



Planning and implementing effective mobile marketing programs

Barry Berman

Frank G. Zarb School of Business, Hofstra University, 222 Weller Hall, Hempstead, NY 11549, U.S.A.

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Abstract Mobile marketing is an ever increasingly important component of a firm's overall promotional strategy. The importance of this medium can be seen through time spent on mobile media, number of searches, and direct and indirect mobile-generated sales. Despite its increased importance, the effectiveness of mobile marketing needs to be improved based on such metrics as bounce rates, add-to-cart rates, shopping cart abandonment, and average order size. Strategies to increase the effectiveness of mobile marketing are discussed. Firms need to capitalize on the three major strategic advantages of mobile marketing: (1) the fact that mobile marketing devices are always on, always connected, and always with the consumer; (2) the ability to generate location-sensitive offers; and (3) the ability to send relevant personalized messages and offers. Firms also need to develop and implement an effective mobile marketing strategy through a series of activities. These include understanding and reacting to the complexity of mobile marketing, designing sites based on ease of use versus 'bells and whistles,' increasing opt-in rates, using effective customer engagement strategies, and developing effective mobile coupons. Criteria to evaluate the effectiveness of mobile marketing are discussed.

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1. The current state of mobile marketing

For a majority of consumers, mobile devices have surpassed both desktop and laptop computers as the principal gateway to the Internet (O'Kane, 2013). Mobile phones and tablets now account

for about 44% of all personal computing time, twice the level of 2008 (Duncan, Hazan, & Roche, 2014). According to one source, just over one-half of all searches on Google are now performed on mobile sites (Graham, 2015). A recent Deloitte study found that smartphone devices influenced almost \$600 billion of in-store purchases, up from \$159 billion in 2012 (Haims, 2015).

According to Shop.org/Forrester Research Inc.'s State of Retailing Online study, 58% of the retailers surveyed placed mobile marketing as their highest

E-mail address: barry.berman@hofstra.edu