

CROSS-CHANNEL CHECKLIST: MOBILE MESSAGING

Uncover and utilise the depth of today's mobile market



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 utilising 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 1:1 customer journey with their brand.

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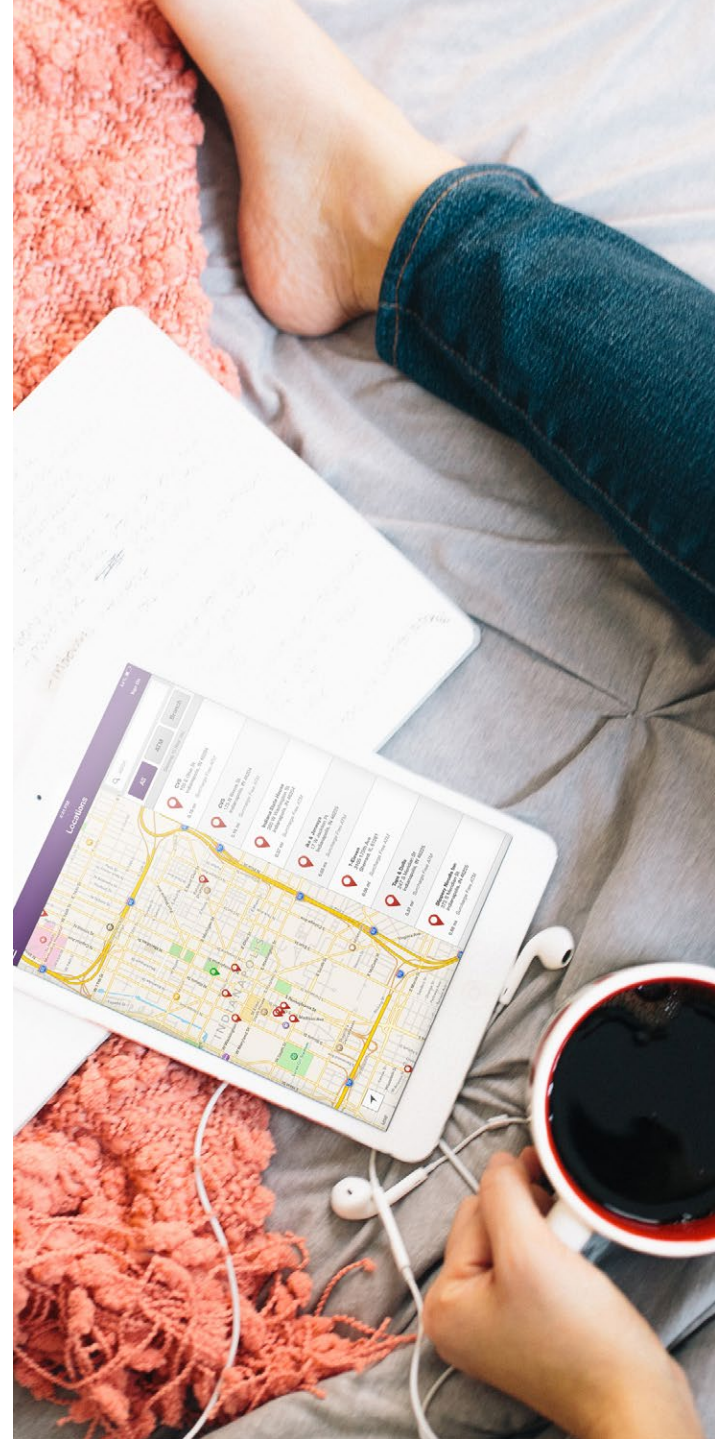
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GROW YOUR MOBILE LIST

The Mobile Cross-Channel Checklist has everything you need to go from an email marketer using mobile to an effective cross-channel marketer. Use this as a guide to get started in SMS and push messaging and evolve your mobile program into a key component of your customer journeys.

GROW YOUR MOBILE LIST

- 1** **Utilise 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.





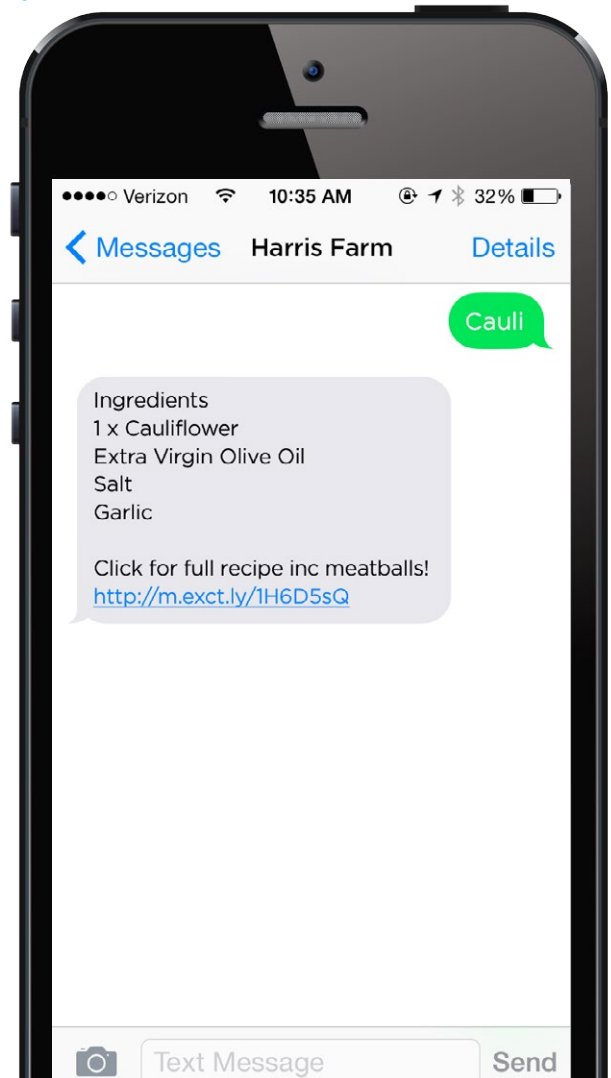
HARRIS FARM MARKETS

Since 1971, Harris Farm Markets has offered Australians high-quality food products that set it apart from other grocers. Currently serving 11 million customers annually, the company has added an e-commerce site to its two dozen stores around New South Wales.

Harris Farm Markets is about the culture and customer experience as much as it is the quality of produce. With the online store, the grocer has made a concerted effort to create a consistent brand encounter at all touchpoints, bridging the physical and digital space.

As part of this strategy, the company has leveraged Salesforce Marketing Cloud to engage consumers digitally in the store while also collecting contact information. Harris Farm, with their implementation partner Cinder Agency, designed a loyalty campaign using Mobile Connect where shoppers could sign up for the program on the spot in-store via text. The innovative program allows customers to text the name of a food item to a specified number to receive recipe ideas complete with shopping lists.

These campaigns enhance the brand experience shoppers have in the store and work to build a one to one relationship with the customer.



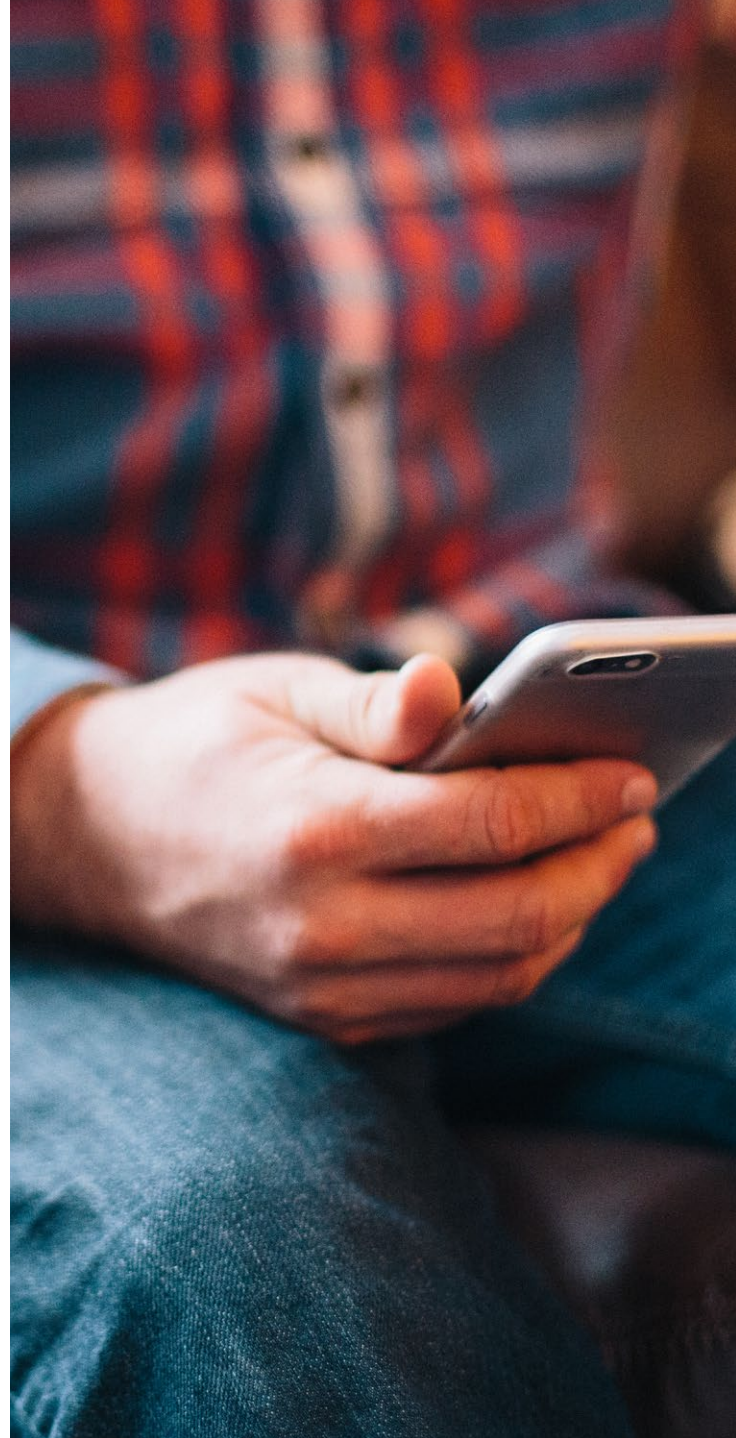


GET TO KNOW YOUR MOBILE SUBSCRIBERS

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 log-in or SMS text-response.

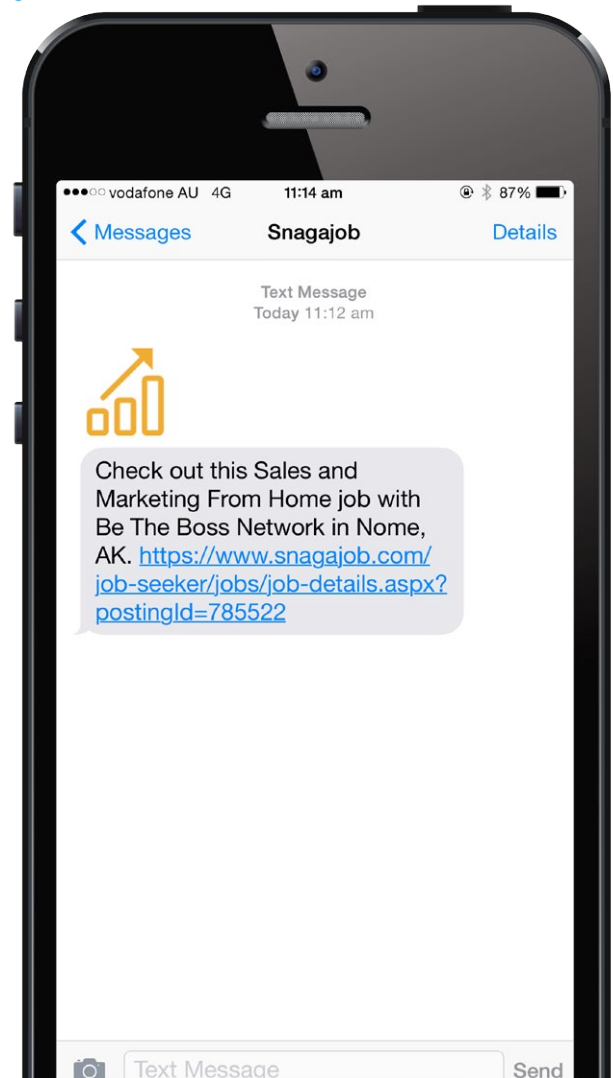




SNAGAJOB

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 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 notification to encourage users to complete a user profile, alert them when they have matched a job description, and remind users to apply.



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 MOVEMENT

- 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 personalised 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 8 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 messages via push, tie that push to the shopping cart page within the app to make it a fast and easy check out.





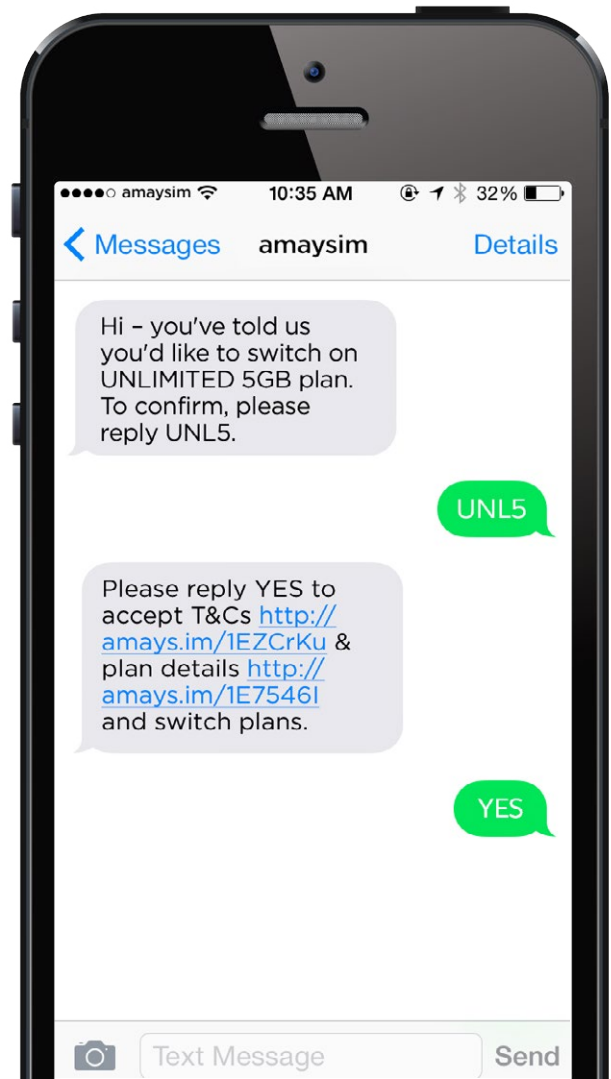
amaysim

amaysim is a leading Australian online-led mobile service provider. It uses the Optus 4G Plus network which covers 98.5 per cent of the Australian population, with the company selling through a combination of e-commerce sales and brick and mortar third-party stores.

amaysim has integrated Salesforce Marketing Cloud into its SMS gateway to offer customers a better suited mobile phone plan. In the past, a change in plan required multiple click throughs from email through to amaysim's website.

Now, customers can quickly complete this step through a short exchange via SMS – amaysim emails its customers with a mobile plan recommendation. An SMS is sent to those who click on the email asking if they'd like to switch plans. Those who answer 'yes' receive a follow-up SMS with the terms and conditions and on approval, the process is complete in two simple steps.

Interest in the service has been high, with users opening over 40 per cent of the messages. Salesforce Marketing Cloud has allowed amaysim to boost engagement while also satisfying its customers.



USE MOBILE TO BUILD A 1:1 CUSTOMER JOURNEY

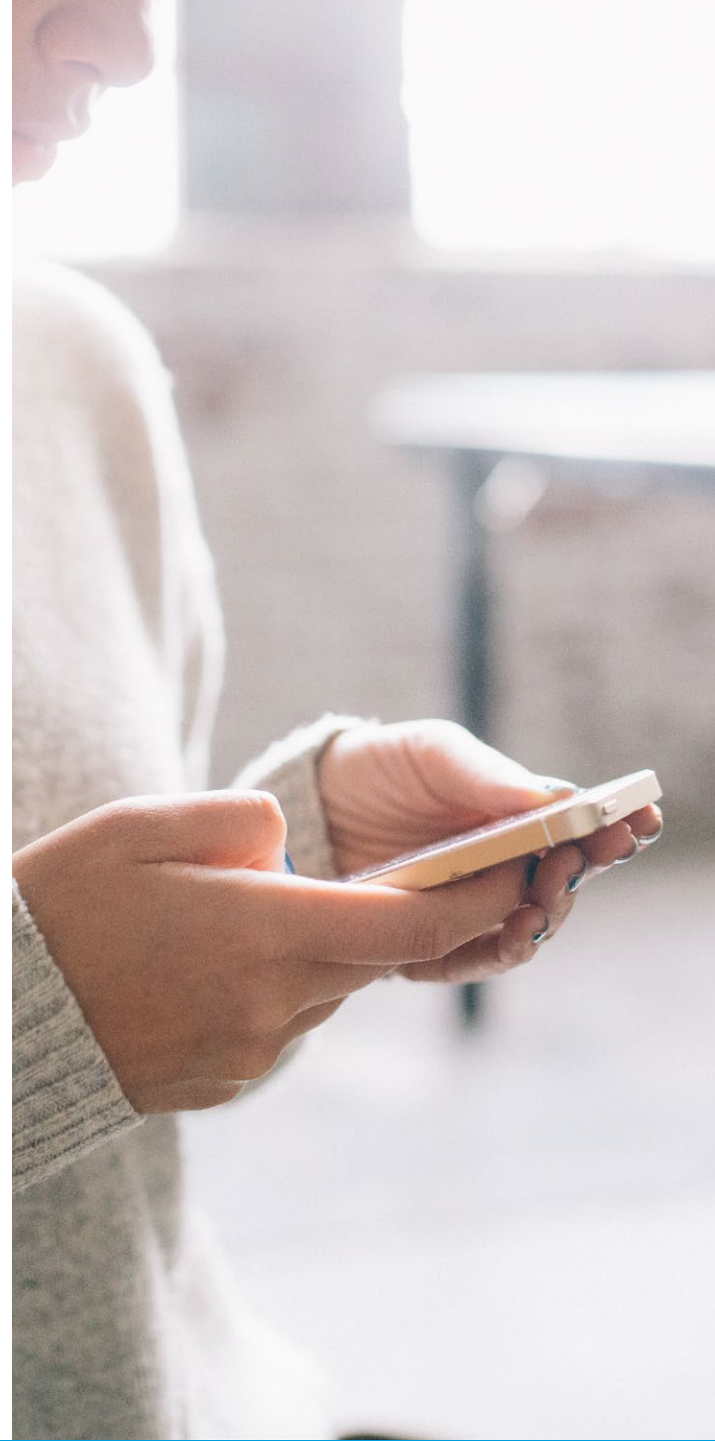
Once you've acquired mobile subscribers and proven the value to them, take your program to the next level by incorporating mobile into your overall customer journey. Use mobile alongside other channels, such as email and social, to build personalised 1:1 journeys that create loyal, long-term customers.

USE MOBILE TO BUILD A 1:1 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 customised 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 **Optimise 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.

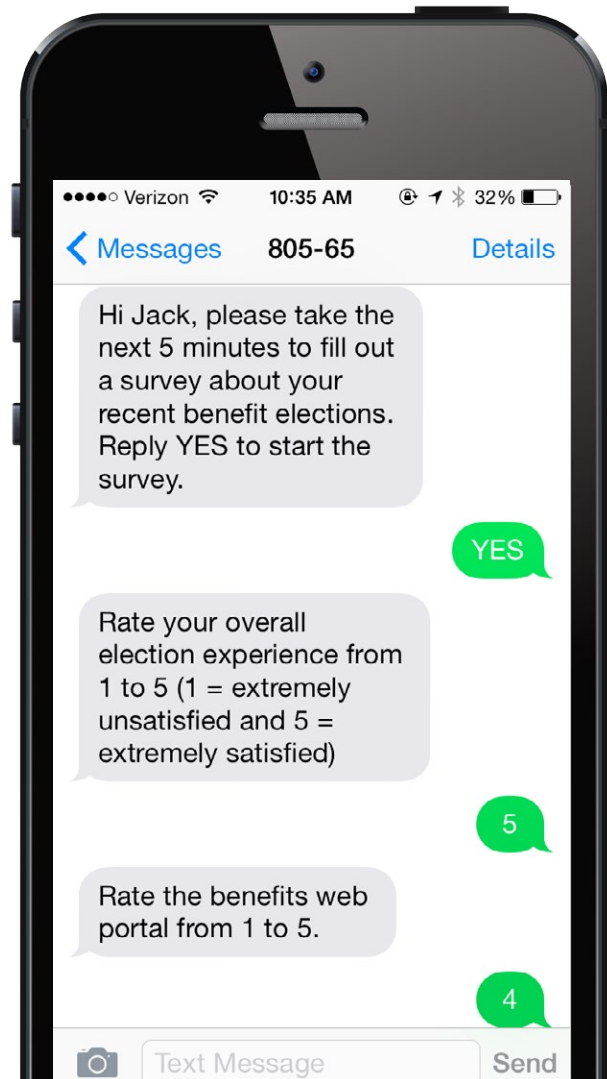


xerox

XEROX

For more than a 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, they are now the world's leading enterprise for business process and document management, offering global services from claims reimbursement and automated toll transactions to customer communications, call centers and HR benefits management.

By leveraging Salesforce Marketing Cloud, Xerox has been able to help their customers set up multi-channel campaigns to guide customers through every step of their journey on one single platform. An SMS opt-in program enables a push notification to be sent regarding enrollment benefits. Xerox can even send an email followed by a 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 Harris Farm Markets, Snagajob, amaysim, 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 utilising mobile to make my customers’ experiences with my brand easy, meaningful, and personalised?
- Is it easy to interact with my brand via mobile devices?

The Salesforce Marketing Cloud can make jumping into mobile marketing easier than ever before. We partner with hundreds of the brightest brands to answer those questions and more. Let us help you answer yours. Schedule a personal demonstration of our capabilities by visiting salesforce.com/au/marketing-cloud/features/mobile-marketing-software



