KEY INITIATIVE

Mobile Marketing
Overview: Mobile Marketing

Top Challenges and How Gartner Can Help

To help marketing leaders design, implement, and maintain effective mobile marketing strategies through incorporating effective measurement tools and relevant consumer trends, our research will address the following common client questions:

- How do I identify my mobile marketing strategy: mobile-extender or mobile-centric?
- How do I develop a process to identify and implement new mobile technologies and techniques?
- What role does mobile play in a successful multichannel marketing strategy?

The Topics We Cover Include:

- **Mobile Marketing Strategy**: Provide insight, examples and the key elements of an effective mobile marketing strategy beginning with whether your team needs a “mobile-extender” or “mobile-centric” strategy. A key element of strategy development is to ensure you are using the right mobile marketing analytics for achieving your marketing and business strategies.

- **The Role of Mobile in Multichannel Marketing**: Gartner provides quantitative and qualitative advice and examples of how mobile enables multichannel teams with relevant offers and information on their preferred device at any stage in a customer journey.

- **Mobile Marketing Technology, Agency and Vendor Management**: Gartner helps you develop a process for identifying and implementing new mobile technologies or techniques – particularly those that enhance customer experience across channels.
Challenges with Mobile Marketing

1. Navigate mobile marketing analytics to optimize mobile strategy choices

- Properly committing to a mobile-centric or mobile extender strategy requires consumer understanding across generations and advanced analytic tools.
- Most Marketers believe that mobile is the most effective channel for conversion, but only about 50% report a specific attribution model for mobile performance.
- New tactics such as messaging, wallets, and scannable techniques complicate strategic choices.

2. Deliver an elevated customer experience with seamless mobile delivery

- 81% of companies expect to differentiate their brands primarily on customer experience in 2019.
- 66% of US consumers’ time spent with digital media occurs on mobile devices – putting mobile squarely in the middle of customer experience battles among brands.
- As the average number of mobile tactics utilized has risen to 7, the risk of experience failures within or across technologies also increases.

3. Identify and integrate mobile technology providers and other third-party support

- Given mobile is typically a shared responsibility among marketing leaders, technology selection can become disjointed – saddling the team with either overly complicated or limited resources.
- While purpose-built mobile platforms and multichannel hubs may eventually converge in capabilities, selecting the right vendor requires deep understanding of your own maturity and your partner’s vision.
# Questions Your Peers Are Asking

<table>
<thead>
<tr>
<th>Topics</th>
<th>Key Client Issues</th>
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</table>
| Mobile Marketing Strategy                        | - How do I build a mobile marketing strategy?  
- How do I define the right mobile tactics and touchpoints aligned with customer experience expectations?  
- How do I determine mobile-centric metrics and KPIs? |
| Mobile’s Role in Multichannel Marketing          | - What impact does voice have on mobile journeys?  
- How are other brands building mobile journeys?  
- How do changes in regulations and attitudes impact mobile marketing?  
- How does mobile impact multichannel tactics, e.g. search and social marketing? |
| Social Marketing Technology, Agencies and Vendors | - What does the mobile MarTech landscape look like?  
- How should I choose the agency or vendor that’s right for my company?  
- How do I integrate my mobile solutions into my tech stack? |
Capabilities Support Each Stage of Your Initiatives

**Diagnose Current State**
- **Assess** your organization’s maturity using this mobile marketing maturity model.
- **Identify** your mobile marketing type by analyzing existing customer interactions by channel.
- **Diagnose** the strengths and areas to improve your mobile marketing program through a conversation with an Advisor/Analyst.
- **Compare** your media, deployment, and conversion strategies to those of leading marketing teams across industries with L2’s Mobile Marketing Intelligence Report.

**Develop Your Plan**
- **Identify** the key elements to include in your mobile marketing strategy to build a seamless, cross-channel mobile experience.
- **Anchor** your mobile strategy in the behaviors of your consumers by using Iconoculture Consumer Insights.
- **Design** an optimal mobile purchase path for each consumer segment to drive conversion.
- **Evaluate** the effectiveness and completeness of your mobile marketing strategy by submitting your plan to an Advisor/Analyst for feedback.

**Execute and Drive Change**
- **Launch** an appropriate mix of mobile messaging across the customer journey to offer guidance, support and engagement at critical touchpoints.
- **Select** a mobile marketing platform that offers competitive advantage and measurable business value using the Magic Quadrant for Mobile Marketing Platforms.
- **Capture** user behavior on mobile channels using this Market Guide to Mobile and Web Analytics to align mobile strategy continuously to meet changing customer expectations.
# Gartner Support Organized Against Your Timeline

## Activity Roadmap

<table>
<thead>
<tr>
<th>Initiative</th>
<th>0-90 Days</th>
<th>91-180 Days</th>
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<tbody>
<tr>
<td><strong>Mobile Marketing</strong></td>
<td>▪ <strong>Key Resources</strong>: Receive a short list of materials, including the <a href="#">Maturity Model for Mobile Marketing</a>.&lt;br&gt;▪ <strong>Consultation</strong>: Speak with an Advisor/Analyst to diagnose gaps in your mobile marketing strategy and prioritize next steps for improvement.&lt;br&gt;▪ <strong>Expert Insight</strong>: Refine your mobile strategy using our approach to use mobile to connect your customer experience across channels.&lt;br&gt;▪ <strong>Consumer Strategist Call</strong>: Learn key insights about your target segment(s), from <a href="#">Iconoculture Consumer Insights</a> to adapt mobile strategy to consumer behavior and expectations.&lt;br&gt;▪ <strong>Benchmarking Insight</strong>: Receive a examples of leading mobile tactics and executions from <a href="#">L2’s Mobile Marketing Intelligence Report</a>.&lt;br&gt;</td>
<td>▪ <strong>Consultation</strong>: Submit your mobile marketing plan to an Advisory/Analyst, who will review it and suggest areas for improvement.&lt;br&gt;▪ <strong>Expert Advice</strong>: Work with your real customers to test and refine your mobile site for three essential elements.&lt;br&gt;▪ <strong>Expert Advice</strong>: Receive the <a href="#">Market Guide to Web and Mobile Analytics Vendors</a> to gain a better understanding of the provider landscape and critical capabilities.&lt;br&gt;▪ <strong>Consultation</strong>: Speak with an Advisor/Analyst as you evaluate a broad array of outside vendors that support your mobile marketing strategy.</td>
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## Comprehensive Support Across Marketing

### Advertising
- Advertising Channels and Formats
- Advertising Strategy
- Programmatic Advertising

### B2B Buyer Insights
- Enterprise Customer Insights and Trends
- Small Business Insights and Trends

### Branding and Value Proposition
- Brand Architecture
- Brand Investment, Measurement and Gov
- Brand Positioning, Values and Messaging

### Consumers and Culture
- Consumer Communication Channels and Buying Platforms
- Cultural and Societal Shifts
- Your Future Consumer

### Customer Experience Leadership and Management
- Customer-Centric Culture
- CX Measurement and Business Benefit
- CX Strategy, Organization and Governance

### Demand Generation and Sales Enablement
- Account-Based Marketing
- Lead Management
- Sales Partnership and Sales Support

### Digital Commerce
- Digital Commerce Performance Optimization
- Benchmark Your Amazon Performance
- Digital Commerce Strategy

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- Digital Commerce Performance Optimization
- Benchmark Your Amazon Performance
- Digital Commerce Strategy

### Content Marketing
- Content Marketing Best Practices
- Content Marketing Strategy
- Content Marketing Operations

### Demand Generation and Sales Enablement
- Account-Based Marketing
- Lead Management
- Sales Partnership and Sales Support

### Marketing Technology and Emerging Trends
- Critical Capabilities and Best Practices
- Emerging Trends
- Vendor Landscape and Selection

### Marketing Organization and Operations
- Marketing Budget and Resource Management
- Marketing Structure, Talent and Training
- Marketing Operations
- Agency and Service Provider Management

### Marketing Data and Analytics
- Customer Insight and Analytics
- Marketing Measurement
- Data Management and Analytics Technology

### Marketing Technology and Emerging Trends
- Critical Capabilities and Best Practices
- Emerging Trends
- Vendor Landscape and Selection

### Mobile Marketing
- Mobile Marketing Strategy
- Mobile’s Role in Multichannel Marketing
- Mobile Marketing Technology, Agency and Vendor Management

### Search Strategy and Execution
- Search Performance Benchmarks
- Search Strategy
- Search Management, Measurement and Optimization
- Search Vendor Selection

### Social Marketing
- Social Marketing Strategy
- Social Marketing Management, Measurement and Optimization
- Social Marketing Technology, Agencies and Vendors

### CMO Strategy and Innovation
- Marketing Strategy and Development
- Creating and Managing Disruption
- Marketing and Business Innovation Acceleration
- Marketing Leadership and Organizational Effectiveness
- Marketing and Business Innovation Acceleration

### Content Marketing
- Content Marketing Best Practices
- Content Marketing Strategy
- Content Marketing Operations

### Consumer Experience Design and Execution
- Customer Needs, Expectations and Perceptions
- CX Processes and Methodologies
- CX Project Planning, Prioritization, and Execution

### Customer Experience Leadership and Management
- Customer-Centric Culture
- CX Measurement and Business Benefit
- CX Strategy, Organization and Governance

### Customer Insight and Analytics
- Customer Insight and Analytics
- Marketing Measurement
- Data Management and Analytics Technology

### Consumer Communication Channels and Buying Platforms
- Cultural and Societal Shifts
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### Customer Insight and Analytics
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- Marketing Measurement
- Data Management and Analytics Technology

### Customer Centric Culture
- Culture and Societal Shifts
- Your Future Consumer

### Marketing Data and Analytics
- Customer Insight and Analytics
- Marketing Measurement
- Data Management and Analytics Technology

### Mobile Marketing
- Mobile Marketing Strategy
- Mobile’s Role in Multichannel Marketing
- Mobile Marketing Technology, Agency and Vendor Management

### Market Insight and Analytics Management
- Insight and Analytics Talent and Processes
- Internal Influence
- Insight and Analytics Measurement and Business Impact

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- Insight and Analytics Talent and Processes
- Internal Influence
- Insight and Analytics Measurement and Business Impact

### Digital Performance Benchmarks
- 28 industry sectors