Social Media Marketing
社群網路行銷

行動 APP 行銷
(Mobile Apps Marketing)

1022SMM09
TLMXJ1A (MIS EMBA)
Mon 12,13,14 (19:20-22:10) D504

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淡江大學 資訊管理學系

http://mail.tku.edu.tw/myday/
2014-05-05
課程大綱 (Syllabus)

週次 (Week) 日期 (Date)  內容 (Subject/Topics)
1  103/02/17  社會網路行銷課程介紹 (Course Orientation of Social Media Marketing)
2  103/02/24  社群網路商業模式 (Business Models of Social Media)
3  103/03/03  顧客價值與品牌 (Customer Value and Branding)
4  103/03/10  社群網路消費者心理與行為 (Consumer Psychology and Behavior on Social Media)
5  103/03/17  社群網路行銷蜻蜓效應 (The Dragonfly Effect of Social Media Marketing)
6  103/03/24  社群網路行銷個案研究 I (Case Study on Social Media Marketing I)
7  103/03/31  教學行政觀摩日 (Off-campus study)
8  103/04/07  行銷傳播研究 (Marketing Communications Research)
9  103/04/14  社群網路策略 (Social Media Strategy)
<table>
<thead>
<tr>
<th>週次 (Week)</th>
<th>日期 (Date)</th>
<th>內容 (Subject/Topics)</th>
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<tbody>
<tr>
<td>10</td>
<td>103/04/21</td>
<td>期中報告 (Midterm Presentation)</td>
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<td>11</td>
<td>103/04/28</td>
<td>社群網路行銷計劃 (Social Media Marketing Plan)</td>
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<td>12</td>
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<td>103/05/12</td>
<td>社群網路評量指標 (Social Media Metrics)</td>
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<td>社群網路行銷個案研究 II (Case Study on Social Media Marketing II)</td>
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<td>社群網路海量資料分析 (Big Data Analytics of Social Media)</td>
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<td>期末報告 II (Term Project Presentation II)</td>
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</table>
Mobile App Solution

Put Your Business In Your Customers’ Pockets

http://www.agency1111.com/pages/services/
Mobile App Marketing
Mobile In-Store Research-to-Purchase Path

OR

Source: Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012
Mobile Strategy

Environment
- Marketplace Dynamics
- Competitive Situation
- Inspirational Brands

Customers
- Customer Demographics
- Customer Behaviors

Brand
- Brand Goals
- Brand Assets

Source: Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012
Traditional purchase funnel with mobile overlay

Source: Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012
Sample Customer Journey Map

Source: Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012

Online to Offline (O2O)

THE PURCHASE FUNNEL

Online
- SEO
- Websites
- Facebook
- Blogs
- Mobile Ads
- Local Search
- SEM
- Deals/Offers
- Display

Offline
- TV
- WOM
- Billboard
- Newspaper
- Direct Mail
- Radio

Awareness

Consideration

Transaction

Loyalty

Advocacy

Lower

Retention & Value Delivery

Higher

Source: http://o2ointeractive.com/understanding-the-purchase-funnel-from-online-to-offline-and-back-again/
Mobile Readiness

• Awareness
• Engagement
• Consideration
• Conversion
• Loyalty

Source: Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012
Mobile Marketing Tactic

- Mobile website
- Mobile Search engine optimization
- Mobile Search engine marketing
- Opt-in SMS alerts
- Mobile App
- QR codes In-store

Source: Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012
Mobile Marketing Plan

1. Mobile web site development & SEO
2. QA
3. Awareness integration into Twitter & Facebook
4. Desktop website awareness elements
5. Mobile search engine marketing with hyperlocal, click to call and offers
6. SMS short code acquisition and provisioning
7. SMS Test Campaigns
8. iOS App planning based on mobile website learnings
9. In-store QR pilot

Source: Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012
Mobile App Content Strategy: Ongoing Engagement

Content Strategy = Engagement

Active Listening
Monitoring conversations in key social media about a brand/app.

Testing
Testing app prototypes with groups of target users to validate content and functionality.

Research
Competitive analysis and industry insights.
Mobile App Media Strategy: awareness and downloads

**Earned Media**
- Blogs, directories, email, PR, and other earned channels
- Promoted awareness and brand advocacy

**Paid Media**
- Targeted mobile advertising campaigns
- Generate the high-volume downloads required to achieve rank

**Owned Media**
- Brand website and branded content and social media

**Media Strategy = Downloads**

Source: Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012
The symbiotic relationship between paid, earned, and owned media in the mobile app ecosystem

LAUNCH 1 2 3 4 5 6 7 8 9 10 11 12

Paid  Paid  Paid  Paid  Paid  Paid
Earned & Owned  Earned & Owned  Earned & Owned  Earned & Owned  Earned & Owned  Earned & Owned

Ongoing tracking, conversation monitoring and analysis

Source: Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012
Mobile Apps Marketing
O2O Commerce
(Online-to-Offline)
(Offline-to-Online)

Source: https://www.youtube.com/watch?v=w9GtsR8FG8w
Mobile App Marketing

- Pre-Launch Strategy
- Mobile App Community Presence
- Blogger Outreach
- App Store Marketing
- Mobile App Videos
- Application Directories
- Mobile App PR Distribution
- Social Media Activity

http://socialmediatoday.com/allenbrayan/639131/mobile-app-marketing-how-reach-million-users-no-time
Make your Mobile App Global. But Think Local.

http://socialmediatoday.com/allenbrayan/639131/mobile-app-marketing-how-reach-million-users-no-time
Mobile Apps

• Mobile apps have become the official channel to drive content and services to consumers.
• From entertainment content to productivity services, from quantified-self to home automation, there is an app for practically anything a connected consumer may want to achieve.
• This connection to consumer services means users are constantly funneling data through mobile apps.
• As users continue to adopt and interact with apps, it is their data — what they say, what they do, where they go — that is transforming the app interaction paradigm

Source: http://www.gartner.com/newsroom/id/2654115
Mobile App Marketing

Source: http://www.intellectsoft.co.uk/mobile-app-marketing.html
Mobile App Marketing

- Keywords research and implementation
- App description creation / optimization
- Creation of Press release featuring app and its functions overview
- Facebook and twitter account creation
- Press release submission to App Review websites: iPhone app (300+ websites) / Android app (80+ websites)
- Consulting and advise on launch strategy
- Report upon marketing campaign completion
- **Timing**: 4-5 business days

Source: http://www.intellectsoft.co.uk/mobile-app-marketing.html
PROMO+ CAMPAIGN

Entering international stores and advanced promotion

- Keywords research and implementation
- App description creation / optimization
- Creation of Press release featuring app and its functions overview
- Translation of the app description page to German, Spanish, Italian, French, Arabic, Russian and Chinese
- Facebook and twitter account creation
- Press release submission to App Review websites: iPhone app (300+ websites) / Android app (80+ websites)
- 3-page Promo website development
- Video reviews publishing
- Consulting and advise on launch strategy
- Report upon marketing campaign completion

Timing: up to 10 business days

Source: http://www.intellectsoft.co.uk/mobile-app-marketing.html
## Mobile Apps Marketing

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Silver Per Month</th>
<th>Gold Per Month</th>
<th>Platinum Per Month</th>
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<td>Facebook Fan Page Setup for Apps</td>
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<td>Posting per Month</td>
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<td>Google+ Account Set-Up for Apps</td>
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<td>Post regular updates</td>
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## Mobile Apps Marketing

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<th>Silver From $599 Per Month</th>
<th>Gold From $999 Per Month</th>
<th>Platinum From $1399 Per Month</th>
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<td>Organic Marketing</td>
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MOBILE APP MARKETING

App Analysis
App USP Evaluation

Pre-Launch
Marketing Roadmap
- Pre launch buzz
- Teaser campaigns

Post Launch
Review generation
- In-app campaigns
- Video campaigns
- Drive downloads

Initial Process

Launch
Strategic launch
Reaching target users
Viral promotions

App Store Optimization (ASO)
Search Engine Optimization (SEO)
Mobile Apps Marketing

• App Optimization of the User
• Get the App Discovered
• Acquiring the App Users

App Optimization of the User

• Improve the user’s name, keyword set and description
• Design an appealing app icon and to create compelling screenshots
• Produce a dynamically engaging video trailer
• Develop an effective app landing page
• Conduct market research
Get the App Discovered

• Browse and archive the TOP App Store ranking
• Get benefited from the unbiased App Store reviews
• Get reviewed by the app-centric media
• Generate leads and traffics through different social media platforms
• Acquire large scale PR push
Acquiring the App Users

• To drive application downloads in great volume
• To maintain your App Store ranking
• To analyze your users' behavior to bring the features accordingly
• To grow organic installs
• To establish an active social media presence

App Marketing

• Understand your Market
• Make a Free or Paid App?
• Become a Keyword Ninja
• Mobile Ads
• Applovin Ads in Mobile App
• Playhaven Ads
• The App Review process
• Making money with In App Purchases (IAPS)

http://www.amazon.com/Marketing-Money-iPhone-Chocolate-Development-ebook/dp/B00E3VTR4W
Mobile Apps Marketing

O2O Commerce (Online-to-Offline)

Source: https://www.youtube.com/watch?v=pEDsERv-rFA
Online to Offline (O2O)
Online to Offline (O2O) (Japan)

http://finance-startups.jp/2012/08/o2o-chaosmap/
Social Media Mobile Apps Marketing for Online to Offline (O2O)

Source: http://internetmarketingmag.net/internet-marketing-strategy/how-to-complement-your-online-strategy-with-offline-media/
Online to Offline (O2O) Commerce

Online Marketing
- SEO
- SEM
- PPC
- Website
- App

QR Codes

Offline Marketing
- Brochures
- Sales Letters
- Advertisements

http://coloradotravelmaster.com/summit-county-activities-network/
Online to Offline (O2O)

http://daycaresuccess.com/2013/09/05/creative-strategies-to-make-marketing-better/
Online-to-Offline (O2O) Commerce

Facebook Friends

Real Life Friends

- College friends
- Surfing friends
- New York friends
- Family

http://www.conversationagent.com/2014/04/online-to-offline-commerce.html
Mobile Commerce

Charlotte clicks through to the website and is presented with her 'Wish List' items

Retailer automatically send an email as Charlotte has not viewed her 'Wish List' for a week

She scans a dress she likes & adds to her 'Wish List' then tweets link for opinion

Charlotte 'checks in' by scanning the store QR code with her Retailers app

She buys the dress and chooses Click & Collect delivery method

Retailer automatically send an SMS to Charlotte when her dress is ready for collection

After she has collected the dress she is notified of a survey on her Retailers mobile app

Her survey response is positive so a summary is posted to Facebook & Twitter

Automatic email with accessories offer sent

Start

Finish

Source: http://letstalkpayments.com/light-end-tunnel-omni-channel-retail/
Spontaneity plays a major role in shopping

Spur-of-the-moment vs. Planned shopping

Smartphone:
- 81% Spur of the moment
- 19% Planned

PC/Laptop:
- 58% Spur of the moment
- 42% Planned

We often move from one screen to another while shopping

67% of us start shopping on one device and continue on another

“No, I’ll usually check to see on my phone if they have it online. I’ll usually order it when I get home. a) because I just feel more comfortable, and b) if I’m going to order it online sometimes I’ll look to see if there’s anything else online that wasn’t in the store that I want to add into the purchase.” - Jennifer
Consumers take a multi-device path to purchase

- **65%** Start on a Smartphone
  - **61%** Continue on a PC/Laptop
  - **4%** Continue on a Tablet

- **25%** Start on a PC/Laptop
  - **19%** Continue on a Smartphone
  - **5%** Continue on a Tablet

- **11%** Start on a Tablet
  - **10%** Continue on a PC/Laptop

Inbound Marketing

ATTRACT
- Blog
- Keywords
- Social Media

CONVERT
- Forms
- Calls-to-Action
- Landing Pages

CLOSE
- Email
- Signals
- Workflows

DELIGHT
- Events
- Social Inbox
- Smart Content

Source: http://www.hubspot.com/inbound-marketing
Fiksu Comprehensive Mobile App Marketing Ecosystem

Source: http://www.fiksu.com/products-technology/comprehensive-mobile-app-marketing
Mobile App Design Process

Source: http://acrl.ala.org/techconnect/?p=2882
# Mobile Business Applications Landscape

## Verticals

<table>
<thead>
<tr>
<th>Education</th>
<th>HealthCare</th>
<th>Real Estate/Construct.</th>
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<td>ClassDojo</td>
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<td>Transportation</td>
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<td>Dojo</td>
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## Productivity

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<th>Content</th>
<th>Communication</th>
<th>Task Management &amp; Calendar</th>
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## Sales, Marketing & Service

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<th>Accounting, Finance, IT, HR</th>
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Mobile Marketing Landscape

Graph 1: Mobile Marketing Landscape

Mobile Apps

1.7M+ Apps*

App Stores

Mobile Marketing Landscape

Tracking / Analytics

DSPs / Agencies

Paid Channels

Ad Networks

Social

Gaming

Incentivized

Video

Direct

Burst

Affiliate

Android

International

Cross-Promotion

Organic (SEO, featuring, charts)

Note: *iTunes App Store and Google Play only

http://venturebeat.com/2013/12/06/a-great-appgame-is-required-but-not-sufficient-for-success-in-mobile-marketing/
Mobile Advertising Ecosystem

References

• Philip Kotler & Kevin Lane Keller, Marketing Management, 14th ed., Pearson, 2012


• Rachel Pasqua and Noah Elkin, Mobile Marketing: An Hour a Day, Sybex, 2012