



MoMo Global Summit 2007

Mobile Marketing

Saint Petersburg

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introduction

Over the past few years the proposition of mobile marketing & advertising went from a puzzling idea to the big buzz...

- Internet giants have recognized the opportunity & are buying in
- Mobile Industry bodies are actively however slowly are working to standardize the process
- Enabling technologies ranging from LBS, NFC and 2D barcodes, to mobile TV, mobile gaming and social networks are enriching the opportunity
- Brands are pressuring their agencies to leverage the channel

And How do we get there?

for your eyeballs only

In anticipation of significant revenues from online and mobile advertising...

Google acquired YouTube for \$1.65bn

News Corp acquired MySpace for \$580m

EBay acquired Skype for \$2.6bn

Microsoft acquired aQuantive for \$6bn

Google acquired DoubleClick for \$3.1bn

Yahoo! acquired Right Media for \$906m

AOL acquired Third Screen Media for \$ *undisclosed*



The genesis of new interactive marketing and advertising models in the wake of convergence

projections

The global mobile advertising market will be worth \$11 billion by 2011- but only if phone carriers can quickly develop standard mobile advertising formats and offer advertisers well-defined user groups to whom they can send commercial messages

The world market for mobile marketing and advertising is likely to reach \$19 billion by 2011 when mobile search and video advertising are included.

The highest levels of advertising spending will come in the broadcast mobile video space, with spending for broadcast mobile video advertising alone expected to hit \$9 billion by 2011.

on the standards front

Jan 2007	MMA began work on inventory standards.
Feb 2007	GSMA sponsor NYC event to start dialogue between operators and ad industry.
March 2007	GSMA program initiated to plan media buying tools, inventory format and advertising metrics.
March 2007	OMA work item started on mobile advertising.
June 2007	MMA publishes mobile ad guidelines for North America.
August 2007	MMA publishes mobile ad guidelines for EMEA.
Sept 2007	Australian Interactive Media Industry Association launch guidelines for mobile ad formats.

Mobile Marketing Technical Enablers

- Mobile TV (DVB-H, MediaFLO, T-DMB)
- 2D- Barcodes (QR codes and Datamatrix)
- Location based services
- Near Field Communications
- In-game advertising
- Social Networks

The ingredients of a win-4-all formula

Think pull not push...

Elements of a successful campaign

1. Integration

Integrated media campaigns where you leverage available media. Make the mobile the common glue that ties your campaign together across all consumer touch points.

“Think of your mobile as the remote control of life...”

2. Clear Call To Action

Your call to action must be clear and simple. Make it stand out. Interacting with your campaign should be simple with few barriers to entry. Whenever possible, recognize and reward your customer for their engagement.

3. Test

Test different calls to action, create A and B message content to determine which generates the better response. Learn what works and what doesn't and in which market.

4. Community Building

Build and nurture a trust relationship with your customers. Make sure that your campaign involves inviting them to opt-in to future communications and promotions. Give your customer a good reason to stay engaged with your brand. Always reward your customers' loyalty, even if it is with a simple thank you. Mobile empowers you “the brand” to cater to your customers one individual and one community at a time. Think connected!

5. Measure Media

Learn your audience and where they came from? What attracted them? Identify who opted in for future promotions vs. those who opted- out right away. Make sure that your calls to action have simple built-in metrics, even as simple as select keywords.



Thank you

Questions

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