

MOBILE MARKETING PRIMER FOR 2018

A photograph of a cup of coffee with latte art on a saucer, next to a smartphone on a wooden surface. The coffee is in a teal-colored cup on a matching saucer. The smartphone is a dark blue or black color with a textured back. The background is a dark, slightly blurred wooden surface.

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SUMMARY

Mobile marketing enables marketing leaders to engage audiences at any time and place. Use our research to identify your mobile marketing type, inculcate a reliance on mobile marketing analytics and build a technology stack to deliver a fully integrated marketing strategy using mobile as connector.



How customers and prospects use mobile devices provides insight about their preferences and interests.

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Scope

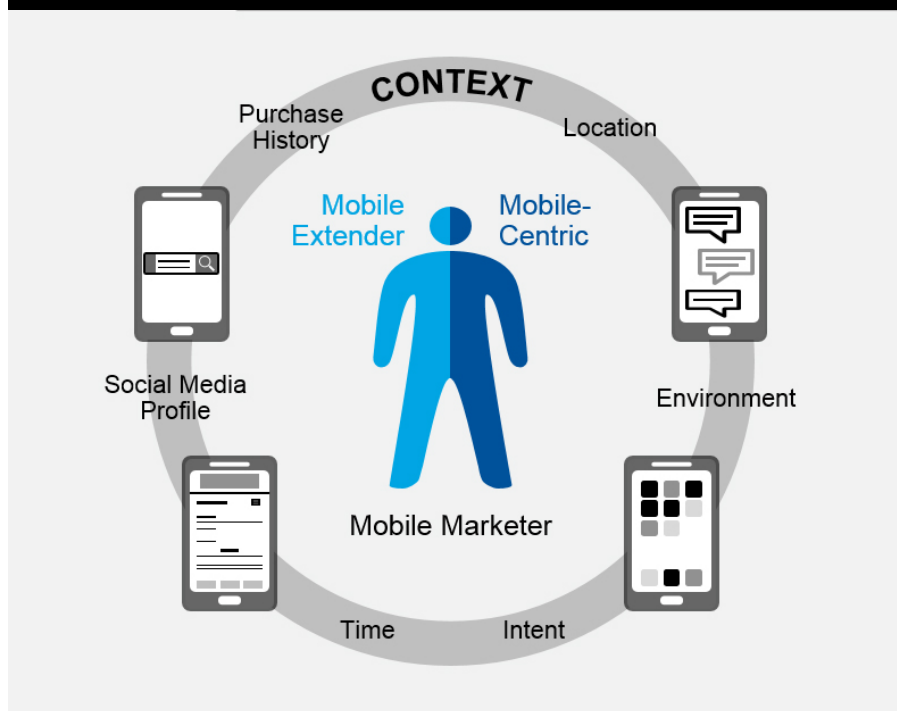
Successful mobile marketing uses valuable data emitted by mobile devices while balancing effective microtargeting of audiences with overwhelming prospects and customers with interruptions.

Gartner's mobile marketing research helps you:

- Determine whether a “mobile extender” or “mobile-centric” approach best suits your organization.
- Leverage your mobile marketing analytics solution to make the case for turning mobile into the great connector of a marketing team — strategically and tactically.
- Navigate the complex and varied landscape of mobile-focused technology providers.
- Drive more effective customer experience (CX) by developing and managing real-time engagements.

ANALYSIS

Figure 1. Mobile Marketing Overview



Source: Gartner (January 2018)

Think of your mobile marketing strategy as a process of blending technologies and techniques that help you reach customers and prospects at any moment from purchase through ownership and advocacy. Mature mobile marketers rate mobile as one of the top effective channels across all phases of the customer journey (see [“Multichannel Survey 2017: Marketers Succeed by Leveraging Mobile Throughout the Buying Journey”](#)). Mobile devices are sensors and sources of contextual information such as location.

How customers and prospects use mobile devices provides insight about their preferences and interests by tracking their social media engagement, mobile app and web behavior, and online and offline purchases. Given that mobile searches now dominate global search queries, marketers with the right tools and strategies can capture powerful purchase-intent signals — or rising customer disaffection.

Successful mobile engagements, whether continuous or episodic, begin with affirming how customers or prospects want to engage via their mobile device. Take advantage of key data elements offered through mobile interactions — location, time, and a user’s social and physical world connections (places) — then layer them with insights that emerge from and extend beyond the mobile channel. Elements, such as purchase intent — signaled by searching and browsing on sites or within apps — or purchase history, allow you to personalize experiences beyond knowing where someone is, or the conditions or stimuli around them. These elements may be the most important contributors to a successful interaction.

Without a clear and definitive mobile strategy based on a solid understanding of your customers’ mobile preferences — gleaned via investments in mobile marketing analytics — mobile will always underperform.

Top Challenges and How Gartner Can Help

Designing and implementing an effective mobile marketing strategy requires you to identify the necessary internal and external resources — people, processes and technologies. Grounded in analytics, your strategy must ensure that mobile marketing efforts can activate, or be activated by, other elements in the marketing organization. Our research helps marketers answer the following key questions.

How do I make a case for investment in mobile marketing?

Marketing leaders, whether carrying the formal mobile marketing mandate or who own mobile along with other channels, are sometimes challenged to justify investments in mobile marketing. The best way to respond? Bring data. Analytics often reveal the best opportunities to create meaningful engagement. Marketers must regularly traverse the mobile analytics and emerging mobile platform landscape, refining their engagement approach, and show that mobile interactions have a direct link to the bottom line.

Before you develop a new mobile marketing strategy or update an existing one, you need to:

- Track what percentage of your website visitors are using mobile devices.
- Know what percentage of organic search traffic is coming from mobile devices.
- Fully invest in mobile marketing analytics. Without a firm basis in analytics, you will be unable to refute others' skepticism about mobile's contribution to your overall marketing goals.

Companies in the hospitality, ticketing, retail and transportation industries generate significant revenue by focusing on enabling specific functionality — straightforward, frictionless transactions or discovery.

Leading mobile marketers, such as Live Nation Entertainment and Starbucks, emphasize the use of analytics to obtain customer insights that enable them to optimize mobile engagements and drive real business value. Live Nation, the live-events producer and ticketing company, has repeatedly noted in financial results and at industry conferences that its investments in mobile apps and digital marketing have increased fan engagement and improved the purchase flow in the mobile channel. Starbucks executives noted in July 2017 that mobile payments now account for 30% of all transactions at its Starbucks-owned stores.

What's the common link? Focusing the app's functionality of convenient, reliable, timely transactions or content delivery.

Planned Research

- How to develop the right mobile strategy for your company — Harnessing customer and prospect usage of mobile devices for marketing campaigns requires more than a mobile-optimized website or a functioning app. Think less about the technology (mobile) and focus on how, when and why your prospects and customers use their mobile devices to interact with you. Use this research to gain the strategic and tactical insights designed to build a strong mobile marketing foundation in your marketing team. Included will be information on analytics, techniques and product categories such as mobile marketing platforms.
- How to build a strong mobile marketing capability that is crucial to a mature, high-performing multichannel marketing team. Use this research to help you architect and operate a mobile marketing capability that extends across the entire marketing team.
- How to design a resilient mobile marketing approach that lets you adapt to internal and external disruptions. Mobile marketers need to avoid a set-and-forget mindset with their mobile marketing strategies. We will highlight best practices and insight to evolve your approach for consumer behavior and technology evolution.

Which approach will best fit my marketing requirements: mobile extender or mobile-centric?

A collection of mobile tactics is not a strategy. These two strategic archetypes — mobile extender and mobile-centric — describe high-level approaches that use mobile marketing techniques and technologies to connect and create dialogues with prospects and clients. Gartner defines the two types as follows:

- Mobile extenders' primary mobile engagements are in the form of adaptations of desktop interactions — via web presence, advertising and search. Mobile does not enable a unique form of connection to customers and prospects, but, rather, extends their existing connections to a different form factor.
- Mobile-centric marketers take advantage of the distinct capabilities of mobile devices and engage their users in a unique and compelling way that is not possible using techniques derived from the desktop. For example, an app that combines real-time location information and a customer's preferences to give a personalized view of a store's specials as the customer approaches the storefront.

Mobile extenders are not automatically “behind the innovation curve” nor are mobile-centric marketers automatically on the cutting edge when it comes to mobile marketing techniques. However, extenders need to caution against complacency and avoid taking a “set-and-forget” approach. The mobile-centric camp needs to guard against “bright shiny object” syndrome. A lack of vigilance in avoiding these pitfalls will likely yield negative outcomes.

Picking your mobile marketing approach starts with assessing the maturity of existing mobile capabilities and the business results marketing needs to deliver, followed by regular evaluations of the mobile preferences of users. Few techniques or engagement modes are beyond the reach of a skilled digital marketing team that's been attentive to and capitalizing on mobile. Multichannel experience and flexibility will prove far more valuable to teams than any mobile technology or marketing specialization.

Gartner helps you define a successful mobile marketing strategy that offers a ladder of interactions for your customers and prospects to climb: They choose the rung that best suits their needs based on context. A B2B marketer typically deals with longer sales cycles, a smaller customer base and products with complex manufacturing or distribution requirements, compared with a B2C marketer of consumer packaged goods or a media company. Gartner helps you jump-start this process by identifying the proven techniques, technologies and vendors that map to your chosen mobile marketing strategy.

Planned Research

- Best practices for building your mobile strategy based on assessing current and desired mobile marketing capabilities and matching those to business results that marketing owns.
- Best practices for identifying the appropriate mobile marketing technology solutions for your team. By examining the spectrum from narrowly focused point solutions to multifaceted marketing clouds, we help you find the right tools and techniques for making mobile the connector of a multichannel marketing team.
- Where new tactics such as mobile messaging, mobile wallet and scannable marketing techniques fit best in your marketing strategy. Our research best practices illustrate how focusing on mobile can bridge mobile extender and mobile-centric approaches to deliver the best solution for you and your team.

How do I mobilize my brand to deliver business results via mobile marketing?

Your company's mobile value proposition should extend beyond treating mobile as just a channel. Understanding how a mobile engagement or experience embodies a brand's value proposition is crucial to success, particularly in the development of a complete customer experience.

Mobile can serve two roles within a marketing team:

- A complement and amplifier to other channels, such as email, search marketing, social marketing and digital commerce
- The dominant engagement channel for specific customer segments

You can now integrate activities that are adjacent to a transaction — such as discount coupons or loyalty offers — into a single transaction. For example, a search can yield a one-click buy option that incorporates a promotion. Emerging engagement models enabled by new technologies such as Bluetooth beacons and the Internet of Things (IoT) demand that marketers tie these elements together seamlessly. Gartner helps you exploit mobile's ability to link and activate marketing's other engagement points (e.g., social, email and web).



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Planned Research

- Mobile marketing maturity — Marketing leaders know that the maturity and effectiveness of their mobile marketing efforts come with time and effort, not simply purchasing new software. Use our assessment tools and guidance to understand how to advance from level to level on a multistage maturity model and help your marketing teams evolve their mobile efforts.
- Measure for success — Mobile marketers face the challenge of proving the business value of their efforts. Our research will help you identify mobile marketing analytics providers, location data management and contextual data providers to ensure your mobile marketing efforts are always quantified.

How do I leverage real-time mobile engagement to activate customers and link online and offline experiences?

The best marketing strategies use analytics to ensure their campaigns hit the key performance indicators (KPIs) defined by management. They use campaign management and orchestration tools to deliver the right interaction at the right time and place. Mobile marketing is no different. Predictive analytics and location data management tools are two of the most alluring and important capabilities for mobile marketers. Effectively anticipating customer or prospect needs/wants and leveraging location information to deliver the most relevant and compelling offers can make the difference between also-ran mobile marketing efforts and the kinds of campaigns and engagements that can move the needle on marketing's effectiveness and business results.

The widespread availability of mobile marketing analytics solutions and multichannel marketing hubs puts the insights necessary to measure the effectiveness of your mobile marketing strategies and tactics within easy reach. Whether looking for mobile web analytics or app analytics, these solutions are critical to understanding how to meet the customer or prospect on their terms. Why send a discount when relevant, value-added content will do? Mobile analytics help inform the timing and targeting of mobile offers and experiences.

Planned Research

- Engaging customers in mobile throughout the buy-own-advocate cycle — Customers and prospects use their mobile devices at all stages of their purchase and postpurchase journeys. Look to our research for best practices for exploiting the power of mobile payments and mobile wallets.
- Our research will identify messaging technologies and how they enable real-time and contextually aware dialogues with customers and prospects. Use this research to best develop your company's mobile messaging profile.

Related Priorities

Priority	Focus
Multichannel Marketing and Communications	Multichannel marketing constitutes purposeful, mutually orchestrated engagements, across digital and traditional customer touchpoints.
Marketing Technology and Emerging Trends	How brands engage with people and their devices is transforming the customer journey.
Advertising	Advertising encompasses the creation, delivery and orchestration of paid marketing messages and content across channels.
Customer Experience Strategy and Design	Customer experience management is the practice of designing and reacting to customer interactions to meet or exceed their expectations, leading to greater customer satisfaction, loyalty and advocacy.
Digital Commerce	Digital commerce involves the use of marketing technology, techniques and channels — along with data-driven insights and compelling content — to deliver revenue growth through digital sales channels.

Source: Gartner

GARTNER RECOMMENDED READING

Suggested First Steps

[“Multichannel Survey 2017: Marketers Succeed by Leveraging Mobile Throughout the Buying Journey”](#)

[“Mature Your Mobile Marketing With This Four-Step Best Practice”](#)

[“Maturity Model Progression – Move Mobile Marketing From the Periphery to the Center of Your Marketing Strategy”](#)

[“Moving Up the Mobile Maturity Model: Unlock the Business Value of Advanced Mobile Techniques”](#)

Essential Reading

[“Gartner Mobile Marketing Scenario, 2017”](#)

[“Optimize Messaging’s Role in Your Mobile Marketing Strategy”](#)

[“Think Mobility – Not Mobile”](#)

[“Two Types of Mobile Marketers: Which One Are You?”](#)

[“Market Guide for Mobile Marketing Platforms”](#)

Evidence

[“Mobile payments now account for 30% of Starbucks transactions as company posts \\$5.7B in Revenue,”](#) GeekWire.

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ABOUT GARTNER FOR MARKETERS

Digital has redefined the role of marketing, adding new players and creating bigger complexities

Gartner for Marketers helps you get up to speed on and stay smarter in the eight marketing areas that matter most: social, mobile, multichannel and data-driven marketing, digital commerce, customer experience, marketing management, and emerging marketing technology and trends. Our clients say that they use our real-time, expert advice and objective research, data and tools to:

- Target the right audiences
- Choose the right channels
- Quickly shortlist marketing and technology providers
- Stay informed on market and competitors
- Save time and avoid costly mistakes

Gartner helps companies improve their business results through the use of technology. Our independent research and advice is trusted by business and technology leaders in more than 10,000 distinct enterprises around the world.

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