



Implementing Mobile Marketing at a Fortune 500 Company – The Good, the Bad and the Ugly

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From PowerPoint to the real world, Western Union.

Top 10 things to do and avoid:

	Do
1	Start with the customer
2	Create internal pain through: Fear and Uncertainty Show people what the website currently looks like on a phone
3	Demo text messaging and websites on a mobile phone
4	Be inclusive with stakeholders
5	Reach out to 3-5 leaders – marketing comms, digital team, operations e.g. call centre
6	Get a budget for 2010 even if it is very small (\$500 or 5% of budget)
7	Find a senior management champion
8	Celebrate success stories at least once a month and offer ongoing training. Measure mobile engagement
9	Prioritise initiatives into phases. Phase 1 is proof on concept.
10	Be ready to let your baby go – let people steal your slides

Mobile is the most ubiquitous digital device.

6.5 Billion people on the planet. 1 Billion have PC, 1.4 Billion have TV, 4.0 Billion have mobile. Truly global, it needs to be frontal lobe.

The mobile phone is the personal computer outside the United States.

Ready.mobi shows what a website looks like on your mobile or testip.com

Mobithinking.com

Mobile website – 95% of websites are not optimised for mobile, holiday season will cause an issue as more people buy iPhones. Many companies don't have mobile phone number as a field in their database.

Don't design for your phone and forget what phone your customer has (and definitely don't forget your manager's phone!)

ESPN mobile traffic now exceeds its website traffic

Phase 1 – text messaging pilots, fix website, revise privacy policy (proctor and gamble good example), build opt-in database, add text to call to action to current marketing communications

Phase 2 – Develop mobile capabilities such as find a store, tell a friend (aka word of mouth viral)

Phase 3 – Digital CRM Incorporate mobile and digital customer engagement into database for segmentation and predictive modeling.