



Creating Mobile Experiences That Engage Consumers and Inspire Customer Loyalty

Lindsay Woodworth
Director of Marketing, 2ergo



what's the story?

- The Mobile Opportunity
- What Mobile Marketing Looks Like
- Navigating the Complexities
- Setting the Right Goals
- Real-Life Examples
- Recommendations & Resources

the mobile opportunity

- Ever-present personal use converges with desire to interact with favorite brands via mobile
- Most direct channel to consumers
- Opportunity to seamlessly integrate into existing marketing and CRM



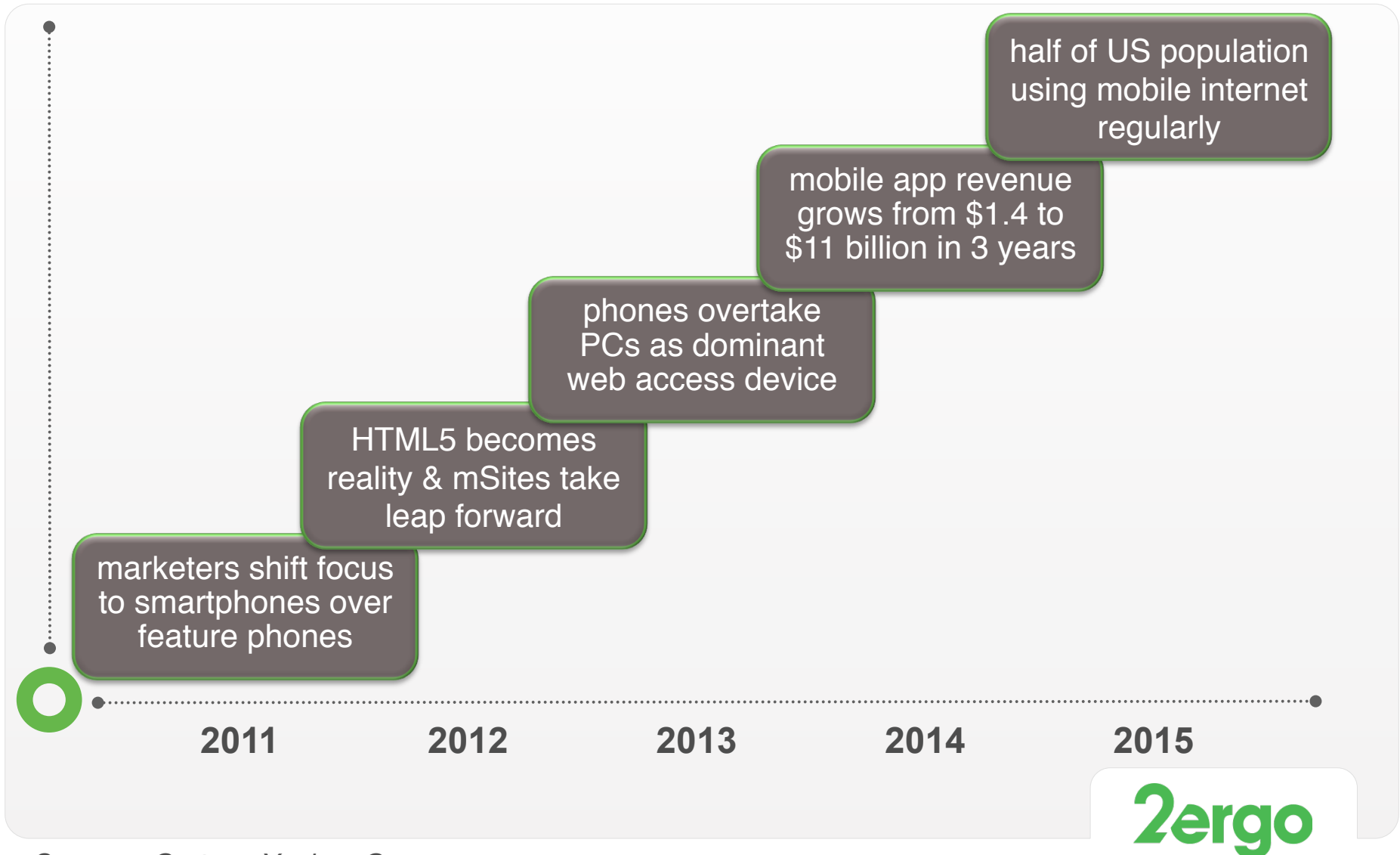
90 million reasons



- 90 million smartphone users & 24 million tablet users in U.S.
- Smartphones will overtake feature phones this year
- Majority of smartphone users regularly engage in Web browsing activities & perform shopping activities via mobile

2ergo

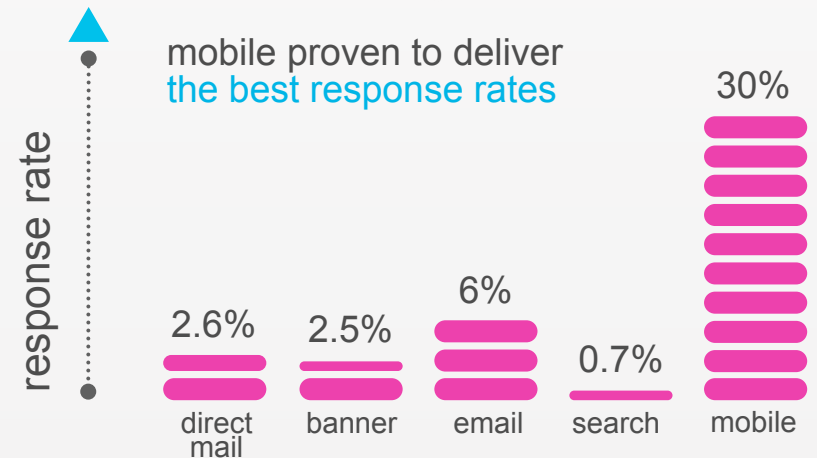
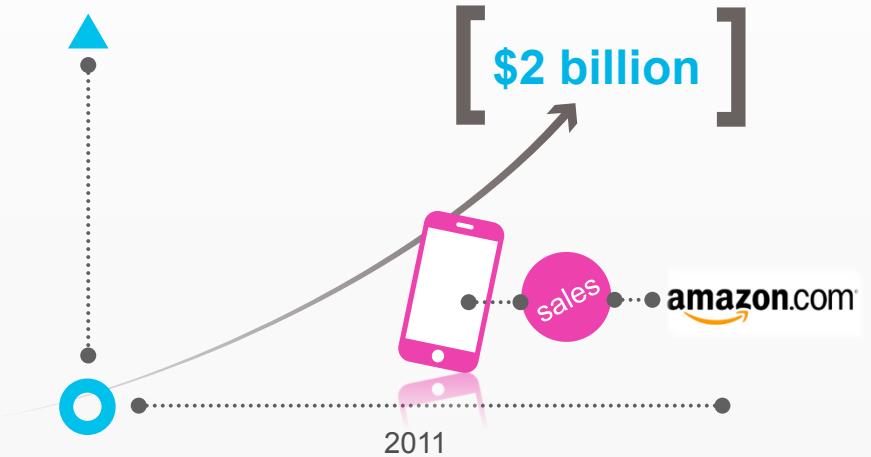
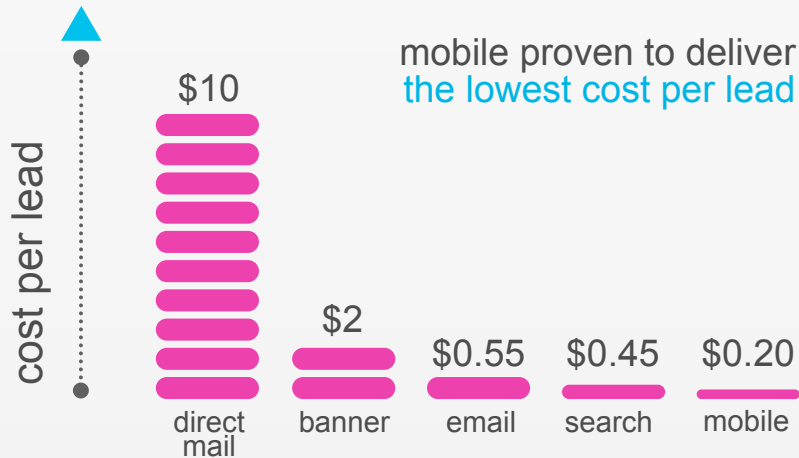
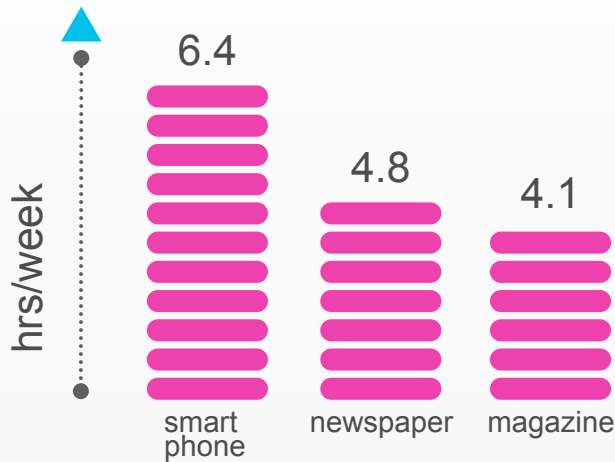
where are we headed?



Sources: Gartner, Yankee Group

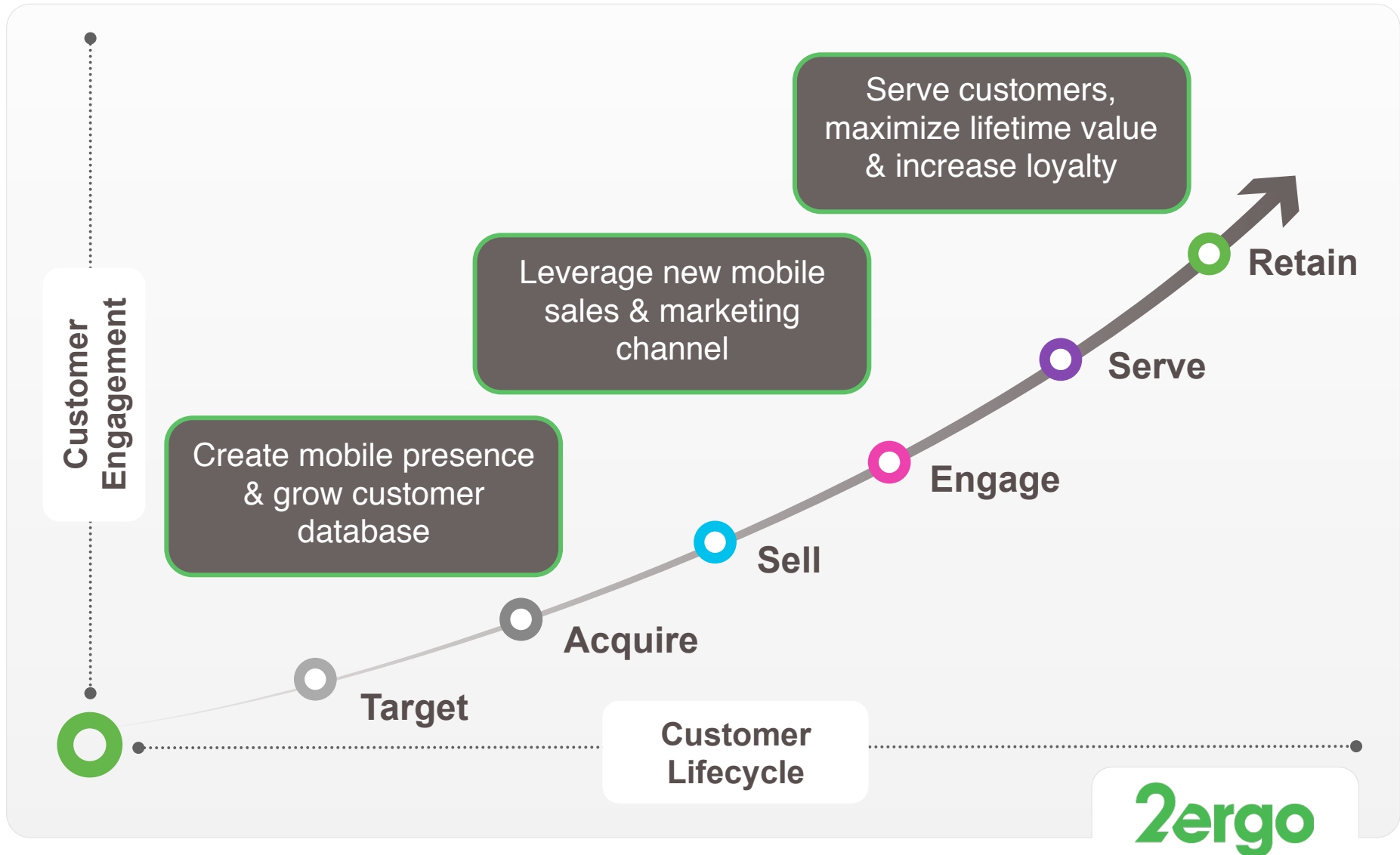
2ergo

the market is ready



2ergo

mobile meets the customer lifecycle



what mobile marketing looks like

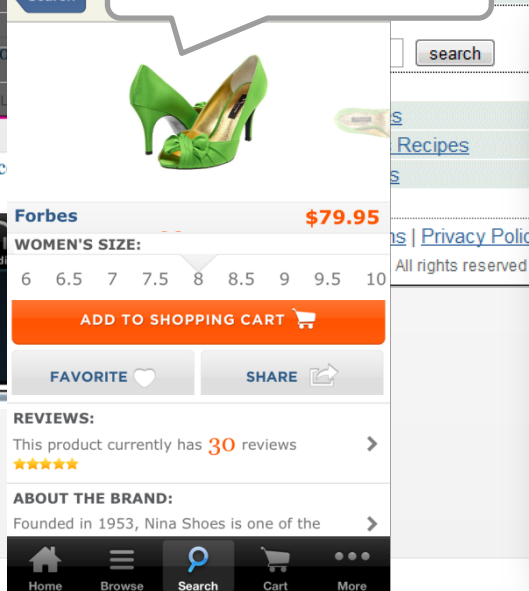
smartphone applications



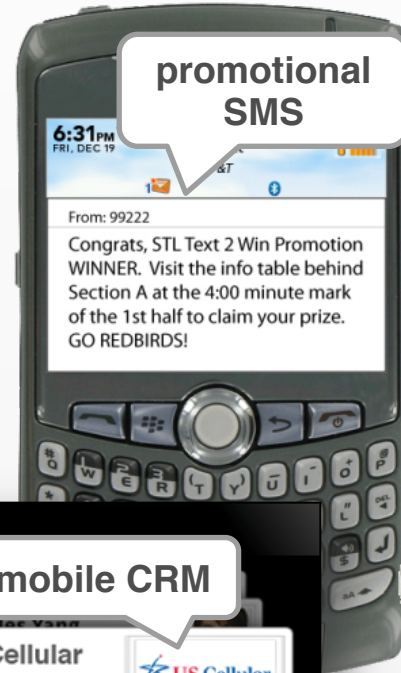
mobile websites



mobile commerce



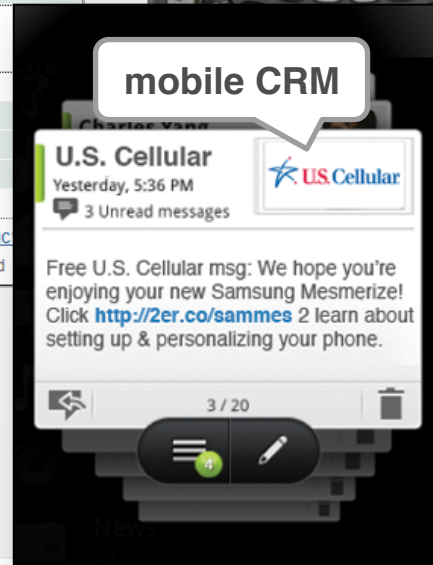
promotional SMS



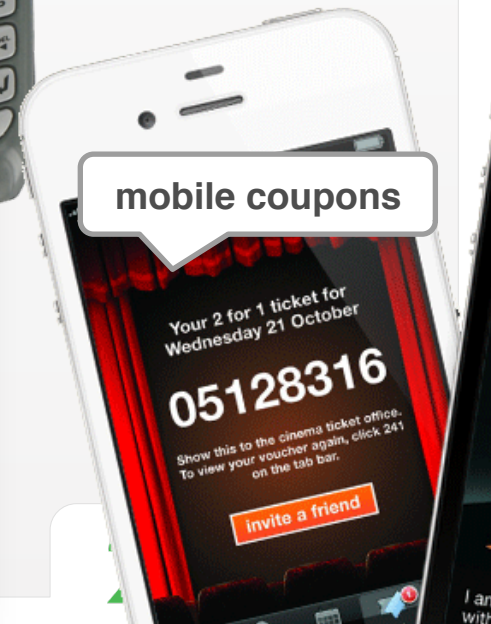
designer QR codes



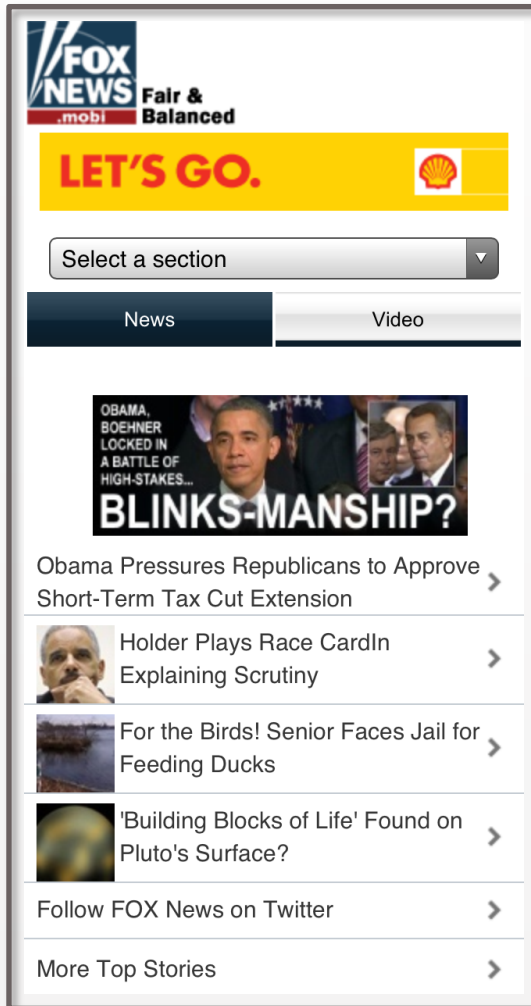
mobile CRM



mobile coupons



mobile marketing vs. advertising



2ergo



*Mobile marketing
can be daunting...*



*Thousands of
mobile devices*



Crazy industry
regulations

A man with short brown hair, wearing a light blue button-down shirt, stands with his arms crossed. He is looking upwards and to the right with a thoughtful expression. The background is a city street with a tall building on the left and a clear blue sky. Overlaid on the right side of the image is a stack of three white, torn-edge papers. The top paper is held in place by a piece of clear tape at its top edge. It contains the text "Lack of internal resources" written in a black, cursive script. The middle paper shows the word "me" and the bottom paper shows a partial "c".

Lack of internal
resources

Lack of technical
expertise

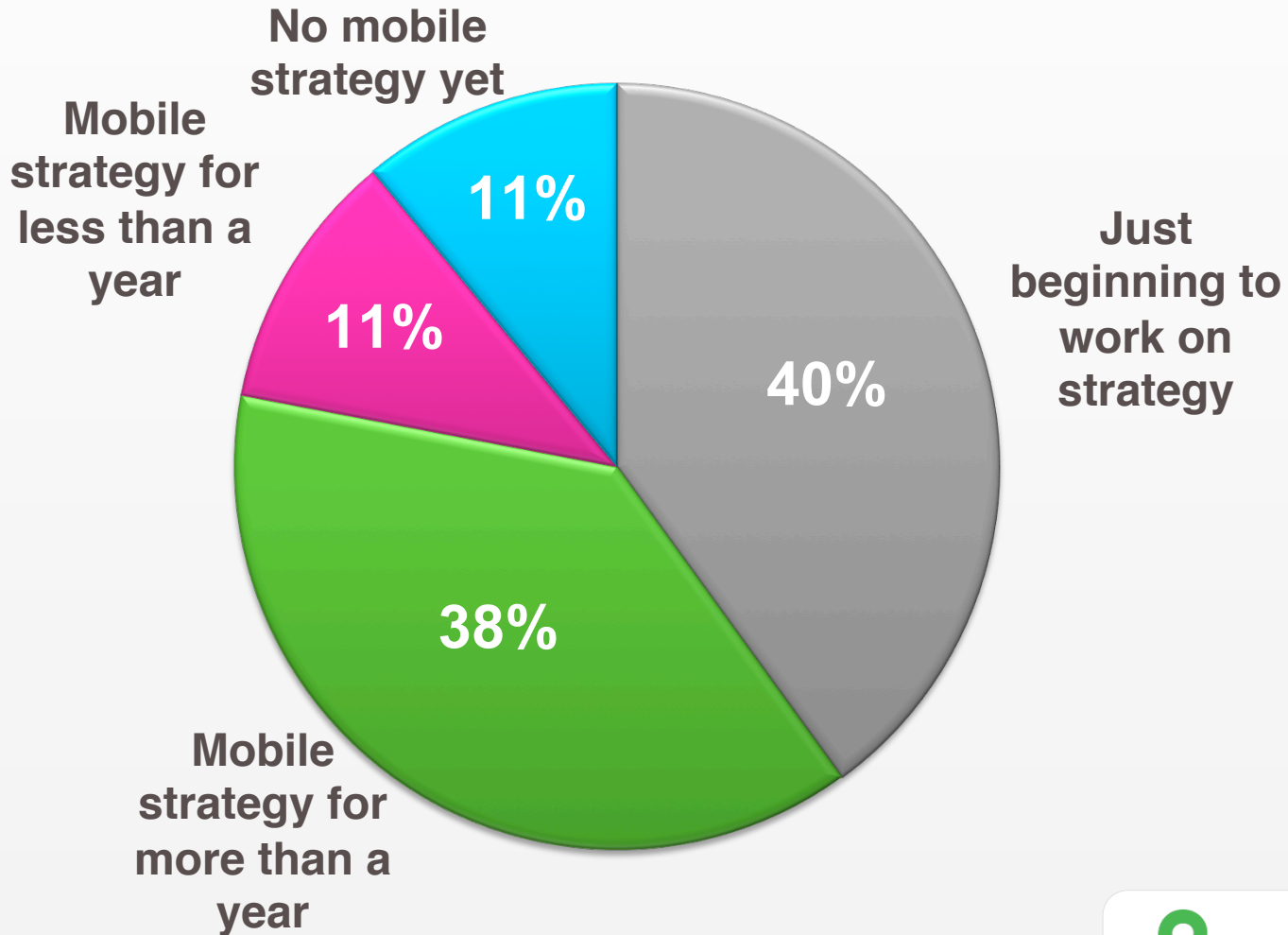


Too many vendor
choices



New technology
trends every day

so what's a marketer to do?



the momentum continues

69% of those surveyed say
their firms will increase
investment in mobile for 2011,
compared with just 5% who say
they plan to decrease spending



2ergo

start small, but think big



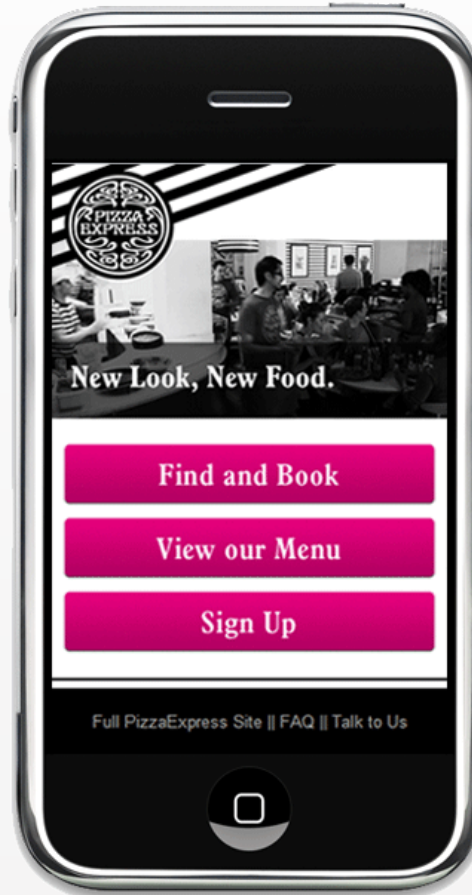
SMS Campaigns Mobile Coupons

2ergo

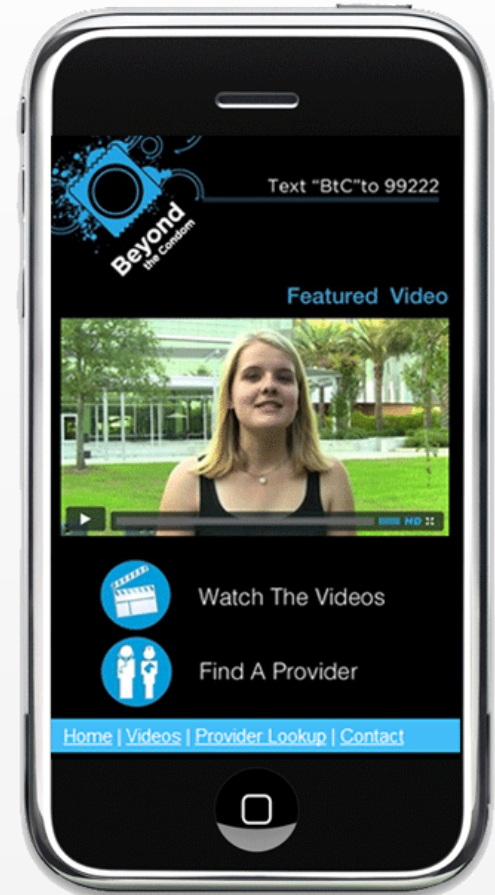
do I really need a mobile presence?



News Media



Restaurant

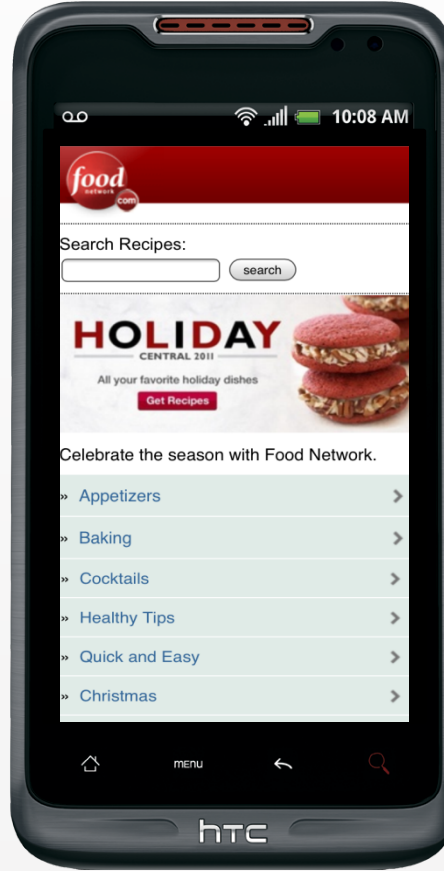


Education & Health

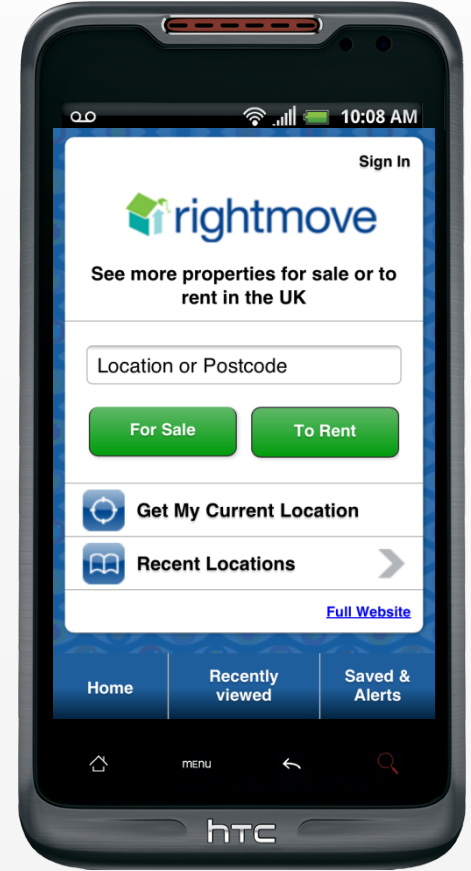
do I really need a mobile presence?



Wireless Carrier



Television Media



Location-Based Search

2ergo

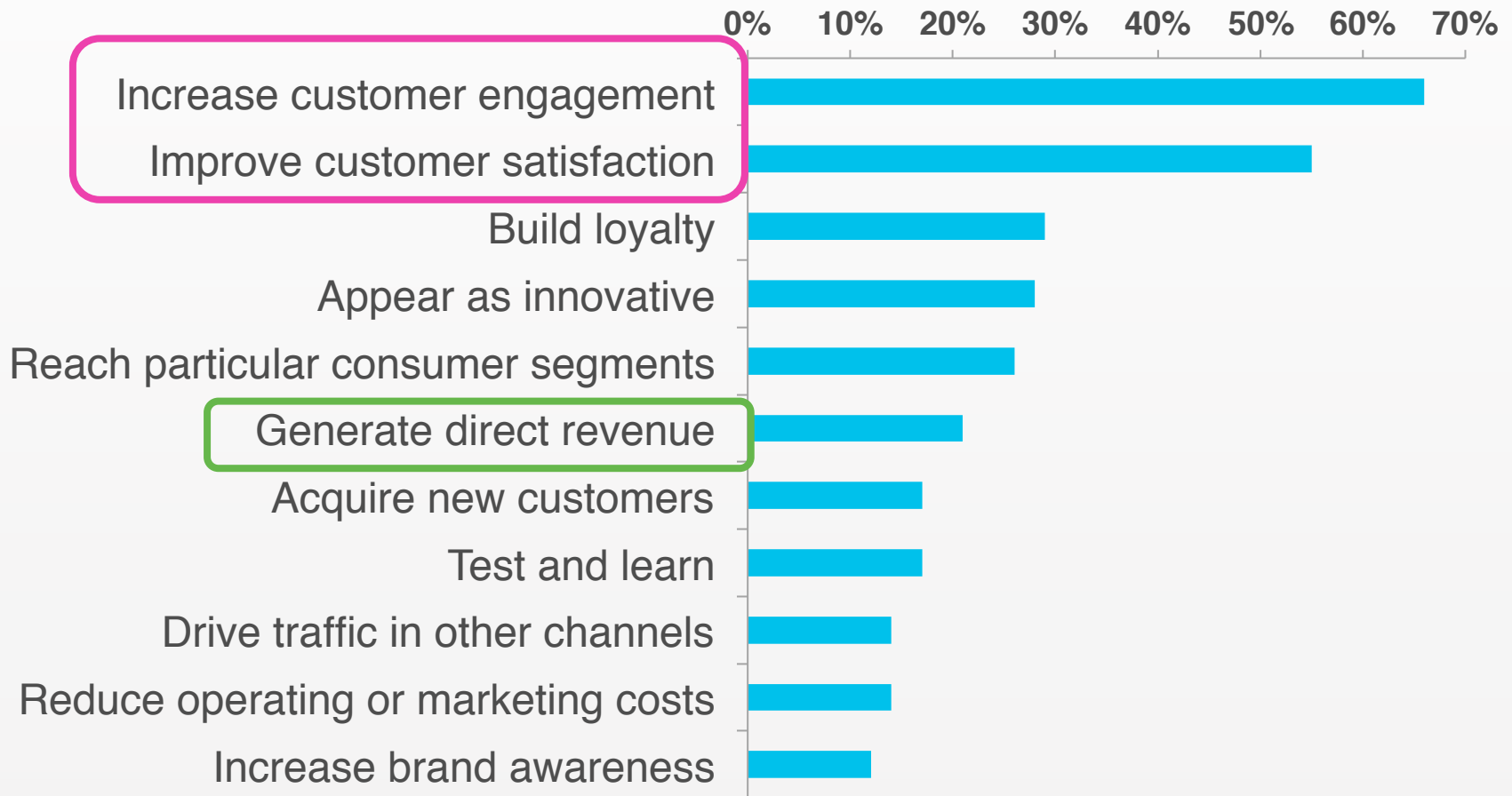
mobile presence



“If you don’t do anything else, get a mobile-enabled site. Between 10-15% of all searches on Google’s sites are coming from mobile phones already.”

-- Peter Fitzgerald, Google

it's not always about the \$\$



case studies

mobile agency services

- Turnkey services for mobile strategy, technology, execution & analysis
- Direct extension of marketing teams
- Multiple mobile channels: SMS, MMS, mSites, QR, mobile coupons

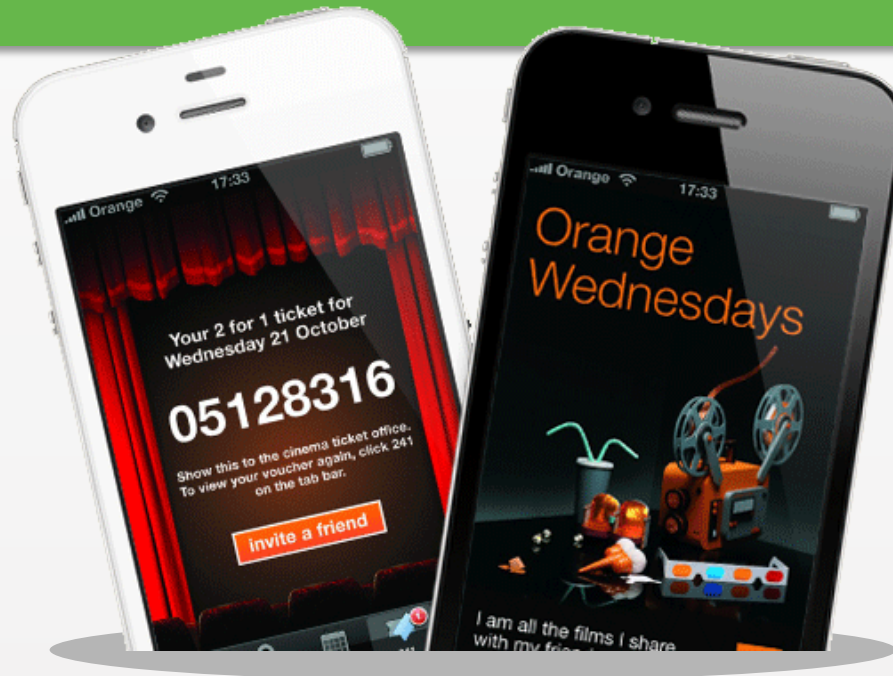
"2ergo is helping us make a big impact on brand loyalty by unifying multiple mobile channels into seamless experiences for our customers."

Ally Ritt, Manager, Direct Marketing for U.S. Cellular



“Orange Wednesdays”

- Innovative loyalty campaign to differentiate the Orange brand & improve customer retention
- Customers text in to get 2-for-1 code redeemed at box office
- Tens of millions mobile vouchers issued since launch in 2004
- Wednesday is now 2nd most popular day to go to the movies



iPhone app w/PayPal integration

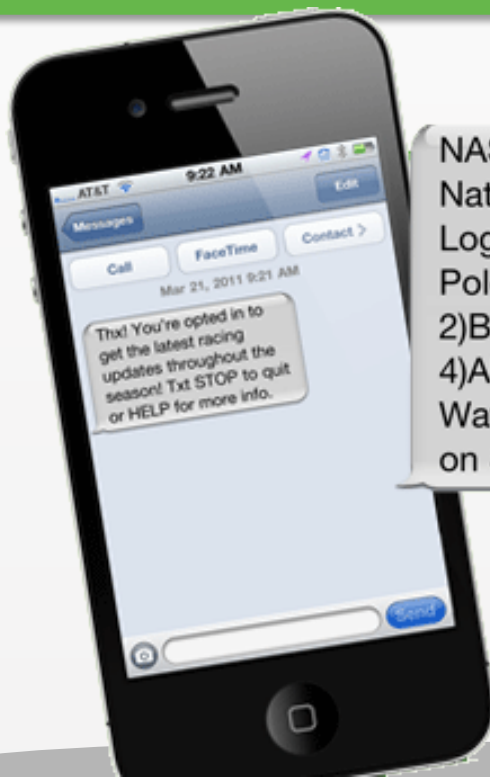
- Pizza Express app allows users to book a table, browse menu, download coupons & pay bill using PayPal
- One of the top 5 most downloaded free apps in the UK

"The PizzaExpress app has been downloaded more than 200,000 times and over £200,000 has been transacted in the first six weeks. "



SMS sports alerts

- SMS alerts w/latest results from NASCAR, Formula 1 & motorcycle racing as well as breaking news & live event streams
- Text-based contests to add an interactive element to live broadcasts



NASCAR on SPEED
Nationwide Alert: Joey
Logano Wins Nationwide
Pole at Homestead -
2)Busch 3)Keselowski
4)Almirola 5)Patrick.
Watch NASCAR Live Next
on SPEED!

recommendations



1. Just get in the game.
2. Think big, but start small.
3. It's all about the consumer experience.
4. Focus on smartphones.
5. Play nice with other teams.
6. Always be measuring.
7. Rely on a mobile partner.

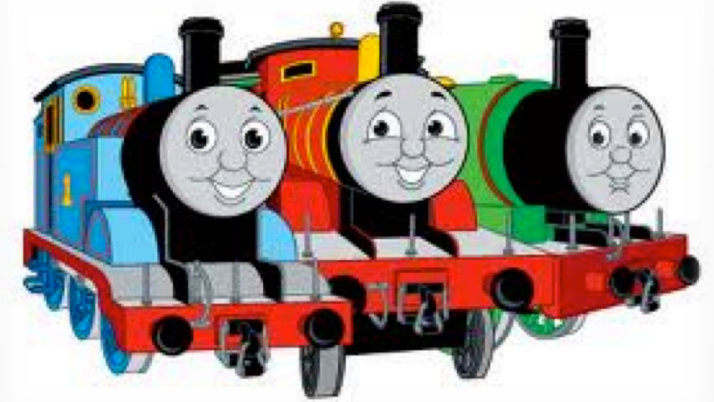
taking your business mobile

Thank you!

Lindsay Woodworth

Director of Marketing

lindsay.woodworth@2ergo.com



Industry resources:

- 2ergo Resources (www.2ergo.com/resources)
- Mobile Marketing Association (www.mmaglobal.com)
- Direct Marketing Association (www.the-dma.org)
- Latest Mobile Stats (<http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats>)
- LinkedIn: Women in Wireless, Everything Mobile

2ergo