
SM2 INNOVATION
SEPT 30 - OCT 1, 2014 • NEW YORK CITY
Catering To Your Customers' Mobile Moments
Jennifer Wise, Forrester Research
MMA
MOBILE MARKETING ASSOCIATION

Agenda

- *How has mobile changed today's customer?*
- *How must marketers respond to this mobile mind shift?*
- *How do marketers craft a successful mobile strategy?*

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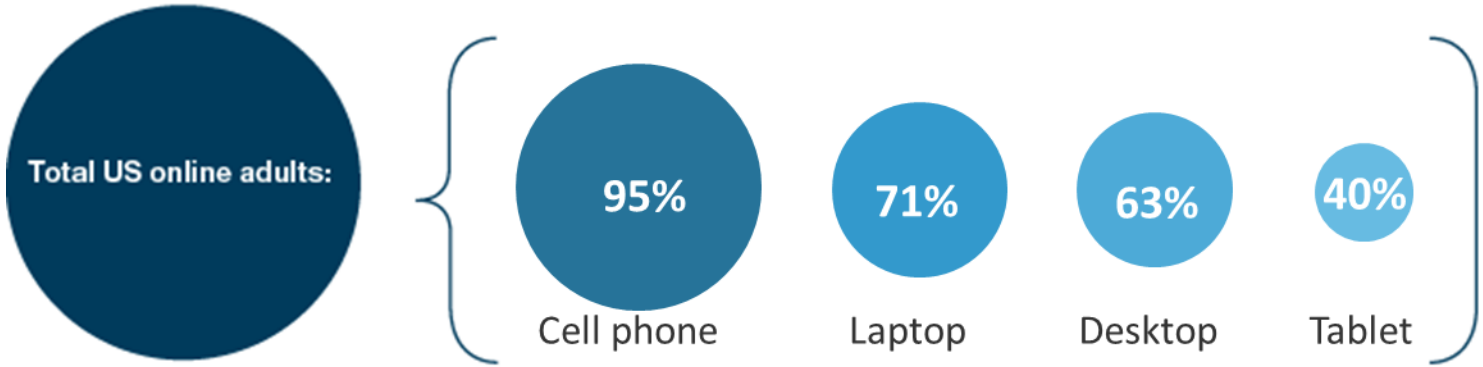
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Source: Digital Trends (http://www.digitaltrends.com)

Customers own many devices

“Which of the following devices do you use?”



Base: US online adults 18+ (online weekly or more)

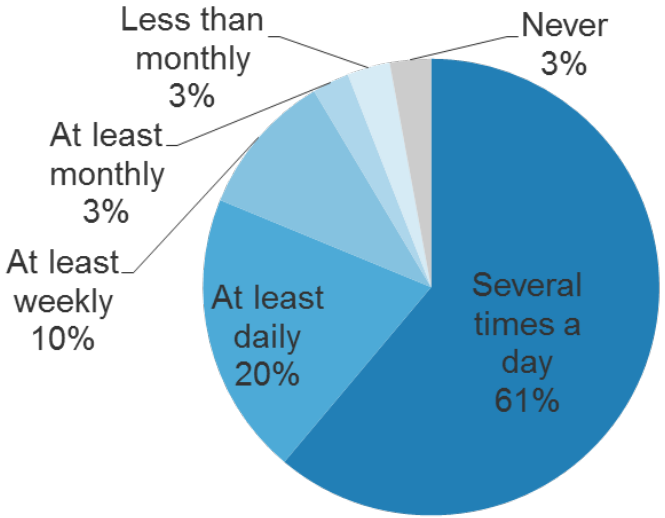
Source: North American Consumer Technographics Online Benchmark Survey (Part 1), 2014

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Go online frequently

“How often do you access the internet from each of the following devices?”

Smartphone:



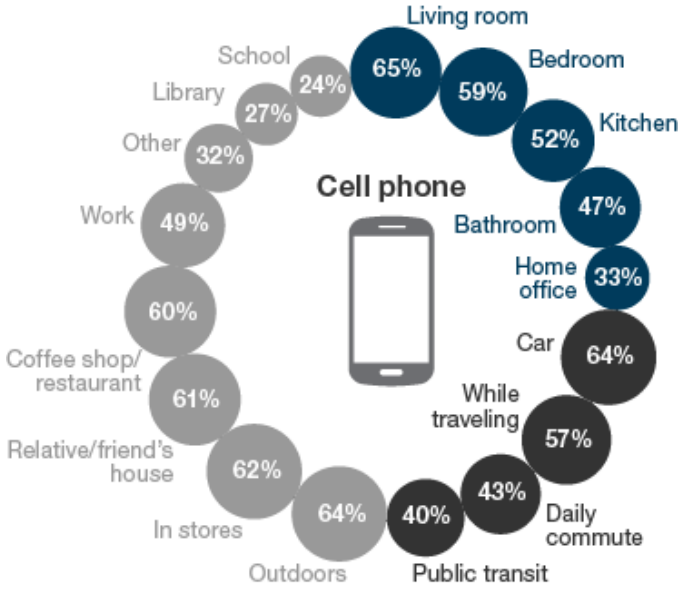
Base: US online adults (ages 18+) who use a smartphone

Source: North American Consumer Technographics Online Benchmark Survey (Part 1), 2014

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And do so from many locations

“Where do you use each of the following devices to access the internet?”



Base: US online adults 18+ (online weekly or more) who access the internet on a cell phone

Source: North American Consumer Technographics Online Benchmark Survey (Part 1), 2014

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The Mobile Mind Shift:
The expectation that I can get what I want in my immediate context and moments of need.

Mobile devices are skyrocketing

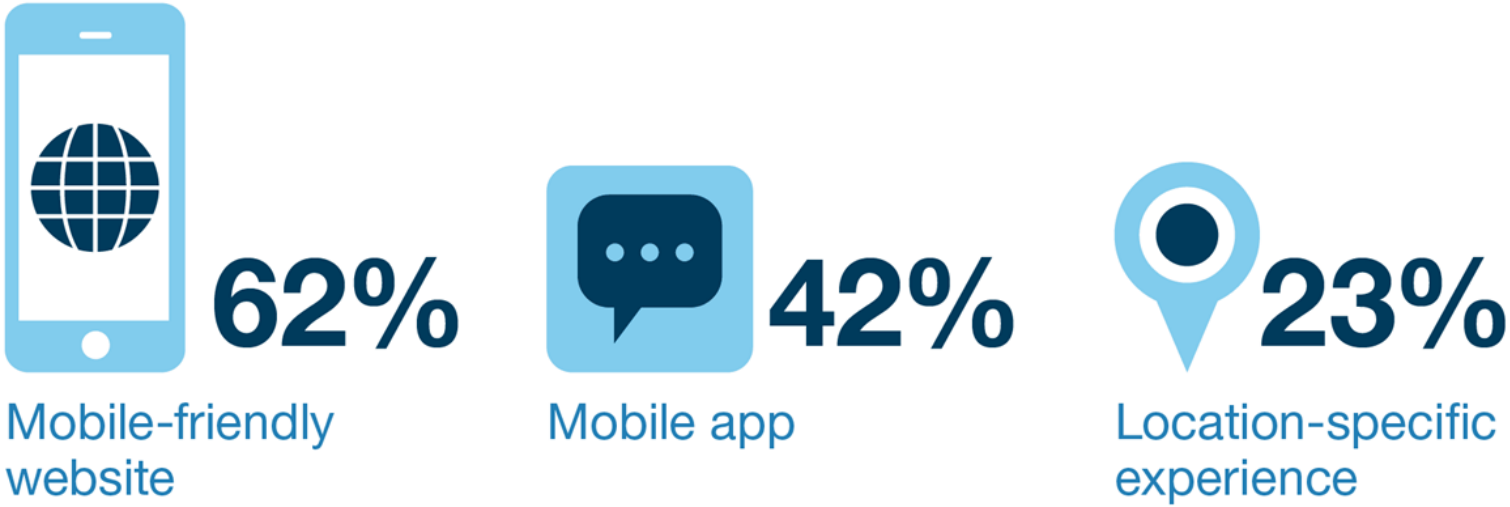


Source: Forrester Research World Mobile And Smartphone Adoption Forecast, 2014 To 2019 (Global); Forrester Research World Tablet Adoption Forecast, 2013 To 2018 (Global)

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Customer expectations are rising

Customers looking for a company on their smartphone expect:



Base: 4,404 US online adults (18+) who use a smartphone
Source: Forrester's US Mobile Mind Shift Online Survey, Q3 2013

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The Mobile Mind Shift:
The expectation that I can get what I want in my immediate context and moments of need.



Mobile Moments:

A mobile moment is a point in time and space when someone pulls out a mobile device to get what they want in their immediate context.

There are three key types of mobile marketing moments



Borrowed moments
drive discovery



Loyalty moments
deepen established relationships



Manufactured moments
create an opportunity for engagement

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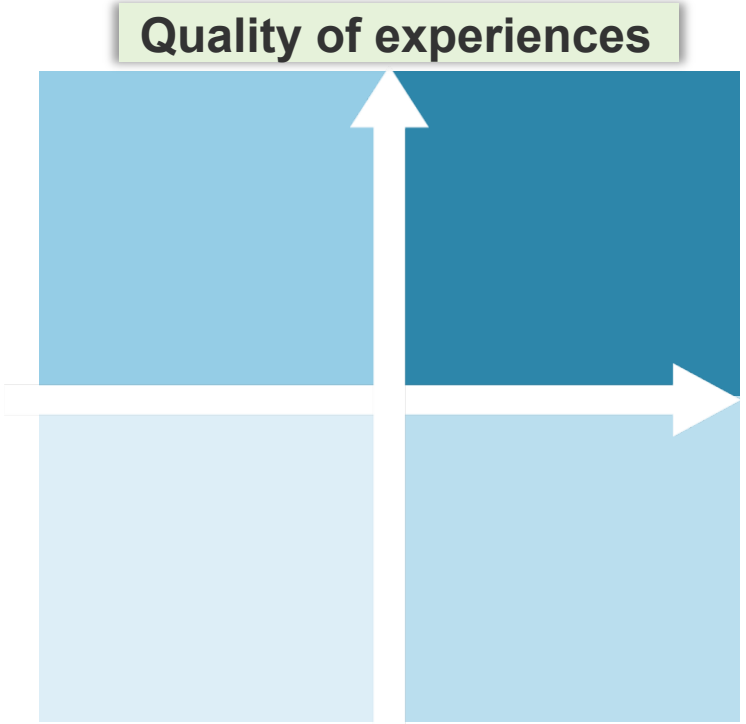
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Not all brands are high touch, but all must strive to be.

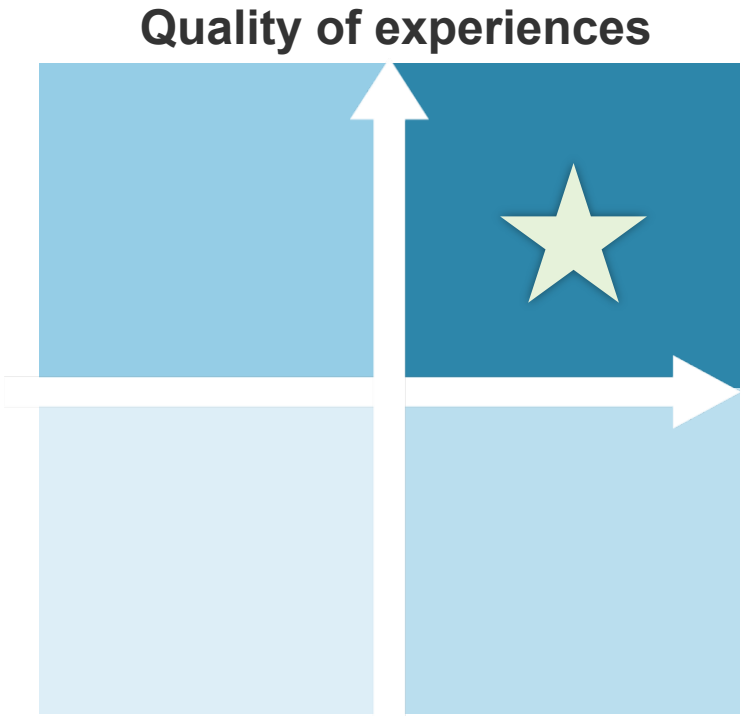
Seek frequent, high-quality experiences

- Customer Experience Index
- Net Promoter
- Customer satisfaction surveys



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If you’re in this quadrant . . .



Expand your relationships.

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Audi extends its value proposition

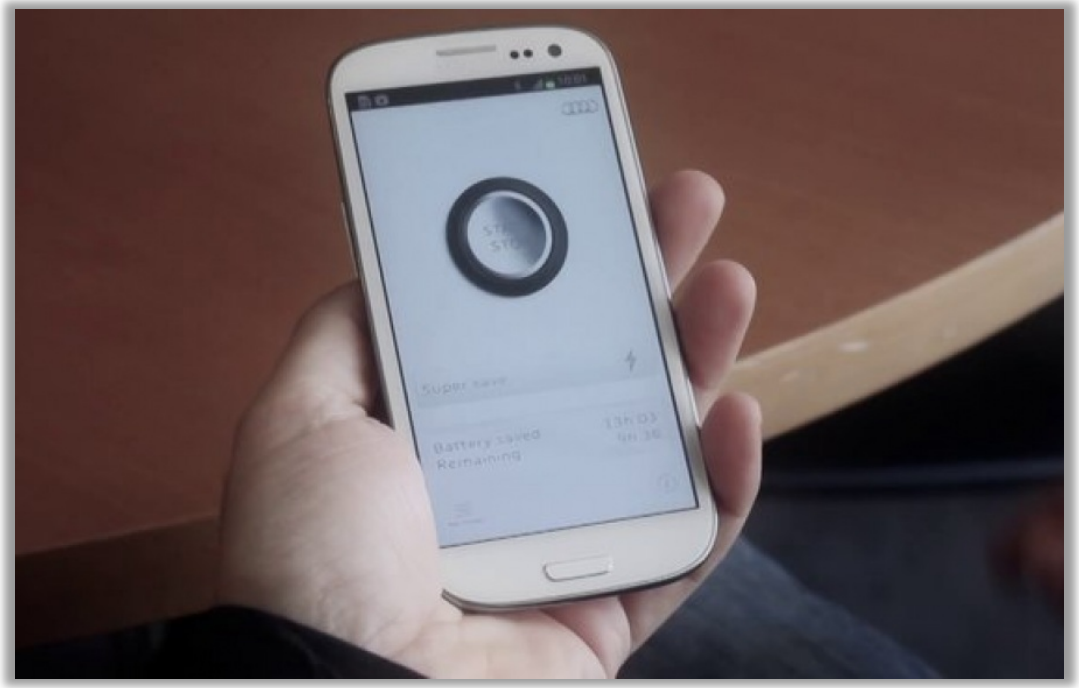


Image source: FWA (http://www.thefwa.com/)

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Disney enhances the park experience

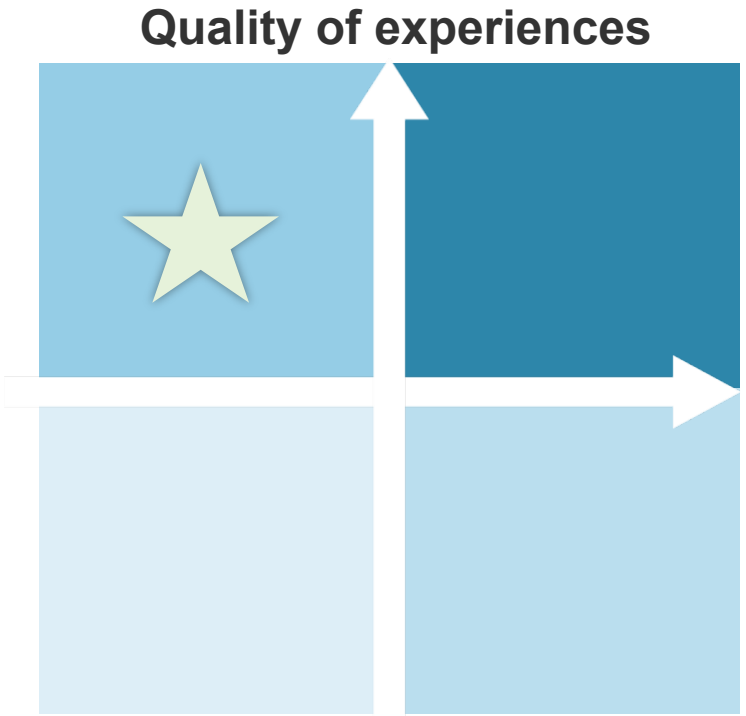


Image source: Inside the Magic (http://www.insidethemagic.net/)

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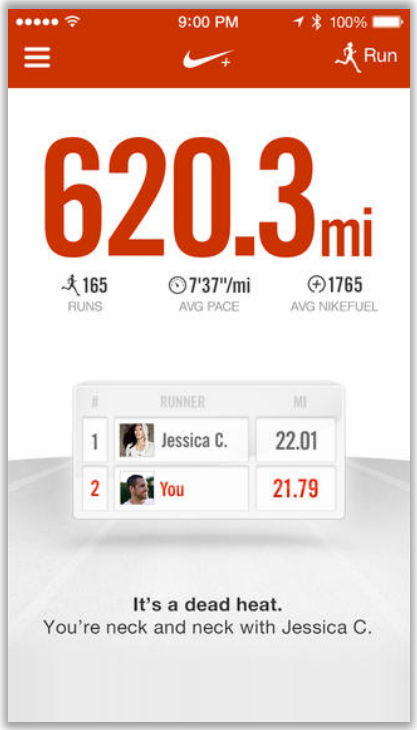
If you're in this quadrant . . .

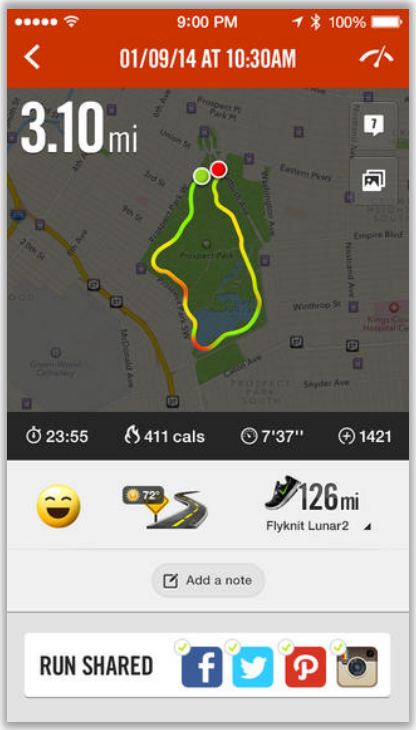
Create reasons to interact more often.



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Nike+ fulfills everyday running needs





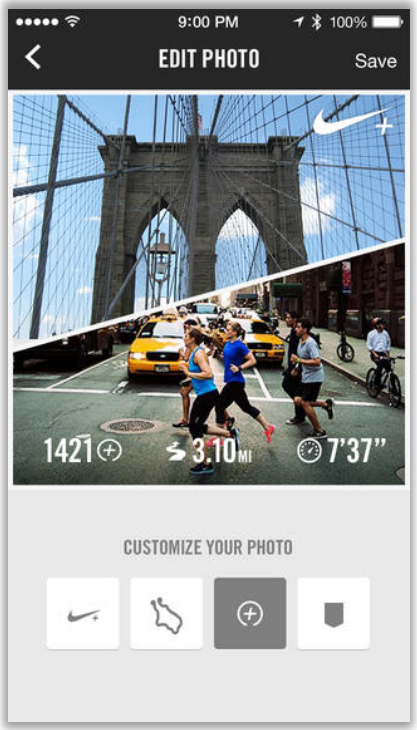


Image source: Nike+ Running App, iPhone

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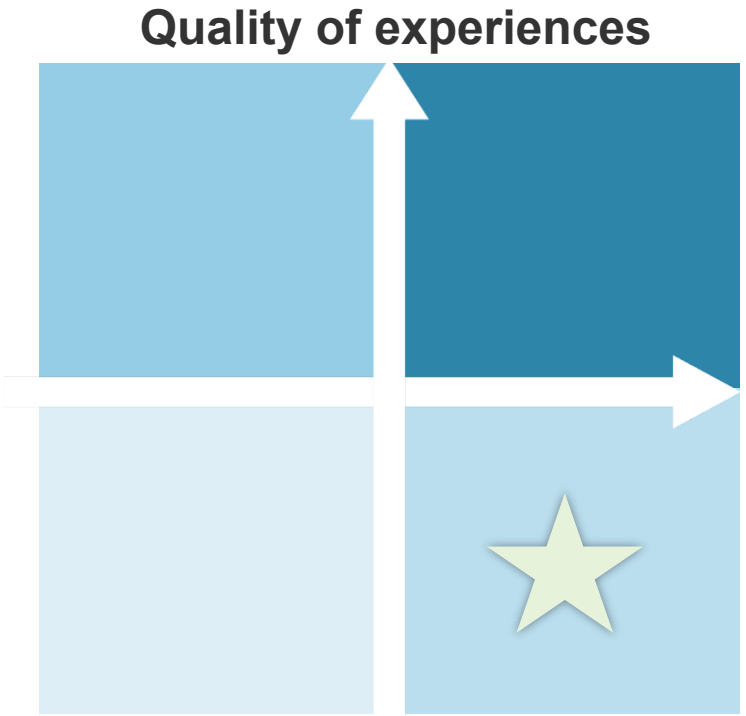
Johnson’s helps parents get some sleep



Image source: Johnson’s® Baby BEDTIME™ Sleep app, iPhone

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If you’re in this quadrant . . .



Improve your experiences.

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Verizon adds higher-quality experiences

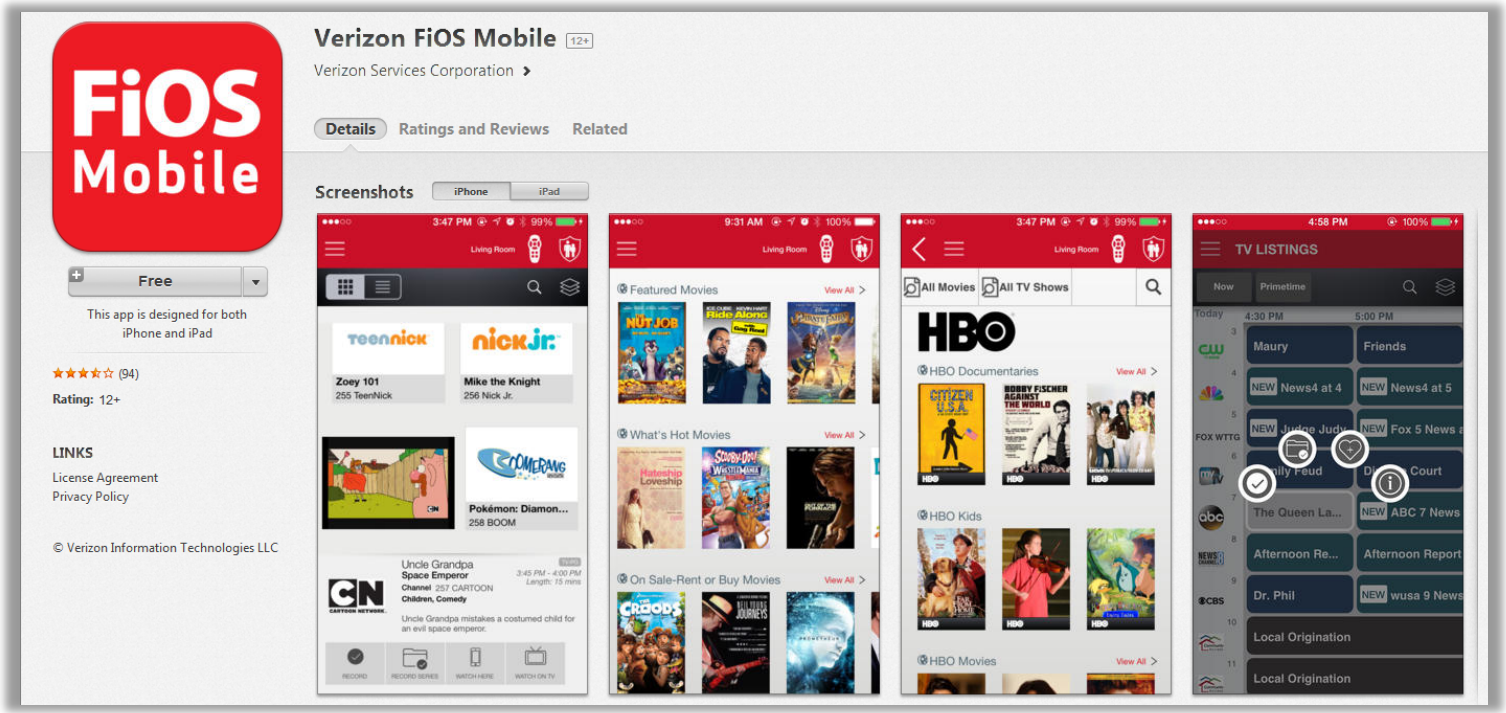
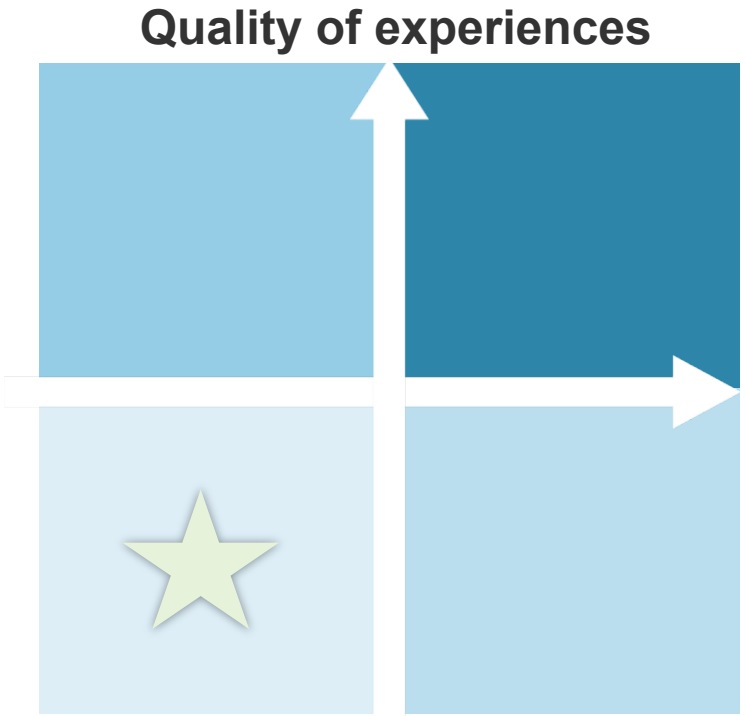


Image source: iTunes store, Apple (http://www.apple.com/)

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If you're in this quadrant . . .



Redefine service and partnerships.

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Partner with digital disruptors



JAWBONE®



mapmyfitness

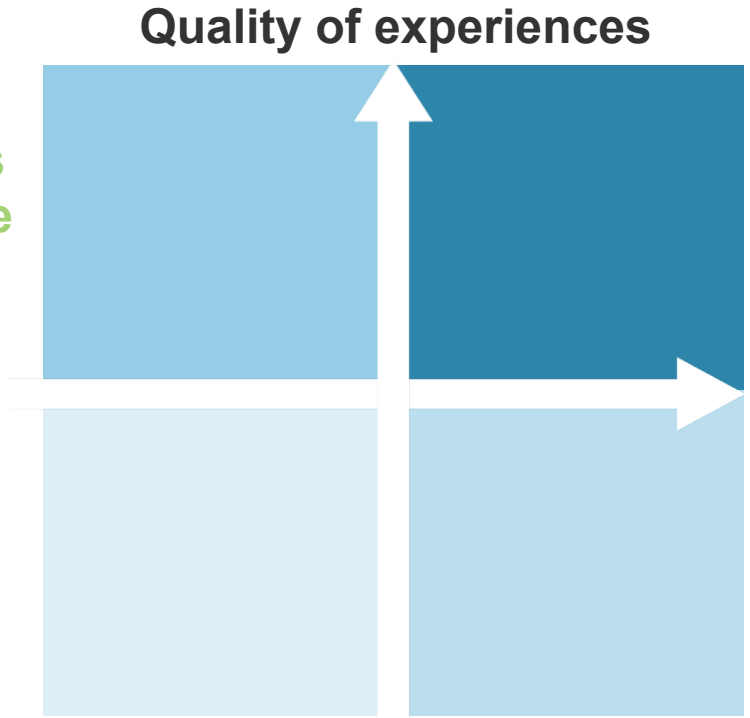




Mercedes-Benz

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Create high-touch mobile moments



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Significance of the mobile mind shift

- Customers expect anything they want to be available in their immediate context and moments of need.
- Marketers must strive to create mobile moments that result in useful experiences for their customers.
- Marketers should choose their strategy based on their company's frequency and quality of customer experience.

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Thank you

Jennifer Wise

jwise@forrester.com

@JenniferWise

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