

NEW MOBILE MARKETING STRATEGY IN THE CONTEXT OF TARGET MARKETS AND TARGET AUDIENCE

Анотація. Стаття присвячена розгляду питань розвитку нових ринкових стратегій із застосуванням смартфонів та їхніх володарів як цільової аудиторії покупців. Зібрано та проаналізовано результати сучасних маркетингових досліджень із використанням мобільних телефонів, які мають доступ до Інтернету. Задіяно Гугл Аналітику за маркетинговими напрямками відносно мобільного трафіку на сайтах із продажу споживчих товарів, а також стосовно аналізу статусів клієнтів за певними групами. За результатами дослідження визначено актуальні перспективи розвитку цільового ринку при застосуванні зазначеного маркетингового інструментарію.

Ключові слова: маркетингова стратегія, смартфон-стратегія, цільова аудиторія, цільовий ринок, мобільні інтернет-сесії, торговельний контент.

Summary. The article is devoted to some issues of the developing new mobile market strategies based on the industry and target audience. The latest research big data reports on mobile usage are summarized and analyzed to get some interesting observations that include Google Analytics for customer site's mobile traffic numbers, survey clients and prospects about their mobile web usage. The actual ways for the further development of the mobile marketing are determined and presented as a result of the given research.

Key words: marketing strategy, mobile strategy, target audience, target market, mobile internet sessions, vendors' content.

DOI : 10.33783/1977-4167-2019-45-1-23-27

Articulation of the problem. A huge amount of everyday purchases and sales are making through the Internet nowadays and with help of the devices that can make it easily and with pleasure, these are laptops and smartphones. This state of business is constantly influence the development of the new marketing strategies; mobile marketing is one of the most important. Any marketing effort, every brand and organization seek to develop a unique mobile strategy based on the industry and target audience. New mobile technologies are all about customization and personalization.

Analysis of the recent researches and publications. There is a big amount of the researches and publications on the presented topic. Generally they cover the issues on the following directions: target market (customer) analysis, comparative statistic data, analytic reviews, business recommendations and forecasts. For example we can find the recommendations on the «Top 10 free digital marketing statistics covering secondary data sources for Global, European, UK, US,

Asia and Latin America and use Google Analytics to improve the results from online marketing» [1; 2]. We can also find the different business recommendations, for instance how to create a plan to boost your leads and sales from online marketing and the proposals to learn website design best practices for desktop and mobile to optimize leads and sales [3; 4]. All this info is displayed on the sites listed in our References.

The purpose of the article is to study the modern state and tendencies of the mobile marketing as an effective tool for promoting and sale the product via the Internet.

Presentation of the main research material. The target marketing research data is a basis of any successful business. You should understand your audience, it is the first step to any marketing strategy, and the consumers are a valuable resource to work it out. Buyer personas you have calculated are simply fictional representations of your various types of customers. First step you do is a creation of a profile that describes each

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Бібліографія ДСТУ 8302:2015:

Горяча О. Л., Білоусова В. В., Чапликін С. О. Нові мобільні маркетингові стратегії в контексті цільового ринку та цільової аудиторії. *Вісник Бердянського університету менеджменту і бізнесу*. 2019. № 1 (45). С. 23–27.

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Garyacha, O. L., Bilousova, V. V., Chaplykin, S. O. (2019). *Novi mobilni marketynhovi stratehii v konteksti tsilovoho rynku ta tsilovoi audytorii* [New mobile marketing strategy in the context of target markets and target audience]. *Visnyk Berdianskoho universytetu menezhmentu i biznesu*, 1 (45), 23–27 (in Ukr.).

one's background, job description, main sources of information, goals, challenges, preferred type of content, objections, and/or role in the purchase process. It makes you easier to determine a channel and voice for your marketing messages when you have a clear picture of your target audience.

Next, you should make a specific point to detail your target audience's mobile habits to understand them well. The spots to light are: how much of their web usage happens on mobile devices; are they comfortable completing a purchase on a smartphone and other. The research big data reports on mobile usage can help. Some interesting observations include [1]:

— 70 % of all email is first opened on a mobile device;

— 54 % of users prefer to start their mobile internet sessions on a search engine;

— 56 % of B2B (business to business) buyers frequently use smartphones to access vendors' content.

— 97 % of adults primarily use their smartphones to access content/information [1].

You can monitor Google Analytics for your site's mobile traffic numbers to better understand your specific target market; you can also ask or survey clients and prospects about their mobile web usage.

It is useful to apply an A/B testing or split testing, they compares two versions of the same campaign on a certain channel, these data can also be informative for developing any aspect of buyer personas. If all other factors are the same, you can do your email campaign landing pages and get more views when you send your email on weekends or you send them on weekdays. Then you will see how they differ in the mornings or in the evenings and also which title or email subject gets more click-through passing.

Both the general and specific data will help to develop audience personas that include mobile usage.

The key to defining any effective strategy is to decide first what success looks like? Get the key stakeholders together to map your mobile marketing strategy. Identify goals by asking your team some of these questions: What are we currently doing for mobile? This will define your starting point, and make sure everyone is on the same page as you begin.

Next is. If you are already doing mobile marketing, how are those initiatives performing? This conversation will identify what is already working, what is not, and what's not even being measured.

Third is. What are your main objectives for including mobile marketing in your overall strategy? Consider why you prefer mobile now, what conversations have «led up to this point and what you expect from mobile marketing [2].»

Fourth is. Who are your key audiences for mobile marketing? Talk about your customer personas in light of mobile usage updates. How similar or different is each persona's mobile usage?

Fifth is. How are you engaging your mobile audience cross-channel? This discussion will help to analyze how the channels you're currently using can be included in your mobile marketing strategy.

Approving your Internet business try to do all your other marketing efforts because mobile marketing needs to be tested and optimized. You should also determine the realistic and measurable KPIs (Key Performance Indicators) that define your mobile campaign's success. They might be the followings:

1. *Engagement* is providing mobile-friendly content for potential customers who are searching for information about your industry or product. It means that you should make sure your website is mobile-responsive to improve mobile SEO (Search Engine Optimization) [2].

2. *Acquisition* is making sure lead nurturing emails are mobile-friendly with clear calls-to-action. Buttons in messages should be accessible and to be «big enough to easily tap in order to facilitate click-through actions.» Then make it as easy as possible for someone to fill out a form on your mobile-optimized landing page [2].

3. *Customer Service* is about that in a connected, social marketplace, customer service is very much a marketing opportunity. Allow your customers to easily reach you through any platform they want, including simple click-to-call buttons for smartphone users [2].

There are more important indicators in order to identify the right KPIs for your mobile marketing campaign we consider to name:

- increasing conversions from email messages;
- trying to improve traffic to sales pages;
- generating more qualified prospects;
- improving sales by converting more traffic on certain pages.

In our research we use Google Analytics data that can help to monitor mobile usage of the site:

Mobile behavior data reveals how well your mobile content engages your audience.

Mobile conversion data will indicate whether or not some of «your usually used pages still needs to be optimized for mobile browsing [2].»

It is important to add the Device Category field to the Site Content dashboard that will display the quantity and quality of most part mobile traffic going to each individual page on your site.

The table on the Site Content dashboard includes metrics like page views and bounce rate so you can add the «Device Category» by clicking the «Secondary dimension» menu above the first column and selecting «Device Category» from the «Users» submenu after that the table will then display the most-viewed pages on your site, so you can see how mobile actually affects your web traffic, per device [2].

Therefore the information can hint at which search inquiries may be following mobile traffic to your site and understand what kind of your mobile audience is most interested in, and which pages you have to optimize for mobile browsing first.

There is next important factor, it's a mobile-friendly website that is no longer an option — it's a must! The rise in mobile traffic coupled with «Google's mobile-friendliness ranking factor» and that means a brand's site must adapt to mobile devices in order to stay business competitive [2].

For search engines, «mobile-friendliness» means that:

- content fits on the screen without side-to-side scrolling or zooming.
- content loads quickly.
- site returns no mobile-specific errors.

Google has even provided a free mobile-friendliness tool to help marketers determine how to best improve their sites [2].

The most important reason to maintain a mobile-friendly site is to create a consistent and engaging user experience. Mobile UX (User Experience) has a dramatic effect on every stage of the buying cycle:

- 64 % of mobile web users abandon pages if they don't load within 10 seconds.
- 46 % of executive officers could not make an intended purchase because the website they have visited wasn't mobile-friendly.
- 90 % of the C-suite uses mobile devices to research business purchases [3].

Don't ignore the SMS-service, it is also known as «short messaging service,» it really puts into context how personal mobile marketing can be because you can send a message directly to a customer or potential customer's personal device.

Don't forget that the SMS and MMS are very powerful channels for mobile marketing. Over 3.6 billion people are able to receive SMS messages, and 90 % of those messages are opened within three minutes (compared to 90 minutes for the average email). Consider:

- the open rate of SMS is 98 % compared to 22 % for emails.
- text messages can be much more effective at engaging customers.
- almost 50 % of consumers in the U. S. make direct purchases after receiving an SMS-branded text [3].

Doing business it's important to remember that marketing directly to mobile devices is more personal than targeting an audience through other channels. That is why when «reaching someone on a mobile device either through email, SMS, or MMS, you are reaching the person in his/her pocket or purse. Be personal, respectful, and clear, for this you can do the followings [3]»:

- try to keep the text under 160 characters.
- don't use slang or abbreviations.
- try to offer the recipient something of value.
- make it clear who is sending the message.
- craft a clear call-to-action.

Keep this direction when you are going to reach your audience on mobile devices is MMS, or multi-

media message service. There is a difference between MMS as a multimedia message that can be sent peer-to-peer, from a mobile messaging service provider or from a website to a mobile phone. Generally, MMS messages can include text, photos, videos, audios, or GIFs. The expanded media options allow you to have «a more branded message and create a better tie-in to other marketing campaigns [3].»

Let's consider why should you use MMS marketing to reach your mobile audience? According to the source [5] there are some important moments:

- MMS texts have a higher customer engagement with a 15 % average CTR (click-through-rate).
- MMS increases campaign opt-ins by 20 % over SMS.
- «subscribers are eight times more likely to share MMS content on social networks [5].»

You should make the most of those extra media options because MMS offers a richer media experience than simple SMS messaging. Get some useful advices: include engaging visuals; tie the MMS sending to a multi-channel marketing campaign; make the message easily shareable through social media nets.

It's important to take privacy regulations into consideration with SMS and MMS marketing. Because these messages are considered automated calls, they fall under the Telephone Consumer Protection Act (TCPA) of 1991 [5]. There are three principles of privacy policy that should be implemented in SMS and MMS usage into your marketing, according to source [5]:

1. Adequate notice — You should inform consumers that they will be receiving SMS messages from a concrete «short-code-based program».
2. Opt-in consent — You must get opt-in confirmation before sending marketing SMS and MMS messages. Entering online your SMS or MMS program a double opt-in are required.
3. Opting out — «It should be very clear how someone can opt out of your program [5].»
4. Opt-in consent — «You must get opt-in confirmation before sending marketing SMS and MMS messages. An online form to enter your SMS or MMS program requires a double opt-in [5].»
5. Opting out — It should be very clear how someone can «opt out of your program [5].»
6. Adequate notice — You should inform your consumers that they will be receiving SMS messages from a concrete «short code-based program [5].»

SMS and MMS are very personal, and thus very powerful, mobile marketing options. Make sure to handle them with tact and detailed strategy.

SMS, also known as «short messaging service,» acts as a natural part of personal mobile marketing because you are sending a message to a customer or potential customer's personal device.

SMS and MMS are very powerful channels for mobile marketing. Over 3.6 billion people are able to receive SMS messages, and 90 % of those messages

that are opened within three minutes (compared to 90 minutes for the average email).

Consider:

— the open rate of SMS is 98 % compared to 22 % for emails.

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SMS and MMS are very personal, and thus very powerful, mobile marketing options.

Push notifications are messages or alerts delivered by your app to the user. These messages appear on the home screen of a user's mobile device regardless of whether the user is engaged with the app or even has it open. For a push notification to work, the user needs to have already your app downloaded and agreed to allow your push notifications. Luckily, 70 % of mobile users allow push notifications [5].

— examples of push notifications include:

— reminders

— promotional messages

— calls-to-action for specific events or goals

Messages that are highly personalized based on user profiles [6].

In-app communications direct your user's attention to some specific actions, messages, and features within the application, and also the opportunities to engage your users for you. These messages give you the chance to be more personal and creative than with SMS or push notifications, because the user is already in your app and you aren't limited by space constraints or message volume issues.

Here are three ways you can take advantage of in-app notifications:

— introduce new app features to your users.

— send messages to promote engagement with specific content pieces.

— drive conversions by delivering targeted CTAs at specific levels of engagement [6].

Both push and in-app notifications can be powerful ways to attract your audience, because they've already taken the time to engage with your brand by downloading your app.

As a result we can summarize our main findings and evidences of the modern mobile marketing strategies and present the followings **results**:

— all new mobile marketing technologies are about customization and personalization;

— building a successful online business today you should especially consider Google Analytics and use the other big data sources for Global, European, UK, US, etc. to improve your marketing results;

— study all the time, do not ignore business recommendations, for instance how to boost your leads and sales from online marketing and the proposals to learn website design best practices;

— when you are going to reach your audience on mobile devices try to use all the resources to connect your customers: SMS, MMS or multimedia message services;

— to better engaging your brand you should constantly work out your program applications, it leads your business through small smart devices to big mobile marketing success.

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