Mobile Academy 17

## Mobile Masterclass - Participants' Workbook

This workbook belongs to

Your Mobile Profile
How are you placed? Fill in each of the sections below:

Before getting into Mobile Masterclass, let's review where you are at today. Understanding your current mobile strategy will help us focus on solving the right problem, and also help us figure out what to improve for a better tomorrow.
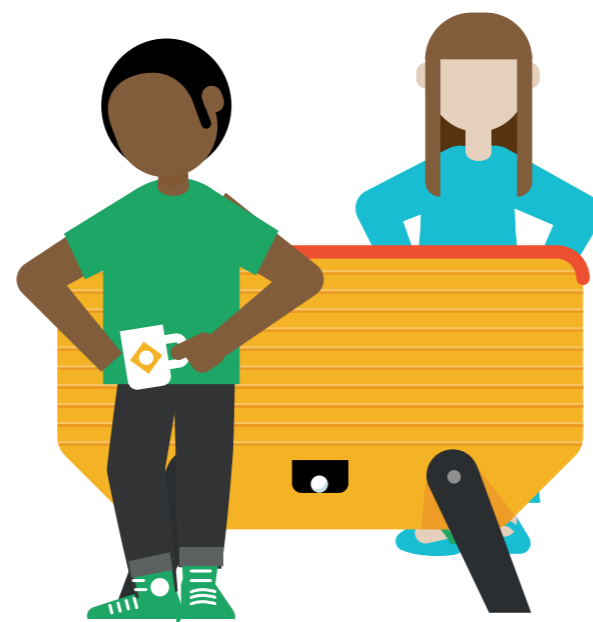
Audience

Who are you targeting and what do you know about them?

For example, working professionals in their 30s - 40s who are interested in health insurance but do not have time to get in-person consultation.

Goals

What are the top 3 goals you want to achieve with mobile?

For example, lead generation, transactions, app downloads, increase in-store traffic, etc.

Challenges

What are your top 3 challenges/barriers to implement a new mobile strategy?

For example, lack of in-house talent dedicated to mobile, lack of skill set, difficult to align with other teams, etc.
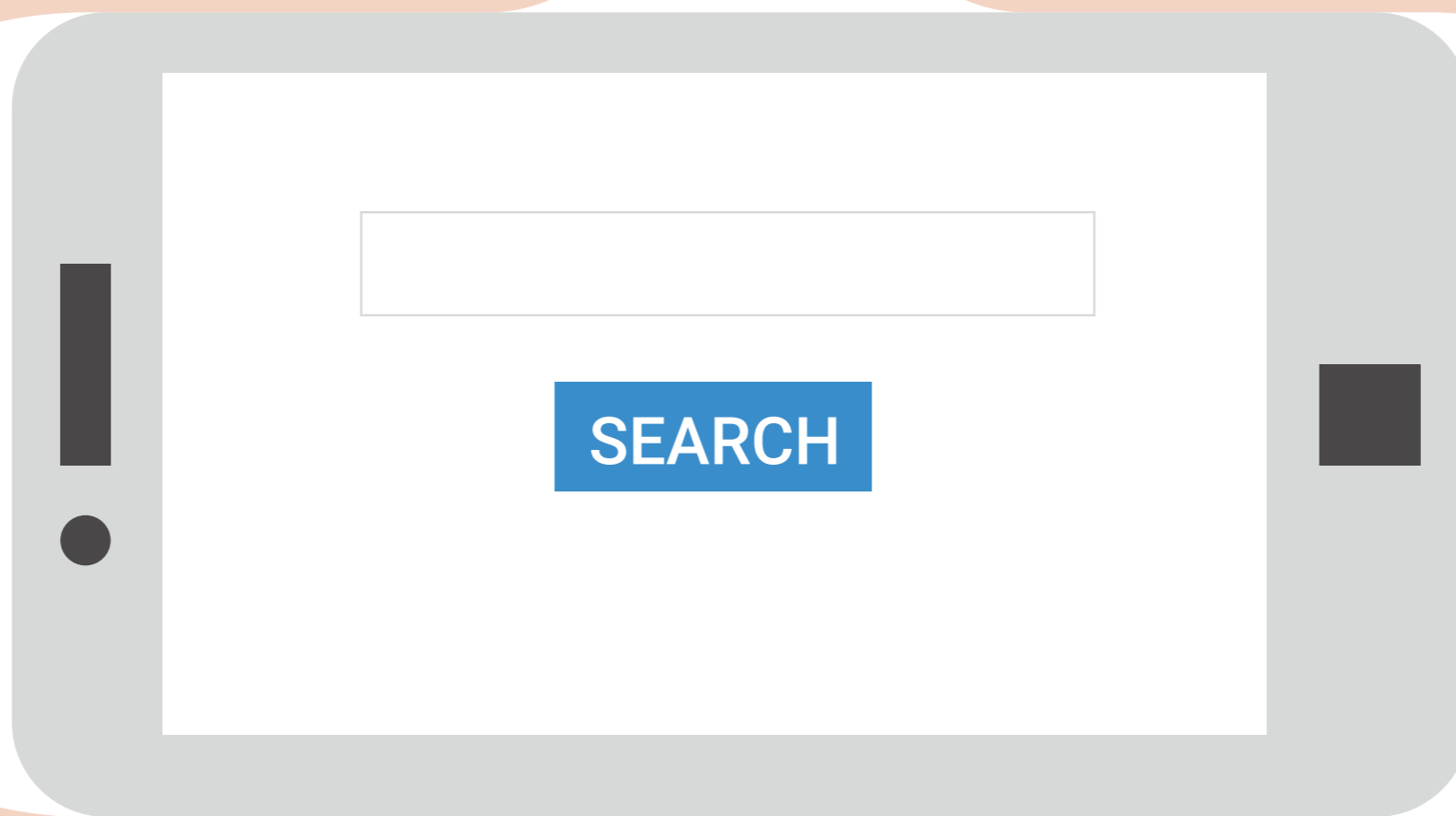
Micro-moments

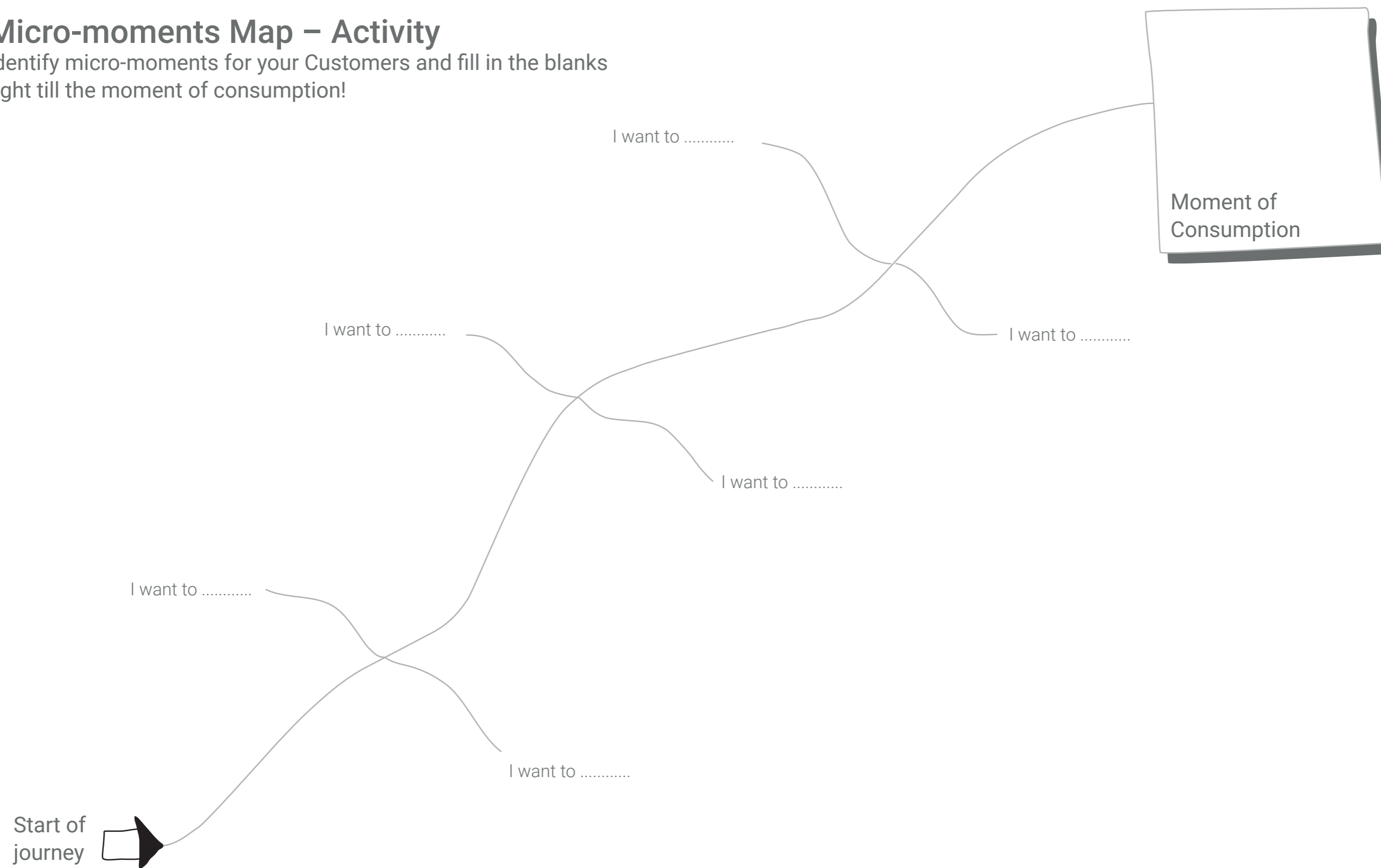|			
I-want-to-know-moments	I-want-to-go-moments	I-want-to-do-moments	I-want-to-buy-moments

SEARCH

Micro-moments Map – Activity

Identify micro-moments for your Customers and fill in the blanks
right till the moment of consumption!

I want to …………

Moment of
Consumption

I want to …………

I want to …………

I want to …………

I want to …………

I want to …………

Start of
journey

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Signals

Collect Audience Signals
Using the information available on the walls...

Demographics	Website	Previous Campaign Activity	CRM

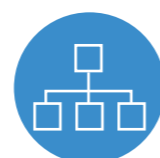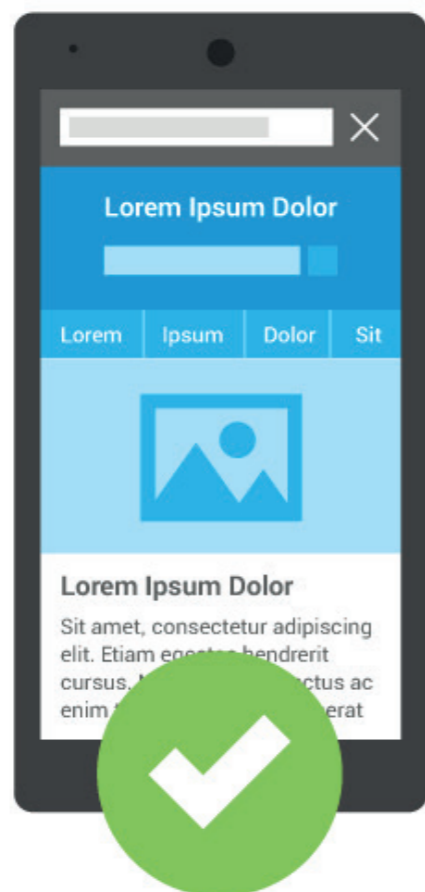| Google	Passion Points	Social	Other

Design Thinking
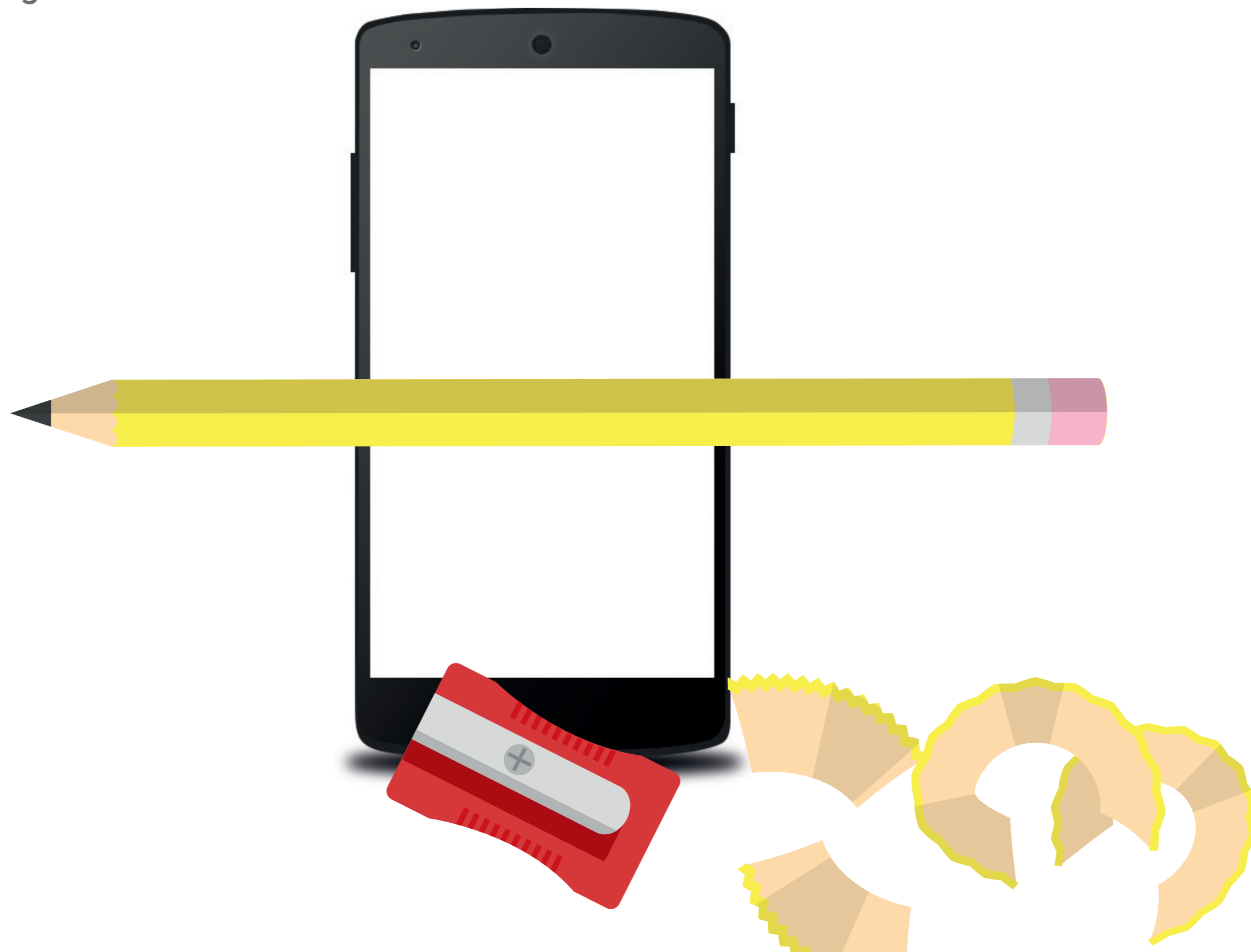
The 25 Design Principles
Have a look at these to create your very own masterpiece!

1. Calls-to-action are front and centre
2. Menus are short and sweet
3. Easy to get back to the homepage
4. Promotions don't steal the show

5. Site search is visible near the top of the page
6. Site search results are relevant (autocomplete)
7. Uses filters to improve search results
8. Guides users to better search results

9. Users can explore before committing
10. Users can purchase as a guest
11. Existing information is used (e.g. 3rd party payments)
12. Click-to-call is present for complex tasks
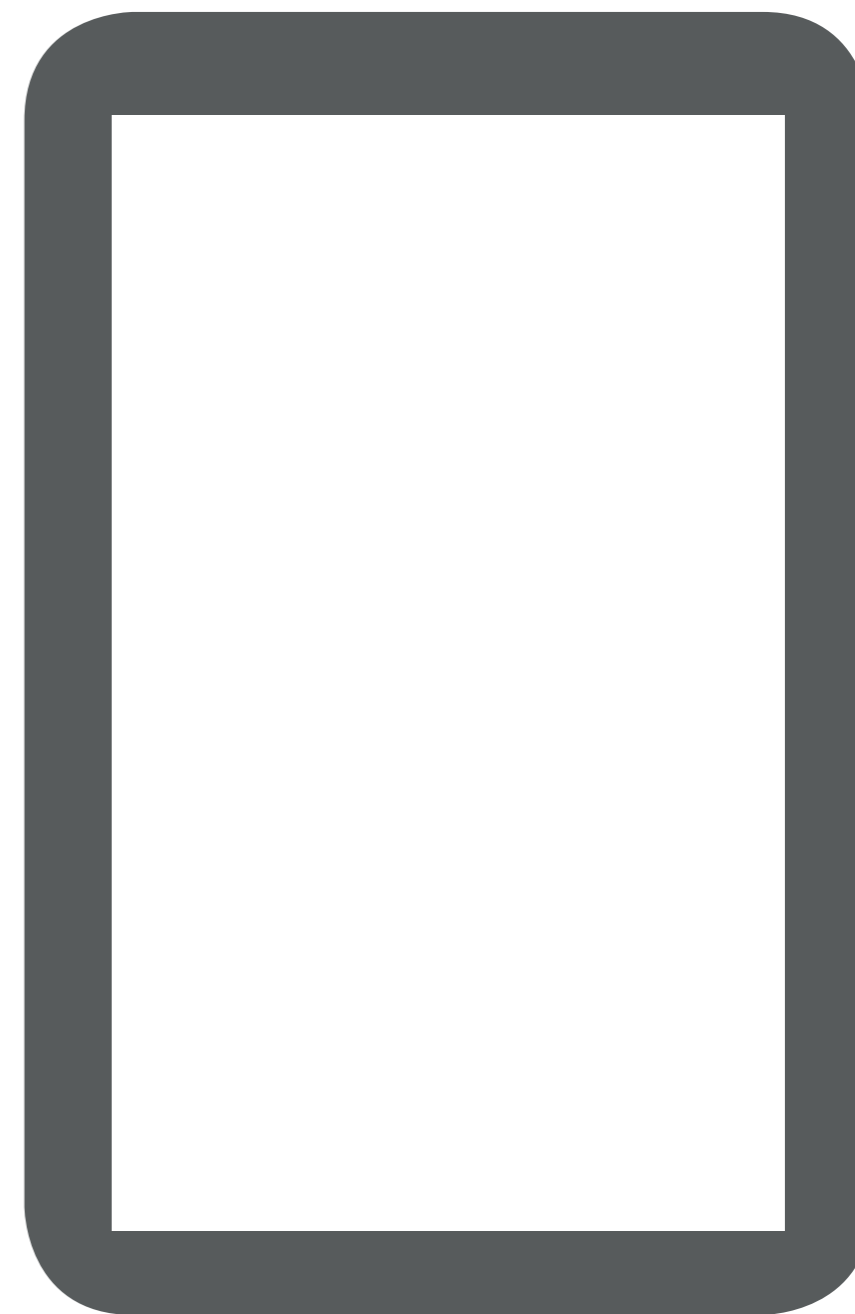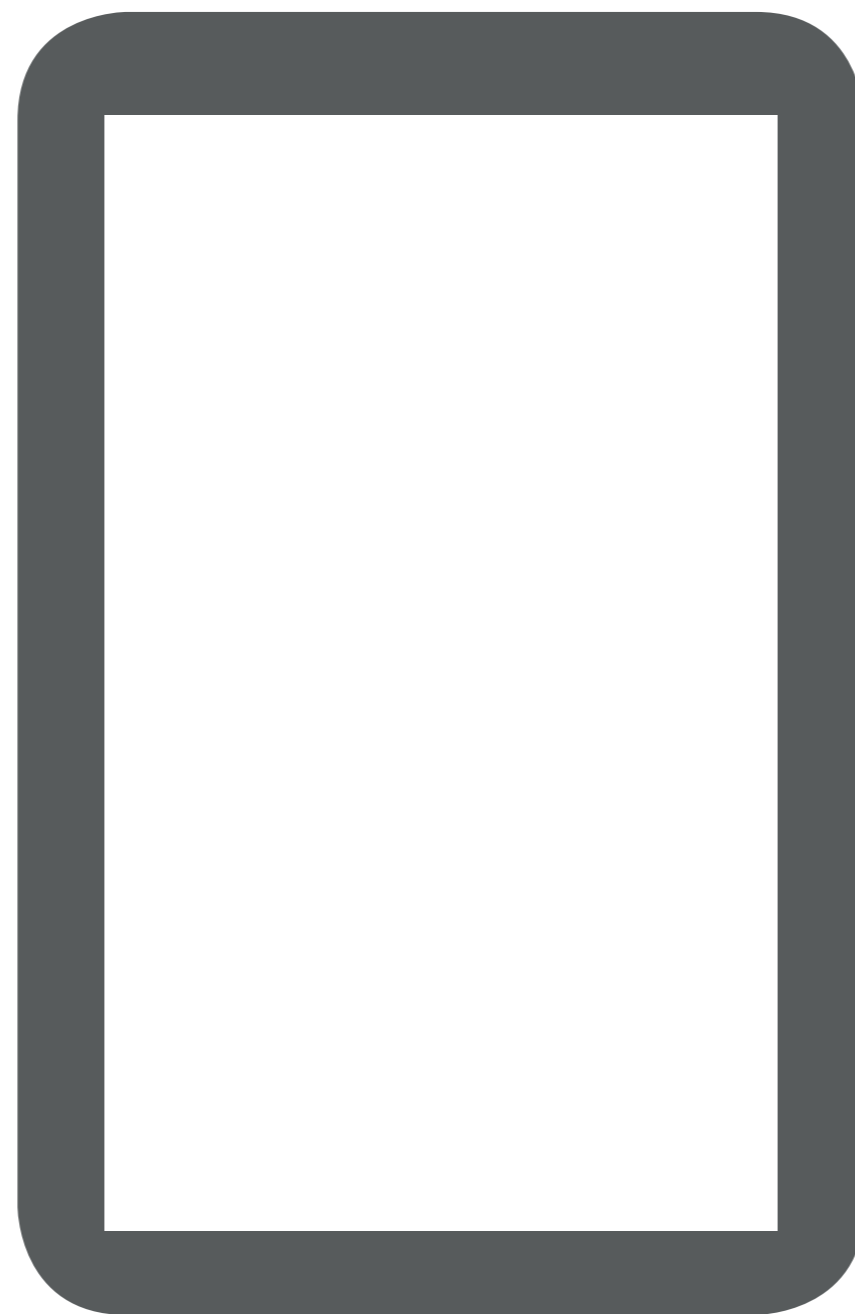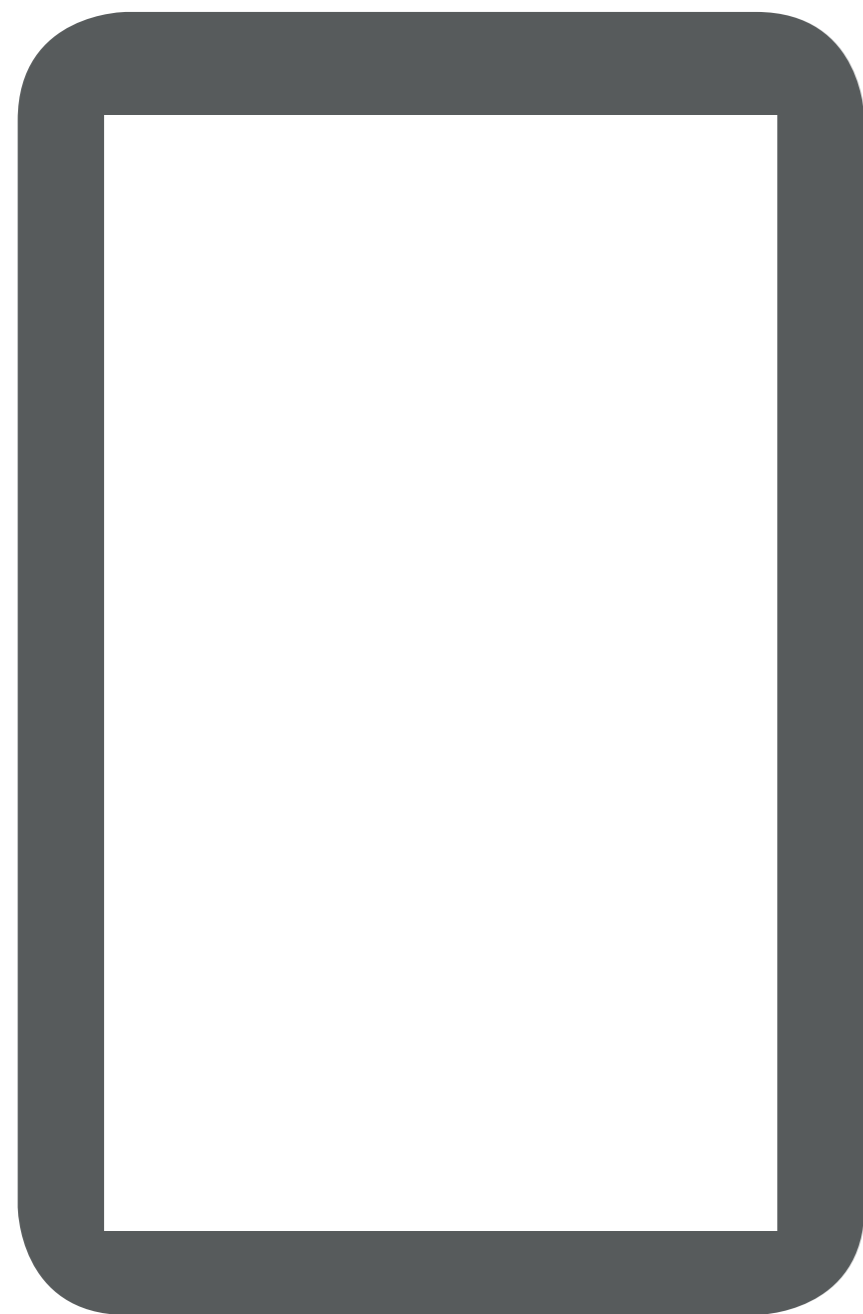13. Easy to finish converting on another device

14. Info entry is streamlined
15. Uses toggles/dropdowns to simplify input
16. Visual calendars used for data selection
17. Labelling and real-time validation minimising erros
18. Form design is efficient (auto-fill, progress bar)

19. Entire site is optimised for mobile
20. Don't need to pinch+zoom (especially CTAs)
21. Product images can be expanded (and high quality close-ups are available)
22. Shoppers are told, which screen orientation works best (and site works in all orientations)
23. Users aren't brought to new browser windows (calls-to-action stay in same window)
24. Site avoids 'full-site' labelling (uses 'desktop' instead)
25. Site is clear about why it needs users' locations (and what it intends to do with it)

Designing that Perfect Experience!

Fixing the Gaps

Fixing the Gaps

...by filling in the space below:

Look at your Micro-moments

1. For each moment, imagine that the Customer uses a smartphone first and buys in another channel

2. Describe your **front-end** integrations

3. Describe your **back-end** integrations

Buys on desktop	Buys in an offline store	Buys in another sales channel important to you

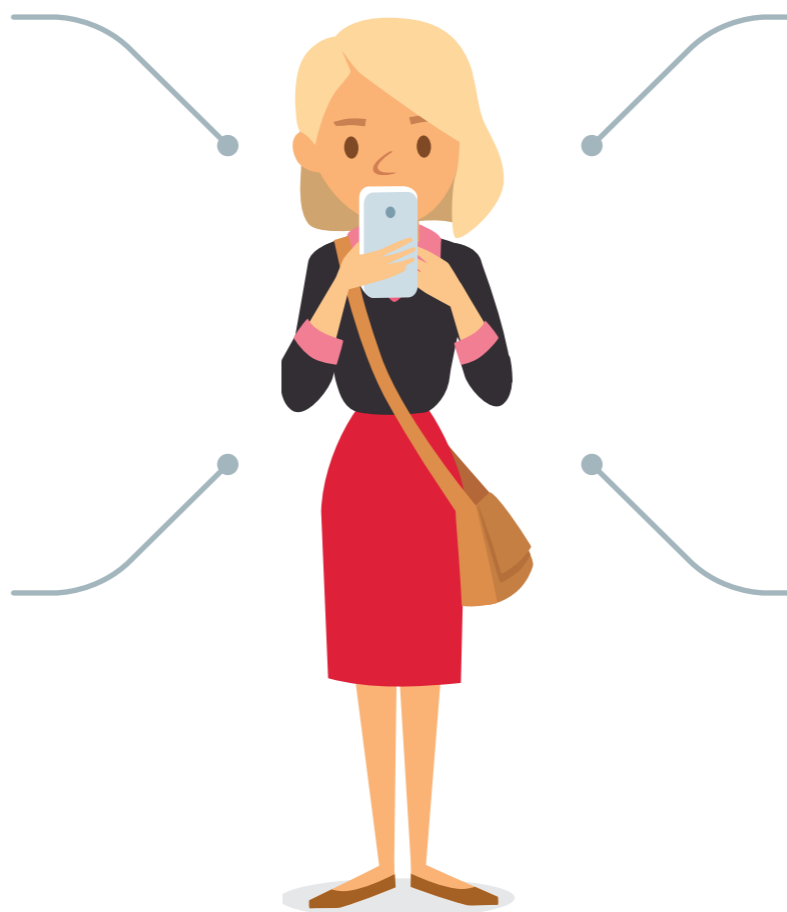# What Behaviours are Indicators of Success in your Micro-moments?
Which KPI's Quantify Success in Your Micro-moments?

Match each behaviour with a corresponding KPI

Example Behaviours

☐ I am using a product / page / app / service

☐ I went to a physical store to buy something after some online research

☐ I've interacted with an ad

☐ I've downloaded and installed an app

☐ I've researched something on one device and bought it on another

☐ A friend shared a link and i clicked it

☐ I searched and found online without clicking an ad

☐ I've made a search for a nearby local business

☐ I've signed up for something / subscribed for something

☐ I purchase a product / subscribe

☐ I've seen a video ad

☐ I spent x€ on average regularly on something

☐ I watched a video till the end

☐ The amount of money I spent in total for this product

☐ I purchased this product x-many times

☐ I look for a specific product on a Web page

☐ I've seen this before and I've come back to do more reading

☐ I use the app several times a day/week/etc

☐ I purchase this product on a regular basis

☐ I explore on multiple (sub-)Web pages for a product

☐ I've searched for opening hours & directions

☐ I have configured a product

☐ I remember that I've seen an ad

☐ I know about a particular brand

☐ I'm considering buying a product

☐ I have a positive opinion about a brand / product

☐ I'm planning to buy a product

Example KPI's

1. View Through Rate
2. Ad Engagement
3. Brand Awareness
4. Conversions
5. Traffic from social sites
6. Consideration
7. Configurations
8. App Installs
9. Video Views
10. Average order value
11. % New Users
12. Organic Search Traffic
13. Purchase frequency

14. Favorability
15. Offline Conversions
16. App Openings
17. Purchase Intent
18. Returning Non-converters
19. Maps MyBusiness clicks
20. Ad recall
21. Total conversion value
22. Page Depth
23. Cross-device conversions
24. Registrations
25. Category / Product page traffic
26. Lifetime value

27. Call center calls
28. Store locator clicks
29. Likes
30. Subscriptions
31. Comments
32. Forwards
33. Endorsements
34. Ratings
35. Clicks to navigate
36. Offline store visits
37. Content views
38. Document downloads
39. Opening time checks

40. Quote requests
41. Helpdesk requests
42. Sample/trial/Test orders
43. Calculator/Test completions
44. Product reviews
45. Product comparisons
46. Wishlist creations
47. Contact info submissions
48. Account creations
49. Product stock checks
50. App engagements
51. View time
52. Information requests

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Measurement Checklist
Use this to fill in the next page.

Focus on the Right Metrics

Have I selected relevant metrics and benchmarks to measure marketing success?

Do my marketing metrics align with business goals like revenues and profits?

How can we break down silos and make teams jointly accountable?

Do I have the right measurement tools at hand?
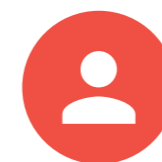
Attribute Value Across Channels

Am I measuring all my Customer touchpoints?

What does the full Customer journey to conversion look like?

Do I know the value of each channel / touchpoint?

Am I applying attribution results to improve my investment decisions?

Am I using pragmatic estimators to overcome a lack of data?

Value your Best Customers

How much do I really know about my Customers? Have I defined "Customer" clearly?

How do I acquire more Customers who resemble my best existing Customers?

Do my advertising investments align with today's Customer behaviour?

Am I taking advantage of today's technologies like remarketing and personalisation?
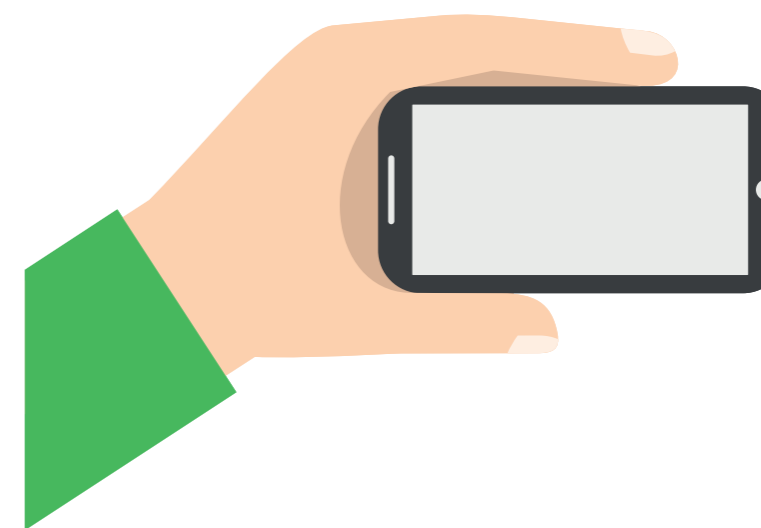
Validate Impact

Am I relying on correlations to make decisions, or can I measure causal impact?

Do I know the incremental value of each of my media investments?

How can I incorporate experimentation to prove the value of my marketing?

Do I have a plan to evaluate the effectiveness of new marketing channels?

Measurements

Key learnings

Actions to take

Focus on the
Right Metrics

Value your
Best Customers

Attribute Value
Across Channels

Validate
Impact

Back to the Drawing Board

Creating that Killer App...
and feeling numb with pride!

Now. Next. Long.

	Now	Next	Long
Tech — What technology infrastructure must be laid down?			
Process — What new activities / processes need to be happening?			
People — Which people need to be involved to make this happen?			
Org — What changes might be required in organisation / partners?			

Planning New Moves

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