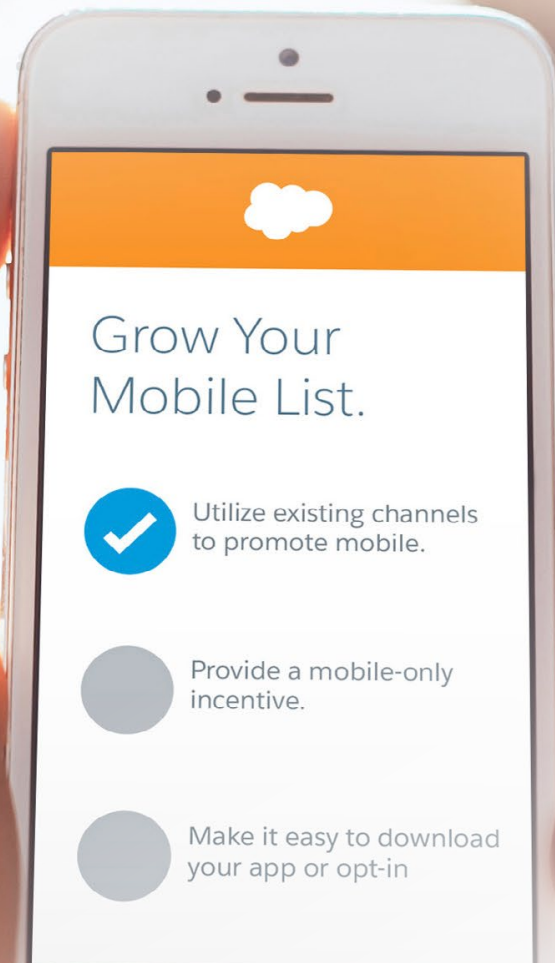


# Cross-Channel Checklist: Mobile Messaging

Uncover and utilize the depth of today's mobile market



Utilize existing channels to promote mobile.



Provide a mobile-only incentive.



Make it easy to download your app or opt-in



marketing cloud

# Introduction

Mobile devices have fundamentally changed us unlike any technology before. Whether it is with friends, favorites, or brands, we have grown to expect every mobile interaction to be immediate, valuable, and most importantly – personal. Marketers have taken notice. A recent study found that 70% of marketers believe mobile marketing is a critical enabler to their products and services.

But deploying websites and emails that render well on mobile devices is no longer enough. Savvy marketers are utilizing SMS and MMS messaging to exchange text, picture, and video messages. They are building strategies that employ push technology to drive mobile app engagement. And they are seizing the power of new technologies – like location and group messaging – to differentiate themselves from their competitors. Most importantly, they are putting mobile at the core of a larger digital plan to map a 1 to 1 customer journey with their brand.

# Contents

Grow your mobile list.....	4
Get to know your mobile subscribers.....	7
Meet your customers in the mobile moment.....	10
Use mobile to build a 1 to 1 customer journey.....	13

# Grow your mobile list.

We live in an on-the-go world. Mobile users are engaging with brands they love through their phones and tablets like never before. In this section, we'll address ways to reach more of your customers with the right message in the right moment.

## Grow your mobile list.

- 1 Utilize existing channels to promote mobile.** The easiest way to grow your mobile list is to target your most loyal customers – those who are already receiving emails, engaging with you on social media, or checking out your website. Add a mobile call to action on your email or social media page to tap into these engaged customers.
- 2 Provide a mobile-only incentive.** Don't assume that your customers already know why they should start engaging with you on mobile. When promoting your mobile program, create a simple and consistent statement that tells your customer what's in it for them. Think exclusive mobile offers, order confirmations, or account updates that they can't get anywhere else.
- 3 Make it easy to download your app or opt-in.** If you're promoting an app download, let them download the app with one click by adding a link to the app store directly into your email, social media page, or website. If you have an SMS call to action on a website or email, provide an opt-in form directly on the page.

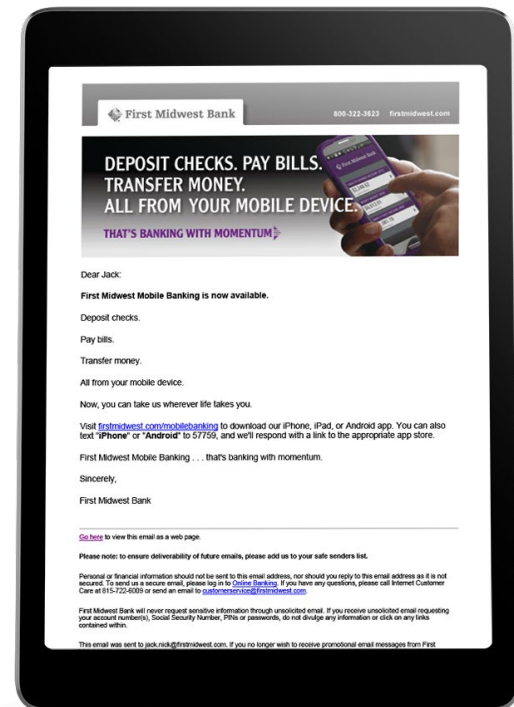




## First Midwest Bank

From small families to large corporations, First Midwest Bank provides financial resources, commercial expertise, and wealth management to a diverse customer base. After seeing high demand for mobile banking, First Midwest Bank created a mobile banking app. To preview the launch of its new mobile offerings, First Midwest Bank utilized email from Salesforce Marketing Cloud, as well as online banking ads and website mentions. The pre-launch message asked clients to text “mobile” to a short code for a spot on the “first to know” list. Once the mobile banking app was launched, First Midwest Bank sent SMS messages to SMS subscribers asking them to respond with “iPhone” or “Android,” based on the customer’s specific device. Responders received a link to the correct app for their mobile device – making it quick and easy to download the app.

With a goal of 30,000 customers for the year, First Midwest Bank surpassed 35,000 clients in just three months. Nearly 10% of these new mobile banking customers came from the SMS opt-in.



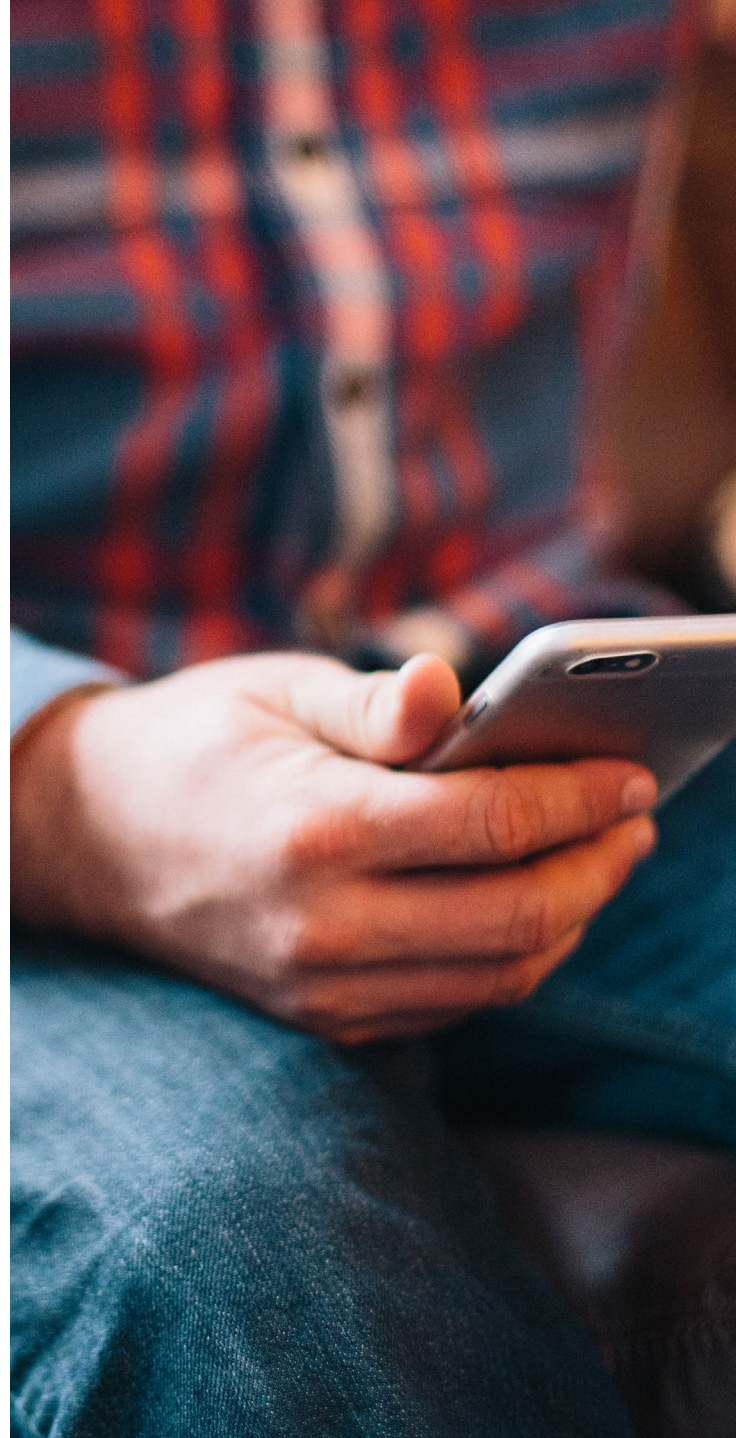
## Get to know your mobile subscribers.

Mobile channels provide an opportunity to build a customer profile using contextual information. Capture location, gather preferences, and track behavior from your new mobile subscribers.



## Get to know your mobile subscribers.

- 1 Capture communication preferences.** Create a preference center within your app to collect demographic information as well as alert preferences. Engage SMS subscribers in two-way conversation to ask for ZIP code, name, or other valuable attributes.
- 2 Be transparent about how you will use this customer data.** Customers want to know why you need their information and are more likely to provide it if it benefits them. For example, if you're asking customers to share their location, make sure you tell them how you will use this information to provide them with convenient offers on the go.
- 3 Map mobile data to existing customer information.** Be sure to capture a unique attribute that allows you to identify your customer across channels. If email address is your primary identifier, ask for that through an app login or SMS text response.







## Snagajob

Since 2000, Snagajob has been helping hourly workers find jobs they love and helping hourly employers find the best people for their jobs. Currently the number one hourly job search site in the world, Snagajob works to develop innovative tools to help hourly workers and employers simplify their jobs and start living their dreams. Snagajob has traditionally promoted new positions and jobs via email. Recently, Snagajob has seen mobile engagement increase significantly, and now the majority of these emails are being read on a mobile device. To meet this mobile demand, Snagajob created an app to connect with its mobile-first consumers, but needed a way to drive users back into the app after the initial download.

Snagajob chose Salesforce MobilePush as the engagement tool to lead users back to the app. By creating a profile, app users can set job preferences, such as work experience and schedule availability. Snagajob uses push notifications to encourage users to complete a user profile, alert them when they have matched a job description, and remind users to apply. It also uses MobileConnect to get even more personal and drive further engagement with customer base.



## Meet your customers in the mobile moment.

Provide your on-the-go customers with information they want, when they want it, where they want it. Leverage the contextual, cross-channel data you have collected to provide them with the information they want at their exact moment of need.

## Meet your customers in the mobile moment.

- 1 Make your customers' lives easier.** Your customers have their phones at their side 24/7. Use this as an opportunity to provide them with a unique customer experience. Deliver shipping confirmations and account alerts in real time, or use two-way SMS to let customers confirm their scheduled appointment.
- 2 Make it personal.** Use the information customers have provided to deliver personalized offers and content. Use profile attributes such as product interests, gender, and age to send targeted promotions or surprise a customer with a discount for the boots they “liked” in the app last week.
- 3 Create an easy path to purchase.** Mobile offers are redeemed eight times faster than email. Make sure you make it easy for your customers to take advantage of this convenience by breaking down barriers to purchase. For example, if you're sending an abandoned cart message via push notification, tie that notification to the shopping cart page within the app to make it a fast and easy check out.





## Beyond the Rack

Founded in 2009, Beyond the Rack is a private online shopping club dedicated to providing its customers with authentic designer merchandise at the lowest prices possible. The flash-sale retailer takes great care to learn about its members and their preferences so they receive only the most relevant messages and exclusive offers.

## Use mobile to build a 1 to 1 customer journey.

Once you've acquired mobile subscribers and proven the value to them, take your program to the next level by incorporating mobile into your overall customer journey. Use mobile alongside other channels, such as email and social, to build personalized 1 to 1 journeys that create loyal, long-term customers.



## Use mobile to build a 1 to 1 customer journey.

**1 Leverage your cross-channel data.** If you've mapped your mobile subscriber data to other channels, you can now start using that information to build cross-channel communications. By creating a 360-degree view of your customers, you can build a journey that's customized for each individual subscriber.

**2 Align journeys to goals.** With each stage of the customer lifecycle, you want to engage your customer in a way that moves them one step closer to becoming a loyal customer. Identify your goals, map out the journeys needed to accomplish these goals, and start engaging with your customers across mobile, email, social, Web, and more.

**3 Optimize your customer journeys.** Test messages across different channels and segments to understand what messages perform best across different channels. You may find that email is best for shipping confirmations, but the convenience of mobile means text-in surveys have higher response rates.



# xerox



## Xerox

For more than half a century, Xerox has been a leader in document technology and services. Xerox continues to build on this heritage of innovation. With extensive cross-industry expertise, it is now the world's leading enterprise for business process and document management. It offers global services from claims reimbursement and automated toll transactions, to customer communications, call centers, and HR benefits management.

By leveraging Marketing Cloud, Xerox has been able to help its customers set up multichannel campaigns to guide customers through every step of their journey on one single platform. An SMS opt-in program enables a text message to be sent regarding enrollment benefits. Xerox can even send an email followed by an SMS message to capture feedback. If the email survey is not completed, a triggered SMS message is sent to prompt completion.



# Conclusion

In a world where people are “always on,” reaching your customers through mobile marketing is an opportunity you can’t afford to miss. As we’ve shown, companies like First Midwest Bank, Snagajob, Beyond the Rack, and Xerox have leveraged mobile to build a stronger relationship with their customers, and you can too. Enhancing your digital marketing program with mobile marketing, such as SMS and push messages, is your first step toward transforming your relationship with your customers.

As you begin to look at your own program, and process the information you’ve just read, challenge yourself with these questions:

- Do I know enough about my customers, and am I using what I know to engage my customers?
- Am I utilizing mobile to make my customers’ experiences with my brand easy, meaningful, and personalized?
- Is it easy to interact with my brand via mobile devices?

Marketing Cloud can make jumping into mobile marketing easier than ever before. We partner with hundreds of the brightest brands to answer these questions and more. Let us help you answer yours. Schedule a personal demonstration of our capabilities by visiting [marketingcloud.com](http://marketingcloud.com).



The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. Publication by salesforce.com does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links, or other items contained within this e-book. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the e-book. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor, or professional engineer to get specific advice that applies to your specific situation.

© 2015 salesforce.com, inc. All rights reserved.

