




**TAPE 2012 Mid-Winter Powerful Partnerships Conference**

**Mobile Marketing 101**

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**What you talkin' about Willis?**

SMS, WAP  
 ROI, API  
 2D code, QR code  
 Bounce rate  
 Fundraising Platform  
 Blah, Blah, Blah




 Mobile Marketing 101

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**Agenda**

1. What is "Mobile Marketing"?
2. Types of mobile marketing
3. Why is mobile marketing important?
4. Why for nonprofits and education orgs?
5. Where to Start


 Mobile Marketing 101

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**Introduction**


Focus today is on the what, why and where to start
 

- Why you need to start learning and acting
- Where to begin

Mobile is just one way to connect
 

- Website and email is still #1 for most orgs

Not saying you should run out and do all of this now


 Mobile Marketing 101

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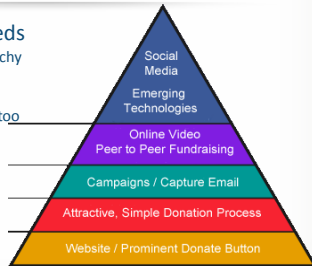
## Need strong foundation first

### Online hierarchy of needs

- Similar to Maslow's Hierarchy

### When you do go mobile

- Focus on the basics there too
- See our suggestions later



## What is Mobile Marketing

## What is mobile marketing

### Wikipedia.com

- marketing on or with a mobile device.

### Mobile Marketing Association (MMA)

- "a set of practices that enables organizations to communicate and **engage** with their audience in an **interactive and relevant manner** through any mobile device or network."

### MMA Glossary –

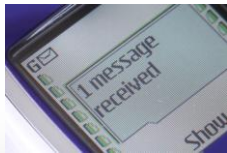
<http://mmaglobal.com/wiki/mma-glossary>

## Types of Mobile Marketing

## Types of mobile marketing

### Text Messaging / SMS (short message service)

- Short messages sent to your phone, like email
- Open rates of 90%+ compared to email at 35% or lower
- Different than Text2Give, more about communicating
- Difficult for most small to medium orgs



## Types of mobile marketing

### Mobile sites / Mobile Web

- A version of your site that is "mobile friendly"
- Quickly becoming a "must have"
- Relatively easy to implement

### QR Codes (2D codes)

- Easily Scannable bar codes that take an action on mobile phone
- Send to url, call phone number, pull up a map, enter a form, etc.



## Types of mobile marketing

### Smartphone Apps

- There's an app for that.
- Small applications designed for smart phones.
- The app store... you know Angry Birds.



### Mobile Advertising

- Mobile banners and posters, as well as mobile PPC.
- You see these when browsing on some sites with your smartphone or doing a mobile search



## Types of mobile marketing

### Mobile Giving

- The holy grail of mobile marketing for NPO's.
- Many variations – text2give is what most think of (Haiti)
- Can be expensive, difficult to implement and a bit more advanced than most small or medium sized orgs can handle.
- Mobile optimized forms may be the better solution – easier to implement.



### Email Marketing

- On average 16% of emails read on mobile device..
- Have seen as high as 40% depending on org and industry.
- Tied closely to the Mobile site (landing pages).

## Why is Mobile Marketing Important

## References and Sources

I have collected tons of stats and figures from many groups including:

Google	CTIA – Wireless Assoc.
Gartner Research	Forrester Research
Compuware	eMarketer
Mobile Movement Study	Smart Online
Prosper Mobile Insights	Convio
comScore	

## Mobile Growth

Because they are everywhere and growing:

4 Billion mobile phones in world / 1.08 Billion smartphones

90% of US population has mobile phones / 50% have smartphones

327 Million wireless subscribers in US – 103.9% of population.  
More subscribers than people?!? It's the devices, people have more than one now.

31.6% of households are "Wireless Only"

By 2014 Mobile internet will surpass desktop internet traffic (some say 2013!)



## Mobile Search and Traffic

Mobile Search

- 20% of all search traffic by 2012

Mobile search has grown **4x** since 2010



Mobile traffic is **tripling** every year

Mobile is Social

- 55% of twitter traffic is mobile / 43% of facebook



## How important is it?



### Don't leave home without it...

- 82% of Americans never leave the house without their mobile phone
- More likely to return home if they forget their smartphone than their wallet

90% of Americans would rather lose their wallet than their smartphone

33% would rather give up sex than their smartphone

39% use mobile phone while going to the bathroom

## Why important?

### It's a huge wave and speeding up

- Faster growth than any technology we have seen thus far
- People LOVE their phones

### People are starting to expect it

- Quickly becoming a standard –
  - much like other technologies
- Need to meet this expectation



## Why for nonprofits and Educational Organizations?

## We have seen this before...

### Remember people asking:

- Why do I need to have a website? (mid 1990's)
- Why do I need to do online fundraising?
- Why do I need a social media presence?

### This is where the users are going and hanging out

- Will they see you or someone else?

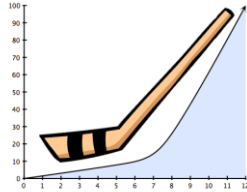
"I skate to where the puck is going to be, not where it has been." - Wayne Gretzky

## Trends moving in this direction

Similar to what we have seen in other industries

- Online shopping
- Airlines – online booking
- iTunes – 1<sup>st</sup> Billion > 6<sup>th</sup> Billion
- Online Fundraising

The Hockey Stick



## People are starting to expect it

More and more are expecting some mobile presence

57% would not recommend a business with a bad mobile website

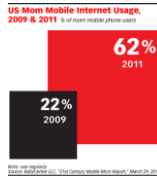
40% have turned to a competitors site after a bad mobile experience



## Demographic targets

Women and moms use mobile

- Moms 18% more likely to have smartphone than average population
- 2 out of 3 moms use mobile to access web
- Fastest growing buyers of iPhones
- 2009 - 22% used mobile internet – 2011 – 62% use



Attract younger donors

- Much more likely to use and expect mobile
- Older donors are going away
- need to cultivate new donors

## Google and SEO

Google is VERY interested in mobile

- User experience is Google's main concern
- Google has a mobile robot
- Google has a mobile portal



Search Engine Optimization (SEO)

- Different search results on mobile devices
- Bounce Rate – users leaving your site after one page

<http://www.howtogomo.com> – how to go mobile.. from Google

## Also...

### It's easier than you think

Just need to know where to start and what to focus on



(maybe not that easy)

## Where to Start?

## Where to start?

### Our suggested order

- Based on ease of implementation and bang for buck

#### Beginner / Intermediate

- Mobile website
- QR codes
- Mobile email

#### Advanced

- Mobile giving
- SMS / Text
- Text2Give
- Mobile Apps

Remember the Online Hierarchy – build on the base

## Mobile Website

## Mobile websites

The web is changing – its now multi-device

- PC, laptop, netbook, tablet, smartphone, eReader, etc.



More purchases moving online

- 83% PC, 63% tablet, 31% phone
- Expect similar trends in mobile fundraising as we are seeing in online fundraising (75% growth year over year)

## Mobile Websites

Only 13-16% of orgs have mobile friendly site

- Great opportunity to stand out



## The right time

When is the right time to create your mobile site?

- Convio's Guide to Mobile Web says do it when mobile traffic hits 5%
- Looking to engage younger donors
- Your content management system makes it easy
- Doing a redesign or update

Reminder: Focus on fundamentals first

- Don't chase shiny objects
- Get your foundation in place first



## How to get your site mobile ready

First question - Hire someone or Do-it-yourself?

What type of site do you currently have?

- CMS – most have easy to use plugins to get mobile ready
- Static HTML – build a separate site, or upgrade to a CMS

Mobile website Services

- Free and paid services
- Help you create a mobile friendly site without any code



## Mobile website services

<http://www.dudamobile.com> – free and paid plans

[www.google.com/sites/help/intl/en/mobile-landing-pages/mlpb.html](http://www.google.com/sites/help/intl/en/mobile-landing-pages/mlpb.html) - Google Sites

<http://mofuse.com/plans/> - Paid

Your webhost may offer a built in solution

Search Google for others

\* We have not used these services, but have heard positive reviews. We use a CMS and plugin currently

## Example – Nonprofit R+D

Nonprofit R+D currently at 2% mobile traffic

Starting to track and experiment



## QR Codes

## QR Codes

“Quick Response” code

- First developed by Denso-Wave, a Japanese company, for tracking auto parts.
- Also called 2D codes, DataMatrix, Microsoft Tag, SPARQ Code, etc. Basically just bar code for scanning



## Why QR codes?

### Becoming widely accepted

- 57% of twitter and facebook users have scanned one



### Benefits of QR codes

- Save on printing – don't change ad, just change the landing page
- Grab attention – increase excitement and coolness factor
- Fast response – no typing, ease of use
- Encourage mobile – and younger supporters
- Give folks something to do – at event, in line, waiting room, etc.
- Can use them everywhere

## Getting started with QR codes

### Get a reader and start using it

- Search in your app store
- I prefer non-proprietary – Google Goggles
- Start scanning

### Create your own QR codes

- Search for “QR code generator”
- I like - <http://beqrious.com/generator>

## QR code generator

Easy to use – fill in blanks and copy image

Many options – URL, email, phone, vCard, etc.



## How to use QR codes

### Make sure URL is mobile friendly

- Only as good as your landing page, that's why site was first

### QR Code Ideas:

- poster at event, business cards, direct mail, brochure, newspaper ads, etc.

### Creative uses:

- Scavenger hunt – find code, scan, get clue to next code
- Name badge at event – scan code to get contact info
- Program at Austin Ballet

## Mobile Email

## Mobile email

### 82% of smartphone users check and send email

- What happens if they click to your site?
- This is another reason you need a mobile website

### Mobile email templates

- Most provider now offer these
- Easy to use and set up



### Strongly linked to your mobile site

- No sense in doing mobile email if your site is not ready for them

## Action Plan

Commit to learning more and to start using mobile technologies

### Become a mobile power user

- Scan codes, use apps, browse sites
- Really learn it by doing it
- What do find that works and does not work?

### Keep an eye on competitors and larger organizations

- How are they using mobile?



## Q & A

### Download the slides:

[www.NonprofitRD.com](http://www.NonprofitRD.com)

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\*\* Email me to become a beta tester for the \*\*  
Online Fundraising Classroom