

ACTIVATE **19**

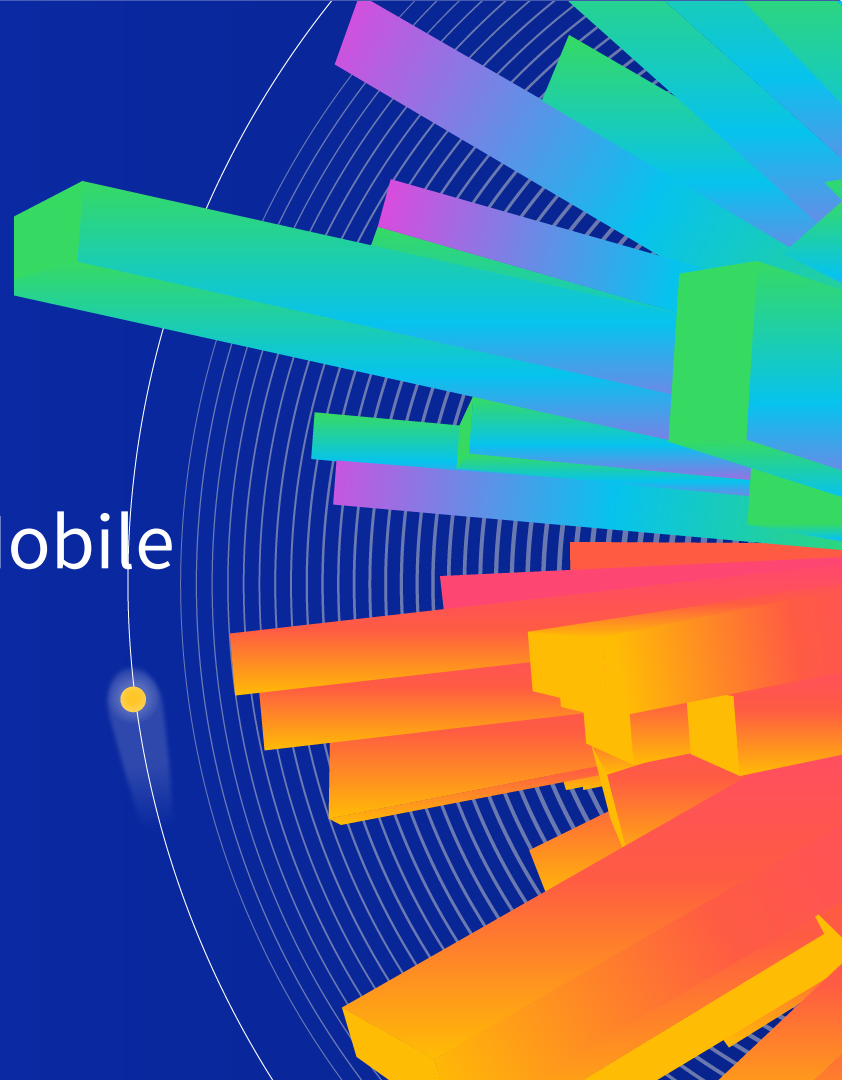
The Growth Marketing Conference

A Message in Your Pocket Customer Engagement & Mobile

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Presented by:  *iterable*



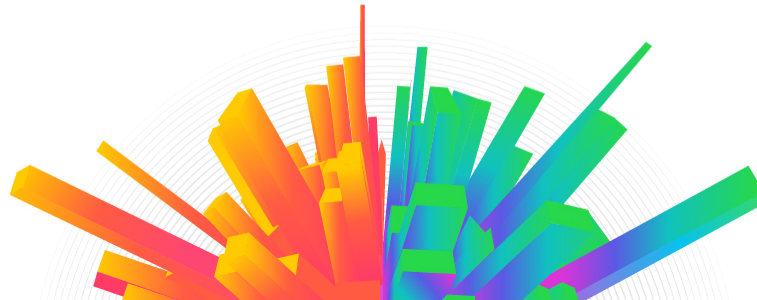
A little background...

- Growth strategy consultant for late stage startups & DTC enterprise businesses
- Sustainable growth marketing, Performance marketing, customer engagement
- Print & TV media, health tech, DTC subscription businesses

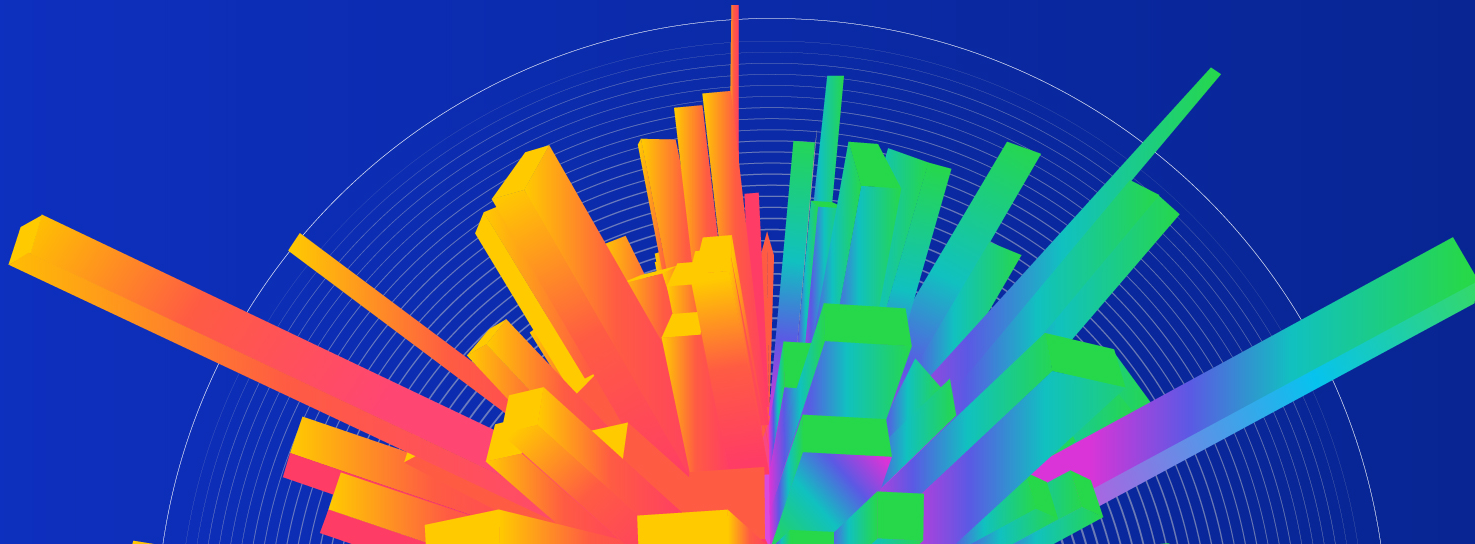


Learning Agenda

1. Define a mobile strategy that's right for you.
1. Informed approach to mobile engagement.
1. How to introduce a new channel



Customer Engagement & Mobile



When You Hear Mobile Strategy You Think...



I don't have an App
so I don't need a
mobile strategy.

The Reality Is...

If your customers have a mobile phone, you should have a mobile strategy.



Two Ways To Think About Mobile Strategy

1. Have a **Mobile App** & business
2. We **Engage With Customers** digitally
email, social, web, etc.

Mobile Strategy: With An App Business

Mobile strategy is the marketing strategy.

Important to remember...

- Your users have a life outside of the mobile app.
- Business value of engagement touchpoints outside of push/in app/social may not be obvious or measurable within your existing model.

Mobile Strategy: With An App I Can't Touch

App can't be leveraged by marketing ... yet...

- Parallel track strategy development with instrumentation.
- Assume nothing! Review app analytics to understand the relationship the customers have with your App before you write/plan anything.

Mobile Strategy With No App

- Mobile is engagement context in your existing strategy.
- Understand what is the relationship your customers have with Mobile
- Design mobile engagement that will add value to your customers

59%

Email opens occurred on Mobile

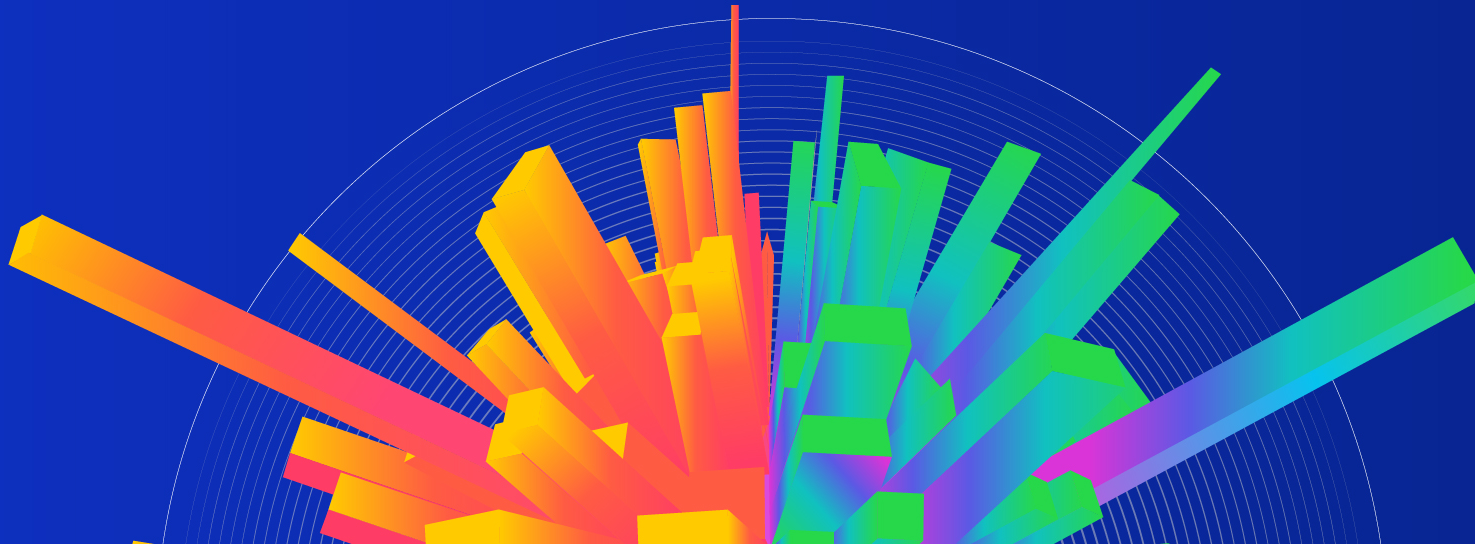
– Adestra “Top 10 email clients” (July 2018)

3 in 5

Consumers check email on the go
(mobile)

– Fluent “The Inbox report, Consumer perceptions of email” (2018)

How to introduce a new channel?



Engagement Framework

S P A C E

	Traditional		Digital Desktop		Digital Mobile		
	Physical	Electronics	Email	Web	Social	App	Chats/Text
T I M E	See Aware						
	Think Research						
	Do Convert						
	Welcome/ Use						
	Support						
	Care/ Share						

Launching a new mobile channel

- Audit Current Engagement
- Instrument the functionality early
- Start simple but establish a clear learning agenda and milestones.

Governing Principles

- Mobile should be complementary to current engagement strategy.
- Design an engagement strategy that fits the relationship your customers have with mobile.
- Start simple. Focus on designing learning agenda
- Using systems to handle complexity keeps the strategy simple.

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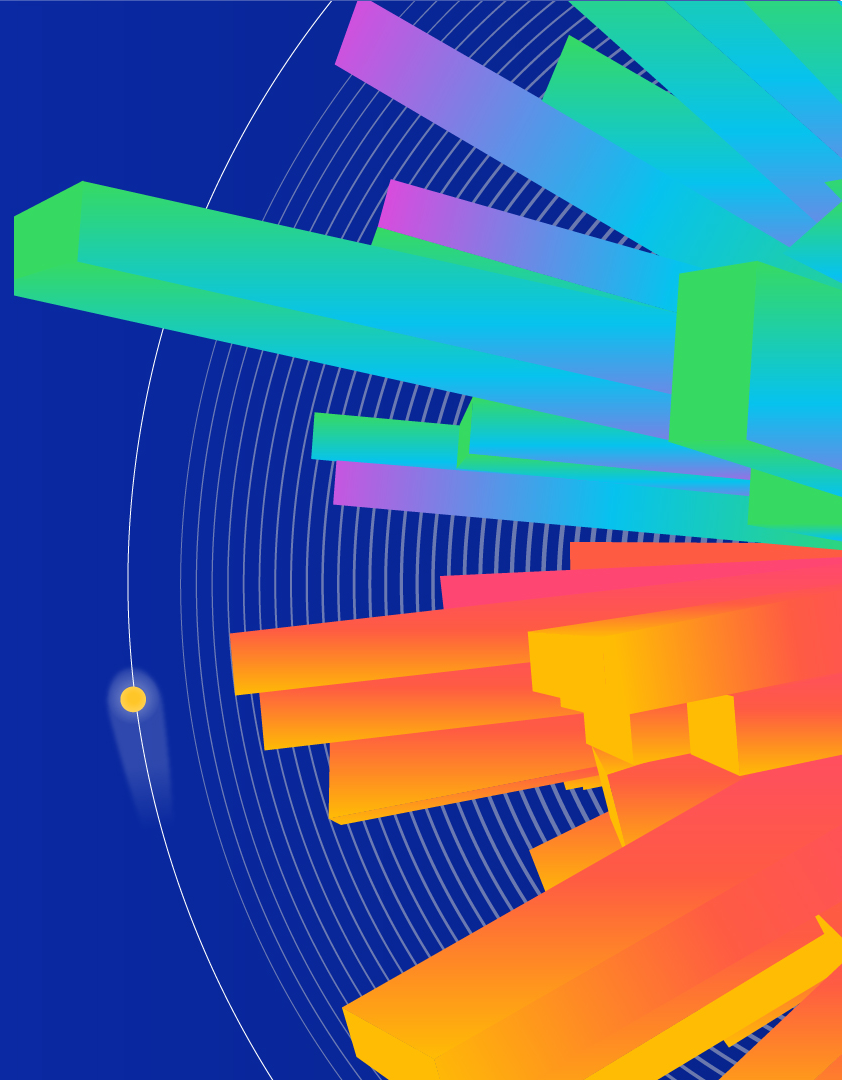
Thank You!



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