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Mobile Marketing

Business Case

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1. About Econsultancy

Econsultancy's reports, events, online resources and training help an international community of more than 85,000 digital marketers make better decisions, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy, which has offices in London and New York, is an [award-winning online publisher of reports](#) covering best practice, user experience benchmarking, market data, trends and innovation, and supplier selection. Econsultancy is an invaluable resource for internet professionals who want practical advice on all aspects of e-business.

Econsultancy also operates a highly popular [training](#) division, used by some of the world's most prominent brands for staff education, both in-house and via public courses. Econsultancy provides training across all areas of digital marketing and at all levels from one-day courses to an MSc in Digital Marketing.

In addition, Econsultancy hosts more than 100 [conferences and events](#) a year, including the Online Marketing Masterclasses, the annual Future of Digital Marketing conference, the Peer Summit, Roundtables, Briefings and a range of social events.

Econsultancy also runs the prestigious [Innovation Awards](#) where pioneering work carried out in the world of digital marketing and e-commerce is judged by an international panel of experts from companies themselves known for innovation.

The [Econsultancy.com](#) site now attracts 175,000 unique users per month where they access research, read the blog and take part in discussions in the forums. And as a portal to the digital marketing community, Econsultancy members can also link up with other members and digital suppliers through the directories, as well as find a new job or new digital talent using the job listings.

Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Yell.com, Oxfam, Virgin Atlantic, Barclays, Carphone Warehouse, IPC Media, Deloitte, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works. Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).

1.1. About this guide

This business case will help you evangelise about the business benefits of mobile marketing. Use it to figure out how to persuade your boss that an investment in mobile is a smart move.

We don't expect you to know everything about mobile, and anything you do know is a bonus. But what's important here is that **you know** that it matters. And now you need to educate the boss.

This guide provides you with a framework for an internal presentation / argument for a mobile marketing budget. It contains lots of key facts and figures that will help you make a solid case for investment.



2. Scope

We have purposefully limited the scope of this report in order to focus on **Winning The Budget**. Accordingly, it will not explain the ins and outs of mobile marketing in minute detail.

What you can expect from this guide

- We'll start off by providing you with a brief overview of mobile marketing.
- Then, we'll get into why it's so important for businesses of all shapes and sizes, backing up our view with market data and other research.
- After that we will take a look at some recent trends in the mobile environment.
- Once we've set the scene we'll provide you with a list of business benefits. Then we'll let you know what to expect in terms of costs and resourcing.
- And finally, we'll look at a few case studies, by mobile discipline.

Further Reading

Mobile Marketing Buyer's Guide

<http://econsultancy.com/reports/mobile-marketing-buyers-guide>

Mobile Statistics

<http://econsultancy.com/reports/mobile-statistics>

Customer Engagement Report 2010

<http://econsultancy.com/reports/customer-engagement-report>

Technology Adoption Statistics

<http://econsultancy.com/reports/technology-adoption-statistics>

The Innovation Report

<http://econsultancy.com/reports/innovation-report>

3. What is mobile marketing?

Mobile Marketing involves communicating with the consumer via mobile phone devices, either to send a simple marketing message to them directly or to allow them to visit a mobile website.

The market is extremely complex, as there are many different ways of targeting and engaging mobile users, due to the flexibility of the medium. Typically, as outlined in [Econsultancy's Mobile Marketing Guide](#), the most common methods are:

- Short Messaging Services (SMS) and Multimedia Messaging Services (MMS)



3.2 Reasons why you need a mobile marketing strategy

- **Reach.** There are over 15m mobile media users in the UK. (3 month average to January 2009) [Source: M Metrics via [Orange survey](#)]
- **Mobile Web:** You need a mobile website, as many handsets have difficulty accessing standard webpages. In terms of search, Google AdWords for mobile links to sites that conform to mobile specifications. Specialist analytics companies cater for this, as outlined in Econsultancy's [Web Analytics Buyer's Guide](#).

4. Market data

Resource

The following information has been taken from Econsultancy's [Mobile Statistics](#)

- A large proportion (41%) of companies are not planning any investment at all in the mobile channel in 2010, and a further 49% are planning only *limited investment*. Only 11% are planning to *invest significantly* but this increases significantly for the largest companies. [[Econsultancy/cScape Customer Engagement Report](#)]
- 80% of smartphone sales are to consumers. [Source: Gartner via [ZDnet](#), November 2009]
- More than twice as many people use SMS as use the mobile internet, or any other mobile service. [Source: [Forrester Research](#), May 2009]

5. Mobile marketing trends

Resource

The following has been extracted from Econsultancy's [Mobile Marketing Buyer's Guide](#)

- **Changes in user behaviour bring mobile to centre-stage**
 - Consumers use their mobile for more than just making calls or sending texts. The consumption of text messaging and email on mobiles is increasing, while downloading of ringtones and mobile instant messaging are declining slightly.

6. Summary of business benefits

- **Cost-effective.** Mobile marketing can often be relatively inexpensive. For example, setting up an SMS campaign can be done on a reasonably small budget. However, larger projects, such as building mobile-ready sites or certain types of applications (such as augmented reality) will often dictate high investment.



