The Future Of Mobile Marketing
While Many Companies Aren’t Paying Attention...
A Series Of Dramatic Changes Among Their Buyers Are Exploding All Around Them.
Over Half The Planet

5 BILLION

Is Mobile

5 Billion Mobile Subscriptions Worldwide

Source: ITU Data
$5 BILLION IN 3 QUARTERS
5 BILLION APPS DOWNLOADED
As Compared To Mobile’s 5 BILLION Subscriptions?

- 106.5 Million Viewers (2%)
- 700 Million Users (14%)
- 1.7 Billion Netizens (34%)
Whether Teen, Tween, Business Professional, Senior Citizen, Rich or Poor: EVERYONE is Mobile
“We are in the early innings of a massive phenomenon.”
Even Barbie Now Has An iPhone.

(But does she Text Ken?)
Our Mobile Devices Are Now Our “Personal” Computers.
We Want **MORE** Choice

- Mobile Augmented Reality
- QR/2D Barcodes
- Location-Based Services
- SMS Alerts & Campaigns
- Mobile Web Sites
- Video & Audio
- Mobile Apps, Utilities & Extensions
- Mobile Advertising
- Mobile Social Media
The Numbers Are Mind-Blowing
U.S. Smartphones in 2010: 60 million

Source: eMarketer
U.S. Smartphones in 2015:

110 million

Source: eMarketer
2011 Growth Rate For Tablet Computers (thanks iPad!): 100%
Amount of U.S. Workforce Currently Mobile: 72%
Decision makers currently checking email on their mobile devices:

64%
Amount of Mobile Internet Usage Spent on Social Networking:

60%
Increase in Social Network App Access Year-Over-Year: 240%
But Perhaps Most Profound Of All . . .
The New Web

3-5 Years Mobile As First-Screen Internet Device

Morgan Stanley findings [here](#).
Gartner findings [here](#).
“This new, huge technology market will transform almost every industry.”

Dennis Woodside, Sr. VP of the Americas
How Mobile Changes US

(psst: this includes your customers!)
We Now Spend More Than Half Our Day Consuming Media

Source [here](#)
We’re Impatient! You Make It Or Break It In 2 Seconds.
We EXPECT OUR Media To MOVE With Our Every Move.
Welcome To The New Normal
Multi-Tasking, Multiple Convos
Multiple Devices,
Multi-Channel Society
Mobile Web Sites

Web sites that are developed for the small screens of mobile phones to deliver a superior experience for prospects and customers.
Helping marketers navigate this quickly evolving medium, 360i reviews mobile best practices and provides a foundation and framework for approaching mobile marketing.

DOWNLOAD THE PLAYBOOK

360i's Social Marketing Playbook

With over 50,000 copies in circulation, this widely heralded playbook from 360i outlines the path to success with social marketing.

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360i’s Mobile Marketing Playbook

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Mobile Apps

Applications, downloaded by the user to their mobile devices—including smartphones AND tablet computers—that are small in comparison to comprehensive desktop applications, but can be quite sophisticated, and very popular.
Combination of Text, Images, Video and Audio Content
Mobile Barcodes

Also known as “QR Codes” (for Quick Response) or “2D Codes” (for Two Dimensional), are used through subscribers’ snapping a picture of the icon with their mobile phone camera—with software on their phones translating it and performing the associated action within a few seconds.
People can scan the Danica Patrick bar code and they are taken to a mobile page featuring the lineup for the race, a schedule of events, information about Danica and social-media links.
SMS Alerts

Text alerts that are sent to mobile device users via short message service (SMS) that can’t be longer than 160 alpha-numeric characters.

Note: All SMS Alerts Must Be Sent Only To Opt-In Subscribers!
Breaking news SMS alerts

Keeping up to date with breaking news while you're on the move is simple with the BBC News SMS alerts service.

All you need to do is register your mobile number with us by texting ALERTS START to 82002 and we'll send you details of major national and international events as soon as they happen.

Each message you receive will cost 45p on your mobile network and will include a link to the news story online.

Between the hours of 23:00 and 07:00 BST, if there is an event of major importance you're not in the UK, we estimate that you will receive up to two text messages.

We estimate that you will receive up to three text messages between the hours of 07:00 and 23:00 BST, depending on events.

BREAKING NEWS: Dow rallies to close at nearly two-month high! More: http://sms.msnbc.com/
Mobile Social Media

Any form of social media accessed through mobile devices enabling brands to incorporate sharing and community functionality into every form of their mobile content.
USA TODAY has always been a traveler's companion. We can't think of a better way to reach our core audience than to offer our valuable content while they are in the process of traveling," said Victoria Borton, general manager of USA TODAY Travel.

This partnership allows us to bring USA TODAY's award-winning travel content to our service, offering timely and relevant information to our community as they go out with Gowalla this Summer," said Andy Ellwood, director of business development for Gowalla.”
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All you need to do is register your mobile number with us by texting ALERTS START to 82002 and we'll send you details of major national and international events as soon as they happen.

Each message you receive will be sent to your mobile number at no extra cost on your mobile network as a standard text message.

Between the hours of 23:00 and 07:00 GMT, if there is an event of major importance, we will send up to two extra messages.

We estimate that you will receive no more than 10 messages per month. The exact number will depend on events.

BREAKING NEWS: Dow rallies to close at nearly two-month high

More: http://sms.msnbc.com/
Augmented reality, or AR, blends computer generated imagery with the physical real-world environment. Through Mobile AR, digital information is placed in the camera view of the mobile device to ‘augment’ the world around users.