

How Mobile Is Remaking Marketing

GSU Marketing Roundtable

Dr. Phil Hendrix, immr and GigaOm Pro



Sept. 14, 2012

Slides: www.immr.org/remakingmarketing.pdf

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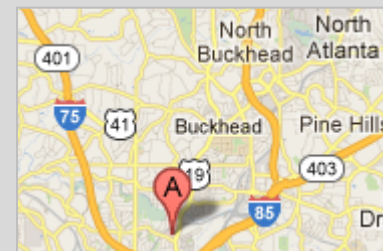
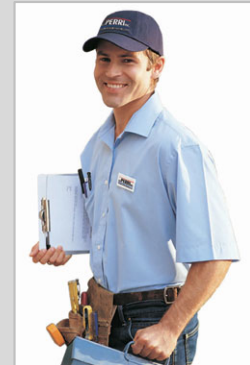
Topics

- ❖ Insights from Cases
- ❖ Implications and Opportunities
- ❖ On the Horizon
- ❖ Case – Building Loyalty with Mobile
- ❖ Discussion (throughout)

Case #1 – Keeping Customers Cool

Short Quiz:

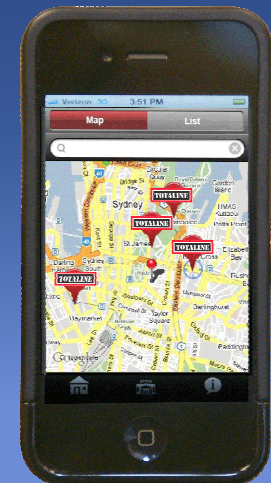
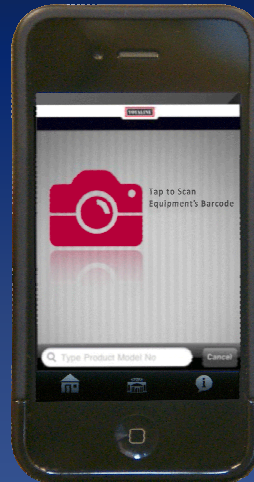
-  **Average high temperature in Atl. in July?**
-  **#1 Driver of Customer Sat if AC breaks?**



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Case #1 – Carrier EPIC



- Reduces \$/MTR
- Empowers front-line
- Differentiates brand

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Case #2. Mobile + Social-Geo



 **OneRiot**



Foo Fighters

**Birds of a Feather do
Flock together**

- Follow/fans
- Tweets
- Check-ins

CTR  7x

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Mining Digital Signals...



Digital Channels

Internet

- Websites
- Search
- Microsites
- Ads

Social

- Publish
- Discuss
- Share
- Review

Mobile

- Apps
- 2D codes
- Location
- NFC

Interactive

- Social TV
- OOH



Digital Signals

**Traces produced
as consumers
interact with Digital
Channels**

Source: Dr. Phil Hendrix, Tuning into Consumers' Digital Signals

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SoLoMo (Social + Location + Mobile)



“Social signals are by far the strongest way to determine what content the mobile audience will engage with at any point in time.”

Tobias Peggs, OneRiot (acquired by WalmartLabs July 2011)



9:44PM

+37° 46' 28.79", -122° 27' 56.32"

USER PROFILE : STUDENT

PLACE TYPE : LIVE INDIE SHOW

EVENT TYPE : HIGHLY SOCIALLY ACTIVE
SMARTPHONE USERS



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Importance of Digital Signals

**In real-time, on a massive scale, at no cost,
Digital Signals reveal:**

Consumers'

- Attitudes
- Motivations
- Experiences
- Plans/Intentions
- Interests
- Values
- Questions
- Responses
- Opinions
- Activities
- Connections
- (Dis)satisfaction

Location

Context

Connections

Source: Dr. Phil Hendrix, Tuning into Consumers' Digital Signals

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Case #3 – Is Mobile Friend or Foe?

“Pain Points” for Shoppers

Planning

- Research products
- Making list
- Organizing list
- Finding coupons
- Choosing store(s)
- Confirming availability
- ...

Shopping

- Parking
- Locating products
- Product out-of-stock
- Evaluating products
- Getting assistance
- Comparing prices
- ...

Paying

- Redeeming coupons
- Knowing “open to spend”
- Waiting to pay
- Keeping track of receipts
- ...
- Delivery
- Missing parts/instructions

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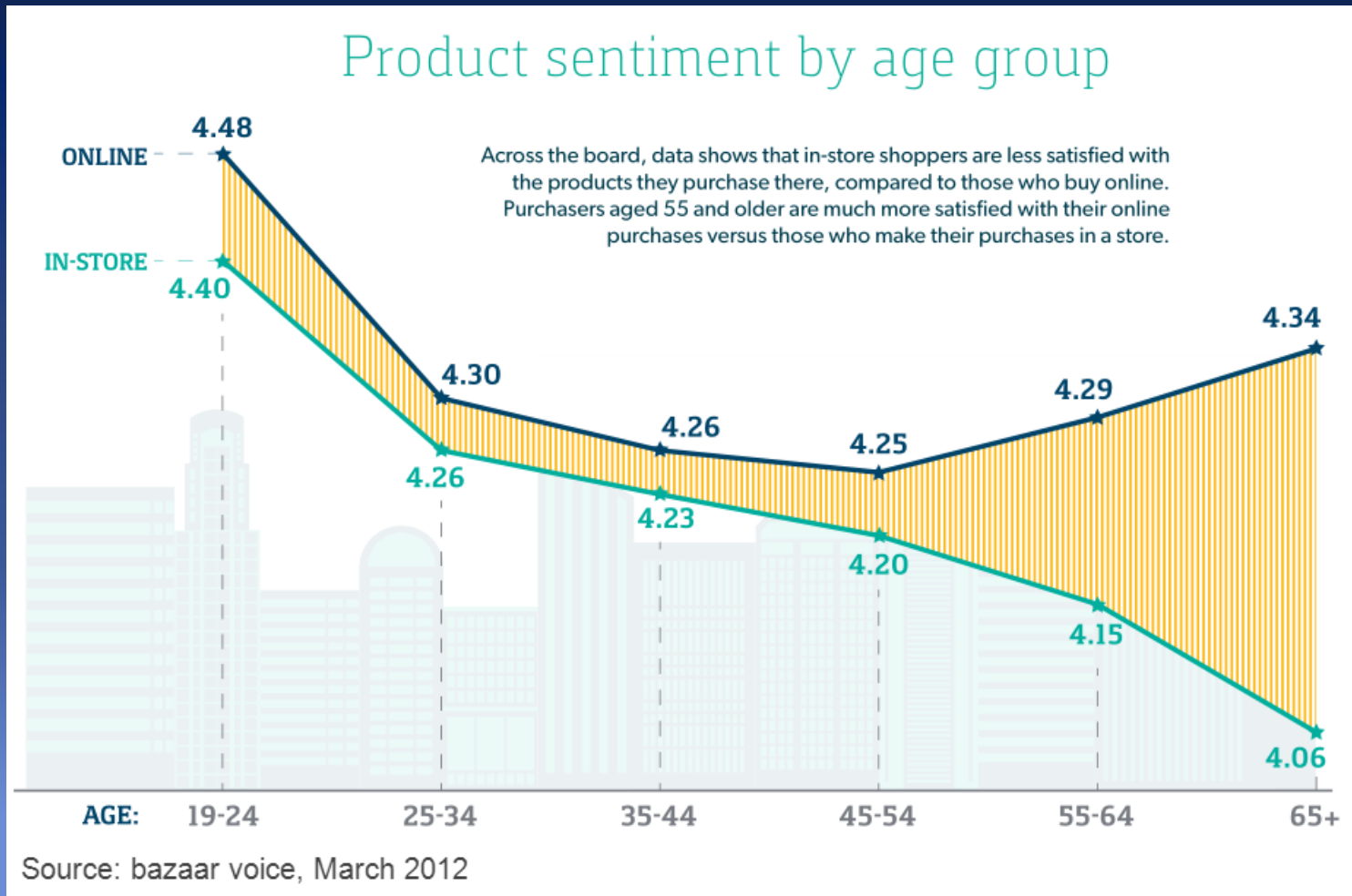


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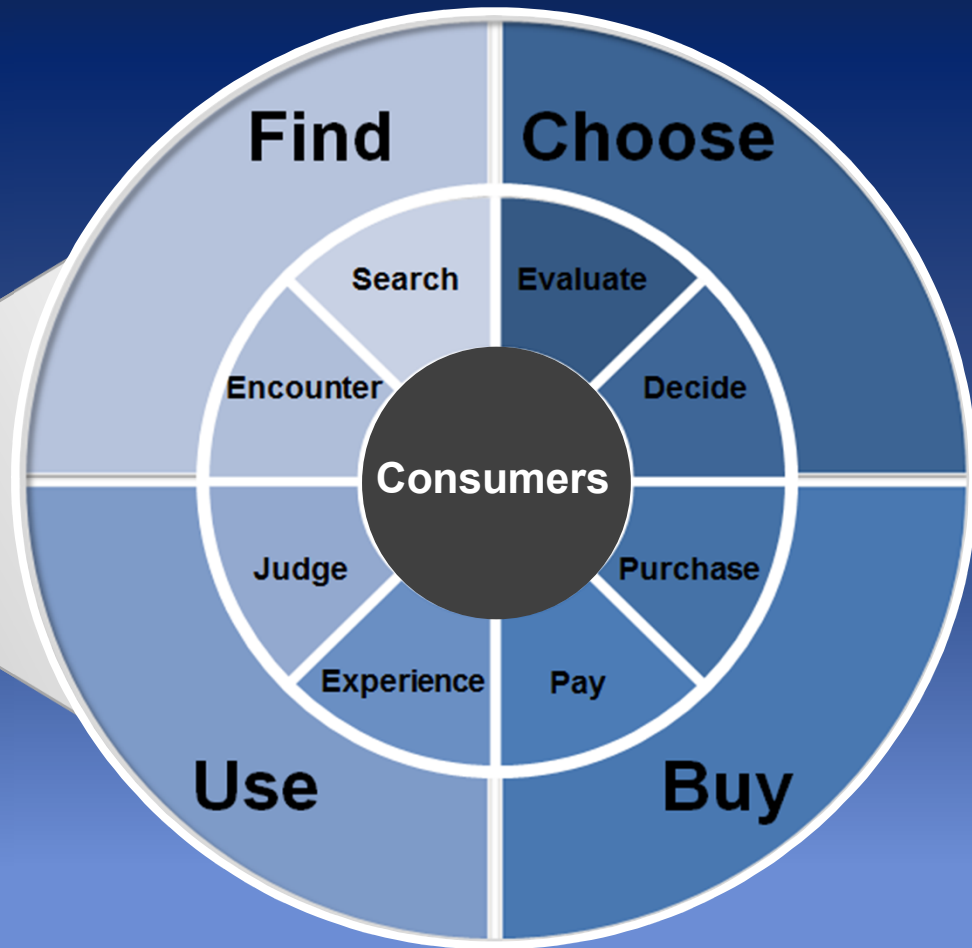
Satisfaction – Online vs. In-store



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Consumers Leveraging Mobile



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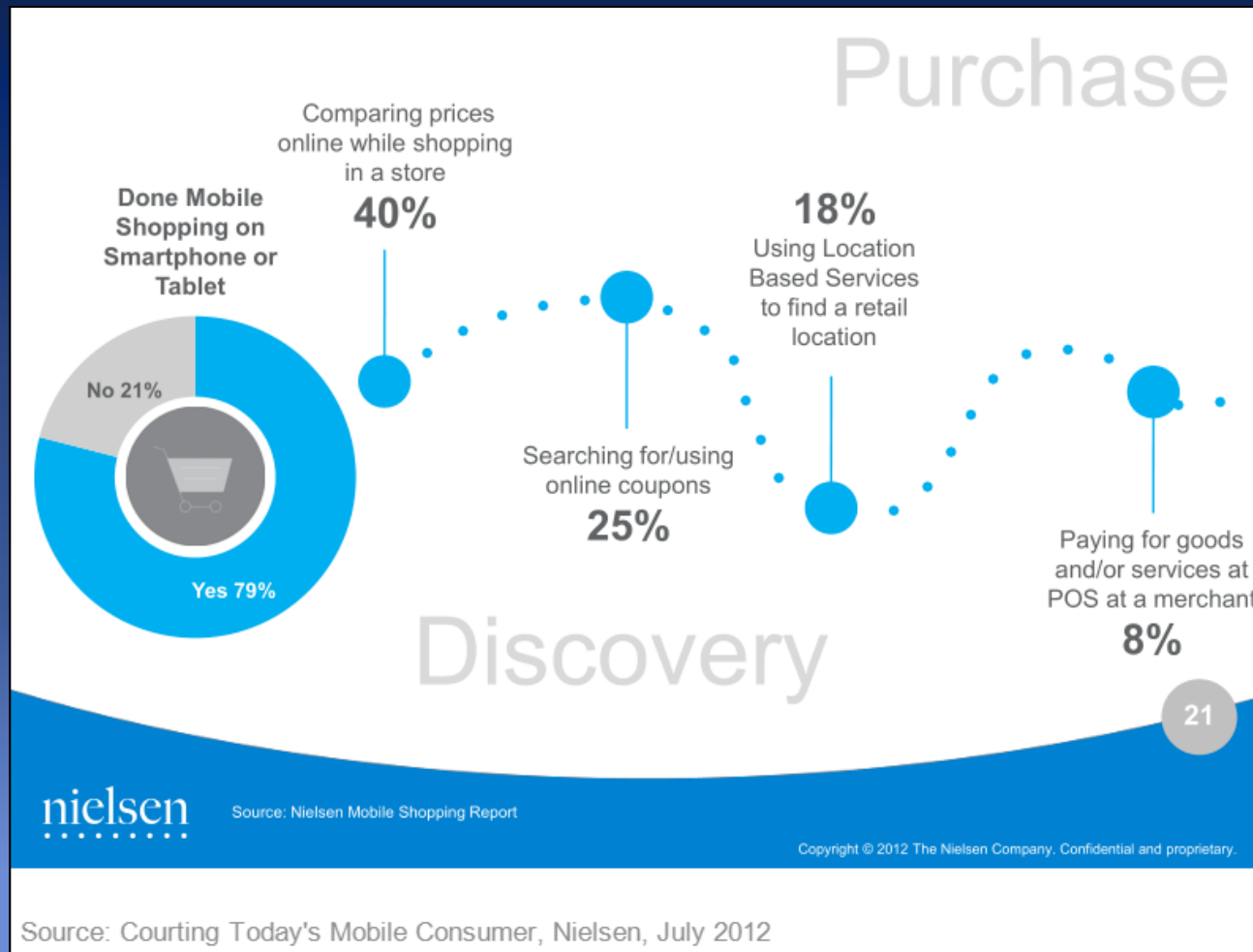


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Mobile and the Path to Purchase



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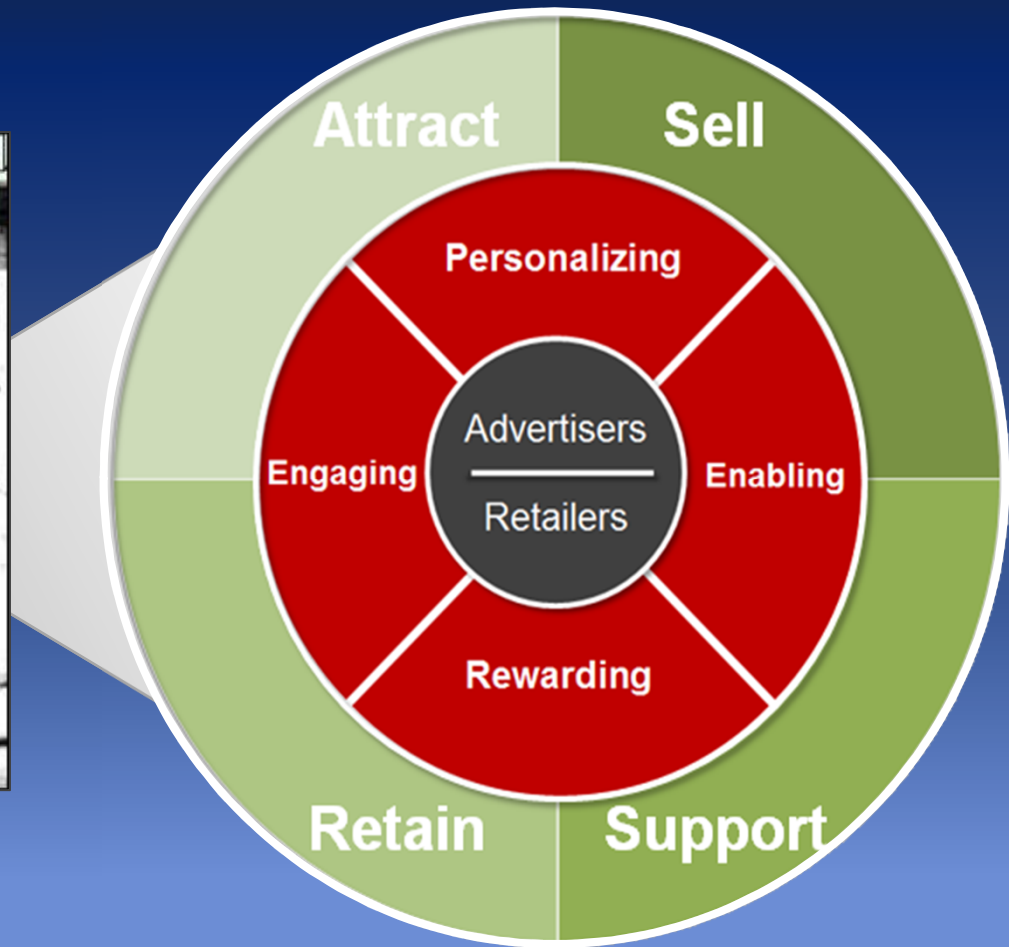
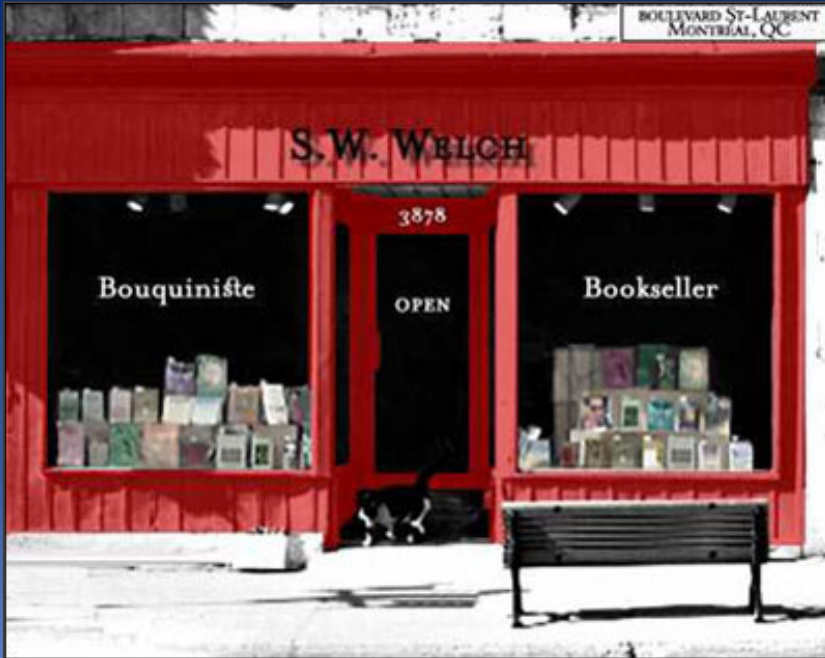
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To Leverage Mobile ➡ PEERSM



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Capturing, Sharing Images



Which site...

...reached 10m U.S. monthly unique visitors
faster than any independent site in history?
... is generating more referral traffic to websites
than YouTube, Google+, and LinkedIn
combined?



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Sensors Connect Physical – Digital



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Context and Relevance



Urban Airship
..... powering modern mobile

**Good
Push**



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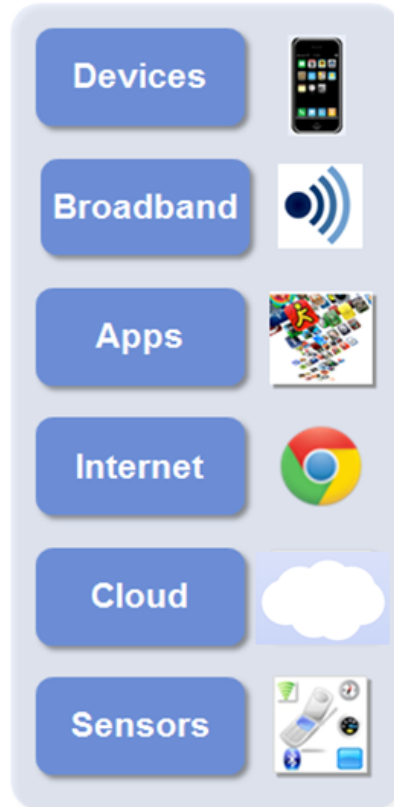
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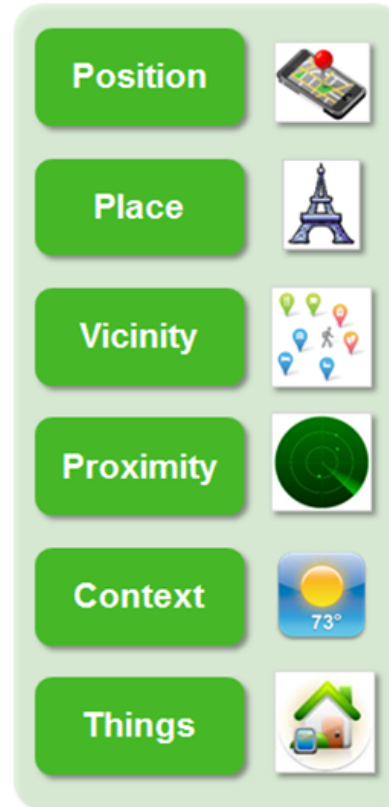
The Elements of SoLoMo

Mobile



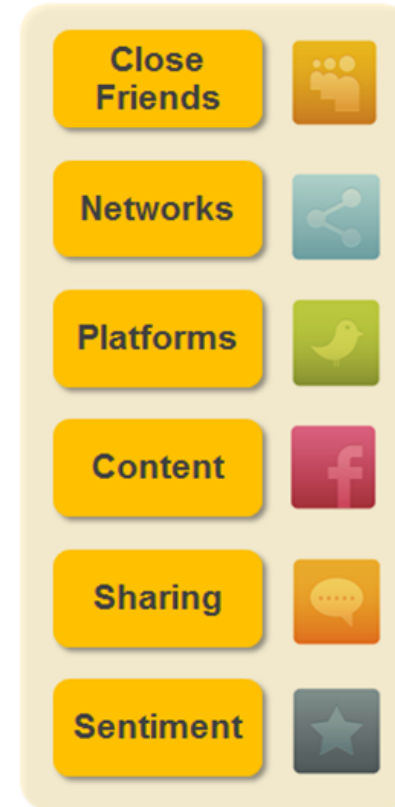
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Location



X

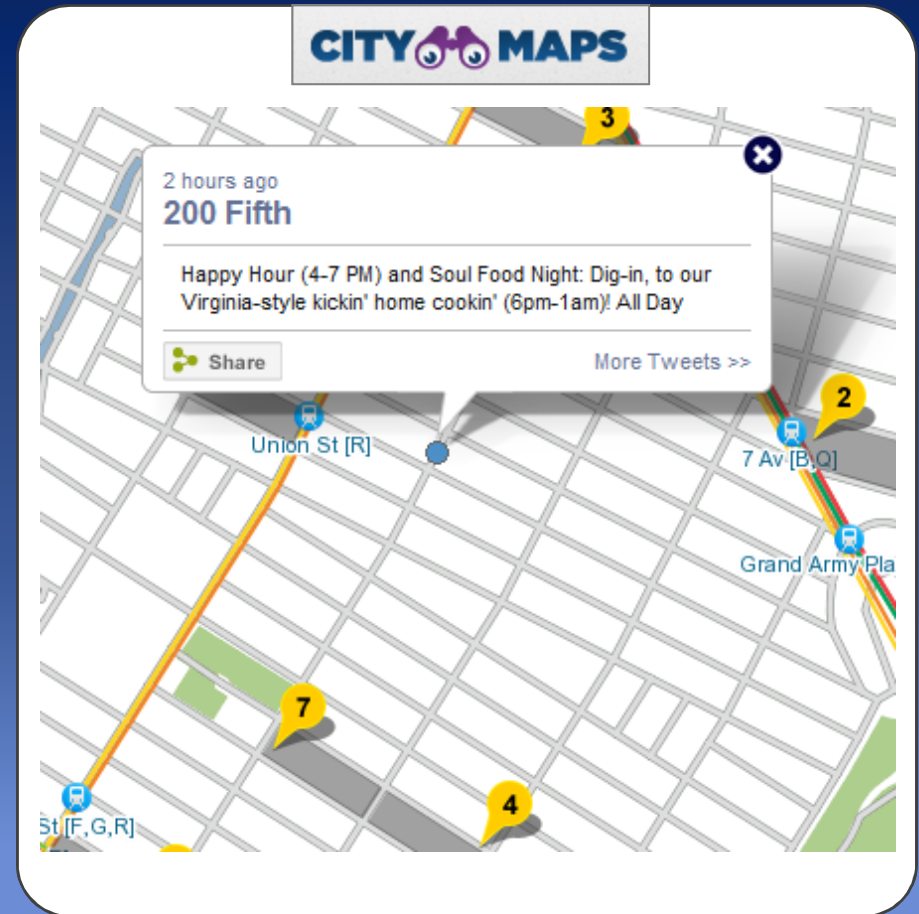
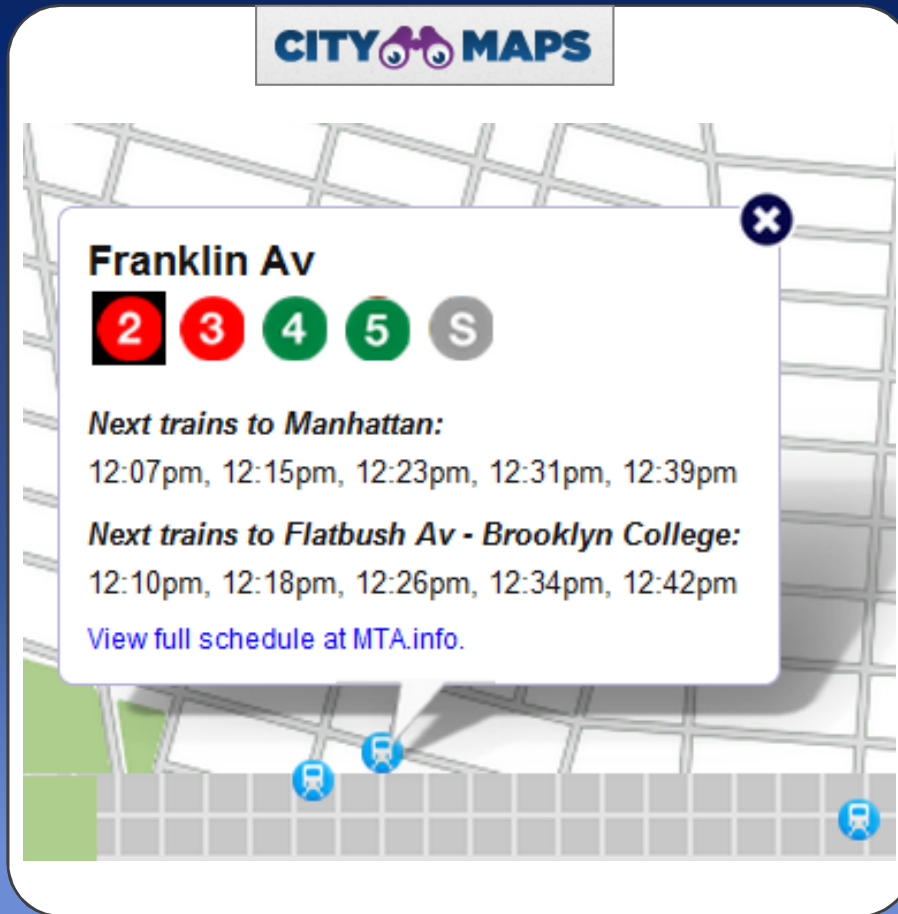
Social



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Transparency in Real-time



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Cloud = Elastic, Real-time, Scale



Big Data + Algorithms

Location



Social



History



Search

- Auto-complete
- Google Instant
- Proximity Search
- Image Search
- Personalized SERs

Augmented Reality



Messages, Ads, and Offers

Urban Airship
..... powering modern mobile

xtify

where

PLACECAST

thinknear

@WalmartLabs
Social + Mobile + Retail

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Balancing Intimacy and Privacy



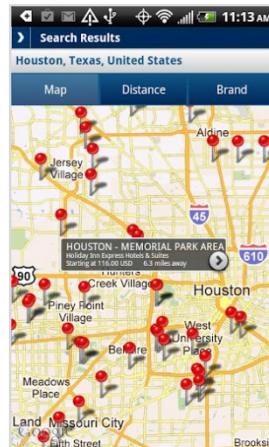
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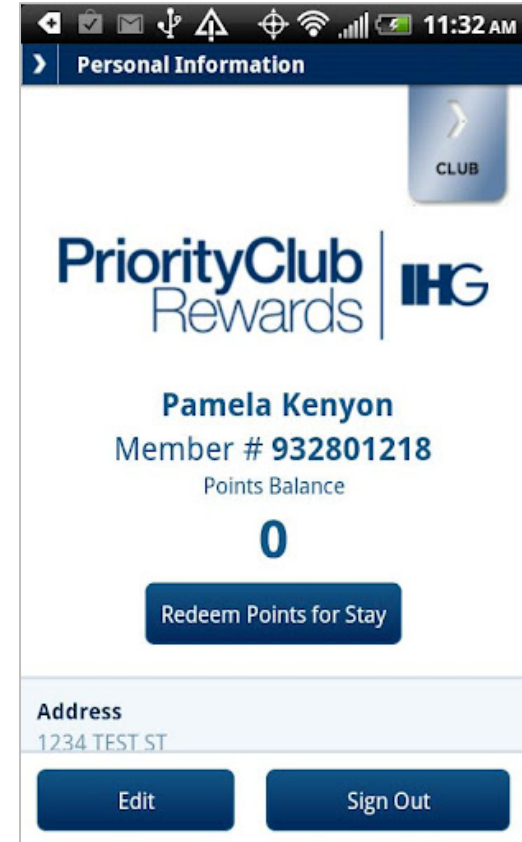
Case for Discussion



Best Price Guarantee



PriorityClub Rewards | IHG



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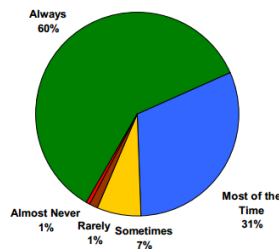
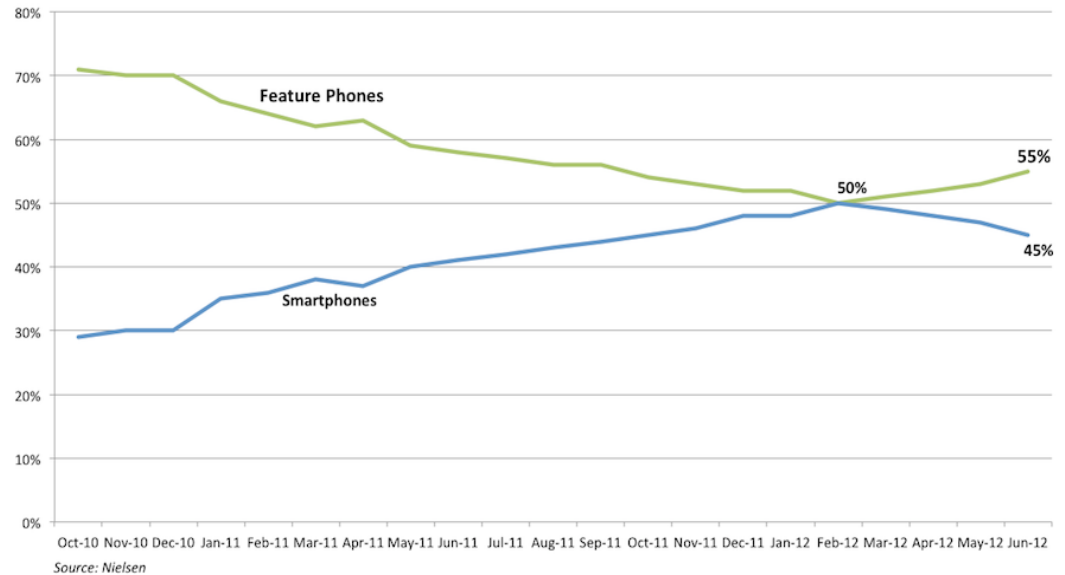
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Technology Driving Behavior



U.S. Smartphone Penetration



9 in 10 Smartphone Owners have their smartphone with them “most of the time” or “always”

Source: Edison Research

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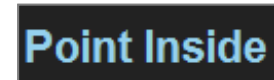


The Future of Mobile and Marketing

#1. Hyper-local Audiences



#2. Micro-location



#3. Micro Networks



#4. Mashups



#5. Filters



#6. Curation



#7. Persistent Location



#8. Ambient Analytics



#9. PEER



#10. Yield Management

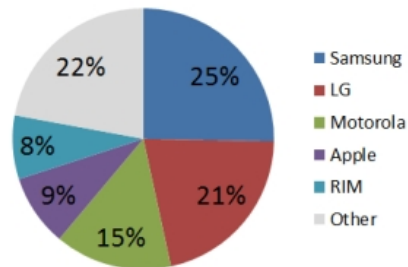


Source: Dr. Phil Hendrix, immr

Incumbents and Disruptors



Mobile OEM Market Share
(as % of mobile subscribers)



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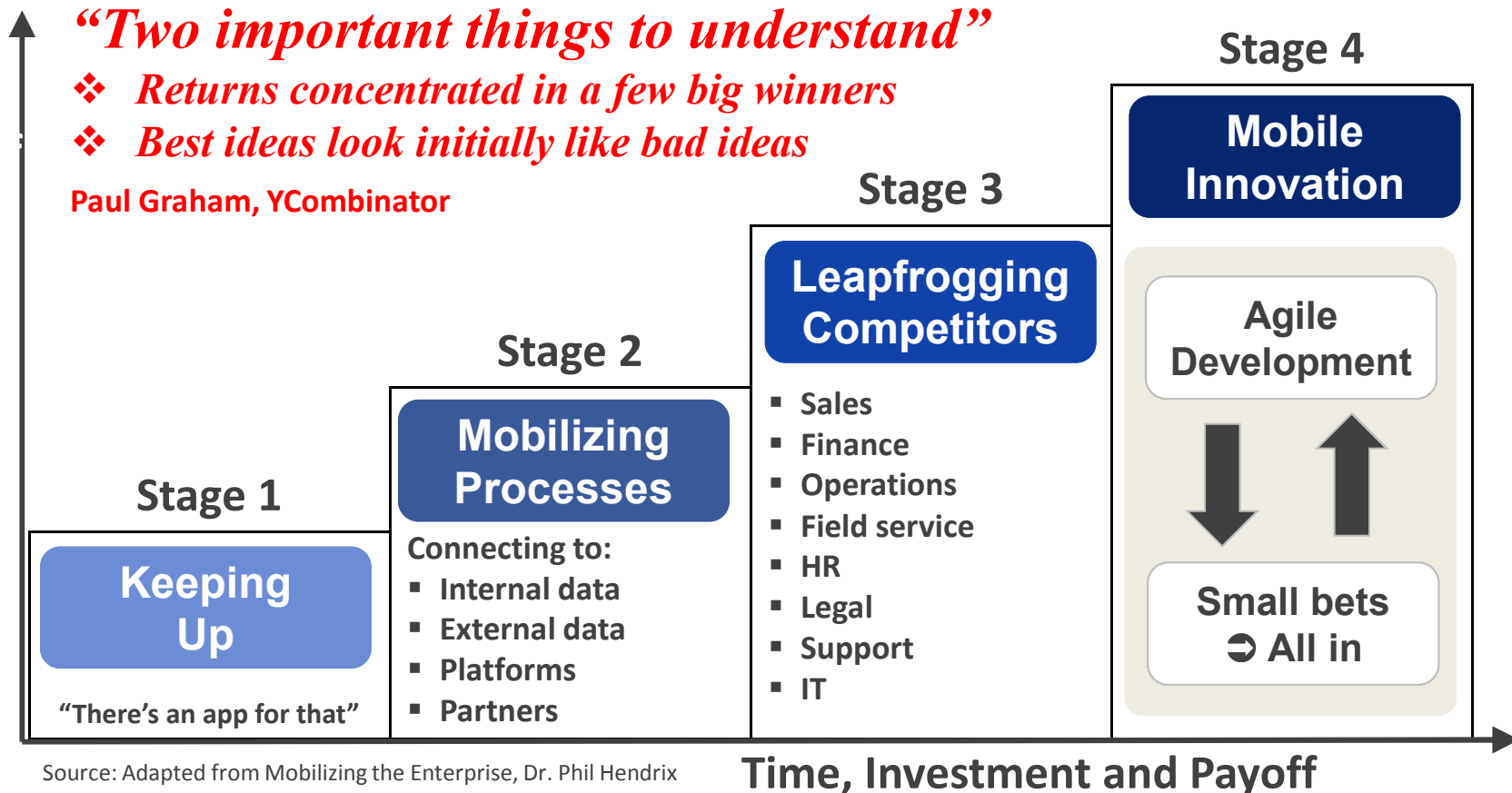
At the Wheel of (Mis)Fortune

Capitalizing on Mobile in Strategy

“Two important things to understand”

- ❖ *Returns concentrated in a few big winners*
- ❖ *Best ideas look initially like bad ideas*

Paul Graham, YCombinator



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Recent immr Reports

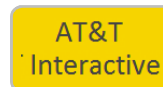
- Building Customer Loyalty with Mobile[†]



- Social + Location + Mobile: SoLoMo Analytics and the Transformation of Shopping[†]

- The Local Consumer – an In-depth Mosaic[†] 

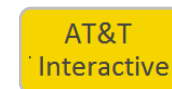
- How Consumers Are Using Local Search



- Mobilizing the Enterprise with Custom Mobile Solutions: Pt. 1 and 2[†]



- The Promise of Hyperlocal: Opportunities for Publishers and Developers



- Tuning into Consumers' Digital Signals



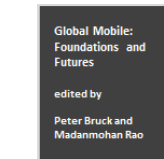
- How SoLoMo is Empowering Consumers, Transforming Shopping, and Disrupting Advertising and Retailing



- Location – the Epicenter of Mobile Innovation



[†]Forthcoming



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About the Author

Dr. Phil Hendrix is the founder and director of [immr](http://www.immr.org) (www.immr.org), a research and advisory firm focused on market opportunities afforded by new technologies, and an analyst with [GigaOm Pro](#). He specializes in helping organizations evaluate and capitalize on opportunities that are new-to-customers and new-to-market. Dr. Hendrix has extensive experience uncovering customer needs, identifying triggers and hurdles to adoption, and developing strategies that unlock market opportunities, both B2C and B2B.

As an analyst, Phil focuses on mobile innovation and the implications for companies across industries. He is a regular contributor at leading industry conferences, including GigaOm's Mobilize, Structure:Data, Street Fight (hyperlocal), ad:tech, iMedia Summit, Social-LoCo and others. His current work focuses on mobile and its impact on consumer behavior, especially shopping, M-commerce and mobile payment.

As a consultant and advisor, Phil has led significant engagements with startups and Fortune 100 clients in mobile, consumer electronics, and related categories, including financial services, transportation, insurance and others. He works closely with senior management and project teams on key issues, including market sizing, segmentation, positioning, and branding as well as innovation, user experience, and customer retention. Over the course of his career, Phil has helped clients conceive and successfully launch dozens of new products, services and businesses.

Before founding immr, Phil was a partner with DiamondCluster (strategy and technology consultancy, now part of [PwC](#)), founder and head of IMS (Integrated Measurement Systems), and a principal with Mercer Management Consulting (now [Oliver Wyman](#)). He has held faculty positions at Emory University and the University of Michigan, where he taught courses in marketing, research, and buyer behavior for MBAs and executives. While at Michigan Dr. Hendrix also held a joint appointment as a research scientist in the [Survey Research Center](#), Institute for Social Research.

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Thank you!



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