

THE MOBILE PLAYBOOK

The Google UK Guide to Winning with Mobile



Check out our website, thinkwithgoogle.com/mobileplaybook/uk

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INTRODUCTION

Mobile Changes **Everything**

Over the past year at Google, we've had the chance to discuss the mobile revolution with hundreds of marketers, and the same theme consistently emerges from these conversations: for the majority of businesses we speak with, **the question is no longer "Why should I invest in mobile?"—we've all read statistics about the tremendous adoption of mobile and tablet devices—but "How should I invest in mobile?"**

We created this Mobile Playbook in order to help you find answers. Every company is different, but similar questions emerged from those hundreds of meetings. We've distilled them down here into the five crucial mobile questions that every business executive should be asking today. We also suggest strategies you can employ to answer each of them: benchmarking the competition, understanding how your customer is using mobile through focus groups and surveys, setting aside budget to learn and iterate, talking to your agency partners, and securing the internal resources to get the work done and the conclusions implemented.

Our goal is to help companies at all levels of mobile sophistication and experience to adopt the concrete mobile strategies that can help you win—and we don't just mean, "win in mobile". The mobile revolution is sailing ahead at full steam, and **embracing mobile can help you win the moments that matter, make better decisions, and go bigger, faster.** But as with any journey, you've got to start somewhere.

At Google, we believe that your success in mobile will determine the future of your business. As our Executive Chairman Eric Schmidt recently put it: "I don't think people really understand how powerful mobile is going to be. [It will be] much more powerful than the desktop."

"Five crucial mobile questions that every business executive should be asking today"



Win the moments that matter



01. How does mobile change our **value proposition?**

Serving the **Mobile Customer**

Consumers can now use smartphones and tablets to interact with businesses 24/7, from anywhere—at home, at work, on a bus. And companies that embrace this always-on behaviour—the taxi service **Hailo** with mobile pickups, **Pingit** and **Marks & Spencer** for food delivery, and **Hotels.com**'s app for last-minute bookings—can disrupt entire industries.



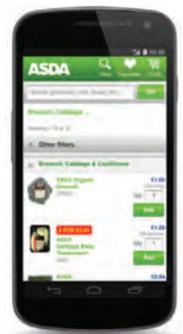
Extreme Booking with **Hotels.com**

Hotels.com's mobile website and the extreme marketing they utilise to promote it (their ads feature a video of a man literally booking a room from his mobile device while skydiving) both demonstrate their firm grasp of their basic value proposition to business travellers: the ability to book rooms quickly and easily.¹

These brands have thought deeply about what their consumers want from mobile, and then proceeded to deliver it.

ASDA

Grocery delivery is hugely popular, and **ASDA** know that over half their online customers have smartphones, so they built a mobile site that lets customers create and modify orders right up to the evening before delivery.



STARBUCKS

The **Starbucks** app generates customer loyalty and drives customer transactions by letting more than one million coffee-drinking smartphone users locate stores, scan barcodes at the till, reload their Starbucks Cards and share their locations and favourite drinks via social networks.

Winning the moments that matter starts with understanding what your consumers want to do with your business in mobile.

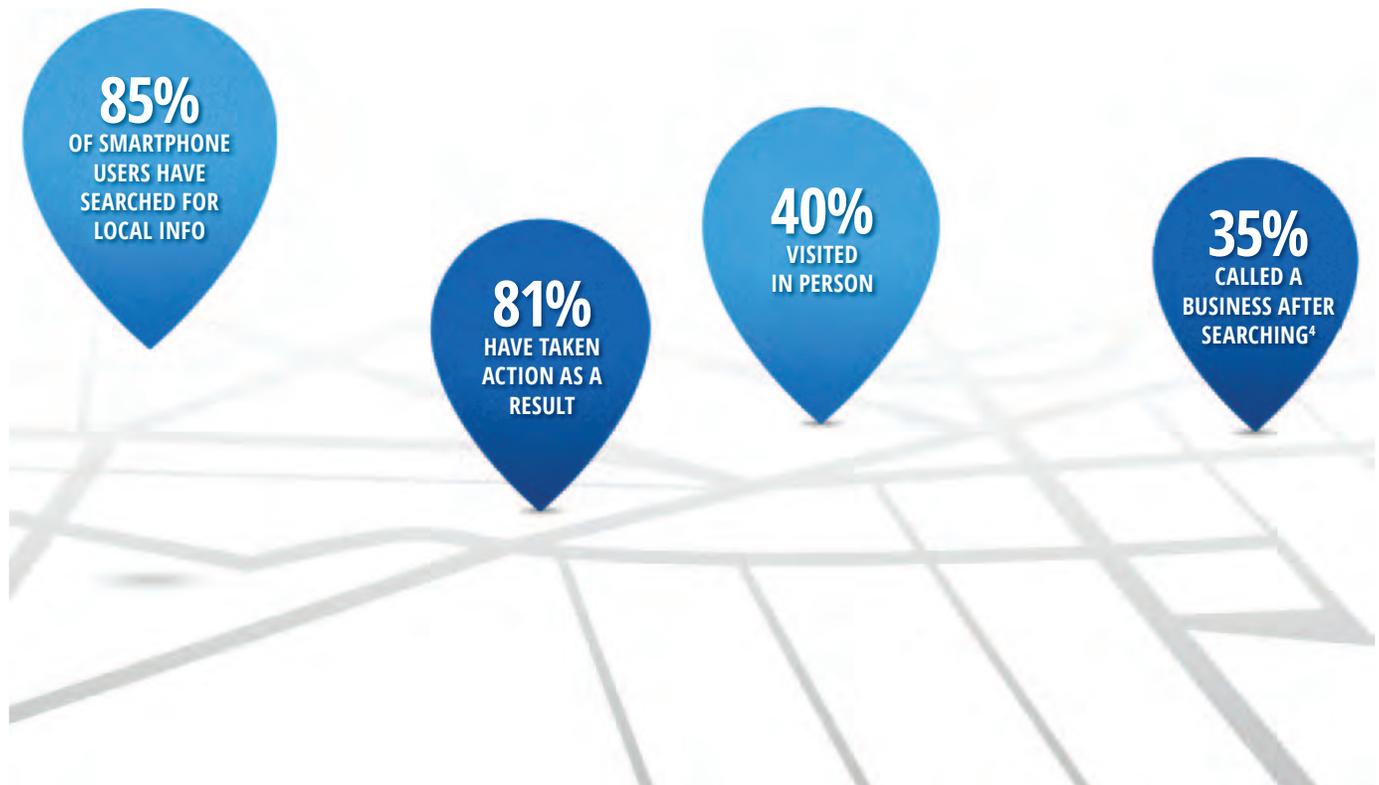
✓ **ACTION ITEM:** DEFINE YOUR VALUE PROPOSITION BY DETERMINING WHAT YOUR CONSUMER WANTS FROM YOUR BUSINESS SPECIFICALLY IN MOBILE. BENCHMARK AGAINST OTHERS IN YOUR INDUSTRY FOR IDEAS.

The Local **Mobile** Customer

Your future customers are literally around the corner, and mobile can get them to your business.

Mobile site builder Digby reports that across all the mobile sites they have built, **mobile customers use store locators 63 times for every one mobile commerce order** (making these locators a valuable addition to almost any mobile-enabled website).

Our own data suggests that roughly a third of all web searches have local intent.³

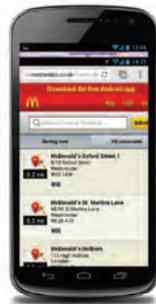


THESE BUSINESSES ARE EMBRACING LOCAL CONSUMERS

by offering features and functionality tailored specifically to potential customers nearby:

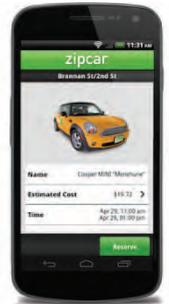
MCDONALD'S

When **McDonald's Sweden** built its mobile-optimised website, it tailored the site to answer the questions that most interested potential customers. The site offers geo positioning to make it easier for customers to find the nearest restaurant, and filters restaurants depending on the customer's preferences.



ZIPCAR

Zipcar knows proximity matters. So their app doesn't just guide customers through the reservation process; it also locates their car on the street by honking the horn and unlocking the doors; the speediest way we can think of to connect consumers with this particular type of inventory.



CARPHONE WAREHOUSE

The **Carphone Warehouse** mobile-optimised site replicates almost everything on the company's desktop site, enabling visitors to browse and research handsets and price plans without having to pinch and scroll their way around the site.



VOLKSWAGEN

VW encourages local dealerships to go mobile by providing a template that lets individual locations easily create mobile sites that enable customers to search inventory, review financing options and directly contact local dealers.



The Price Transparency Challenge

Smartphones haven't just transformed how people find your business; they're also changing what they do inside your four walls—what Asda-owner Wal-Mart CEO Mike Duke calls the **"new era of price transparency."** Almost half of all consumers use smartphones for in-store product research and browsing,⁴ and according to InsightExpress, 53% of men and 38% of women say they use smartphones in-store to check prices at other stores⁵. Retailers have no choice but to react to this highly disruptive "showrooming",⁶ which turns physical locations into showrooms for products destined to be purchased online or via mobile.

Apps like **Amazon's** Price Check let shoppers take product snapshots or scan barcodes to generate comparative price lists from multiple retailers. IDC Retail Insights summed it up nicely in a recent Wall Street Journal article: "The four walls of the store have become porous." And this trend will only increase as the information advantage shifts ever further in the direction of the buyer. Over the 2011 Christmas period, for instance, Amazon promoted Price Check in the US by offering \$5 off any purchase made by scanning a product in-store and then buying it from Amazon via mobile.

24% of consumers use their smartphones to compare prices in-store⁴

17% have changed their mind about purchasing a product or service in a shop⁴

53% of men use smartphones in-store to check prices at other stores⁸

12% checked other online retailers⁷

38% of women use smartphones in-store to check prices at other stores⁸

8% checked availability at other stores⁷

So what can your business do about this **transparency**?

We've seen retailers choose one of three strategies:

1

IMPROVE THE IN-STORE EXPERIENCE

The merchants most vulnerable to price transparency are often sellers of the kind of branded, big-ticket items like electronics and appliances that spark the most comparative research. What can stores like these offer that an online experience can't? Expert service from salespeople? Same-day pickup? (That's how **Asda** encourages in-store sales.)

2

CREATE AND STOCK UNIQUE PRODUCT OR BUNDLES

One way retailers can beat the apples-to-apples price-comparison game is by stocking products that manufacturers have modified exclusively for them. Another is bundling products with unique accessories.

3

EMBRACE MOBILE USAGE WITHIN YOUR STORE

A 10-country study by management consulting firm Accenture found that **73%** of mobile-powered shoppers preferred phones to shop staff for basic assistance.⁸ How can you use mobile to influence customers' in-store digital experience? Fashion retailer **Oasis** has taken the innovative step of introducing iPads to its central London flagship store, allowing staff to check sizes, colours and styles from anywhere on the shop floor. And once a customer has found something they like, they can bypass the queues by choosing to pay via the iPad and having the clothes sent on to their home address within 90 minutes of ordering.⁹ **Nissan**, meanwhile, emblazons vehicle price stickers with QR codes or "silent salespeople" that let shoppers on the forecourt find key information like features, options, video overviews, image galleries, incentive offers, dealer inventories and actual quotes.



ACTION ITEM: CHOOSE THE STRATEGY THAT'S RIGHT FOR YOUR BUSINESS TO ADJUST TO THE WORLD OF PRICE TRANSPARENCY.

The good news is that as the consumer gets new tools to help their shopping path, you get **new tools** in your marketing path to win these critical moments.

You can reach connected consumers with contextual ads right when they're searching for products from within your and your competitor's stores. Imagine a shopper searching for a flat-screen TV from within a major retailer's store. If you also sell flat-screen TVs, a search ad gives you a chance to win this consumer's business just as they're close to purchase, even if your differentiated value proposition is as simple as including, "We remove your old TV!" in your ad.



Now that you've determined your value proposition for your mobile consumer,
IT'S KEY TO ALLOW THEM TO ENGAGE WITH YOU VIA A MOBILE-OPTIMISED SITE.

Win the moments that matter

02. How does mobile impact our **digital destinations?**

Mobile-optimised Websites

Do you have a mobile-optimised website? If you don't, **this should be your top priority for engaging mobile customers.** 57% of users say they won't recommend a business with a poorly-designed mobile site, and 40% have turned to a competitor's site after a bad mobile experience.¹⁰ Your mobile site will differ from your desktop site not just because of the size of the device, but because the mobile context reveals a different mindset for your consumers. Visitors to your mobile site may be at a different point of the purchase funnel. How does your site appear to mobile users? Are you making it easy for them to connect with you or putting obstacles between them and what they seek?

57%

OF USERS SAY THEY WON'T RECOMMEND A BUSINESS WITH A POORLY-DESIGNED MOBILE SITE

40%

HAVE TURNED TO A COMPETITOR'S SITE AFTER A BAD MOBILE EXPERIENCE¹³

SEATWAVE

Mobile Sites

Seatwave makes use of GPS to help mobile users find event tickets near their current location. It's common to drastically increase conversions when brands first launch their mobile-optimised site.



BEFORE



AFTER

✓ ACTION ITEM: YOUR #1 PRIORITY IS TO BUILD A MOBILE WEBSITE

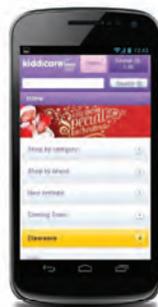
Optimise, Optimise, **Optimise**

Never stop optimising your site based on what you learn from user interactions; even great mobile sites usually have plenty of room for improvement. **Kiddicare** is the largest online nursery and baby supplier in the UK. The company cites commitment to customers as the key to success, so when Kiddicare.com noticed rising visitor numbers via mobile they knew they needed to take action. With approximately seven percent of traffic coming from mobile, it was important to optimise the experience for visitors on mobile devices to maximise conversions. Keen to give their customers what they clearly needed, Kiddicare.com wasted no time and the whole mobile website took seven weeks to build from concept to launch.

The team went through the desktop website user journey and took out the elements that were less important to



BEFORE



AFTER

GOOGLE TIP: WWW.HOWTOGETMO.COM



At this Google site you can test your site's mobile appearance, learn the 10 best mobile design practices and generate a custom report with recommendations for improvements, all of which will help you get started.

customers, such as stock numbers, reviews and video. They tried to move as much of the functionality as possible to mobile and removed anything that would weigh the pages down unnecessarily. The results are impressive – Kiddicare.com has seen a 36% increase in traffic on mobile since March 2011 and recorded its first order four minutes after launch. Six percent of Kiddicare.com's business is already conducted via mobile, but the company believes that by the end of next year, up to 20% of their business will come through mobile.

Branded **Mobile Apps**

Now that you've built your mobile site, your next step is to start using apps to enrich your relationships with your users. A full 91% of companies featured in Interbrand's 2011 Best Global Brands have a presence in at least one of the major app stores — a figure that's up 51% from 18 months ago.¹¹ Let's be clear, though: having an app is not the same as having a mobile strategy. An app is essentially a bookmark for users who want to engage with you, but the majority of your traffic is probably coming from the web, not from brand-loyal power users who've downloaded your app. Your mobile website is also accessible by users across all devices, while apps must be designed for specific platforms.

“having an app is not the same as having a **mobile strategy**”

HERE ARE THREE KEY POINTS TO REMEMBER ABOUT BRANDED APPS

1 OFFER USERS ENTERTAINMENT, UTILITY OR BOTH

If your app doesn't deliver compelling value of one kind or another, its shelf life will be short. So be clear about why you're building it. Do you want to bring a new type of functionality to your users? Nurture loyalty and ongoing relationships? Or do you just want to be discovered in app markets?

2 DESIGN YOUR APP FOR THE LARGEST MOBILE PLATFORMS

If limited resources demand that you prioritise, design your apps for the mobile platforms that represent the majority of the smartphone installed base. Fish where the fish are.

3 PROMOTE YOUR APP

Once you've created your app you'll need to work hard to keep it from vanishing into the app store's lower rankings.

- Target existing customers through desktop and mobile site links, newsletters or other channels you already use to reach them.
- Link mobile ads shown in other free apps directly to your app's download page.
- Use mobile search ads to guide users directly to the app in the marketplace.
- Time your promotional efforts to coincide with your PR push to maximise downloads; receiving lots of downloads really quickly boosts rankings in some app stores.

HERE ARE SOME BRANDS THAT ARE DOING APPS WELL.

These apps are very compelling because they provide either utility or entertainment in a highly engaging way for their loyal mobile consumers.

✓ **ACTION ITEM: PROMOTE YOUR APP THROUGH YOUR EXISTING CHANNELS AND ON-DEVICE MEDIA**



HP

HP preferred to offer utility over entertainment.¹² Their ePrint app enables consumers to print from their phones to an HP printer. This app drives revenue for HP because it encourages printing and ink usage, and it's also very convenient when travelling.



INTERCONTINENTAL HOTELS

As well as a mobile-optimised site, **Intercontinental Hotels Group** also has an app that gives customers a simple way to find and book hotels near to them, check their points balance and view reservations.



DOMINO

Domino's mobile app lets customers order "more than 1.8 billion pizza combinations" from anywhere, and follow their order's step-by-step progress with the Domino's Live Pizza Tracker.¹³



COKE

Coke's simple but surprisingly entertaining app lets users simulate drinking a Coke.

TIP: DON'T NEGLECT "PUSH"

In a crowded email marketing space, push notifications from within apps can send customers relevant alerts and calls to action.

Proceed with caution, though, and make sure your notifications are both useful and timely; users can just block push notifications whenever they'd prefer not to receive them.

Now you know how you can win the moments that matter by adapting your value proposition for the mobile consumer and bringing it to life in a mobile website and app. The next step is to align your organisation with mobile to help you make better decisions and promote the growth of your business.

Make better decisions

03. Is our **organisation** adapting to mobile?

Mobile **Accountability** & **Ownership**

Our next question is a simple one, and the answer will help you solve all the other mobile questions you've encountered. Who exactly holds the mobile mantle in your company? At Google, our chairman Eric Schmidt's "Mobile First" principle calls on every team, from ads to maps to Doubleclick to YouTube, to include mobile in their business and product plans. While we can suggest the right questions you should be asking, only you and your organisation will be able to determine the answers that are right for your business. Does your team have a sufficient sense of urgency around the topic? How will you ensure mobile is a consideration for all of your teams? How will you answer the key questions we've outlined in order to win the moments that matter, make better decisions around your mobile strategy and go bigger, faster? It all starts with asking the right questions and selecting the right team to determine and implement the answers.

Our recommendation, at its most basic level, is a simple one: we encourage the appointment of a Mobile Champion within your organisation. This person should gather a cross-functional mobile task force to work to determine your company's approach for each of the questions listed. Benchmark your competition, understand how your customers use mobile through focus groups and surveys, set aside budget, talk to your agency partners, and brainstorm internally.

 **ACTION ITEM: ASSIGN A MOBILE CHAMPION IN YOUR COMPANY AND EMPOWER THEM WITH A CROSS-FUNCTIONAL TASK FORCE**

"How will you answer the key questions we've outlined in order to **win the moments that matter, make better decisions** around your mobile strategy and **go bigger, faster**?"

Here are some of the questions
that could help your organisation

UPGRADE ITS MOBILE PROGRAMMES, PLATFORMS AND CAPABILITIES.

1

Is mobile a key metric in your management dashboard?

2

How often do you review your mobile stats? Who reviews them?

3

Who knows what % of traffic & search queries come from mobile?

4

Who's watching tablet traffic trends, people's actions on your mobile site, mobile's inclusion in product launches and campaigns?

5

Which decisions would change if key business owners were given timely mobile data?

6

Who's monitoring your competition's investment in mobile?

7

Who's developing consumer insights through focus groups & surveys?

8

Which agencies are you relying on to help you make mobile decisions?

Without focus and accountability, interdepartmental conflicts can arise and stifle your business. One of our clients explained that its call centre team was given credit for calls driven to the mobile site's click-to-call, but the digital marketing team was only credited for form fill leads. Click-to-call may drive mobile orders, but how many opportunities are missed if the digital marketing team isn't also accountable?

An important responsibility of this Mobile Champion is thinking about budget. Mobile is incremental and needs its own budget. Within the mobile budget you can allocate across mobile search, mobile display, experimental programmes and extensions of other channels (email, social, coupons, etc). Your mobile owner should be able to determine the most strategic areas for your investment. You'll also need to allow budget for mobile site development and optimisation.

**"Mobile is incremental
and needs its own budget."**



Now that you've thought about aligning your organisation to make better decisions, **how can you go bigger, faster?**

Go bigger, faster

04. How should our **marketing** adapt to mobile?

Search Strategy

AT GOOGLE WE'VE SEEN

MOBILE SEARCH QUERIES GROW 5X IN THE PAST TWO YEARS.



60%
search for product information



37%
search for restaurants, pubs and bars



29%
search for travel



...on a mobile device

With mobile search ads, you can reach consumers when they're searching for your product in the physical world.

When a consumer types "buy jeans in Manchester", he's asking a question which good ads will answer. Try a few searches from your smartphone — "best mileage hatchback", "Nintendo DS", "fast recipe dinner", "restaurants in Birmingham". Who finds you and what do they say? Remember, convincing a shopper who's searching for a flat-screen TV on mobile from inside a major retail store to instead buy online from you could be as simple as adding, "We'll remove your old TV!" to your mobile search ad. It's important to note that these searches are incremental to your desktop search traffic. These are different searches that create new opportunities for your business.

 **ACTION ITEM: WHAT IS THE EXPERIENCE LIKE FOR A CONSUMER TRYING TO FIND YOU AND CONNECT WITH YOU?**

Take five minutes today and search for your brand in mobile as a consumer would. Discuss the result with your agency.

HOW CAN MOBILE SEARCH HELP YOU GO BIGGER, FASTER?

First, separate mobile-specific ads from desktop search campaigns, so you can accurately test, measure and develop messaging that works best in this new format.

LOCATION SHOULD ALSO HELP DEFINE YOUR THINKING...

Create specific ads based on how close the consumer is to your business, your competitors or relevant locations like airports and shops. Wouldn't you have a different message for a customer who's browsing his or her phone across the street than you would for another prospect who's much further away?

...AND YOUR CAMPAIGNS.

It's now possible to layer your search ads with location extensions. These are additional links that appear in the ad that show your business's location and phone number. What's more, if consumers are close enough to your business, a distance marker will show up in the ad indicating how close your business is. As we'll see in this chapter, businesses are taking advantage of location with their search strategies and seeing impressive ROI and conversions.



ACTION ITEM: SEPARATE MOBILE-SPECIFIC SEARCH CAMPAIGNS FROM DESKTOP SEARCH CAMPAIGNS SO YOU CAN TEST, MEASURE AND DEVELOP MESSAGING SPECIFIC FOR MOBILE

RETHINK THE WAY YOU TRACK AND MEASURE MOBILE SEARCH ADS.

Effective mobile ads can generate everything from on-device conversions and purchases to leads, calls, downloads and even in-store traffic and offline conversions. Fully capturing the value of mobile search means understanding and tracking its full impact on your business. The results can be staggering: mobile search ads' click-to-call format has been so successful for one of our clients that they are planning to open a new call centre to manage the interest they've generated from their campaigns.

Below are more examples of effective mobile search campaigns.

PADDY POWER

Paddy Power considers mobile so important to their business that they prioritise it in everything they do. Their mobile search ads led to a 300% increase in mobile sports betting, a 34% increase in customers using mobile, and accounted for 20% of all transactions.



STARWOOD

Click-to-call ads now drive a majority of mobile search bookings for **Starwood Hotels**, whose "hyperlocal" mobile search campaign, which delivered a click-to-call phone number and map to the nearest Starwood hotel right in the search ad, multiplied mobile paid search ROI by 20, increased month-on-month mobile bookings by 20% and tripled overall mobile traffic.

GUIDING MOBILE USERS TO USEFUL INFO WHEN THEY'RE MAKING PURCHASING DECISIONS CAN HELP YOUR BUSINESS WIN THE MOMENTS THAT MATTER.

But that information can take many forms. Let's talk now about how you can drive branding and awareness with your mobile ad mix.



Mobile for **brand building**

The mobile audience is at scale: the latest figures show that smartphone penetration has reached 51% in the UK, 44% in the U.S. and 29% in Germany.¹⁴ Every day mobile users play 570 years of Angry Birds and watch 600 million videos on YouTube Mobile; in fact, mobile is the primary way that 75% of these users access YouTube content. Yet mobile is the most imbalanced medium when it comes to ad spending versus time spent, at 1% compared to 23%.¹⁵ Capturing all this new opportunity means exploring rich media—and now is the time to do it. New technology like touch screens, accelerometers (which enable better animated media) and targeting that lets you reach the right users on their most personal devices are turning mobile into a branding wonderland.

According to Nielsen, **exposure to rich media ads across four screens—mobile, tablet, PC and TV—yields the best branding results;** participants who saw ads across all four formats rated a campaign more favourably on key brand metrics than those who saw it only on TV, PC or both.¹⁶

Mobile-rich media also entices users while they're already actively browsing—as opposed to requiring them to learn a new behaviour or take a new action, as with QR codes. Brands such as **HP, Reebok, Paramount Pictures, Ford, Coke** and others have sprung to life with cutting-edge mobile display ads.

You'll want to ask the same questions about your mobile marketing aims as you do for your overall marketing aims: who do you want to reach? How can you most effectively reach them? What actions do you want them to take? How can you measure it? Are you after broad reach or just buzz? Some mobile experiences won't have broad reach or drive key metrics like rich media, but may give you a PR spike or a unique demo to showcase internally.

“Mobile is the most imbalanced medium when it comes to time spent versus ad spending, at **23%** compared to **1%**”

Viewers of Coke's mobile-rich media ad can send a Coke across the world

Learn more at www.projectrebrief.com



One excellent example of what's possible with mobile rich media is the memorable Coke campaign "Hilltop" with the "I'd like to buy the world a Coke" messaging that was re-imagined for today's digital world. Viewers of the mobile display ads were able to virtually send a Coke to someone on the other side of the world via vending machines around the globe. They could even add personalised messages and receive video responses.

 **ACTION ITEM: RUN RICH-MEDIA HTML5 ADS TO EXTEND YOUR BRANDING MESSAGE TO REACH THE MOBILE AUDIENCE**

EXPERIMENTATION BEYOND SCALABLE RICH MEDIA MAKES SENSE...

...as long as you have a well-thought-out strategy as a foundation. A number of companies have asked us about augmented reality or location-based check-in ads. For Valentine's Day, **Starbucks** brought their cups to life with a Cup Magic app with augmented reality that offered highly entertaining, brand-boosting animations, complete with fluttering hearts.



In our experience, though, only a handful of brands have covered the main pillars of a mobile strategy enough to warrant investment in experimental, lower reach activities.

GOOGLE TIP: AS ALWAYS, TRACKING MATTERS

The mobile ad industry offers many trafficking and reporting solutions. Our infrastructure advances are making the process of serving and tracking mobile media even easier, with a near-term goal of replicating the buying and tracking tools that advertisers already know from online campaigns. You can use the same Dart for Advertisers (DFA) interface to serve your ads in mobile, for instance; just change your ad type and placement. And our fully integrated reporting gives you mobile impression and click data along with standard DFA reports.

A mobile-specific report, though, breaks down data by wireless carrier, mobile platform and country. You can also serve ads from DoubleClick Rich Media (DRM) into the Google mobile display network.

NEXT, LET'S THINK EVEN BROADER

Mobile is so pervasive that branding shouldn't be the only aspect of marketing that can be enriched by the mobile space.

Marketing Channels

Mobile is often referred to as the connective tissue across marketing channels from outdoor to TV to print. Adding a QR code to your print, outdoor and TV creative can give static ads some oomph but isn't a substitute for a mobile strategy. In other words, **adding on mobile is good; designing for mobile is better.**

Here's how to examine your marketing initiatives and channels through the mobile lens:

EMAIL MARKETING

Up to 30% of email opens come from mobile.¹⁷ Are you maximising your emails for mobile users? A good way to start is to think carefully about layout (longer rather than wider) and be selective with images. Think also about your calls to action and links; are you sending prospects to a non-optimised page? Some leading email marketing providers now let you preview your emails in mobile mode. Take advantage of this chance to make your mobile messaging as effective as possible.

SOCIAL MEDIA

Social and mobile are fundamentally intertwined; every day more than half of mobile social networkers access social content from their mobile device,¹⁸ in an average month 14% of mobile social networkers upload a photo taken from their mobile device.¹⁹ How does it change the way you talk to your social consumers when you know that they are navigating the physical world—taking buses, out shopping, looking for a restaurant? What could your brand do with mobile hangouts on Google+ that allow real-time video conversations on smartphones?

COUPONS AND PROMOTIONS

Whether you create a scannable coupon or a code that can be keyed in at the till, ensure you track mobile separately. Users move back and forth between channels and devices; if you aren't yet able to let customers tap or scan their device at the till, mobile can collect opt-ins for coupons that you can email to users to print out and redeem in person.

OFFLINE MEDIA

Mobile can activate bonus offline channels. For instance, we recently ran a consumer electronics campaign that combined mobile search, mobile display and a picture-scanning app that let potential customers unlock exclusive content like songs from artists featured in the campaign. So if you're already running offline media, why not turbocharge it with mobile, as a complement to—not a substitute for—a solid mobile media plan?



ACTION ITEM: ASK EVERYONE IN YOUR MARKETING ORGANISATION TO REVIEW THEIR PROGRAMMES THROUGH A MOBILE LENS

Go bigger, faster

05. How can we connect with our **tablet audience?**

Tablet Strategy



Tablet devices don't yet offer tremendous audience reach, but that doesn't mean you should overlook them.

By 2014, 208 million tablets will be sold worldwide, and 72% of tablet owners make purchases from their devices on a weekly basis, making the audience very desirable. ^{20, 21}

Tablet users' love of shopping has already spawned a new buzzword: "**t-commerce.**"

THESE FOUR POINTS ILLUSTRATE HOW HANDLING THE EMERGING WORLD OF TABLETS IS A PARALLEL TO THE STRATEGIES WE'VE DESCRIBED FOR THE BROADER MOBILE WORLD:

1 KNOW THE TABLET USER'S EXPERIENCE WITH YOUR BUSINESS

Unless your desktop site is Flash-heavy (Flash isn't supported on the iPad) or doesn't function properly on tablets, it may be passable for a short while; the examples we highlight here are based on tablet users interacting with desktop websites.

But we believe that marketers will soon be designing sites specifically to take advantage of tablet touch screens, portrait/landscape orientations, cameras and accelerometers.

2 BUILD UNIQUE TABLET EXPERIENCES

Some brands have already rethought their mobile experience for tablets. **ebookers** followed their fully transactional multi-product mobile site with the ebookers Explorer iPad app, which focused on inspiration and innovation rather than just transactions. The aim was to differentiate the company from the competition, producing a dynamic travel magazine that could help customers to "travel happier".²²



ebookers' Explorer tablet app

3

TWEAK YOUR SEARCH CAMPAIGNS FOR TABLET USERS

Tablets are primarily used at home, in the evenings and at weekends, mainly from the sofa. Adapt your ads to take advantage of this. “Shop now from your tablet” is a stronger call to action than “Shop online”. Don’t ask tablet users to call by phone; tablets aren’t phones. Segment your campaigns by device to monitor tablet-specific performance and learn about your tablet customer’s needs and interests. **Sweetwater Sound**, one of America’s largest musical equipment dealers, has seen phenomenal results from tablet-targeted search ad campaigns. Sweetwater Sound’s iPad conversion rate was 30% higher than online, and orders originating from iPads had 10% higher value.

“Sweetwater Sound’s iPad conversion rate was 30% higher than online, and orders originating from iPads had 10% higher value.”

4

LET RICH MEDIA SHINE ON TABLETS

Volvo and **Grow Interactive agency** developed the richest tablet-optimised HTML5 creative that we’ve seen to date. The campaign uses various interactive media to profile a Volvo car that’s approaching 3 million miles. A mobile- and tablet-optimised banner shows the car’s real-time current mileage; the HTML5 landing page features a Google Map that shows the car’s real-time location; interactive games highlight new Volvo features like city brakes; embedded videos show off new models. What’s possible when rich media meets tablets?



Volvo's Tablet Rich Media Ad
Learn more at www.projectrebrief.com

Tablet usage spikes in the evening, and the tablet audience reports watching TV while browsing.²³ **ESPN** and **Shazam** let Winter X Games viewers on ESPN TV use the Shazam smartphone app for video highlights, photos and exclusive music from the event. The tablet revolution is gaining momentum, as more people purchase and use tablets to search and shop. Even if you're still playing catch-up in mobile, it's not too late to be early with tablets. We encourage you to be one of the first to take advantage of this new channel. Invest now or chase your competition later.



Watching TV while browsing with **ESPN** and **Shazam**

✓ **ACTION ITEM: CHECK OUT YOUR WEB EXPERIENCE ON A TABLET.**

Take five minutes today to search for your brand on a tablet as a consumer would. Maximise the tablet format with rich media creative. Discuss both these topics with your agencies.

CONCLUSION

Hopefully you can now see what's possible with the right mobile tools. Follow the advice above and you could make your brand more valuable to consumers and launch innovative marketing strategies that connect you with your customers in totally new ways. Imagine what you might accomplish this year if you start now.

Start how?

Just keep asking the questions we cover here, work closely with your Mobile Champion, and keep your eyes on the rising mobile tide. At Google, we believe that mobile represents a sociological shift in the way users relate with both the digital and physical world. Businesses that understand this will win.

“At Google, we believe that mobile represents a sociological shift in the way users relate with both the digital and physical world. **Businesses that understand this will win.**”



TO SUMMARISE THE ACTION ITEMS INCLUDED IN THE PLAYBOOK WE'VE PROVIDED THE FOLLOWING CHECKLIST:

MOBILE PLAYBOOK ACTION ITEMS CHECKLIST

- ✔ Define your value proposition by determining what your consumer wants to do with your business in mobile. Benchmark against others in your industry for ideas.
- ✔ Build a mobile website. Once you have a mobile website, check the stats and optimise based on consumer usage.
- ✔ Build an app for a subset of your audience after your mobile site strategy is in place. Don't forget to promote your app.
- ✔ Assign a Mobile Champion in your company and empower them with a cross-functional task force.
- ✔ Set up a meeting with your agencies about what's working and what's not for your brand on mobile and tablets.
- ✔ Search for your brand in mobile as a consumer would. Take five minutes and do this today. What's working? What's not?
- ✔ Separate mobile-specific search campaigns from desktop search campaigns so you can test, measure and develop messaging specific for mobile.
- ✔ Run rich media HTML5 ads to extend your branding message to reach the mobile audience.
- ✔ Assign everyone in your marketing org the action item of reviewing their programmes through a mobile lens.
- ✔ Check out your tablet consumer's experience with your brand. Take five minutes today and search for your brand on a tablet as a consumer would. What's working? What's not? Maximise the tablet environment with rich media.

ADDITIONAL RESOURCES

howtogetmo.com

A Google initiative to educate businesses on the benefits of mobile optimised sites.

thinkwithgoogle.com/insights/emea

Google's online destination for consumer trends, marketing insights and industry research.

projectrebrief.com

A Google campaign that shows how creators of four iconic ads from the 60s and 70s re-imagined their ads using today's digital technology.

mmaglobal.com

The Mobile Marketing Association is a global non-profit trade association representing all players in the mobile marketing value chain.

iab.net

The Interactive Advertising Bureau educates marketers, agencies, media companies and the wider business community about the value of interactive advertising.

google.com/mobileads

Everything you need to know about mobile ads for performance and branding including mobile search ads and mobile display ads.

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