

Mobile Marketing: Engaging a Mobile Audience



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Content Marketing V 29
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**What is
Content Marketing?**

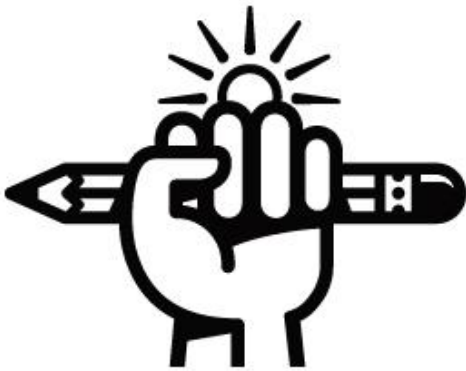


**Facts and Figures
For Mobile Marketing**



**Engage a Mobile
Audience**

What is Content Marketing?



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It's the art of listening to your customers' wants and needs

- Search Box
- Social Media
- Web Analytics
- Keyword Popularity
- Customer Service
- Questionnaires
- Geo-Targeting



And the science of delivering it to them in a compelling way

- Articles
- Blogs
- Books
- eBooks
- RSS Feeds
- Printed Books
- Newsletters
- Videos
- Web
- Widgets



It's catching customers orbiting at high speeds

- ➔ Applet
- ➔ Desktop
- ➔ Events
- ➔ Information Portals
- ➔ Mobile
- ➔ Podcasts
- ➔ RSS Feeds
- ➔ Social Networks
- ➔ Video Portals



With information they want and need

- ➔ Downloads
- ➔ Deals
- ➔ Geo-Targeted Offers
- ➔ Interest-Targeted Offers
- ➔ Send to Friend
- ➔ Re-Tweet
- ➔ Likes
- ➔ Loves
- ➔ Repeat Visitation



It's testing campaigns to learn what works best

- ➔ A/B Testing
- ➔ Multivariate Testing
- ➔ Eye Track Testing
- ➔ Segmentation Testing
- ➔ Geo Target Testing
- ➔ Usability Testing
- ➔ Content Testing



And finding the most efficient path to engagement and sales

- Score Engagement
- Qualify Lead
- Evaluate Intent
- Induce Trial
- Motivate Purchase
- Get the Sale
- Correlate Assets to Sale



Content Marketing is a Process and Workflow

Content Planning

Competitive Intelligence
Keyword Research
Customer Research
Style Guides
Website Audit

Content Creation

Content Audit
Topic Research
Editorial Calendars
Content Sampling
Content Creation

Content Optimization

Keyword Silos
SEO Scoring
Page Optimization
Link Building
Tag Optimization

Content Editing

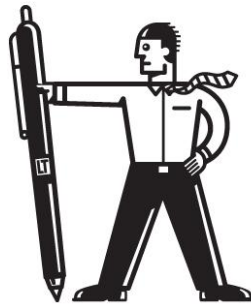
Style Proofing
Brand Infusion
Copy Checking
Copy Testing
Proof Publishing

Content Distribution

Twitter
Facebook
WordPress
Linked In
Blog

Content Performance

Listing Positions
Traffic
Time on Site
Repeat Visitation
Conversion Rates



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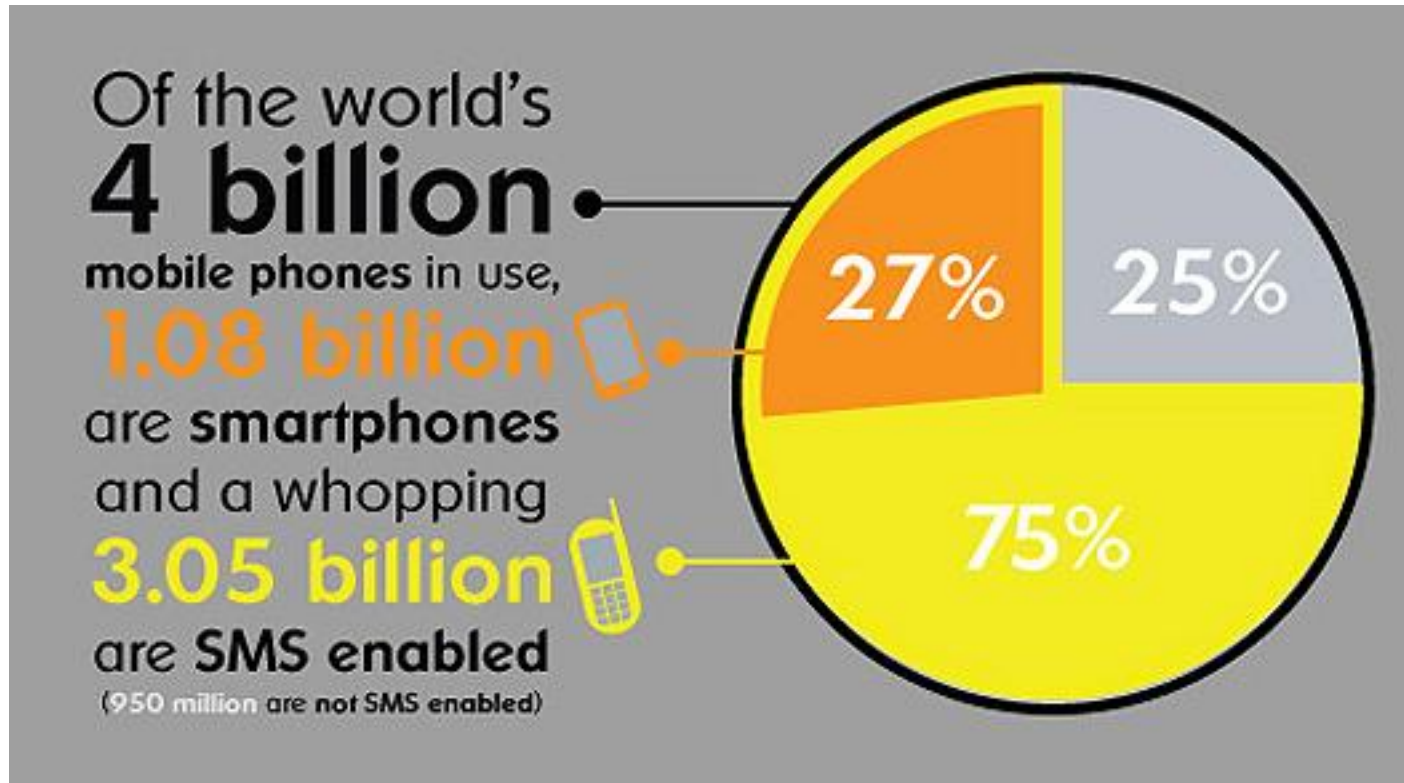
Mobile Facts and Figures to Make the Case



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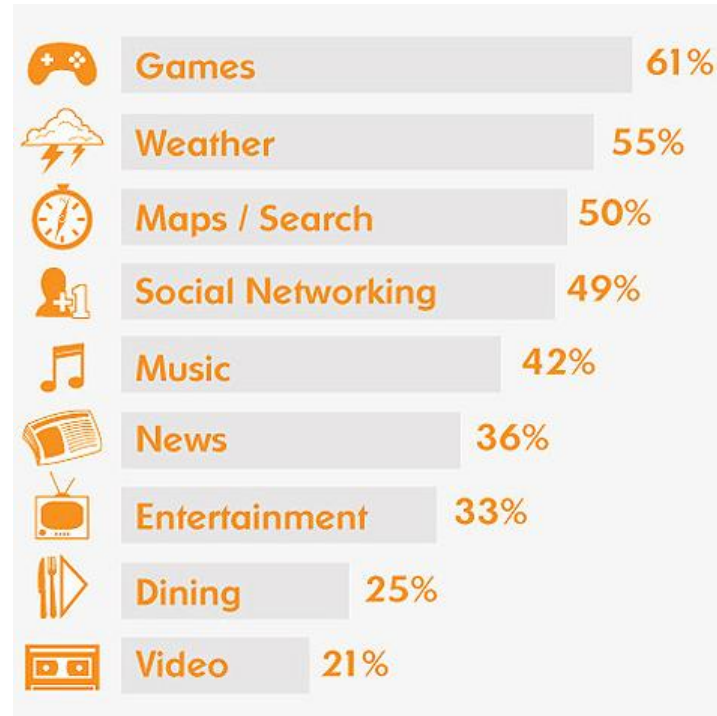


Smart Phone Users: 25%



Source: Digital Buzz Blog 2011

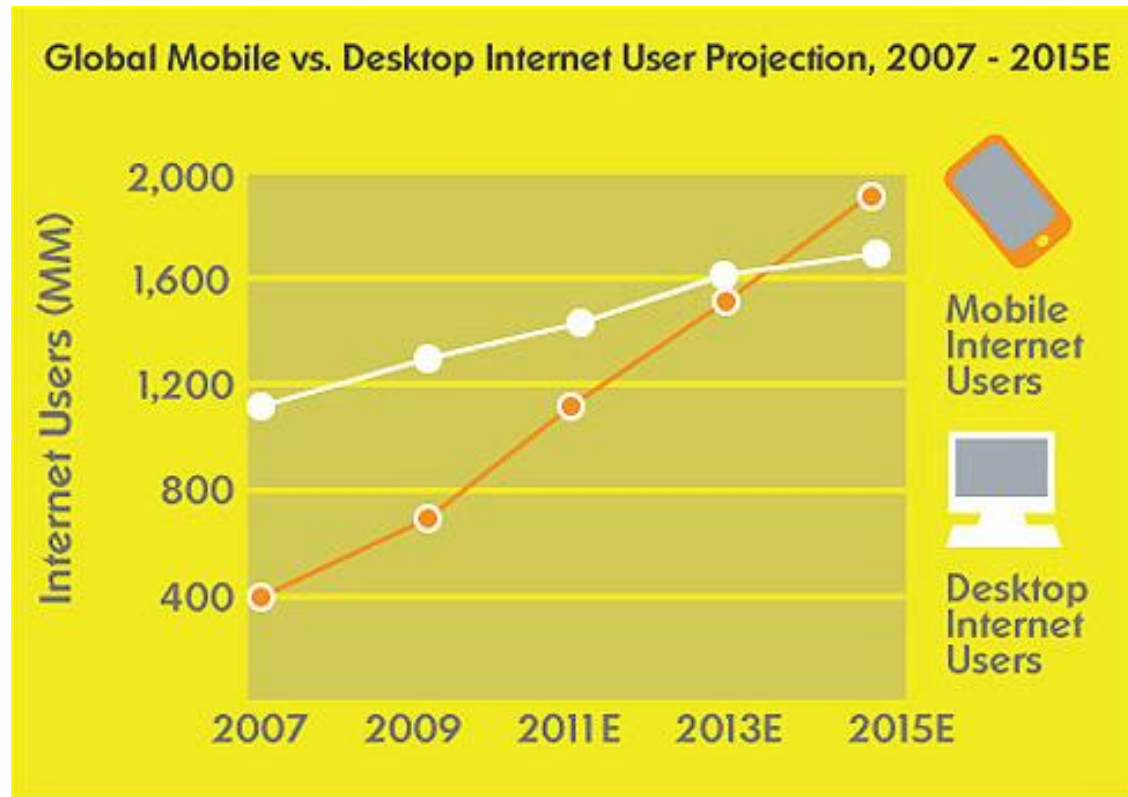
What do people use their phone's for?



Source: Digital Buzz Blog 2011



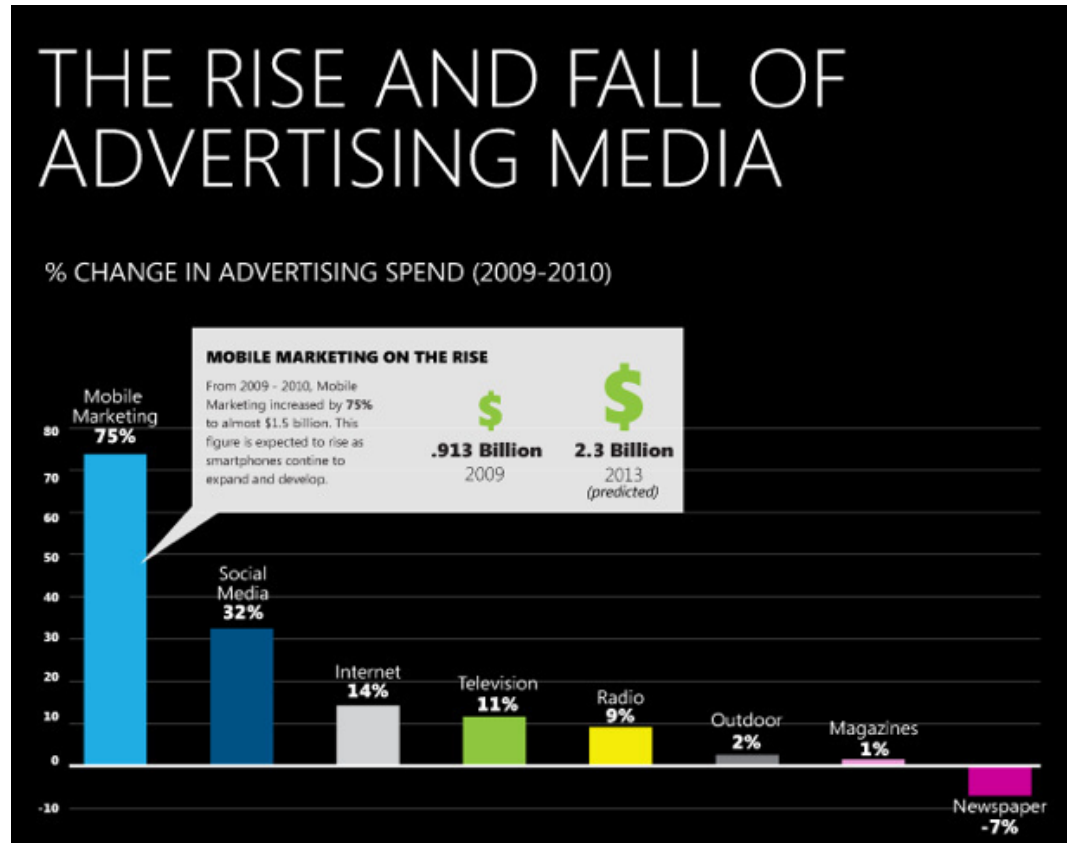
Mobile Internet Usage Overtakes Desktop by 2014



Source: Digital Buzz Blog 2011



Mobile Marketing Spend on the Rise



Source: econsultancy.com 2011



Engaging a Mobile Audience



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**“The only marketing
left is content
marketing.”
*Seth Godin***

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