



SELLING ON MOBILE:

5 Practical Tips For Success



INTRODUCTION

By now there's no doubt about it. Mobile is the channel of choice for the 21st century consumer. Our phones are with us at all times, and within arms reach for **90%** (or more!) of the day. They are a constant companion that takes a central part in almost every decision we take. So presence on mobile is the way to build consumer relationships.

Meanwhile, the mobile app specifically has 'won' the war for the consumer's attention on mobile. For every minute we spend on the mobile internet, we spend five in mobile apps. In fact, recent research suggests that the mobile app accounts for more internet traffic than the desktop web browser.

In retail, that's a hugely exciting opportunity. To be front and center on a device like the smartphone is, in a very real sense, the 'loyalty scheme' of today's retail landscape - the default first choice for the consumer.

But of course there are challenges. There are many apps on the typical phone, so it's easy to get lost. And the mobile is, after all, a small screen. That makes the buying process trickier to get right. Searching, browsing, payment - all these processes can be trickier in a mobile environment. So whilst the rewards for getting it right are high, getting it wrong can be costly.

But it would be wrong to believe that this spells the end of traditional bricks and mortar retail. In fact successful retailers will both drive sales direct from mobile (and online), but also use apps to enhance the store experience and increase 'real-world' revenue.

With that in mind, it's important for those selling on mobile to get their arms around the mobile challenge as soon as possible. The rest of this whitepaper suggests five ways to do just that. Enjoy!



1

INVEST IN 'NATIVE' MOBILE UI

The mobile has changed consumer behavior in ways that we haven't yet fully understood, but it is vital that anyone selling on the mobile channel is fully aware of the expectations users have when they open the app - and particularly those relating to user experience and interface design.

That means being careful to support the type of interactions users expect, and certainly means avoiding viewing the mobile as simply a smaller version of a desktop experience. By taking this approach, you'll be giving users what they want and expect, and you'll reap the benefits. **Here's three simple ways to make that happen:**

- **Keep it simple and visual.** Users on mobile expect 'push button' experiences. Thinking ordering a car on Uber for example. Use the data you already have about the user and ensure the purchase process is as quick and easy as possible. Keep typing to a minimum.
- Use in-app campaigns to direct users to areas and products of interest. Instead of relying on complex navigation, learn from user behavior and deliver dynamic, targeted content specifically for them. This approach is both **more elegant and more effective**.
- **Test.** Most important of all, ensure you test your interaction designs in the only way that counts - with real user data. Build out an A/B testing program and create competing variants for key processes. Then

2

OPTIMIZE
THE FIRST
10 MINUTES

As mentioned earlier getting and holding a place on your customer's smartphone screen is probably the single best loyalty 'win' out there today. To know that every time they turn to that device (which is apparently something along the lines of **150 times a day!**) your brand is **right there** is powerful indeed.

But **'holding'** is the key word. More than ever before, mobile makes it hard to hold the attention of the consumer. There are millions of apps out there, and in some cases hundreds on any given phone. No wonder around 1 in 5 of apps installed are used precisely once.

So if you are selling on mobile, initial user experience needs to be optimized to the nth degree. Here's a few ways to make that happen:

- Consider building 'splash screens' or in-app messages that introduce the mobile experience, guide the user, and ensure they understand *why* they've installed the app and what it can do for them. Sounds obvious - but rarely done effectively.
- Personalize the experience based on acquisition source. Where possible (and it isn't always) make sure you understand where new users came from, and when relevant showcase the experiences and items that they might be interested in. And remember, that includes users from our other channels, such as those driven from in-store campaigns.
- A/B test the first key screens. Particularly in a multi-channel environment, it is so important to ensure users get on-board as easily as possible - otherwise they will go elsewhere and change brands entirely. So don't guess what works when it comes to retention, know!

Any retailer knows that the better you know each individual consumer, the more effective you will be at selling to them. That's why, collectively, the retail industry spends billions of dollars a year on loyalty programs to gather information on spending patterns.

But for the multi-channel retailer that represents a challenge. As consumers interact with the brand across multiple devices, and via sites, apps and in some cases in-store too, it can sometimes be easy to lose sight of the big picture.

Consider the following ways to ensure that doesn't happen:

- **When relevant make your mobile data accessible to central systems of record or other channel marketing programs.** This isn't just about purchase data - which is likely to be centrally stored anyway. It's about all the **events and actions** we can associate with each user: what they browse, what they have nearly purchased, which product categories they spend time in. That information can be invaluable for building relationships in other channels.
- **Similarly, make sure the reverse is true.** Don't let your mobile marketing efforts rely solely on the data you collect on mobile. As an example: if a user leaves an item in a shopping cart online on the desktop, use that knowledge to inform a push notification campaign (on the mobile) when the price of that item is reduced.
- **Build relationships in a seamless fashion.** Consumers don't see you as just a website or an app. They see you as a company or brand they like to do business with. Always make sure to share data relating to communications, with the intention of delivering the sort of seamless, relevant experience that demonstrates you understand and even anticipate their actions.



3

SHARE DATA

The mobile app should not necessarily be seen as a competitor to the in-store experience. But it is vital to understand that consumers now see mobile as providing instant access to the information about products and services that helps them reach a purchasing decision.

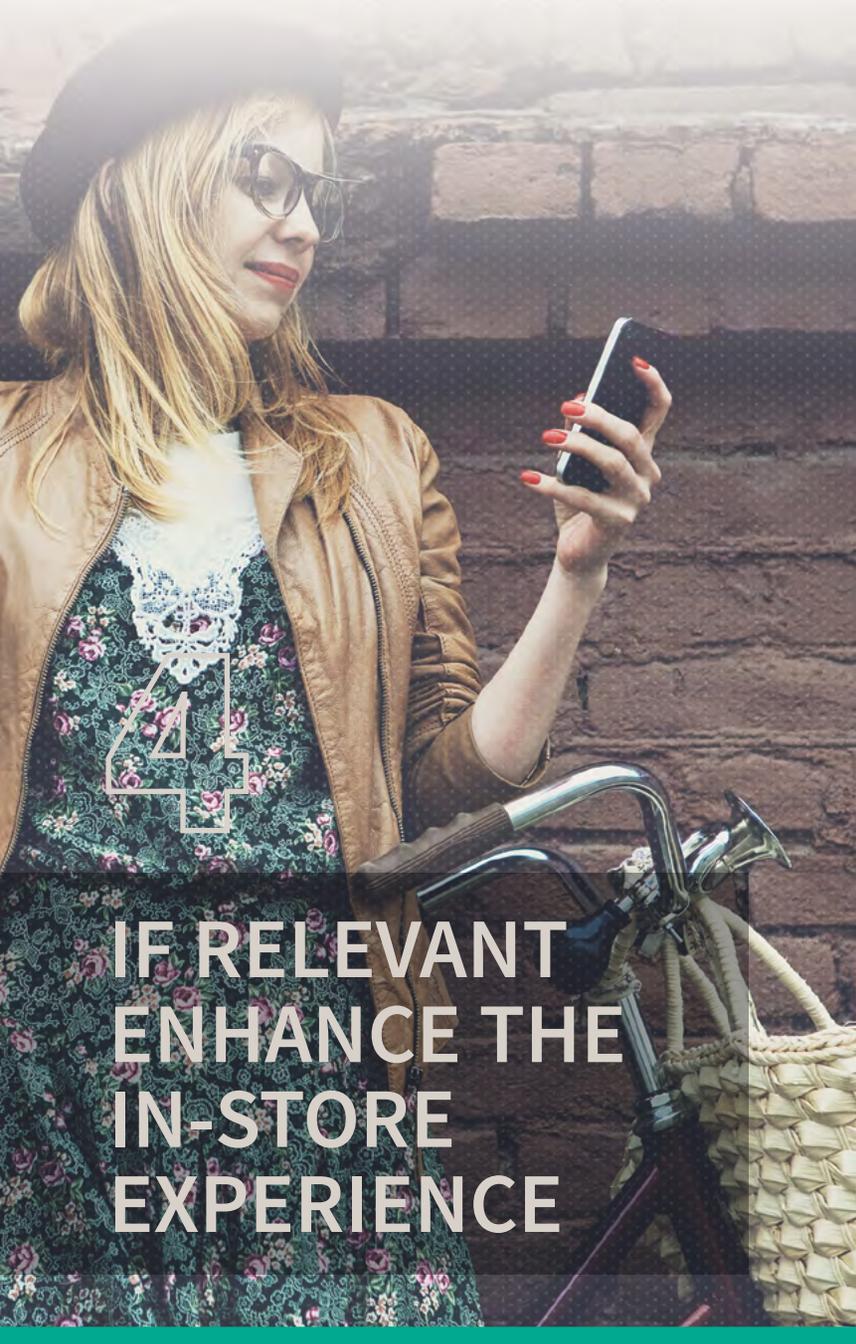
That's why you'll see people take out their mobile in-store to check user reviews of a particular item, or compare prices. So ask yourself this question: *"do I want users turning to MY app, or a competitor's app, when they look for that information?"*

When you've chosen the former option, here's how to make it happen:

Connect the in-store and mobile experience. Smart geo-fencing enables you to trigger in-mobile campaigns as customers enter different areas of the store. That opens up a world of possibilities, from notifying users of current promotions via push campaigns, to in-app messages and content relating to nearby items. Consider them all!

- **Bring digital data to the in-store party.** Digital channels have one huge advantage: they offer the ability to collect data relating to almost every aspect of the consumer. You can turn that to your advantage in store. Whilst you may be running multiple promotions on any one day, it is possible to ensure that each individual sees only those relevant to him or her - based on their prior behavior in the mobile app or online.

Build in-store companion apps. Don't make the mistake of believing that just because you are a retailer, any app you build has to sell directly. A store companion app can provide valuable location-sensitive content and campaigns, and can be integrated with the in-store experience by, for example, supporting a 'call a sales assistant' function.



IF RELEVANT
ENHANCE THE
IN-STORE
EXPERIENCE

5

TARGET AND
CONVERT

Retail is a multi-channel industry. But increasingly mobile is the core channel within that mix. And that means that ultimately, mobile is going to have to step up to the plate when it comes to selling. To make that happen, we need to start adopting some of the techniques that have been refined in the e-commerce space and applying them to mobile.

Here's a few obvious places to get started:

- **Ensure you are optimizing and personalizing content based on prior user behavior.** If a given user of your mobile app tends to browse and buy men's fashion - don't show a display of women's shoes! Learn from user actions and ensure content and recommendations are appropriate.
- **Build campaigns that get 'browsers' over the line.** Don't just expect the people who install your app to start buying without prompting. *Identify engaged but non-spending users and market to them.* Try delivering in-app campaigns that offer daily deals or discounts. **That first purchase in any channel is vital:** make sure it happens.
- **A/B test the buying process.** Don't allow slip-ups where the rubber hits the road, instead make absolutely sure that every single aspect of actually buying is tested and optimized to destruction. It's not acceptable to let opinion over-ride hard user data in this situation.

Ultimately the number and variety of campaigns - whether in-app or delivered via push notifications - is limitless. The end goal is the perfectly optimized, relevant experience that delivers strong relationships and consumer loyalty as a result.

Good luck!



GROW YOUR MOBILE BUSINESS WITH SWRVE

The Swrve Mobile Engagement Platform is designed for digital marketers who are focused on transforming the way brands connect and interact with customers in an increasingly mobile-centric world.

Understanding how to engage users quickly and maximize revenue is a core competence of Swrve's, and recognized by our partners - including Sony, The Guardian, Condé Nast, Warner Brothers and Microsoft. Swrve customers have delivered more than one billion mobile messages, and every single day the Swrve platform processes over six billion events.

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