



# Practical Exercises

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Professional Diploma in Digital Marketing

Mobile Marketing

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# 1. Mobile Marketing

## Practical Exercises

A series of practical exercises is provided below:

<i>Module</i>	<b>Mobile Market Size</b>
<i>Learning Item</i>	<i>Understand the changing shift towards mobile and the scale of it – both globally and locally</i>
<i>Exercise 1</i>	<p>We live in a mobile first world. Take some time to research statistics and information to re-affirm this.</p> <ul style="list-style-type: none"><li>• Search the main Mobile Stats providers, examples of which are:<ul style="list-style-type: none"><li>○ <a href="http://think.withgoogle.com/mobileplanet/en/">http://think.withgoogle.com/mobileplanet/en/</a></li><li>○ <a href="http://gs.statcounter.com/">http://gs.statcounter.com/</a></li><li>○ <a href="http://www.comscore.com/">http://www.comscore.com/</a></li></ul></li><li>• For industry insights and articles, go to:<ul style="list-style-type: none"><li>○ <a href="http://mobiforge.com/">http://mobiforge.com/</a></li><li>○ <a href="http://www.gartner.com/technology/home.jsp">http://www.gartner.com/technology/home.jsp</a></li><li>○ <a href="http://www.idc.com/">http://www.idc.com/</a></li><li>○ <a href="https://www.appannie.com/">https://www.appannie.com/</a></li></ul></li><li>• Find local sources of statistics relevant to your location to further inform your mobile marketing strategy.</li></ul>

<i>Module</i>	<b>Mobile Audit</b>
<i>Learning Item</i>	<i>See where YOU (company, business, organization) stand when it comes to mobile</i>
<i>Exercise 2</i>	<p>Use tools that are commonly available to audit your digital presence on mobile to see how you stack up:</p> <ul style="list-style-type: none"> <li>• Run Google’s Mobile Friendly Test on your own existing Site:  <a href="https://www.google.com/webmasters/tools/mobile-friendly/">https://www.google.com/webmasters/tools/mobile-friendly/</a></li> <li>• Read:  <a href="https://developers.google.com/webmasters/mobile-sites/">https://developers.google.com/webmasters/mobile-sites/</a> on how to create and improve your mobile site</li> <li>• See the Mobility Usability Report (<a href="https://www.google.com/webmasters/tools/mobile-usability">https://www.google.com/webmasters/tools/mobile-usability</a>) and use it to highlight major mobility issues across all site pages</li> <li>• Check out this guide (<a href="https://developers.google.com/webmasters/mobile-sites/website-software">https://developers.google.com/webmasters/mobile-sites/website-software</a>) on how to migrate your site if hosted with one of the standard content management systems to use a mobile friendly template.</li> </ul>

<i>Module</i>	<b><i>Mobile Optimized Websites</i></b>
<i>Learning Item</i>	<i>Understand the requirements to best serve your existing customers</i>
<i>Exercise 3</i>	<p>Look at your existing analytics for your current website</p> <ul style="list-style-type: none"> <li>• What percentage of users are coming from mobile?</li> <li>• What is the mobile bounce rate Vs. Desktop bounce rate?</li> <li>• What are the most common mobile devices?</li> <li>• Are your mobile visitors phone or tablet based?</li> </ul>

<i>Module</i>	<b><i>Mobile Optimized Websites</i></b>
<i>Learning Item</i>	<i>Understand the CONTEXT of your existing customers</i>
<i>Exercise 4</i>	<p>Look at your existing analytics for your current website</p> <ul style="list-style-type: none"> <li>• What time are users accessing your site?</li> <li>• How long do your mobile visitors spend on your site?</li> <li>• Look for patterns to identify and classify your site visitors: <ul style="list-style-type: none"> <li>- Phone: in a rush, less pages, less time spent? Access while commuting? Or not?</li> <li>- Tablet – Evening Time (dual screening), more time spent than mobile? Or not?</li> <li>- Desktop – During Working Day? More time spent?</li> </ul> </li> </ul>

<i>Module</i>	<b><i>Mobile Optimized Websites</i></b>
<i>Learning Item</i>	<i>Adaptive or Responsive – what is best for your site?</i>
<i>Exercise 5</i>	<p><i>Using your website analytics again, try to establish whether you need an adaptive or responsive approach to your mobile site.</i></p> <ul style="list-style-type: none"> <li>• Are your mobile visitors browsing to different pages of your site than your desktop visitors?</li> <li>• What are the top pages your mobile users are browsing to?</li> <li>• What key information are your mobile browsers looking for?</li> <li>• Is there any discrepancy between the results above for Mobile and Desktop?</li> <li>• If so, which is the best approach for your mobile visitors? An adaptive or responsive site?</li> </ul>

<i>Module</i>	<b><i>Mobile Optimized Websites</i></b>
<i>Learning Item</i>	<i>Providing for Quick tasks on Mobile</i>
<i>Exercise 6</i>	<p>Ensure that you take care of the functionality that is available to mobile users over desktop users:</p> <ul style="list-style-type: none"><li>• Can you “Click to call”?</li><li>• Can you view location on GPS and get directions?</li><li>• Are all links and Navigation items clickable with fingers/thumbs?</li><li>• Can you read all text on site WITHOUT pinch/zoom?</li></ul>



<i>Module</i>	<b>Mobile Apps</b>
<i>Learning Item</i>	<i>Should you have an App, do you need one?</i>
<i>Exercise 7</i>	<p>Is an App right for your business? Look at how your users currently interact with you, and what they need, to understand if your business should consider an App.</p> <ul style="list-style-type: none"> <li>• On your current mobile site, have you reached a limitation of what you can provide your users and what would an App be able to provide them over and above your mobile site? (e.g. Registration, Loyalty, frequency of use, Off-line access etc.).</li> <li>• What is the best approach for your budget and resources? Web App, Hybrid App or fully Native App? What are the key features required, that would dictate the direction of your App choice?</li> </ul>

<i>Module</i>	<b>Mobile Apps</b>
<i>Learning Item</i>	<i>Now that you have an App - How do you stand out in the App Markets amongst the other 1.2+ million apps there?</i>
<i>Exercise 8</i>	<p>You can have the best App in the world, but it is useless unless anyone knows it exists. So how do you stand out?</p> <ul style="list-style-type: none"> <li>• Create a landing page to gather pre-emptive interest in your app (use a service like Launch Rocket (<a href="http://use.launchrock.com/home">http://use.launchrock.com/home</a>) to gather emails of people interested in your app pre-launch.</li> <li>• Understand the Guidelines around the use of App Store badges: Apple: <a href="https://developer.apple.com/app-store/marketing/guidelines/#downloadOnAppstore">https://developer.apple.com/app-store/marketing/guidelines/#downloadOnAppstore</a></li> <li>• Android: <a href="https://developer.android.com/distribute/tools/promote/badges.html">https://developer.android.com/distribute/tools/promote/badges.html</a></li> <li>• Leverage other key ways of Cross promoting your app – Smart App Banners: <a href="https://developer.apple.com/library/mac/documentation/AppleApplications/Reference/SafariWebContent/PromotingApps/AppBanners/PromotingApps/AppBanners.html">https://developer.apple.com/library/mac/documentation/AppleApplications/Reference/SafariWebContent/PromotingApps/AppBanners/PromotingApps/AppBanners.html</a></li> <li>• Facebook App Ads: <a href="https://developer.apple.com/library/mac/documentation/AppleApplications/Reference/SafariWebContent/PromotingApps/AppBanners/PromotingApps/AppBanners.html">https://developer.apple.com/library/mac/documentation/AppleApplications/Reference/SafariWebContent/PromotingApps/AppBanners/PromotingApps/AppBanners.html</a></li> <li>• Twitter App Ads: <a href="https://dev.twitter.com/cards/mobile">https://dev.twitter.com/cards/mobile</a></li> <li>• Create some key visuals for your app promotions on <a href="https://placeit.net/">https://placeit.net/</a></li> </ul>

<i>Module</i>	<b>Mobile Apps</b>
<i>Learning Item</i>	<i>Tracking Installs and what information can be gained</i>
<i>Exercise 9</i>	<p>Now that you have an app, you need to know – how many people are downloading it and from where?</p> <ul style="list-style-type: none"> <li>• Understand the Metrics that iTunes Connect and Google Play will give you – and the limitations of those metrics. Log into your developer account and look at the Sales/Downloads section to access this information.</li> <li>• Set up an Account with AppAnnie (<a href="https://www.appannie.com/">https://www.appannie.com/</a>) to add your developer accounts. Use App Annie to start tracking your downloads and records.</li> <li>• Examine your App downloads over time: <ul style="list-style-type: none"> <li>○ Where are they coming from? What countries?</li> <li>○ When are the peak downloads?</li> <li>○ Do those peak downloads coincide with other marketing activity? What is the correlation?</li> <li>○ Are there downloads for territories/countries you were least expecting? Should you localize for these territories?</li> </ul> </li> </ul>

<i>Module</i>	<b>Mobile Apps</b>
<i>Learning Item</i>	<i>Monetizing your App – what are the best options?</i>
<i>Exercise 10</i>	<p>Now that you have an app, you need to know how you can make any revenue from that audience and which options suit?</p> <ul style="list-style-type: none"> <li>• Decide the revenue model for your App (if any): Free, Paid, In-App purchase, Subscription, In-App ad driven – which would work best for your business/your customers?</li> <li>• Which would yield more revenue? Short term (e.g. Angry Birds is a 99c App on iOS, but Free and Ad Supported on Android). And Long Term? (Angry Birds makes more money on Android long term due to the frequency of ads served to players over time).</li> <li>• Understand the Revenue analytics that iTunes Connect and Google Play will give you – log into your developer account and look at the Sales/Downloads section.</li> <li>• Set up an Account with App Annie (<a href="https://www.appannie.com/">https://www.appannie.com/</a>) to add your developer accounts and use App Annie to start tracking and amortizing your revenue.</li> <li>• Use services like App Annie and Distimo to see what sort of revenue similar apps may be generating.</li> </ul>

<i>Module</i>	<b>Mobile Apps</b>
<i>Learning Item</i>	<i>App Analytics – looking deeper into your audience and users</i>
<i>Exercise 11</i>	<p>Now that you have an app, you need to know what your users are doing with that app.</p> <ul style="list-style-type: none"> <li>• Choose an analytics provider to give you granular details as to your App usage – choose Google App Analytics, Flurry, Parse, Urban Airship or others.</li> <li>• Select the key “metrics” you would like to track, e.g.: <ul style="list-style-type: none"> <li>○ How long spent in app?</li> <li>○ Who shares?</li> <li>○ Most viewed pages?</li> <li>○ Key menu choices?</li> <li>○ Most Favorited/Most bookmarked</li> </ul> </li> <li>• Track “average time spent in app”, average no. of screens viewed, unique users, number of app sessions etc.</li> <li>• Use the analytics above, tracked over time, to work out an update plan for your app – what to drop, what to focus on more etc.</li> </ul>

<i>Module</i>	<b>Mobile Advertising</b>
<i>Learning Item</i>	<i>Mobile Advertising is difficult to navigate and get real ROI without a large budget. Understand what would suit your company and budget best.</i>
<i>Exercise 12</i>	<p>It is easy to get started on Mobile Advertising and see the effectiveness of it but it takes lots of A/B testing, of both format, message and channel to see what works with your audience.</p> <ul style="list-style-type: none"> <li>• Set up an account on Google's AdMob Platform: <a href="https://www.google.com/admob/">https://www.google.com/admob/</a></li> <li>• Try out the various tools they have available, for Banner Ads and AdWords.</li> <li>• Choose the channel that suits your business best – set a small budget, choose channels, set it live and test response.</li> <li>• Understand about A/B testing - why you should do it and how to use the results to inform future Ad campaigns: <a href="https://www.optimizely.com/ab-testing/">https://www.optimizely.com/ab-testing/</a></li> </ul>

<i>Module</i>	<b>Mobile Advertising</b>
<i>Learning Item</i>	<i>If Mobile Advertising is working, learn to choose between self-service and a hosted/managed platform/service</i>
<i>Exercise 13</i>	<p>If mobile advertising works with your audience (good ROI) and you wish to continue with it:</p> <ul style="list-style-type: none"> <li>• Understand the pros/cons of a self-service approach (e.g. google AdMob) versus a managed service approach (e.g.: <a href="http://adforce.com/">http://adforce.com/</a>)</li> <li>• Understand the various Ad assets required – is it possible, given the small initial size of most (before user clicks) to convey the following: <ul style="list-style-type: none"> <li>○ Branding?</li> <li>○ Product?</li> <li>○ Message?</li> <li>○ Call to Action?</li> </ul> </li> <li>• If the above is successful, understand where you are sending the users who click on your ad. Are you sending them to a mobile responsive page, with tracking, and some means to gather personal information (Form? Email? Competition? Call?)</li> </ul>

<i>Module</i>	<b>Proximity Marketing - hi-tech</b>
<i>Learning Item</i>	<i>Reaching mobile users based on location and proximity</i>
<i>Exercise 14</i>	<p>Understand how to reach mobile users based on their location and proximity in the real world.</p> <ul style="list-style-type: none"> <li>• If you provide free Wi-Fi (or are a business located near places that do – e.g. Hotels, Coffee shops, train stations etc.) see if it is possible, with only a small bit of effort, to customize the landing page for people joining the Wi-Fi network.</li> <li>• If you can do this, see, if in return for Free Wi-Fi, you can gather user details (at least an email address) that you can then use in further future communication (opt-in, of course).</li> <li>• If you have an App and a Physical business location, see if you can add iBeacons to your App – to give you real world analytics of your users interactions with you. Beacons can provide you with: <ul style="list-style-type: none"> <li>○ User paths through a store (Heat map)</li> <li>○ Dwell locations</li> <li>○ Times/Days most frequented</li> <li>○ Repeat visitor metrics</li> </ul> </li> <li>• Combine iBeacons with Geolocation to build a true location-based understanding of your customers habits (see service providers like <a href="http://pulsatehq.com/">http://pulsatehq.com/</a> for example).</li> </ul>



<i>Module</i>	<b>Proximity Marketing – low-tech</b>
<i>Learning Item</i>	<i>Use some easy low-tech solutions to engage customers at a local level</i>
<i>Exercise 15</i>	<p>Digital cannot live on its own – it always needs a parallel Call to Action, in physical form. Learn to test “real world” ad formats to measure effectiveness in the digital world.</p> <ul style="list-style-type: none"> <li>• If you are already doing print advertising, create a custom QR code at <a href="http://goqr.me">http://goqr.me</a> and make it link to a trackable page (that ISN'T your homepage) to delight and engage users. Track the number of people who use this. Put different QR codes on different media, to see which media is best for “activations” – e.g. leaflets, print ads, outdoor ads etc.</li> <li>• If users aren't comfortable with QR codes, always provide an alternative – but give a simpler way to get to a URL via mobile, particularly if not your main homepage (as it shouldn't). Use services such as bitly (<a href="https://bitly.com/">https://bitly.com/</a>) to provide shorter URLs.</li> <li>• Use different bitly codes on different media to send users to the same pages. Understand which bitly codes are more successful and therefore which advertising medium is the most effective.</li> </ul>

<i>Module</i>	<b>SMS Marketing</b>
<i>Learning Item</i>	<i>It's easy to overlook the effectiveness of a well crafted SMS message at the right time</i>
<i>Exercise 16</i>	<p>If you have access to user/customer phone numbers, figure out if you can leverage this for marketing purposes – but understand the constraints.</p> <ul style="list-style-type: none"> <li>• Have you explicitly received permission to use these numbers as a contact method?</li> <li>• How did you get them?</li> <li>• Will your customers be receptive to SMS messages?</li> <li>• How large is your database of numbers?</li> <li>• How old is it?</li> <li>• What format is it in?</li> <li>• Can you personalize it? Do you have a name associated with each entry?</li> </ul>

<i>Module</i>	<b><i>SMS Marketing</i></b>
<i>Learning Item</i>	<i>What do you need to consider in your SMS message?</i>
<i>Exercise 17</i>	<p>If you are going to leverage SMS as part of the marketing Mix, understand the constraints:</p> <ul style="list-style-type: none"> <li>• A single message needs to be less than 160 characters.</li> <li>• It needs to have an Opt-out mechanism, which will eat into your character count (“text Stop to 53153” is already 18 characters!).</li> <li>• It needs to be relevant and specific.</li> <li>• It needs a “Call to Action” – e.g. “Sale Now On” “Final Reductions” “Save 20% this weekend”</li> <li>• It needs to be measurable - e.g. go to a URL (for online campaigns) or have a unique code (for physical campaigns) – so you know what % is getting through.</li> </ul> <p>Craft an SMS based on the above guidelines – assume you are a local electrical store, running a weekend clearance special and this message is going to customers who have previously purchased from your store. Can you do all this, with the constraints above, in the 160 characters allowed? And still be engaging? Give it a try.</p>

<i>Module</i>	<b>SMS Marketing</b>
<i>Learning Item</i>	<i>How to choose an SMS service and what to look for and be aware of.</i>
<i>Exercise 18</i>	<p>If using SMS for marketing purposes, unless your numbers are very small, you will need (both legally and just from a management perspective) to use a service provider.</p> <ul style="list-style-type: none"> <li>• Search service providers local to your main market (their costs will be cheaper – no international rates, and they are generally better controlled).</li> <li>• Ask what their fees are: <ul style="list-style-type: none"> <li>○ Set-up</li> <li>○ Monthly</li> <li>○ Bulk SMS bundle pricing</li> </ul> </li> <li>• Choose your service level – self-service or managed.</li> <li>• Understand what format they need to get your numbers in.</li> <li>• Most legitimate SMS providers will require confirmation that the numbers you provide them with have been audited and that you have the permission to use them. This is your responsibility and you will need to be able to prove this.</li> <li>• If possible, pre-screen your numbers before submission to the service provider (or they may do this for you) so as to avoid costs and issues associated with duplicates, dead numbers etc.</li> <li>• Do you need a Short Code? Do you need a keyword?</li> </ul>

<i>Module</i>	<b>Mobile Trends</b>
<i>Learning Item</i>	<i>Be aware of forthcoming mobile trends and how they may affect you.</i>
<i>Exercise 19</i>	<p>It's hard to stay at the cutting edge and none of us know what's around the corner. Be aware of emerging Digital trends and how they may or may not affect your digital and mobile strategy.</p> <p>Consider the following, and any impact they may have:</p> <ul style="list-style-type: none"> <li>○ Mobile Commerce – how will your customer pay for your services/goods?</li> <li>○ Geo Location – can you leverage this more effectively for your benefit?</li> <li>○ Showrooming - Customers can research your products and services against your competitors whilst physically in your store – how do you differentiate/ compete?</li> <li>○ Wearable Computing – will this impact your digital strategy? How can you leverage this?</li> </ul>

<i>Module</i>	<b>Mobile Laws &amp; Guidelines</b>
<i>Learning Item</i>	<i>Ignorance is no defense, you must be aware of the laws and guidelines governing digital and mobile in your region.</i>
<i>Exercise 20</i>	<p>We don't like reading legalese – but we can't ignore it. Take some time to work out the laws and guidelines that may affect your mobile marketing:</p> <ul style="list-style-type: none"> <li>○ Data protection &amp; Privacy – go to <a href="http://dlapiperdataprotection.com/">dlapiperdataprotection.com/</a> for global laws OR <a href="http://heatmap.forrestertools.com/">heatmap.forrestertools.com/</a></li> <li>○ Copyright – go to <a href="http://copyright-watch.org/">copyright-watch.org/</a></li> <li>○ Cookies – go to <a href="http://www.cookie-law.org/faq/">www.cookie-law.org/faq/</a></li> <li>○ Accessibility issues – go to <a href="http://www.w3.org/WAI/mobile/">www.w3.org/WAI/mobile/</a></li> <li>○ Go to <a href="http://www.iab.net">www.iab.net</a> and also <a href="http://www.mmaglobal.com">www.mmaglobal.com</a> to understand both an organization's approach to self-policing and best practice guidelines.</li> </ul> <p>Having researched the above, score your own mobile/digital strategy based on adherence to the laws and guidelines. Use a scale of 1 to 10 – 1 being “poor adherence” and 10 being “fully compliant”.</p>