



The Decade for Mobile: How Mobile Is Changing the Way Business Is Done

Notes taken by Chris Maloney – www.maloneyonmarketing.com

The iPhone has changed everything – 50x more Google searches on iPhone

Microsoft mobile advertising – accessing MSN, Bing on mobile

Direct Marketers love mobile because of its measurability – optimise search/display just like PC

Location based services/advertising on mobile - Starbucks coupons.

Interactive apps/ads – video, sound, vibration.

Planning is the same as developing any other type of content, and you need to cut through the clutter.

You are now in the software development business. Downloads are interesting but repeat usage is what really matters. Android allows you to plug into other apps – location based.

Gaming is by far more popular than utility.

If you want to target people walking past a Starbucks you can hire someone with a sandwich board rather than using proximity mobile marketing.

The search chain is more compressed than online - look for product may be 30 days in PC, but a few days/minutes on mobile. The customer is at the bottom of the purchase funnel if searching on mobile.

Microsoft is bringing location data into Bing mobile search queries.

The big differences between PC and Mobile – location and applications

Applications are in bubble – like widgets were a few years ago. The difference is that people are not tied to the mobile browser, due to limited flash, so applications are working better.

People are voting with their thumbs.

Banners are tough on mobile – intruding on screen space = complaints

Less text, more pictures, primary colours

Unfortunately ringtone companies are truly effective direct marketers.

SMS as a call to action alongside URL – Super Bowl Monster.com

What % of consumers are at home alone with a laptop? They are out at pubs with their mobile on hand.

Consumer choice – let them decide how they interact with you. Under 30's prefer text over voice.

Mobile number is the defacto User ID – it doesn't change.

Future of augmented reality – number one request for media companies trying to be innovative.

Granularity of location is the problem, needs to locate exactly where you are not just within 20 metres.

The plastic credit card will not be around in a generation from now.

iTunes as the mobile payment model

Amazon application – take photo of product and it will tell you about it, then one touch buy.