jmango360

The Mobile
Commerce Playbook
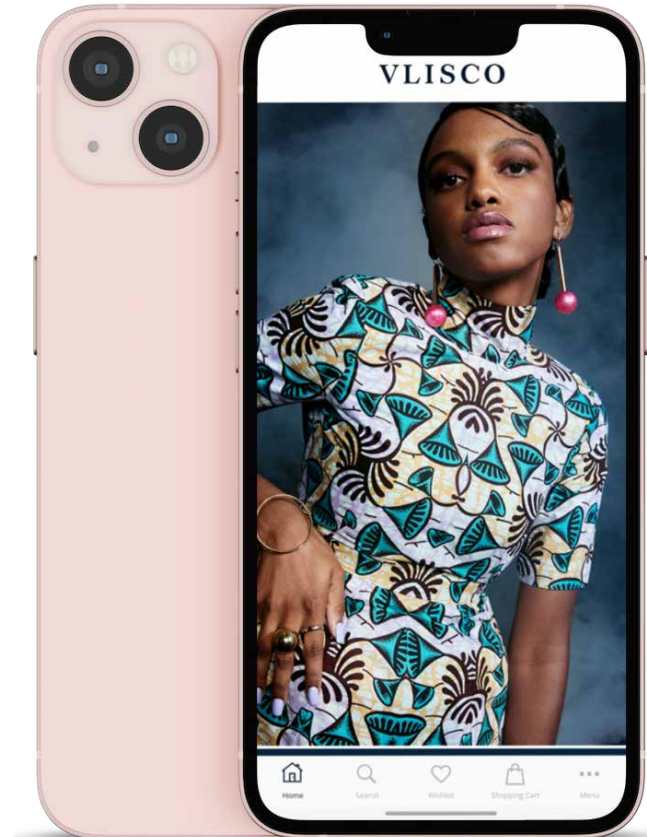# For Ecommerce Brands

jmango
360

Table of **Content**

The Scope Of This Guide
This guide will equip you with essential tools to maintain a competitive edge in the mobile-first era. Utilize it to construct, enhance, and expand your mobile sales - drawing on exclusive insights from a multitude of esteemed mobile marketing experts.

jmango360

CHAPTER 1:
Introduction to Mobile Commerce

What Is Mobile Commerce?

Mobile commerce (m-commerce) is the process of conducting a transaction online using a mobile device. As a crucial part of e-commerce, prioritizing m-commerce is key to staying competitive in today's digital marketplace.

Assuming this trend is fleeting? Think twice! *An overwhelming 84% of internet usage in the US happens solely on mobile devices*.

It's abundantly clear that shoppers are shunning the shackles of stationary buying. Just a few nimble taps and swipes pave the way to social commerce platforms, mobile banking, seamless transactions, and even ticket purchasing and storage.

Why Does Mobile Commerce Matter?

Because it's impossible to ignore the profound tilt towards a mobile-first world. With average Americans peeking at their mobile device a staggering 344 times a day, weaving mobile commerce into your strategy becomes paramount to staying ahead in this relentlessly dynamic market.

Here's a quick look at some key statistics underlining its undeniable prominence:

- Mobile commerce is set to explode to $620.97 billion by 2024, making up 42.9% of all e-commerce.
- Weekly mobile purchases in 2021 were routine for nearly 33% of US internet users.
- 21% of people browsing online frequently check retail apps daily, while 35% visit multiple times per week.
- Shopping apps are a go-to for price comparison for 49% of Americans.

Thus, for businesses, offering a better mobile experience equals higher revenue at lower costs.

Next to the huge potential, another factor is the declining ad ROI and costlier social and search ads. In other words, brands are spending more while getting less return. This necessitates getting the most out of campaigns and efficient traffic conversion to instant transactions.

By optimizing mobile sites and apps, such rates can double, driving more returns from ad expenditure, reducing bounce rates, and fostering repeat customers.

CHAPTER 2
Why Most Brands Fail with Mobile Commerce

Simple. An Outdated Mindset

While large global brands such as Amazon, Sephora, Zara, and Nike prioritize a mobile strategy, many companies still concentrate mainly on improving their desktop site. They often allocate most of their budget to paid ads, rather than increasing their current mobile conversion rates.

Consider this: You invest 5000 in advertisements, generating a return of 12,500 with a conversion rate of 2.5%.

Now, imagine if you were to enhance the mobile experience and bolster the conversion rate to 5%. Instantly, for the same investment of 5000 on ads, your return would double to 25,000.

The more adept you become at transforming visitors into shoppers cost-effectively, the larger your budget to reinvest and attract even more customers.

Gradually, this strategy will take you one step ahead of your adversaries while amplifying your competitive stature in the market.

Despite the tantalizing rewards on offer, many brands continue to overlook the significance of mobile optimization. They're like sailors refusing to leave their old, safe harbor of desktop revenue, thinking it's the ultimate treasure island. But in reality, they might just be flowing on a mobile experience that's barely passing - say, a 6 out of 10 - when it could be the real secret to significantly boosting their overall revenue.

jmango 360

Top Mobile Frustrations for Shoppers

Equipped with extensive data and a profound understanding of consumer behavior, we've identified the primary challenges customers encounter:

Pain Point	Description	Percentage of Users Affected
Slow Site Speed	The site takes too long to load, discouraging users from staying	32% to 123%, depending on delays
Small Clickable Areas	Difficulty in tapping links or buttons due to their small size	67%
Inconvenient Checkout Process	The need for pinching, scrolling, or inputting extensive details hinders the purchase process	50% if longer than 30 seconds
Extra costs too high	The added costs for shipping, tax, or other fees inflate the total price beyond what customers were prepared to pay	48%
No Guest-Checkout Option	The requirement for customers to create an account for purchasing adds an unnecessary barrier to the process, leading to potential abandonment	24%
Returns policy wasn't satisfactory	The return policy may not be flexible or accommodating enough, leaving customers uncertain about their purchase	12%
Not enough payment methods	A lack of diverse payment options, particularly mobile-friendly ones, restricts customers who prefer certain payment methods	9%
Insufficient Product Information	The site takes too long to load, discouraging users from staying	N/A
Difficulty Comparing Products	The site takes too long to load, discouraging users from staying	N/A

To dodge these obstacles and cultivate success, brands ought to judiciously choose their mobile mix, considering their distinct needs and capabilities.

After all, no one enjoys waiting for a screen to load or repeatedly inputting copious amounts of information. This is why it's crucial to hone in on fine-tuning the mobile site, payment processes, app functionality, social media presence, and in-store experiences.

In the upcoming chapters, we'll delve deeper into how brands can effectively keep pace with emerging mobile trends and streamline all processes. We'll focus on practical techniques to prioritize personalization, construct an omnichannel customer experience, and leverage social commerce and chatbots within the mobile strategy.

CHAPTER 3
How To Optimize Your Mobile Site

Having identified what grinds shoppers' gears and sends them running, it's time to turn the tables. Below we'll delve into strategic interventions that not only steer clear of these pitfalls but also elevate your mobile experience beyond customer expectations.

Mobile-Friendly Design

Creating a mobile-friendly design isn't simply a box to tick; it's the foundation on which all else stands.

An essential starting point is a **responsive layout** that adjusts intuitively to various screen sizes. This avoids the hassle of creating distinct configurations for different devices. The usability aspect extends to having clear, easy-to-tap **call-to-action buttons** and a practical **'hamburger menu'** - the three-line button that conserves screen space while ensuring easy navigation. On top of this, integrating an efficient **search feature** can significantly enhance the user experience, particularly for content-rich sites.

But be cautious with pop-ups. While they might be tempting for data collection, they can backfire if perceived as intrusive. Balancing the need for information with the desire for a smooth customer experience is vital.

Before we move on, here are some additional mobile design tips to bear in mind:

- **Prioritize Important Content**
- **Opt for square or vertical images**
- **Consider font size and readability**
- **Incorporate White Spaces**
- **Optimize Forms for Mobile**
- **Test thoroughly**

Site Speed

The rapid pace of our digital age has little tolerance for sluggish speeds.

Check out what Google's PageSpeed Insights have to say about your site. Remember, each additional second of loading time significantly impacts user experience, with studies suggesting that the optimal load time is no more than one second.

In fact, as early as 2020, Google recognized the sweeping impact of mobile usage and unequivocally shifted all websites to a mobile-first indexing strategy. This move underscored the paramount importance of swift load times, crucial not just for enhancing user experience but also for driving organic traffic - given the substantial weight that page load time carries in Google's ranking algorithm.

But, how can you enhance your site speed? Let's break it down:

Choose a Robust Web Host
A fast and reliable hosting service is the cornerstone of an efficient website. Without it, any other optimization efforts may be fruitless.

Leverage Content Delivery Networks (CDNs)
CDNs are networks of servers that store copies of your site across multiple geographical locations. This reduces the distance to your server for global customers and enhances load times.

Enable Caching
Such allows your website's content to be stored on the user's browser, enabling quicker load times for repeat visits as the browser no longer needs to download every piece of data afresh.

Implement Asynchronous Loading
Scripts on your site can either load synchronously (one at a time) or asynchronously (simultaneously). The latter guarantees one slow-loading script doesn't delay the rest of your page from rendering.

Optimize Images
High-quality images are critical, but they must be balanced against loading speed. Use image compression tools such as Compressor.io to reduce file sizes without compromising visual appeal.

Reduce Redirects

Each redirect creates additional HTTP requests, slowing down your site. Keep them to an absolute minimum to ensure faster load times.

Minify Web Page Code

Excessive or unnecessary code can bog down your site. Avoid unless necessary.

Compress Your Site's Data

Use tools such as Gzip to reduce the size of your website's data, including HTML, CSS, and JavaScript files.

Product Pages

Designing for the small screen is vital to transition to the world of product pages. Short, punchy copy caters to mobile users' quick scanning habits, while features supporting common mobile gestures like tap, swipe, and pinch-to-zoom enhance user interaction. Additionally, the judicious use of whitespace and expandable sections, much like those offered by Square, lets you present additional information without cluttering the screen.

To really stand out, consider tapping into emerging technologies like augmented reality (AR) to provide a more immersive and interactive product viewing experience.

The Checkout Process

Lastly, refining the checkout process can often be the turning point in transitioning visitors to customers. It's here where we need to emphasize a smooth shopping experience.

Implementing Swift Purchasing Options

One way to achieve this is by incorporating swift, single-click purchasing options and using stored customer data for returning shoppers. Instead of having them repeatedly input credentials, payment information, and shipping addresses, having these details pre-saved can streamline the process significantly. This function can be done by logging in on a mobile site; however, it's even more efficient with a mobile app where information is already saved. We'll dive deeper into the benefits of mobile apps in Chapter 5.

Easy and Fast Payment Options

Alongside saved credentials, integrating fast and easy payment options like Apple Pay is also crucial. These elements help to significantly curtail shopping cart abandonment by simplifying the shopping experience and requesting only essential data from users.

Showing Progress

Guest user provisions also play a role in easing the checkout process. And in the case of multi-page transactions, think about using a progress bar to manage customer expectations effectively.

We will explore these aspects in more detail in the next chapter, providing more insights into how to optimize your mobile commerce experience.

jmango
360
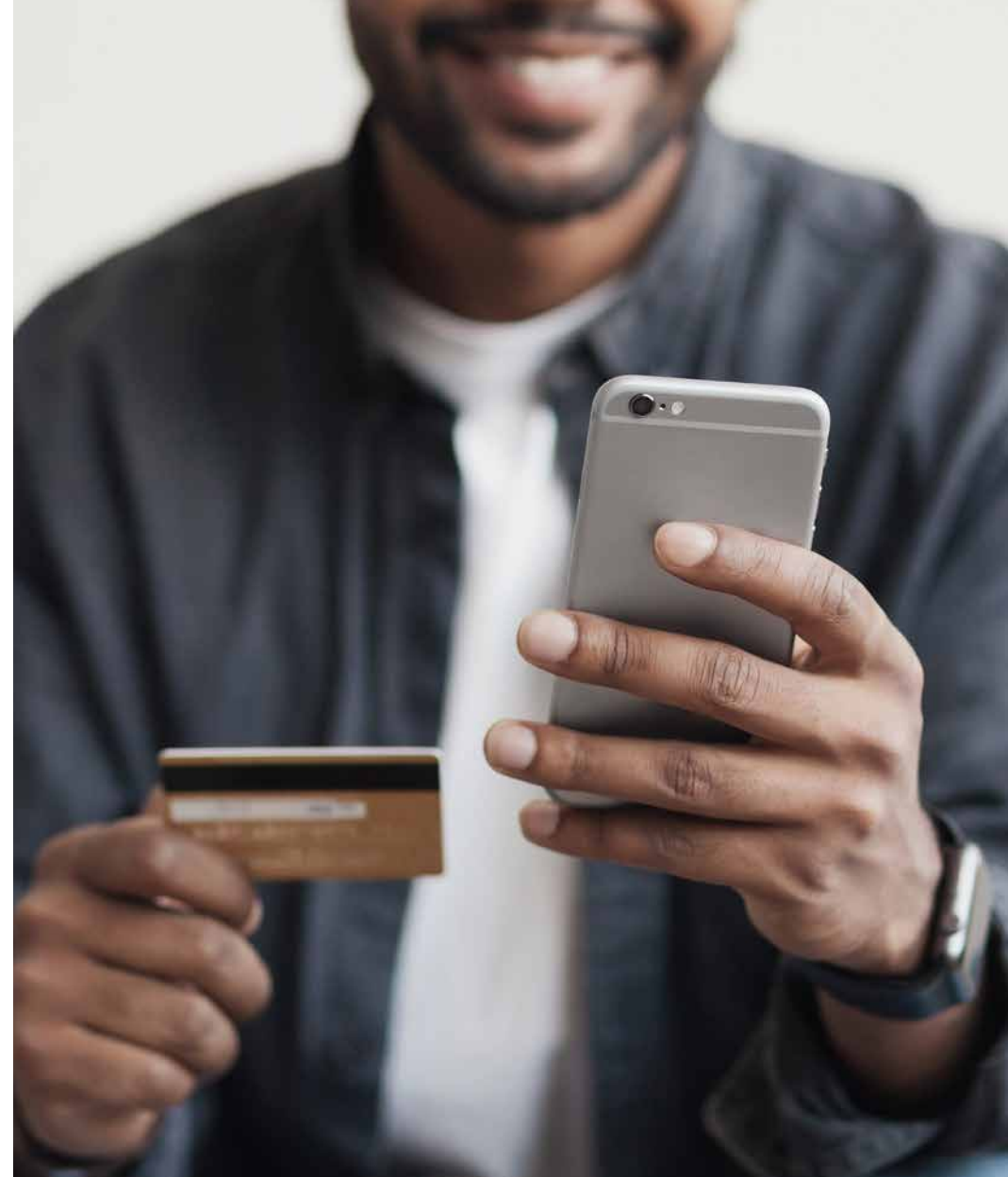
CHAPTER 4
Perfecting Checkout and Leveraging Mobile Payments

Having underscored the checkout process's pivotal role in customers' shopping experience, it's time to delve deeper into the strategies to ensure they comfortably
hit that "Buy Now" button.

Let's walk through the checkout journey from start to finish, revealing strategic touchpoints on the path toward conversion:

Entering Personal Details: Next comes the part where shoppers fill in their personal information. Manually inputting can be tedious for some and often leads to cart abandonment. An efficient way to tackle this is to implement an **auto-fill feature**, which pulls information users have previously entered into their devices or web browsers. For mobile sites, this convenience is only possible after logging in, but apps can do this directly, hence contributing to their high conversion rates.

The Start of the Checkout Process: A customer decides they're ready to purchase and clicks on 'Checkout'. The thing is that not everyone wants to create an account. Offering a guest option at this point can be a game-changer, providing a quick and commitment-free opportunity that can make all the difference. This step becomes less of an issue with a mobile app given that users are typically logged in.

Understanding Terms and Conditions: Here, **transparency on terms** is crucial. Making your shipping and return policies unmistakable prevents any last-minute surprises that could turn the transaction sour.

Final Checkout: As customers approach the last step, **clear and Concise Calls-to-Action** guide them. The "Confirm Order" or "Buy Now" buttons must be bold and clear.

Reviewing the Purchase: Everybody gets second thoughts; sometimes, customers might want to re-check their order. Keeping this process as sleek as possible is essential, so ditch any **pop-ups and interruptions** and allow users to stay focused on their purchas.

Proceeding to Payment: This critical step requires the utmost attention. In the realm of m-commerce, it's not just about accepting payments, but **embracing mobile-friendly options**. These can be even more deeply integrated with a mobile app. Consider incorporating mobile wallets, 'Tap to Pay' features, cryptocurrencies, and QR codes. These eliminate the need for physical cards or cash, maximizing the use of devices customers already heavily rely on.

Post Checkout Support: Ensure a purchase receipt promptly reaches the customer's inbox upon completion. This straightforward step dispels unnecessary confusion, preventing an influx of confirmation-seeking emails. Furthermore, augmenting this with **real-time chatbots and live assistance** both enhances the user experience and alleviates potential buyer's remorse.

CHAPTER 5
Unlocking the Power of Your Own Mobile App

Today's mobile-first world isn't just about having a fully optimized website; it's about creating seamless, integrated experiences tailored to the palm of your customers' hands. One solution that is becoming increasingly popular in leveraging this trend is developing your own mobile app.

The power of apps is only growing; since 2016, the volume of downloads has catapulted by a staggering 80%, emphasizing their pervasive influence. Furthermore, people devote around 4-5 hours per day engaging with apps, thus creating a fertile ground for businesses to nurture customer engagement. The bulk of this time is committed to social media and other entertainment channels. However, shopping, which occupied a mere 5% of these digital interactions in 2016, has seen a marked increase in recent years, signifying a growth trend in retail and e-commerce engagement.

This trend has significantly sculpted the mobile retail environment. Consider, for example, the Chinese e-fashion company SHEIN, which personifies the massive potential of digital commerce platforms. Amid its global expansion efforts in 2020, the brand experienced exponential growth in mobile interaction. The State of Mobile 2021 report spotlighted SHEIN's remarkable achievements, with user time in its platform escalating by 170% in Mexico, 440% in Australia, 490% in the UK, 530% in France, 550% in Canada, and an extraordinary 5525% in Brazil. This impressive upswing in mobile interaction contributed to the company's sales forecasts, reaching a commendable $30 billion for 2022 alone.

US Time Spent By App Category
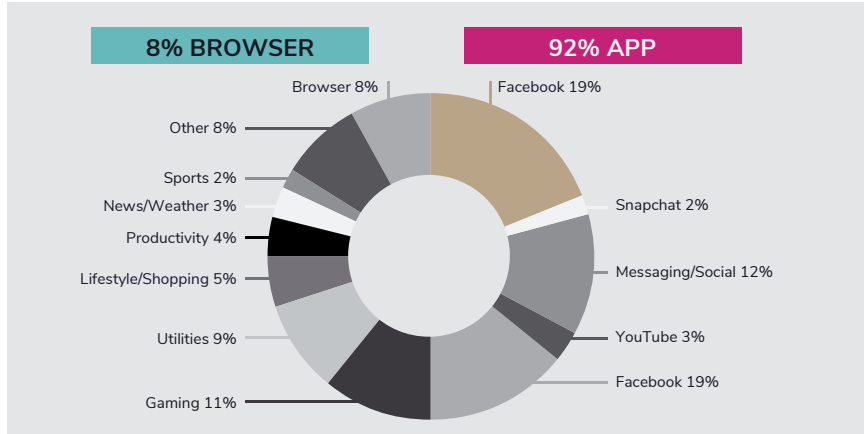
Source: FlurryAnalytics, comScore, Facebook, NetMarketShare. Note: US, Dec 2016

Plus, the potential return on investment is impressive: by 2023, mobile applications are forecasted to produce revenues surpassing $935 billion. To put this in perspective, this projection marks a significant surge compared to $400 billion in 2021, more than doubling in just two years.

As an increasing number of companies harness the benefits of proprietary mobile apps, the critical question emerges: Why should you channel resources into developing one?

Here are eleven compelling reasons to consider:

Reason 1: Shoppers and Competitors Alike Are Harnessing the Power of Apps

As demonstrated earlier, consumers are increasingly gravitating toward mobile apps for their shopping needs. Research reflects this shift, with 79.9% of smartphone users having used their mobile devices to make a purchase as of 2023. The trend is even more accentuated in certain regions. However, it's not just buyers who are part of this transformation; industry rivals are also staking their claim in the app domain. Brands such as SHEIN illustrate the potential success awaiting those who venture into this space.

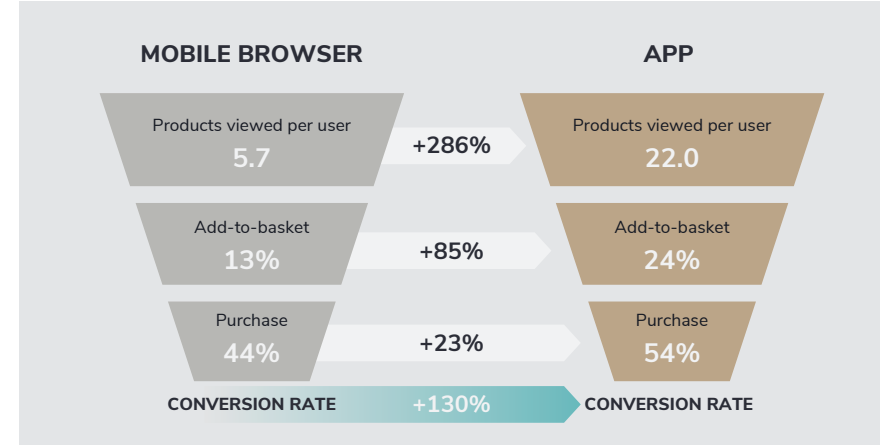**Annual hours spent in Shopping Apps Worldwide, 2019-2022**

in Billion

+31.6%
+19.0%
+10.1%

63.2
83.2
99.0
109.0

2019 2020 2021 2022
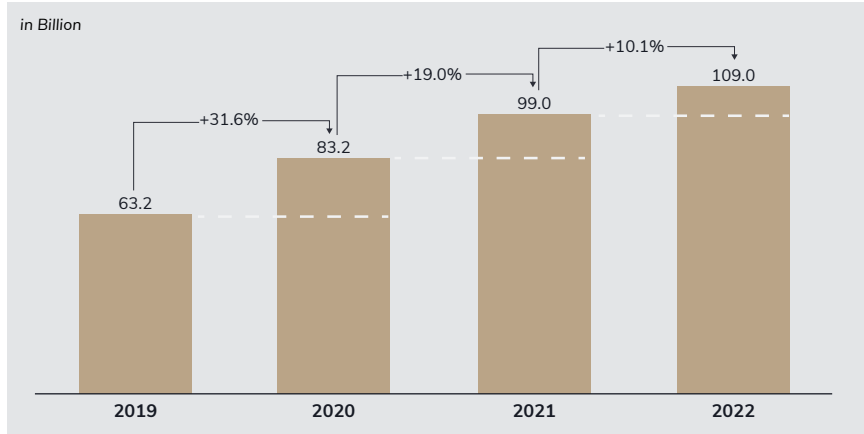
Source: Data.ai - State of Mobile 2023

Reason 2: More Revenue And Higher Conversion

According to a report by Criteo, mobile apps generate at least 3x the conversion rate of mobile sites. This boost is fueled by a constellation of user-centric features that mobile apps excel in. Primarily, the ability to store user data promotes a personalized, frictionless checkout process, mitigating cart abandonment and elevating conversion rates. Furthermore, the implementation of real-time, targeted notifications helps to keep your brand at the forefront of customers' minds, prompting more frequent engagement and purchases.

Global Retail Convention Funnel, by Channel

MOBILE BROWSER		APP
Products viewed per user 5.7	+286%	Products viewed per user 22.0
Add-to-basket 13%	+85%	Add-to-basket 24%
Purchase 44%	+23%	Purchase 54%
CONVERSION RATE	+130%	CONVERSION RATE

Reason 3: More Revenue And Higher Conversion

Shoppers using mobile apps have been found to return 2x faster within 30 days and spend at least 23% more than those on mobile sites. This higher spending and return rate can be ascribed to the tailored experiences that apps deliver, paired with the convenience of saved preferences and single-tap purchases. Furthermore, mobile apps can introduce comprehensive loyalty schemes, offering incentives that inspire customers to revisit and increase their spending.

Reason 4: Personalized User Experience

An app allows you to deliver a highly personalized experience tailored to individual users. You can track customer preferences and buying behavior as well as enable features like personalized recommendations, rewards, and push notifications to foster deeper relationships with customers.

Reason 5: Improved Customer Engagement

Apps provide an excellent platform for customer engagement and communication. Features like in-app messages, push notifications, and direct marketing communications can keep your brand at the forefront of users' minds and boost conversion rates.

Reason 6: Leveraging Device Capabilities

Mobile apps can tap into the various built-in features of mobile devices, such as cameras, GPS, accelerometers, and more. This creates numerous innovative opportunities to enhance the overall customer experience.

Reason 7: Simplified Checkout Process

Apps provide a seamless checkout process, as they can securely store user data like shipping details and payment information. This reduces friction at checkout and leads to increased conversion rates.

Reason 8: Direct Marketing Channel

An app serves as a direct marketing channel, providing immediate access to your products or services. Push notifications can be effectively used to promote offers, new products, or sales, thereby directly reaching your customers. This allows for tailored marketing, where notifications can be segmented based on factors like cart abandonment, geographical locations, shopping behavior, and customer retention rates.

Reason 9: Increased Brand Presence

A mobile app icon acts as a form of an ongoing advertisement on a user's device screen. It keeps your brand top of mind and just a tap away at all times. Think about it this way: If a customer is thinking of buying new shoes, the likelihood that they'll make the purchase using your app (due to its convenience) is much higher than buying from a competitor.

Reason 10: Competitive Advantage

Owning a unique mobile app can set you ahead of your rivals, particularly those yet to make this digital transition. It portrays your brand as innovative and indicative of a customer-centric philosophy.

Reason 11: Offline Accessibility

Unlike mobile websites, apps can offer content and features that are accessible offline. This ensures that customers can engage with your brand even when not connected to the internet.

CHAPTER 6
The Art of Personalizing Mobile Commerce Experiences

It's human nature to crave attention, to want to feel understood, valued, and catered to. The same principle applies to the world of e-commerce. A staggering 74% of customers express frustration when faced with website content that doesn't speak to their needs or preferences. Even more telling, 66% say they will forgo making a purchase altogether if the content lacks personalization.

In the ever-evolving digital landscape, delivering personalized experiences isn't just a nice-to-have feature - it's a business imperative.

In the ever-evolving digital landscape, delivering personalized experiences isn't just a nice-to-have feature - it's a business imperative. And mobile technology provides just the right platform, underlining its significance in today's market.

Data Collection: The Foundation of Personalization
Mobile commerce is an incredible tool for gathering customer data, the fuel powering personalization. The more insights you have about your visitors and customers, the better you can tailor your products, messaging, and budget.

But there's a twist. The shift away from third-party data (think cookies) makes collecting owned data more critical than ever.

How do you go about gathering such information? Think about giving away discounts, designing engaging quizzes, or analyzing purchase data. Even better, consider leveraging app downloads to gather information like email addresses, preferences, and phone numbers. The outcome? A deep understanding of what resonates with your different customer groups (which takes us to the very next tip).

Leveraging AI Tools for Personalization
It's time to bring out the big guns: AI-powered personalization tools. These ingenious systems adapt what they show customers based on behavior and first-party data. So whether it's product suggestions, Instagram ads, or price categories, everything is tailored to the individual. Consider tools like Netcore Cloud and Salesforce to elevate your personalization strategy to the next level.

Creating Customer Segments Using Owned Data

Owned data — insights gathered from actual customer interactions — is an immensely powerful tool for personalization. This rich resource encompasses a broad range of details, from buying behavior and product preferences to abandoned shopping carts and mobile app interaction patterns, even extending to loyalty program engagements.

Taking quick, decisive action can yield impressive results. Consider segmenting your audience according to various factors: purchasing habits, shopping frequency, favorite products, demographics, locations, and even instances of cart abandonment. Tailored push notifications sent to these precisely defined segments can prove tremendously effective, especially when delivered opportunistically.

To illustrate, JMango360 partners with OneSignal. This alliance facilitates the creation of these specific segments and the crafting of excellently targeted messages. Moreover, it gives us access to robust data, enabling measuring results and ensuring the continual improvement of our strategies.

Crafting Personalized Customer Journeys

Smartly utilizing all your channels and ad assets can create distinct customer journeys. Start by distinguishing the pathways for returning visitors (utilizing email/SMS) and those for newcomers (ex., employing social media/influencers). Ensure you use similar copy or creative content that inspired them to engage in the first place. This consistent presentation of your brand prolongs engagement by providing a familiar, resonant experience.

Blending Online and Offline for Enhanced Personalization

The line between online and offline shopping experiences is blurring, and you can leverage this shift for enhanced personalization. Think about strategies like placing QR codes on outdoor banners for mobile app downloads or enabling in-app purchases for items scanned in physical stores.

Beauty Solutions offers a great example of a synthesized approach. They provide personalized in-app tips from beauty experts based on buying behavior and encourage customers to pick up discounted products in-store - a combination that can resonate deeply with consumers and boost sales.

CHAPTER 7
Mobile support

No matter if you follow this playbook word by word or do the best possible job at strategizing your e-commerce brand, you will, at some point, face complaints, requests, and constructive feedback. That's just how it is. The best thing you can do is be ready for when that happens, so you can solve the issue in the most efficient way possible. Customers will appreciate that preparedness and efficiency.

Elements of Excellent Mobile Support

A robust mobile support system requires several key elements. **Accessibility** is fundamental; users should be able to access support through a simple, intuitive interface that doesn't require them to navigate away from their current screen.

Responsiveness is equally crucial. Today's customers expect quick solutions to their problems, and your mobile support system should cater to this need.

Finally, **usability** is a crucial factor. Your mobile support should be user-friendly, ensuring that the customer can communicate their issue easily and understand the provided solution. It should feel natural and seamless within the broader mobile experience.

How To Tailor Your Customer Support Experience to the Needs of Today's Mobile Consumers? Here Are Six Ways.

In-App Support
Implement an in-app support system that allows users to reach out without having to leave the app. This fosters a seamless user experience and speeds up problem resolution.

Chatbots
AI-powered chatbots can provide immediate responses to common customer queries, enhancing service speed and efficiency. They can also redirect more complex issues to human support staff.

Mobile-Optimized Knowledge Base
A mobile-friendly knowledge base can empower users to solve their own issues by providing valuable articles, FAQs, and guides.

Social Media Support

Leverage popular social media platforms that your customers use. Quick response times and helpful assistance on these platforms can significantly enhance customer satisfaction.

Personalization

Use customer data to personalize support interactions, showing customers you understand and care about their needs.

Proactive Support

Use in-app notifications or SMS to alert users about potential issues before they become problematic. This demonstrates that you are attentive and proactive.

jmango 360

CHAPTER 8
Communicate On Mobile: Email, SMS & Push Notifications

In every relationship, the foundation of understanding, connection, and trust is built on solid communication—businesses and their audiences are no different.

With the dynamic digital landscape, three channels have emerged as pivotal in mobile communication: Email, SMS, and Push Notifications. In this chapter, we are set to delve deep into the nitty-gritty of each, unraveling their unique characteristics, strengths, and best practices.

The Classic Emails

Emails have taken a quantum leap in digital communication. With easy accessibility on all modern devices, emails are integral to the mobile marketing mix.

However, its application necessitates a nuanced approach.

Foremost is the requirement for mobile-optimized email designs catering to diverse screen sizes, facilitating a smooth user experience. For instance, a tip to remember is keeping your subject lines concise and catchy; under 60 characters can increase open rates. Coupled with this is personalization, which has emerged

from being a pleasant surprise to an expectation in email communication.

But effective email marketing transcends beyond design and personalization. It incorporates strategic timing and frequency of communication. Sending emails between 10 AM - 11 AM on weekdays has proven to yield higher open rates. Brands need to find the sweet spot between engaging customers and overwhelming them, intending to foster a positive brand association.

Moreover, A/B testing, which involves experimenting with varied email versions, can unlock customer preferences, aiding in shaping future strategies.

The Power of SMS Communication

Shifting our focus to SMS, its appeal lies in its inherent immediacy and directness. What sets this communication channel apart in the world of mobile communication is its near-universal reach and impressive open rates. Unlike emails that might remain unopened or push notifications that can be dismissed or ignored, text messages are almost invariably read, giving brands a potent channel to connect with customers.

SMSs can also serve as a substantial revenue generator. Unlike emails, they don't require internet connectivity, making reaching users on the go much easier. With a well-crafted text message, brands can promptly inform customers about new offerings or exclusive deals, literally placing their products within the arm's reach of their audience.

Push Notifications: The New Frontier

Push notifications, while similar to SMS on the surface, offer unique possibilities. Thanks to customer segmentation, these alerts can be specifically tailored to individual interests, preferences, and buying histories. This personalized approach and integration of visual elements such as images and carousels boost the relevance of the notifications, thereby increasing their engagement potential.

Timing also holds significance. Sending notifications during times when users are most active, typically in the evening, can enhance their effectiveness.

A/B testing here assists brands in discovering the ideal blend of headlines, images, and offers that can elicit maximum customer response. Experimenting with different message tones using words like "exclusive", "limited time offer", or "just for you" in an informative, urgent, or promotional context can help identify what drives the most engagement.

Respecting Customer Choices

A crucial aspect of all forms of mobile communication is acknowledging and respecting user autonomy. Whether it's email, SMS, or push notifications, it's essential to provide clear opt-in and opt-out options. This allows whoever is on the other side of the screen to exert control over the type and frequency of communications they receive. After all, you don't want users to cringe at the sight of your brand's name on their screen.

jmango 360

CHAPTER 9
Mobile Advertising

Businesses' commitment to mobile advertising is underlined by the astonishing projected expenditure, anticipated to crest at a colossal $400 billion by 2024. This investment illuminates the critical position held by varied ad formats - from mobile display and social media ads to in-app promotions, SMS marketing, and search ads - collectively emphasizing its crucial role in fueling brand expansion and customer engagement.

Mobile Advertising Spending Worldwide from 2007 to 2024

in Million US Dollars
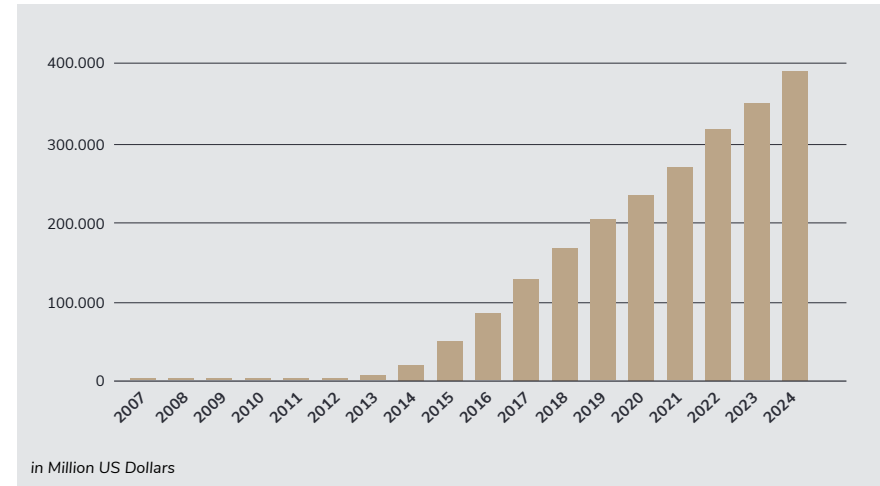
Source: Satista, 2023

The Benefits of Mobile Advertising

Mobile advertising has numerous advantages that uniquely position it as a potent tool for effectively reaching audiences. These benefits range from offering personal and convenient touchpoints to leveraging device-specific features for personalized campaigns. Here is a comparative table that puts into perspective these benefits, especially in contrast to desktop advertising.

Advantages	Mobile Advertising	Desktop Advertising
Personal And Convenient	Mobile advertising delivers a personal touch due to the close relationship people have with their phones. It also allows brands to connect with customers wherever they are, enhancing convenience.	Desktop advertising can be personal, but lacks the portability and constant accessibility of mobile devices.
Real-Time Tracking And Responsiveness	Mobile advertising enables real-time tracking of user behaviors and preferences, allowing for immediate response to customer interactions.	Real-time tracking is possible with desktop advertising, but without the immediacy and accessibility provided by mobile devices.
Innovative Ad Formats	Mobile advertising supports unique ad formats like in-app ads, SMS marketing, and location-based services.	Desktop advertising supports traditional ad formats like banner ads and pop-ups.
Reconnection With Cart Abandoners	Mobile retargeting helps reconnect with potential customers who've abandoned their shopping carts.	Desktop advertising lacks the same level of accessibility for retargeting.
Combats Decreased Social Media Visibility	As social platforms shift to pay-to-play models, mobile ads help maintain brand engagement and visibility.	Organic reach on social media is dwindling, affecting desktop advertising strategies.
Integration With Mobile-Specific Features	Mobile advertising can leverage device-specific features like geolocation, click-to-call, and app usage data for more personalized campaigns.	Desktop advertising lacks mobile-specific features, leading to less personalized campaigns.

Best Practices in Mobile Advertising

Maximizing the potential of mobile advertising relies on a strategic approach tailored to the platform's unique strengths. These best practices aim to optimize your campaigns, ensuring effective use of resources and higher ROI. Here's our take:

1. **Design Mobile-First Ads:** Create ads built for mobile viewing, taking into account the typical mobile user's behavior and screen size. For example, use clear, compelling visuals and concise, compelling copy.

2. **Implement a Hybrid Social Media Strategy:** Optimize your organic and paid strategies on social media by tailoring them to your target groups. Curate compelling introductory content for new visitors that resonates with their needs or interests. For existing customers, focus on maintaining their interest with engaging updates, exclusive offers, or product recommendations. Consistency is critical: ensure your brand message remains uniform across all channels to maximize reach.

3. **Focus on Mobile Retargeting:** Harness the initial interest that led potential customers to engage with your brand in the first place. Use familiar imagery, copy, or offers in your retargeting efforts, which can lead to higher conversion rates as it strengthens recall and familiarity.

4. **Use Video Ads:** Videos offer a rich, engaging ad format that can convey more information and emotion than static ads. Make them short, engaging, and suited for silent viewing, as many users may watch with the sound off.

5. **Optimize Landing Pages for Mobile:** Ensure your landing pages are mobile-friendly. They should load quickly, be easy to navigate on a small screen, and lead the user intuitively toward conversion.

6. **Leverage Location-Based Advertising:** Take advantage of mobile devices' geofencing and geo-targeting capabilities to deliver relevant ads based on a user's location. This can enhance personalization and create a more direct connection with potential customers.

7. **Experiment with Augmented Reality (AR) and Virtual Reality (VR) Ads:** These immersive formats can offer a memorable and engaging user experience. Brands can use AR to enable customers to visualize products in their environment or VR for immersive storytelling.

8. **Adopt Machine Learning for Ad Optimization:** Machine learning algorithms can analyze data to understand user behavior and preferences and optimize ads accordingly. This can lead to more effective targeting, improved ad performance, and a more personalized user experience.

CHAPTER 10
Mobile Budget

In many scenarios, the adage holds true: you get what you pay for. Few valuable things come cheap, and those that do may not prove beneficial in the long term. This principle extends to business practices too, where strategic budgeting becomes the key, especially when planning mobile strategies in the e-commerce industry.

An insightful look at successful e-commerce giants reveals a common trend - a dedicated allotment for mobile strategies. These brands understand the growing influence of mobile devices and have adjusted their budget allocations accordingly to seize the opportunity. The reasons are evident as there's no room for falling behind, especially with mobile commerce sales projected to skyrocket to a staggering $710 billion in the US by 2025.

Down To Business

Recognizing m-commerce as a distinct priority fosters sharper, more effective strategies.

Budgeting for mobile should be as organized as grocery shopping with a systematic list. When you itemize your groceries, you save time by visiting each section only once, and you're more likely to make purposeful, efficient purchases that satisfy your needs. Similarly, grouping mobile initiatives within the overall webshop budget often leads to unproductive back-and-forths, potential overspending, and overlooked high ROI opportunities.

Here is an effective budget allocation for mobile initiatives:

Paid Ads & Influencers (20%): In the age of social media, paid ads and influencer collaborations are invaluable. They provide a direct route to a vast pool of potential customers, with 48% of social media users having made a purchase after seeing an ad.

SEO & Organic Social (20%): Organic visibility is critical for long-term success. Strong SEO practices help your mobile site rank higher on search engines, while an engaging social media presence can foster community and customer loyalty.

Webshop Optimization (20%): Given that as many as 84% of US mobile users are reported to abandon their shopping carts, it's clear that the checkout experience on your mobile webshop or app can be the linchpin of a sale.

Mobile Site Optimization (20%): Same as above. An optimized mobile site can significantly boost customer engagement and conversion rates. This includes enhancing site navigation, load speeds, and overall mobile friendliness.

Mobile App and Optimization (20%): A dedicated mobile app brings new customer engagement avenues. Continuous optimization keeps it user-friendly, feature-rich, and functional. It's important to allocate resources for creating unique push messages and well-defined customer segments that can fuel sales, as well as investing in effective in-app assets.

jmango 360

CHAPTER 11
A Future Outlook

In our journey through this eBook, we've unpacked the mobile-first mindset that's taking the world by storm. We've seen how users' expectations have morphed, demanding seamless, omnichannel experiences that pivot and adapt as the mobile landscape evolves.

But where is all this momentum pointing? What does the future of mobile commerce hold?

Forthcoming Payments Solutions: Contactless and Crypto-currency

One clear forerunner is **Contactless Pay**, a convenient, fast, and secure solution that's integrating itself into everyday life. On a parallel track, another game-changer is unfolding: **Cryptocurrency**. These digital currencies offer unrivaled decentralization, increased privacy, and lower transaction fees, making them a compelling option for m-commerce. With anticipated growth to $2.2 billion by 2026, cryptocurrency payments present a thrilling and innovative addition to mobile commerce, intricately weaving themselves into the fabric of traditional payment methods.

Unique Digital Assets: NFTs and the Metaverse

From there, the spotlight turns to **Non-Fungible Tokens (NFTs)**, a concept destined to radically transform m-commerce. From offering exclusive digital collectibles to unique brand art or even virtual real estate in burgeoning metaverses, NFTs tender a novel way to kindle interaction and brand loyalty.

Simultaneously, the **Metaverse** is opening doors to virtual storefronts, forging new paths for brands to reach customers. With projections of $730.5 billion by 2028, the Metaverse hints at a paradigm shift where geographical limitations dissolve and a new global marketplace emerges.

A New Age of Influencer Marketing

Influencer marketing may be on the cusp of a transformational moment as the bridge between the physical and virtual worlds gets ever narrower. **Virtual Influencers**—digital personas with the power to sway consumer behavior—are emerging on the scene. By 2025, these AI-driven personalities could push the market size by 26%, introducing a whole new layer of dynamism to m-commerce.

As we find ourselves on the brink of these exhilarating advancements, readiness and adaptability transition from optional to essential. At JMango360, we're equipped and ready to steer your brand across the exciting terrain of these emerging developments, leveraging our deep-seated expertise in mobile commerce, amplified by our technology-powered insights.

Reach out to us, and together, we can delve into the promising future of mobile commerce, architecting distinct experiences that will elevate your brand and keep it ahead of the curve.