



# **GRAGG ADVERTISING**

## MOBILE MARKETING PLAYBOOK

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PAY-PER CLICK

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# THINKING MOBILE FIRST

In **2015**, internet usage on mobile exceeded internet usage on desktop. Mobile is not an after-thought, phase, side-dish or extra. Mobile may evolve, but it's not going away.

**What are you doing about it?**



## WE'RE LIVING IN A MOBILE FIRST WORLD

Mobile screens are no longer secondary. Mobile numbers are competing and beating out desktop numbers. Website visits, social interactions and search queries are all happening on mobile devices, and have been for some time. The amount of brand interactions occurring on mobile are only going to continue to increase as people keep buying mobile devices, and we keep developing more ways to integrate them seamlessly into our daily lives.

As marketers, our goal is to reach consumers where they are. By now, we should all know where the majority of our consumers are: on their phones and tablets. Where does that mean we're hanging out? On everyone's mobile devices. The thing is, we've been there for some time. But too often, we're still thinking desktop first or real-world first and mobile second. It's time we all started thinking mobile first, just like our consumers do. **Their primary screen is now a mobile device; let's make it ours.**

**70% of all mobile searches result in action within 1 hour.**

How easily can your target audience find you?

**91%** of Americans now own a cell phone.

HOW FAR  
WE HAVE  
COME  
IN SUCH  
A SHORT TIME.

SMART  
PHONE  
ARRIVAL

2002

iPHONE  
ARRIVAL

2007

TABLETS  
COME  
ON THE  
SCENE

2010

MOBILE  
BOOM

2012

2014  
MOBILE  
FIRST WORLD

# WE NEED TO MAKE SOME CHANGES.

We can't keep letting our mobile strategy exist next to or behind our overall marketing strategy. It's time these two fused, and mobile becomes a component of everything we do, just as it is for our consumers.

Use this Playbook as a roadmap and reference guide to help you integrate mobile into other areas of your marketing mix. Check out each section to get the basics you need to optimize your web presence, social accounts, search and designs to better fit your consumers' mobile world. If you're only interested in one section, skip the rest. If you want to check out SEO first and social last, that's fine. Each section is another layer in the mobile mix, but they were made to be pulled out and rearranged to fit whatever best suits your priorities and interests.

Make the Playbook yours, and take from it whatever you can. If you have any more questions after reading it, just give us a call.

# SMM: MADE FOR MOBILE

People spend all day on their phones.  
Doing what? Tweeting, Facebooking and watching  
cat videos on YouTube (sometimes all at once).  
Social media is what we do most on mobile,  
**so take note.**

# WHY SOCIAL MEDIA IS THE STARTING POINT FOR MOBILE MARKETING

When you think back to the boom of mobile device acquisition in 2012, and what everyone was using their phones for, you realize the big focus was keeping people connected and keeping them entertained. We stayed connected with calls, texts and social media. We stayed entertained with music, games and social media. At the beginning of this mobile world, there was always social media. Before companies were optimizing their sites for mobile, and AdWords let you target iPhones, social media sites were optimizing for mobile and releasing mobile apps.

If there was an award for “Mobile Pioneer” and we could decide who it went to, we’d proudly give it to social. While Facebook was optimizing its mobile user experience, Responsive Web Design (RWD) was just beginning to gain popularity. While the Instagram app was seeing sky high downloads, publishers were debating whether they should create mobile sites or apps. What we’re trying to say here is that social media knows what’s what on mobile. They’ve been optimizing their platforms for mobile devices for years, and are great sources of inspiration for marketers still getting used to thinking mobile first.



## MOBILE BASICS UNCOVERED BY SOCIAL

• **User experience** is everything • **Less is more** • **Visuals are necessary** • **Personalization** drives engagement

# SOCIAL MEDIA LEADS THE WAY



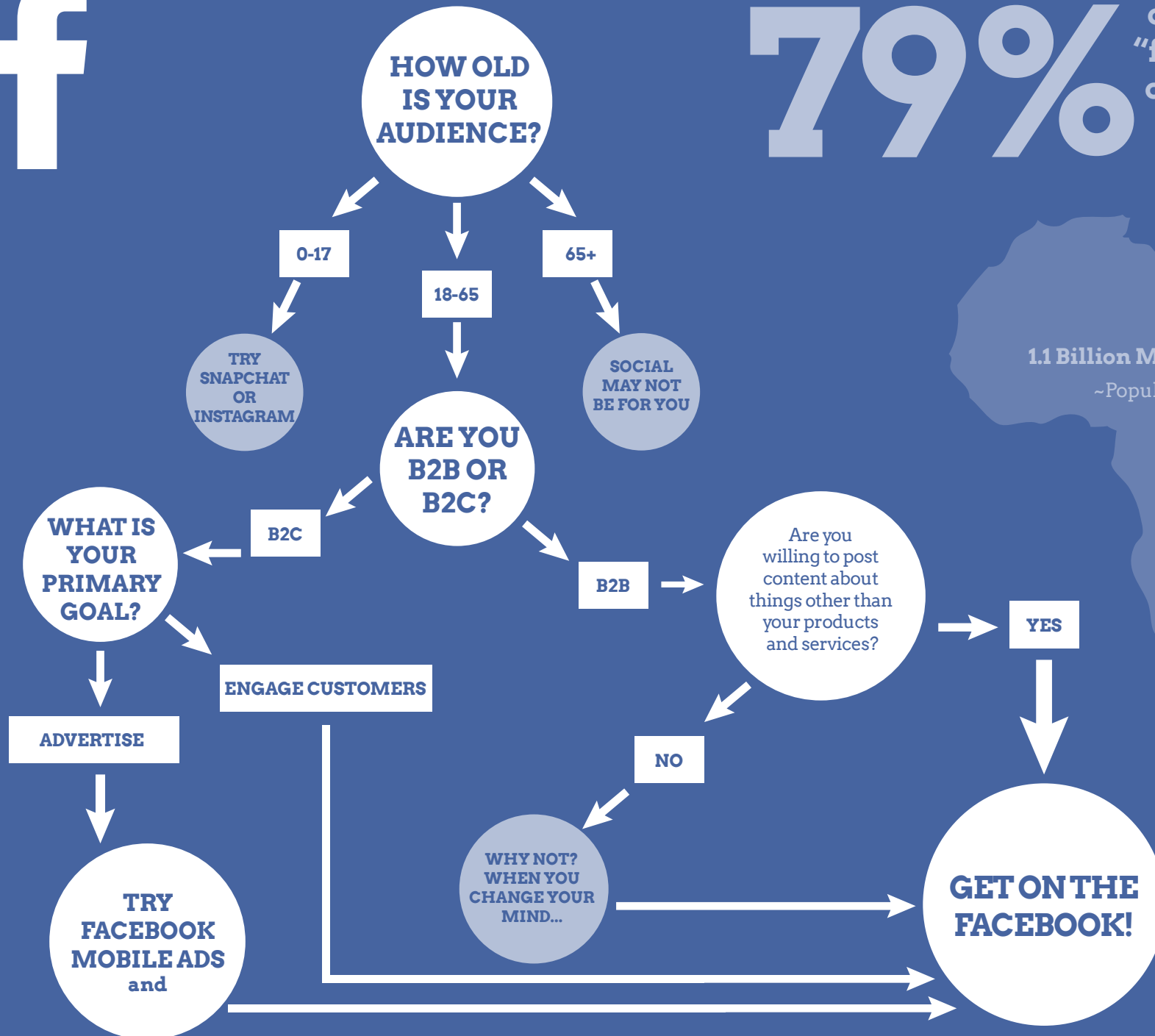
Do you know which channels work for your audience?

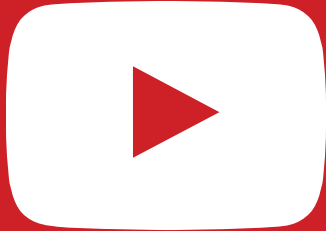




**79%** of users  
"facebook"  
on mobile

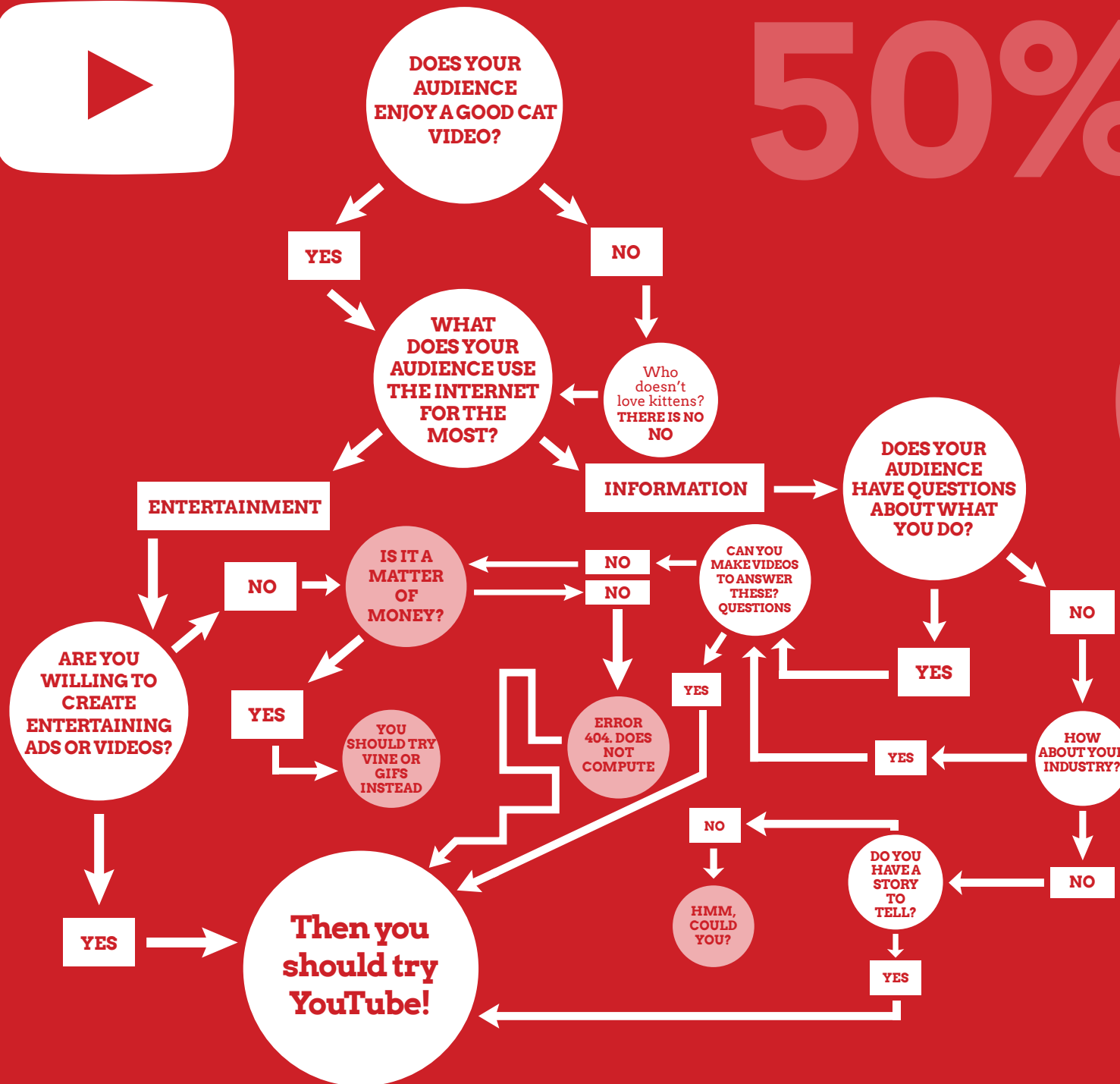
**1.1 Billion Monthly Users**  
~Population Of Africa





# 50%

of global daily  
views come  
from mobile



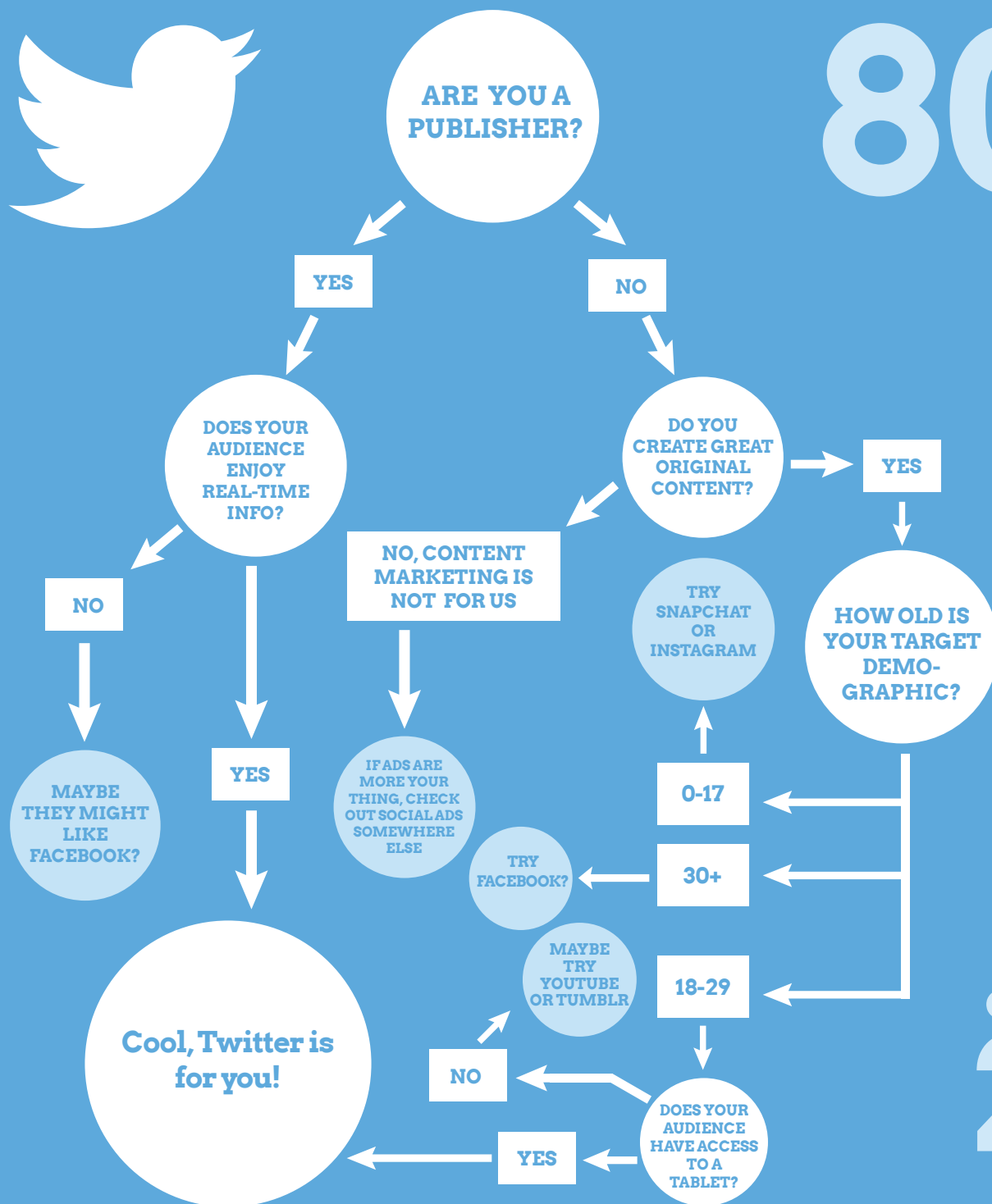


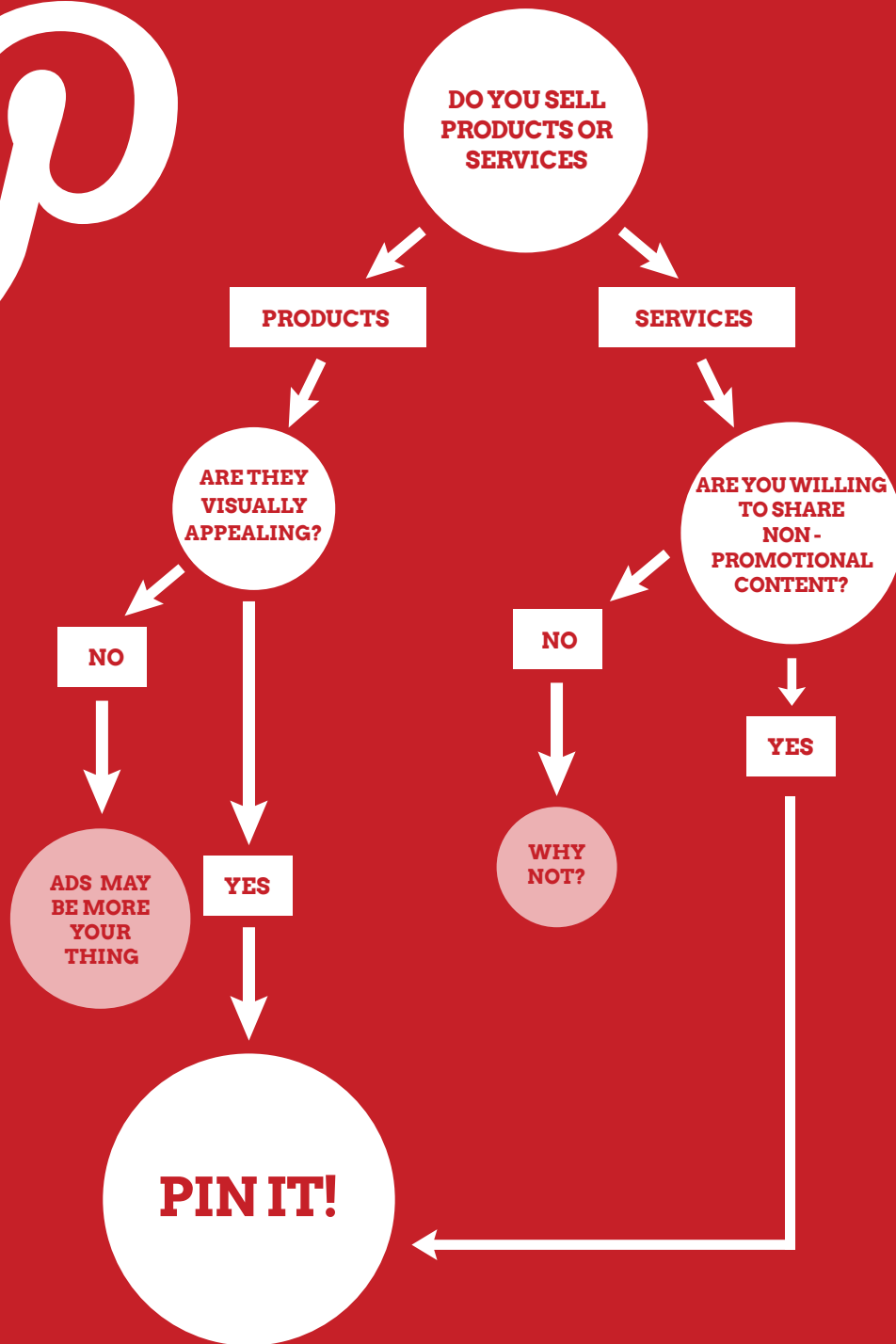
**80%** of users on mobile



**76%** of mobile visits occur on tablets!

over **210** million monthly mobile users!





1.39

Average amount of hours users spend on the Pinterest mobile app daily

1/3  
of all signups are men



70%  
of users are women

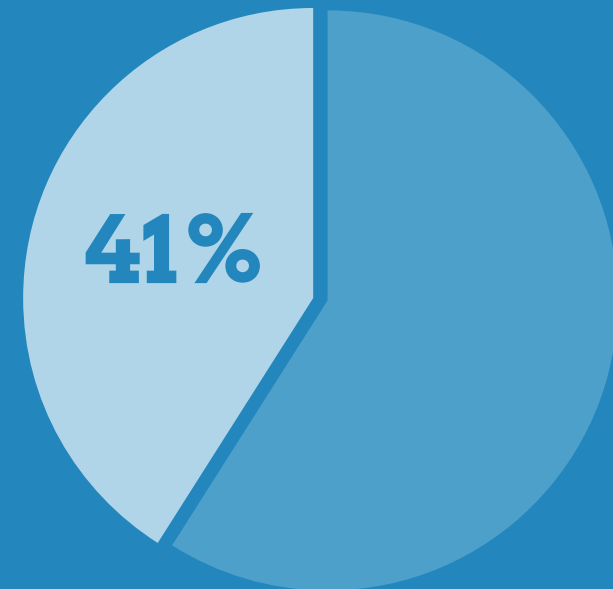
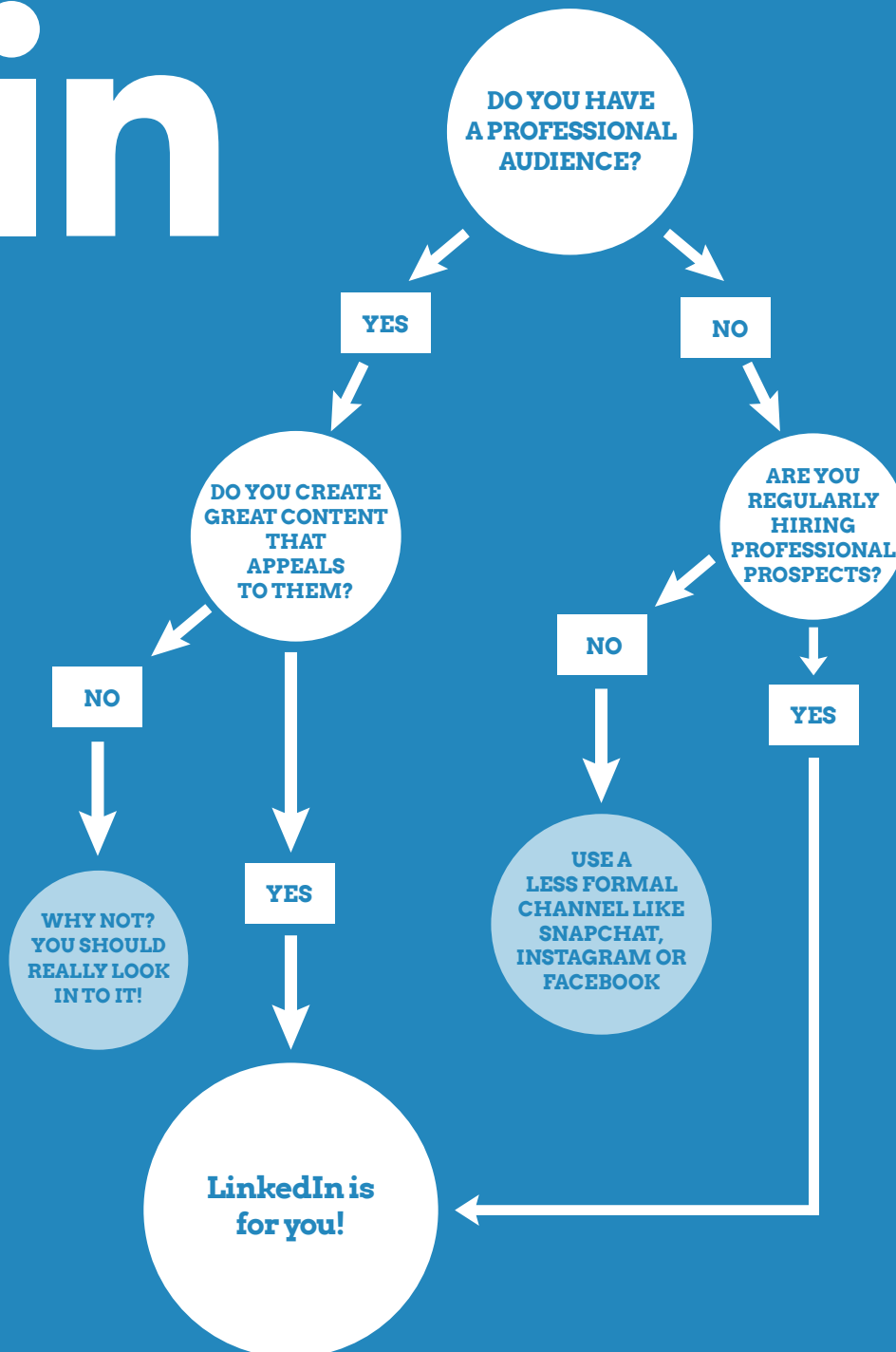
83%

of mobile visits occur on smartphones



441k

job applications  
submitted  
daily on mobile

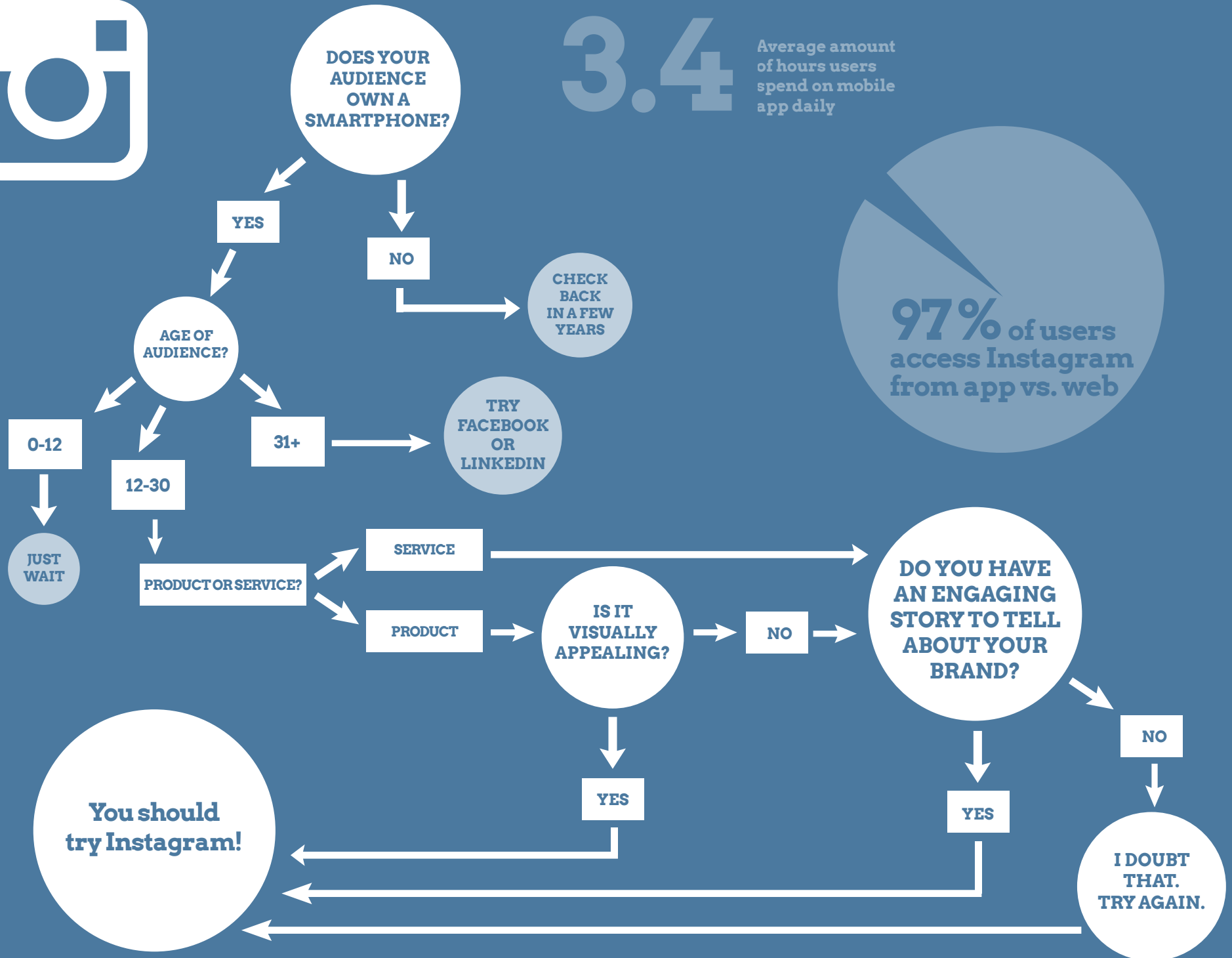
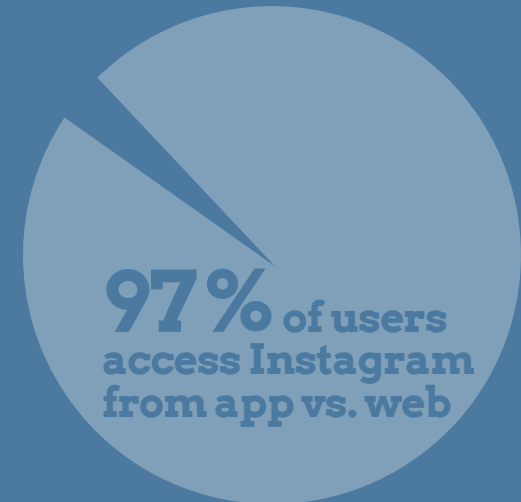


41% of visits happen  
on a mobile device



3.4

Average amount  
of hours users  
spend on mobile  
app daily





HOW OLD  
IS YOUR  
TARGET  
AUDIENCE?

0-12

JUST  
WAIT

13-34

35-70

FACEBOOK  
MIGHT  
BE MORE  
YOUR  
STYLE

DOES YOUR  
COMPANY  
KNOW HOW  
TO HAVE FUN?

YES

NO

DO YOU HAVE  
A STORY TO TELL  
OR NEWS TO  
SHARE?

NO

WHY  
NOT?

YOU  
SHOULD WORK  
ON THAT AND  
AFTER YOU  
DO

YES

Try  
Snapchat!

MORE THAN  
**400**  
MILLION SNAPS  
ARE SHARED  
DAILY

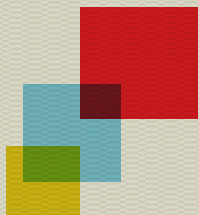


**71%**  
OF COLLEGE  
STUDENTS USE  
SNAPCHAT  
DAILY

# PPC: MOBILE GOES MAINSTREAM

In 2015, mobile search queries surpassed desktop search queries. With the limited real estate on mobile, compelling PPC campaigns are essential.





# MOBILE CONVERSIONS ARE RISING

In the 20s, it was radio. In the 60s, it was TV. In the 90s, it was a computer. Now, it's mobile. Mobile is where people are, so it's where we're advertising.

Mobile advertising campaigns are not new. The "YEAR OF MOBILE ADS" is behind us. What was new in 2014, we all became efficient at optimizing in 2015. Now, we're seeing advertisers create targeted mobile ad campaigns on a much larger scale.

This year, keep the mobile basics top-of-mind. We know how to run a successful mobile ad campaign. As our campaigns get larger, we need to just remember the basics.

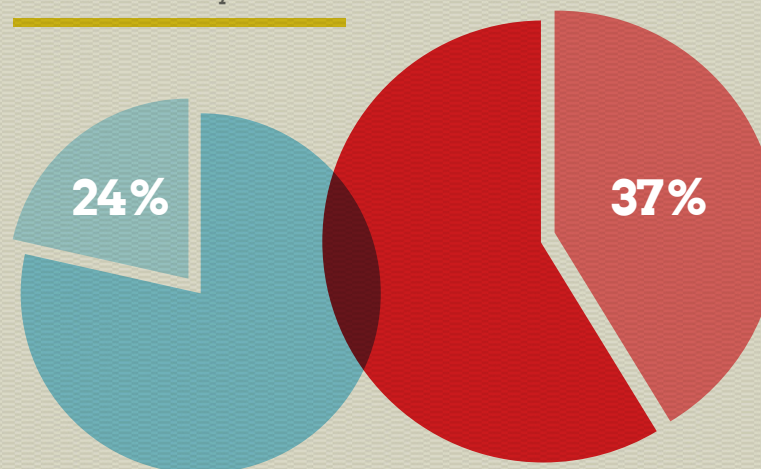
## MOBILE AD BASICS:

- Target mobile devices
- Be clear and concise
- Have mobile optimized landing pages
- Enable ad extensions
- Incentivize mobile users with CTAs and time or geo sensitive offers

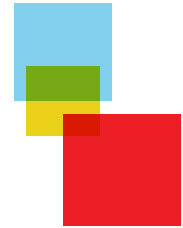
Average mobile conversions **2013** **232.5**

Average mobile conversions **2014** **270.1**

Total ad conversions over the last 2 years



# 5 AREAS OF PPC GROWING IN 2016



**Yahoo** and **Bing** are worth watching. It will be interesting to see how it all plays out among the search giants – while you may not want to put all of your marketing budget here, you will certainly want to **be mindful of the roles these players take on in 2016.**

1

MOBILE CAMPAIGN OPTIMIZATION WILL RISE

2

RETARGETING WILL SEE A LARGE INCREASE IN USE

3

VIDEO ADS WILL SKYROCKET IN USE, AND SEE SIGNIFICANT CHANGES

4

AUTOMATION WILL BE ADOPTED ON A LARGER SCALE

5

AD EXTENSIONS WILL BECOME NECESSARY TO ENSURING YOUR CAMPAIGNS SUCCEED



# DESIGN: SIZE REALLY DOES MATTER

Our design doctrine has been rewritten to fit a smaller screen. Bigger is no longer better and minimal is no longer less.

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Devices dictated design. As mobile devices evolved into a main source of information and entertainment, we had to evolve our designs to fit them. Smaller screens forced us to simplify. Fonts got leaner, pictures got smaller, and the overall result was that we learned how to do more with less.

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# DO'S & DON'TS OF MOBILE WEB DESIGN

## Do's

Minimal web pages that concisely share your message

Short and clear CTAs

1 responsive website

Video

Build for the infinite scroll

Clean web pages without distractions

Subtle CSS animations as navigational elements and display

SVG Graphics

## Don'ts

Monster web pages that share too much

Long blocks of text that nobody wants to read

1 Un-responsive web site PLUS 1 mobile website

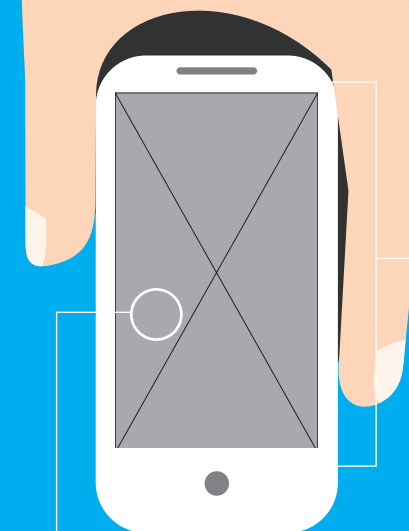
Text only

Build a wide page that you can't swipe/scan through easily on a long, narrow screen

Side-bars, pop-ups and a clear fold annoy and distract

Flash web pages

Large JPGs



**CLEAN &  
SIMPLE DESIGN**

**CLEAR CALL TO ACTION (CTA)**

**How long does it take for a user to abandon a mobile site that won't load?**



**5 sec. - 33%**

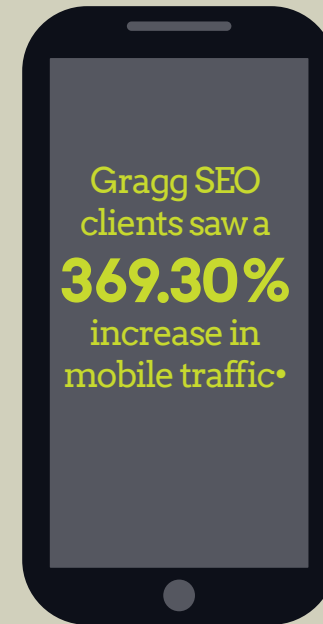
**10 sec. - 54%**

**20 sec. - 68%**

# SEO: BE FOUND

Don't have your porch light on? Your friends can't find your house. Don't have your website optimized for mobile search? Your customers can't find you. You're losing money. Get your site optimized for local search, and be found when it matters.

By now, everyone knows a great website is worthless if nobody is visiting it. People won't visit our sites just because we want them to. In order for sites to be found by the people who matter most to us, **we need to use proper SEO techniques to rank higher in search results.** To be found on mobile devices, the same rule applies. We need to optimize our web presence to ensure we can be found on a mobile device as easily as we can on a desktop computer.



Gragg clients % of total mobile visits over the last 3 years

## HOW IS MOBILE SEARCH DIFFERENT FROM DESKTOP SEARCH?

On mobile, search results are more localized, meaning that local intent ranks higher

There are different levels of engagement on mobile devices - a drop in search rankings from the 1st to 4th position on a mobile phone can mean a CTR drop-off of up to 90%

Searches are more urgent on mobile devices

Site speed matters more to users on mobile

# THE IMPORTANCE OF MOBILE SEO STRATEGY

Search is the most common starting point for mobile research

**Q 48%**

Start on search engines



**33%**

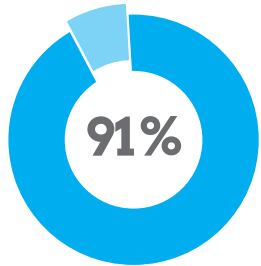
Start on branded websites



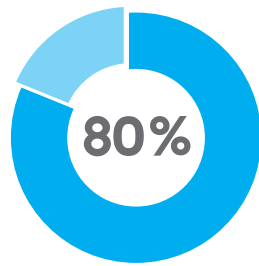
**26%**

Start on branded Apps

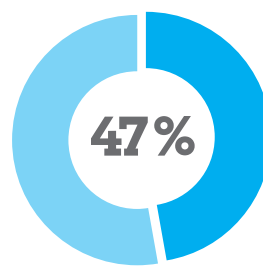
What devices are mobile searches happening most often on?



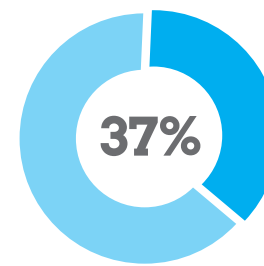
PC/Laptop



Smart-phone



Tablet



Games Console

Why does SEO matter so much on mobile devices?

**1st**

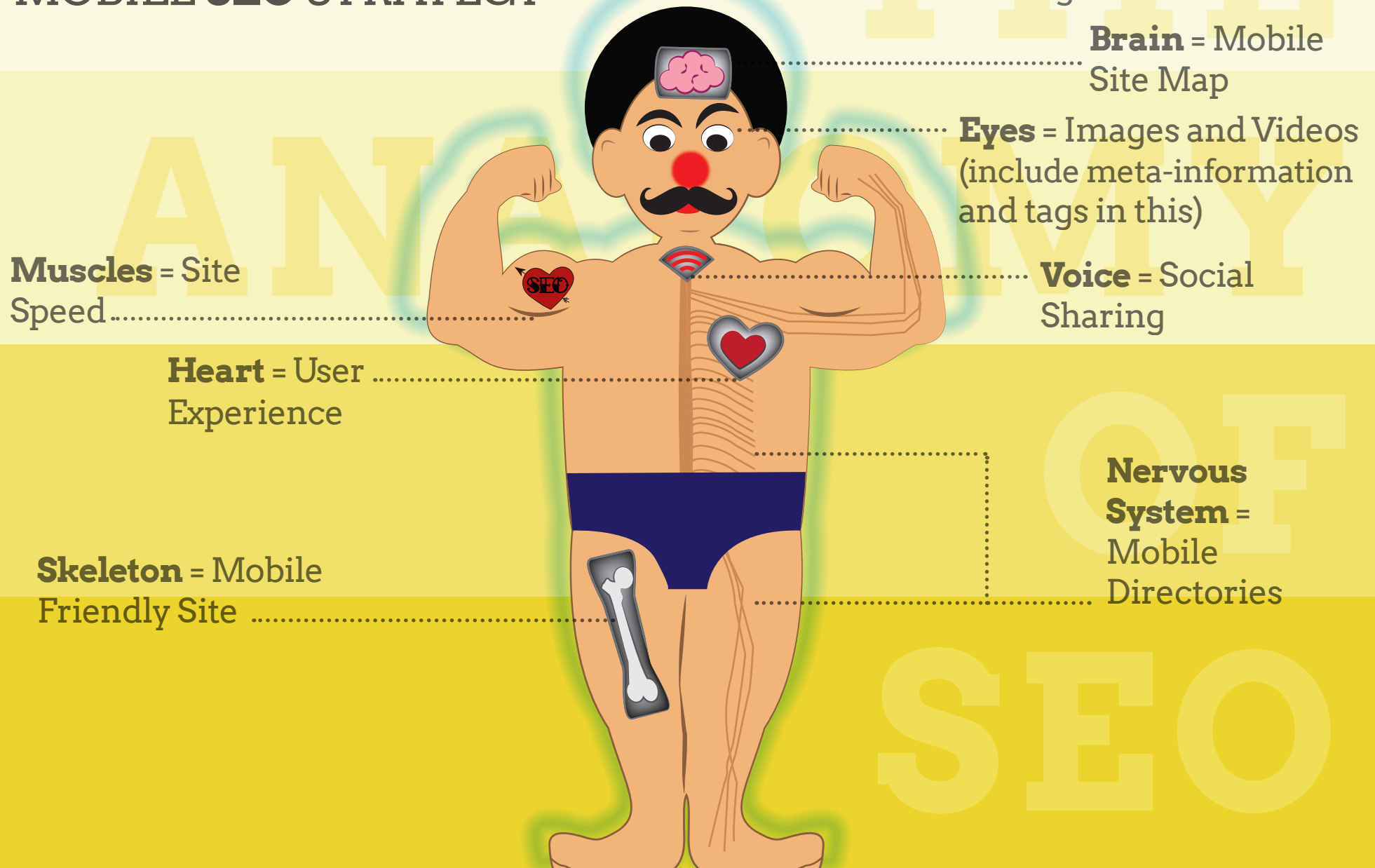
GETS 3X MORE  
CLICKS THAN THE

**2nd**

POSITION IN SEARCH  
RANKINGS



# THE ANATOMICAL STRUCTURE OF A HEALTHY MOBILE **SEO** STRATEGY



# MOBILE INCREASES IN IMPORTANCE, BUT REPLACES NOTHING

As, our primary screen gets smaller, we're all thinking Mobile First. Marketers and consumers need to be on the same page, or one device rather, and that device is mobile.

Does this mean that mobile will replace desktop, print will disappear and billboards will become obsolete? Change is occurring and the evolution of all is still TBD.

Just as SEO, SMM, PPC and design are all pieces of the mobile marketing mix, so too is mobile one piece of your business's overall marketing mix.

**Mobile has changed the conversion and is essential as one of the components of your marketing mix.**

Pay more attention to mobile.  
Think **Mobile First**.

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