be measurable against those goals.

5. Plan ahead

While some programs can be launched quickly with a shared short code and simple mobile landing page, dedicated short codes can take 8-12 weeks to be provisioned across all carriers and rich mobile sites can take months.

6. Don’t forget the fundamentals

Think about each step of the user experience for mobile programs. For example, make sure you’re not committing a customer ‘fail’ by linking a QR code to a web site that is not mobile optimized.

93% of people who use mobile to research go on to complete a purchase of a product or service.

“Mobile In-Store Retail Research
Google Shopper Marketing”
Google-Nielsen, April 2013

7. Be aware of the rules

While a good mobile partner will ensure you're in compliance, it's important to know the MMA, CTIA, FTC, and FCC dictate what you can and cannot do when conducting mobile marketing. You cannot buy a mobile database so you must get consumers to opt in, and you must use very specific wording when promoting your programs. Poor compliance management can be costly.

8. Align yourself with the right partners

Mobile can get complicated quickly, and it can be expensive to learn on the fly. A good partner simplifies the complexities and is prepared for the challenges of scaling quickly. Look for a mobile partner that offers both technology and strategic services, so you're not stuck managing multiple vendors, outgrowing a “training wheels” solution, or worse, paying the steep price of missteps on compliance.

Executing Effectively

Genesys has a clear view for the best approach to mobile marketing: grow your mobile opt-in database, manage the data for compliance and optimization, and engage your subscribers in well-designed campaigns to drive loyalty and revenue. Our Customer Success Managers works with you to leverage our technology platform to plan, execute, and track effective multi-channel mobile programs. This is the fun stuff.

1. Optimize existing marketing activities

Look at your email, social media, advertising, and direct mail to incorporate mobile where appropriate. Aim to convert 20-25 percent of your email or direct mail database to mobile opt-ins within a year.

2. Utilize existing customer touch points

Look at your website, in-store experience, sponsored events, and customer service to integrate mobile in ways that make sense.

3. Secure a dedicated short code

The Common Short Code Administration (CSCA) leases a dedicated short code from \$500-\$1000 per month. Although more expensive than owning your website URL, it's also a key part of your digital identity, and you should have a long term lock on the code you want.

4. Get a mobile site

A mobile optimized site is an expectation these days. Focus on smartphone users since they dominate mobile web traffic almost entirely. You can start simple and expand as you learn more from your analytics.

5. Offer channel preference

Give customers a choice in how they want to be contacted, e.g. text (SMS), interactive voice response (IVR), email, direct mail.

Of consumers using mobile to research, 55% want to purchase within the hour. 83% want to purchase within a day.

“Mobile In-Store Retail Research
Google Shopper Marketing”
Google-Nielsen, April 2013

6. Identify data attributes you want to track

Observe customer behavior or ask for their preferences on how they want to receive communications. Capture the right data points on your opt-in forms, like zip code, birthday, or shopping interest, and make sure your database is set up to use this information in the future.

7. Decide on incentives that make sense

The right offers can drastically increase opt-ins. The wrong offers can drastically increase opt-outs. Make contest prizes specific to your brand to avoid high opt-out rates after the contest is over.

8. Loyalty program extension

Let your members enroll via text, QR, and mobile web. Offer a cardless solution for redeeming offers. Set up personalized text (SMS/MMS) interactions to enable ‘pull’ access for info like rewards points balance and ‘push’ offers like exclusive discounts and coupons.

9. Protect yourself against inadvertently sending text spam

Many brands are unaware that their mobile opt-in database should be scrubbed daily against the carrier deactivation list of 400,000+ records to prevent them from sending a text to a user that did not give express consent to receive it. You’ll need to rely heavily on your mobile partner for this compliance piece.

10. Don’t chase the shiny objects

Especially if you’re in the initial stages of launching a mobile strategy, you’ll want to focus on the proven methods of mobile marketing and not get distracted by technologies that don’t yet offer a high ROI.

Tackling Advanced Tactics

Once you have the basics down, we encourage you to consider these ideas and integration points. You want to be enabled to send the RIGHT message to the RIGHT person at the RIGHT time throughout the customer lifecycle.

1. Integrate with your CRM data

Get a full view of your customers at all their touch points. Combining purchase habits with stated preferences, for example, can make your communications more effective and relevant.

2. Integrate with third-party information

A high-quality mobile platform provider will offer a rich set of APIs to allow for real-time integration between mobile activities and web forms, POS systems, analytics providers, and more.

3. Create preference management

A preference center can manage a customer’s choices for channel, content type, interests, and frequency. Using this information effectively leads to advanced personalization and conversion. Be sure to keep track of the number of times you reach out to each customer in your database so you don’t over-message.

61% of marketers in US, UK & Canada are satisfied with the business value of their mobile marketing campaigns.

Forrester Research, 2013

About Genesys

Genesys, the world's #1 Customer Experience Platform, empowers companies to create exceptional omnichannel experiences, journeys and relationships. For over 25 years, we have put the customer at the center of all we do, and we passionately believe that great customer engagement drives great business outcomes. Genesys is trusted by over 4,700 customers in 120 countries, to orchestrate over 24 billion contact center interactions per year in the cloud and on premises.

For more information visit: www.genesys.com, or call +1 888 GENESYS.

4. Implement location-based offers

Location-based services (LBS) can mean many things – from storing a user's zip code, to in-store check-in apps, to geo-fencing and more. Each comes with its own pros and cons.

5. Get your own short URL domain

Purchase your own branded shortened URL domain and use that in your SMS messages and behind branded QR codes.

6. Evolve your mobile website

Unless you're targeting developing regions, don't worry too much about older phones. Keep improving your site and adding relevant and more advanced features like integration with online member accounts.

7. Test, Measure, and Tweak

Test message scheduling, cadence, and timing. Four messages per month works for most campaigns but see what works with your users and adjust accordingly. Try lifecycle alerts based on a user's sign up date to encourage repeat visits and keep top of mind. Survey customers to see what features they want from your mobile website.

8. Implement multi-channel blending

Let your marketing channels interact with each other. Let a customer click on a link in an email to get sent a SMS reminder, or have a customer fill out a mobile web form to request additional information via email.

Next Steps

Clients choose Genesys because they know we can meet their needs today and more importantly, they have confidence we will meet their unknown future needs. We have the industry expertise, strategic services, technology platform, and financial stability to best position you for success in your mobile marketing efforts.

If these mobile marketing best practices got your creative juices flowing or prompted any questions, please contact us at mobilemarketing@genesys.com. We'd love to put these best practices into action for you.



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