

EBOOK

Maximizing Your Entire Mobile Marketing Funnel

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Mobile marketing is one of the very best marketing approaches. Your customers are always on their phones, many [prefer](#) mobile shopping to any other form, and they can do their shopping from anywhere (it's called mobile after all).

Deloitte has found that, on average, [Americans view their smartphones 52 times per day](#). Globally, there are [3.6 billion smartphone users](#), with that number expected to increase by several hundred million in the next two years. This makes your marketing messages to these customers both timely and likely to be seen. Couple this with many consumers' preference for mobile shopping, and mobile connection points are proven to both promote your brand and convert transactions.

Despite the data, many of us will too often focus on just one part of the mobile funnel or one type of mobile communication (SMS or push). Some view it as a top-of-the-funnel driver, only. Some see it as a bottom-of-the-funnel tactical solution that customers will use to buy an item once they've done their research elsewhere. But to maximize mobile, you need to optimize every stage.

The mobile journey follows the same cadence as your other methods: new customers are brought in through awareness. They'll discover some products, consider buying them, make a purchase, enjoy it and become a loyal customer, and then finally, advocate for your brand themselves. Sounds familiar, right?

To fully maximize each stage of the mobile customer experience, there are strategies and tactics that you should consider implementing.

Awareness can bring them into the mobile funnel

Getting mobile customers is one of the many challenges marketers face. You'd be shocked at how many times we've heard customers lament, "We have all these good ideas for mobile marketing, but our list isn't big enough to profit off them." Growing your SMS list and your mobile app users is a critical step in the success of your mobile marketing program. You can't market to people who aren't there!

To promote awareness of your mobile efforts, you have to utilize other existing channels to drive sign-ups. If you have a lot of in-store foot traffic, engage with these customers by running promotions at the point of sale and throughout your aisles to encourage signing up. Place QR codes at the point of sale that drive shoppers to download your app. Encourage your customers to text a code related to the category they're shopping in, to prompt SMS sign-ups. For example, if they're in your home goods section, have them text "CANDLES" to a 5-digit phone number for a coupon. These strategies can change by region or category to test and track what draws the most interest.

As your text sign-ups increase and more customers download your app, you'll be able to realize the ROI for your team's SMS and app marketing ideas.

Help your customers discover your products

In the next stage of the mobile marketing funnel, customers will begin to use your app or receive your texts to discover the products they love. This is one of the most "market-y" stages of the mobile funnel. Therefore,

this can be one of the most fun ways to implement your marketing know-how!

In this stage, customers will find products they're interested in and we can nudge them in the right direction. One of the first essential strategies you need will be segmentation. Chances are your customers are interested in only a segment of your offerings. Personalizing each customer's experience with your mobile marketing offerings will reduce the risk of the customer opting out of your SMS list or turning off app notifications (or worse yet, removing your app altogether). For example, someone who has previously purchased fishing equipment will likely be interested in upcoming deals related to the product category; however, someone who's only expressed interest in tennis may find a text or app alert about fishing deals out of place or annoying. It's critical to use data to inform these messages.

Deliver your push and SMS messages to optimize the best in-store experiences by sharing new inventory a day before you go live to create buzz and make customers feel like they have exclusive access. Better yet, use customers' purchase history to inform which product launches or inventory re-stocks will be most important to them. Letting your customers know about these important events can increase the value they derive from their engagement with your brand.

Another great tool to leverage at the discovery stage is geofencing. Have you ever walked into a coffee shop because a notification popped up on your phone letting you know how much you have left in your shop wallet? Geofenced messages like this can drive engagement and bring customers into your stores even if they weren't thinking of you at the time.

Mobile tactics to guide them through their consideration

Retailers and brands should act as a trusted advisor to their customers. Throughout the marketing funnel, content can help create this persona for your brand. Home decor brands can publish blogs about design aesthetics and how to create them using their products. Athletic apparel brands can write about the best gear to go hiking with or the best shoes for basketball. As your customers get more in tune with your content, they'll seek more information to find out if something is right for them.

Use mobile to promote your content instead of your products, too. Based on behavioral and profile data that gives clues into what customers are interested in, you can promote content to segmented audiences that may be considering those products. This customer-minded approach to selling can create better experiences instead of just saying, "Buy this item!"

Also, aid your customers through the consideration phase by letting them know when inventory has been replenished. While this can also be a great discovery tactic, if your customers have been waiting on your inventory to be restocked, they can be alerted through push and SMS notifications. Then you can watch the traffic roll in. (Think hand sanitizer sales during the pandemic.)

This tactic can also be utilized on a local level to engage customers with stores in the area. Sharing alerts for stock replenishes at local retailers or stores can get them in your doors and hopefully, they'll find a thing or two more on their way to checkout. For example, a local grocery store may send a flash sale alert on perishables that are about to go bad, minimizing waste and maximizing sustainability.



Customers want to purchase on mobile

The tactics in the purchase stage and beyond are often forgotten. They've clicked the buy box, so our work is done, right? Wrong. Now is when customers want to hear from you most—that last mile is essential.

Be transparent about order status by communicating thoroughly—order confirmations, mobile order tracking, and accurate delivery dates are all important. Searching email for your order tracking can be cumbersome and awkward, especially if you have multiple email addresses, but text messages are much easier and streamlined.

Additionally, get your customer service team involved in the purchase stage of the journey. More and more brands are enabling SMS for their customer service interactions. This quick and real-time response from a phone can impact your customer lifetime value positively. They can ask any final questions, ask about their order, and request any returns or exchanges if needed.

Drive loyalty through mobile

Getting customers to purchase is hard enough—but what about actually coming back? With online shopping's increased popularity, the customer experience is the main differentiator these days. Mobile can be one of the winning ways you drive customer loyalty in the digital landscape.

The first way to drive loyalty is to have a great customer experience online. One of the best ways to do that is through personalization. Although this was mentioned above in the discovery phase, personalization is going to get better and better the more customers interact with your brand. Blanket and broadcast messages to your entire mobile list won't do that—ensure that you send relevant messages to your customers every time.

Beyond the experiences you create online, loyal customers want to be rewarded for said loyalty. While some smaller retailers still rely on physical loyalty cards that can be kept in our wallets, most retailers have launched digital loyalty programs, enabling customers to forget the card and rely on their mobile devices.

Rewarding for engagement has been a winning strategy for brands. Sending quick surveys to understand what they want out of your products, posting to social media, and other types of engagement can lead to money down the line for you and benefit your customers in the moment (not to mention keep you top of mind).

Your loyal customers want to know more about your products, want early access to products and deals, and want to be rewarded. Offering loyalists an early look at inventory or special

recognition for actively engaging with the brand can help loyalty programs feel more worthwhile.

These experiences can not only keep your revenue healthy among your most valuable customers but also keep them coming back time and time again. And when customers feel confident in your brand, empowering them to refer it to others—and offering benefits when they do so—can grow your audience even further.



Mobile can turn customers into advocates

The final stage of the funnel is turning your most loyal customers into their own little marketing machines among their community. Remember: word-of-mouth is free and any time a happy customer is willing to advocate for your brand, it will feel more authentic to potential buyers.

Community has been a huge trend in marketing because of this. Beauty brands have created communities where customers can post a

“look of the day” and receive loyalty points. These posts flaunt customers’ talents, looks, and best of all, the products they used to accomplish them.

These idea-sharing communities can have a huge impact on your marketing reach. Social media campaigns and app communities can link your customers together while also elevating your brand. The more people that opt-in, the more customers you’ll have.

Creating a holistic, winning mobile strategy

With the above tactics at every stage of the journey, you can create a flourishing mobile strategy. When it comes to launching this strategy, though, marketers will too often choose between SMS or push—it shouldn’t be either/or but both.

Each approach has its pros and cons. SMS has an incredibly high open rate and can be great for transactional messaging, shipping updates, curbside pickup appointments, and other time-

sensitive information. It also works great with customer engagement, like surveys. However, if SMS is used too often, it can become intrusive quickly. We hold our phone information close to the chest, and brands that send too many texts can cross the line.

Push, on the other hand, can be a great addition to other initiatives as you can track downstream conversions as well. You can include rich notifications, gifs, audio, and messaging within the push notification, making it much more versatile. Additionally, it’s less obtrusive than SMS and has fewer legal regulations, making it easier to send what you want to send. It can be more easily forgotten than other tactics, though, and some customers may never turn on notifications.

With both SMS and push, as marketers we can tailor promotions to the approach. Combined, they create a winning mobile marketing program that enriches the customer experience at every stage of the funnel, creating a shopping experience that resonates.



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To learn more about how Acoustic can enrich your mobile experiences, get in touch to book a [demo today](#).

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