

• HOW TO •  
**GENERATE  
LEADS**

→ *WITH* ←

**MOBILE  
MARKETING**

HubSpot

# CONTENTS.

- 05 WHY A MOBILE STRATEGY IS BETTER THAN BUILDING AN APP.
- 15 GENERATING LEADS THROUGH MOBILE MARKETING.
- 23 BEST PRACTICES IN ACTION: UNLOCKING MOBILE ROI.



INTRODUCTION:

# What is mobile marketing?

**W**hat do you think about when you hear mobile marketing? Do you think about the pop-up ads that, well, pop up when you are playing Words With Friends? Or do you think about your favorite restaurant's website and how difficult it is to use on your phone?

Either way, whether you know it or not, you have been immersed in mobile marketing.

Mobile marketing is as simple as optimizing your marketing strategies for the people using a mobile device -- not the device itself. According to a [Google report](#), **90% of online users utilize multiple screens sequentially to accomplish a task over time.**

This means that an individual could start reading your content on their Android, continue on a tablet, and finish on a laptop.

Mobile marketing means creating a seamless, optimized experience on each of these devices.

To do so successfully, marketers need to be thinking about responsive design, lead generation, and mobile ROI. When you have a responsive design, your website will appear properly formatted and designed across

any device. Then you can learn how to generate leads through various tactics that will be fairly similar to what you have done in other areas of your marketing.

And once that's all executed, you can track the actual ROI associated with your efforts. This ebook will show you how it's all done.

Excited to dive into the world of mobile? Let's go!

---

ABOUT THE AUTHOR:

**RACHEL SPRUNG**

**@RSPRUNG**

Rachel Sprung is a Product Marketing Associate at HubSpot. Before joining the product marketing team, she worked on HubSpot's INBOUND conferences, HUGS 2011, external events, media relations, and the speaker program. You can also find her regular blog contributions on HubSpot's Inbound Marketing blog and on Social Media Examiner.



# 01

CHAPTER

WHY A MOBILE  
STRATEGY IS  
MORE THAN  
BUILDING AN  
APP.

## Why a Mobile Strategy is More Than Building an App

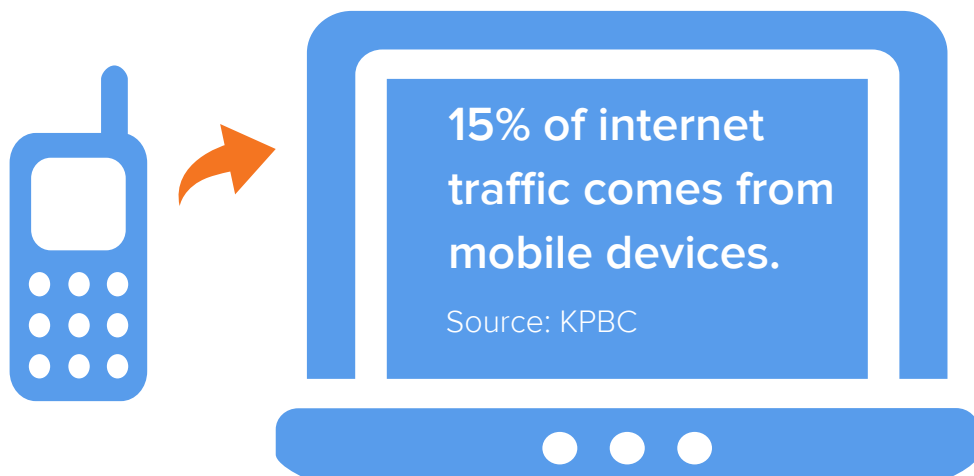
When you hear “We need a mobile strategy,” do you first think, “We need a mobile app!”

If so, stop it.

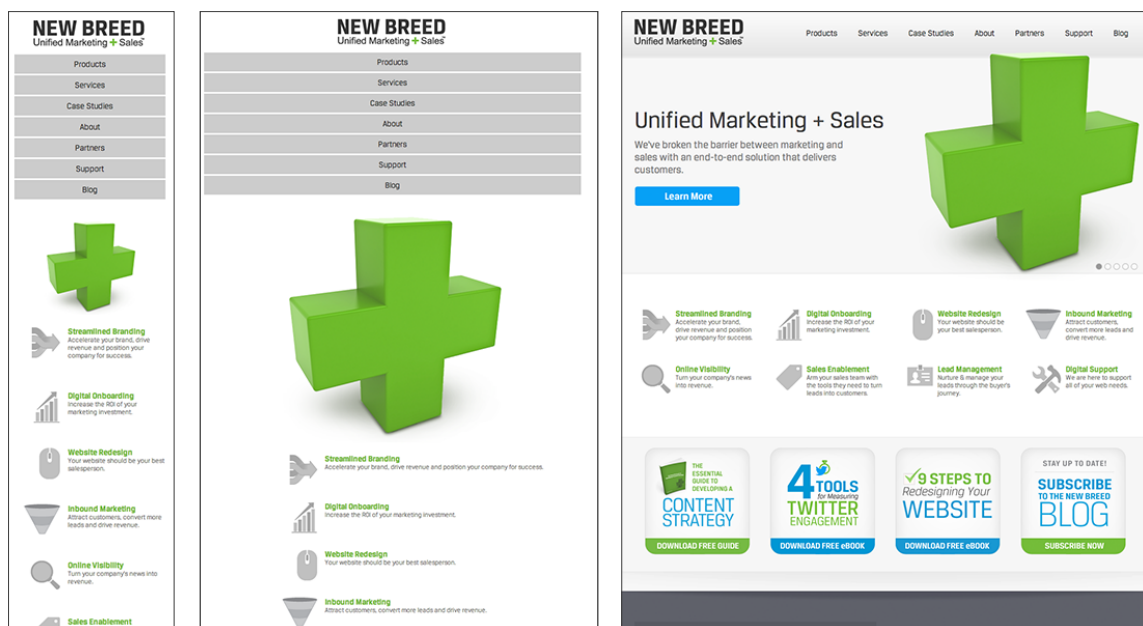
Having a mobile strategy extends far beyond having an app. According to [KPCB Internet Trends 2013](#), **15% of internet traffic comes from mobile devices**. As this number continues to grow, how do you ensure the audience coming to your website from mobile has the same experience as the audience coming to your website from desktop?

Stop narrowing your strategy to creating an app and start introducing your business to the concept of responsive design.

Responsive design is a web design approach that provides an optimal viewing experience from mobile phones, to tablets, to desktop computer monitors. Not only does responsive design allow visitors to have a better experience through every touchpoint to your website, but it makes mobile optimization easier on your end as the marketer.



To put it simply, responsive design takes a website and automatically repackages content to fit the device viewing it. So whether you are looking at a computer, tablet, or cellphone, you will have the same viewing experience. For example, let's take New Breed Marketing. Its website repackages its content on each page to ensure that the viewer is getting the same information no matter what device they are using.



New Breed Marketing has a responsive design that automatically conforms to the device viewing it.

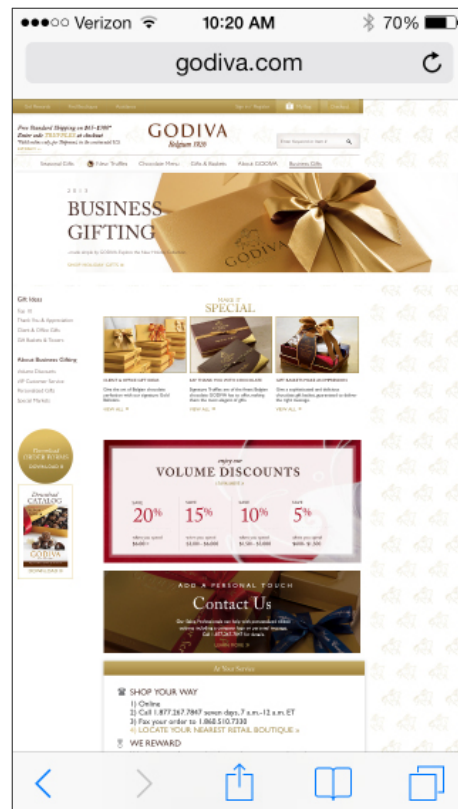
In addition to a better user experience, responsive design provides an array of additional benefits. Let's examine four of these benefits.

## Benefit #1: Responsive design results in higher conversions

Having a responsive design is actually practical for your business. According to a [Google report](#), **67% of users are more likely to purchase a product or service from a mobile-friendly site**. That means there is a large percentage of people who will leave your site if it's not optimized for their consumption experience. In fact, companies with mobile-optimized sites actually triple their chances of increasing mobile conversion rate to 5% or above ([Adobe](#)).

Think about it this way. You visit a website such as Godiva on your mobile device, and this is what you find:

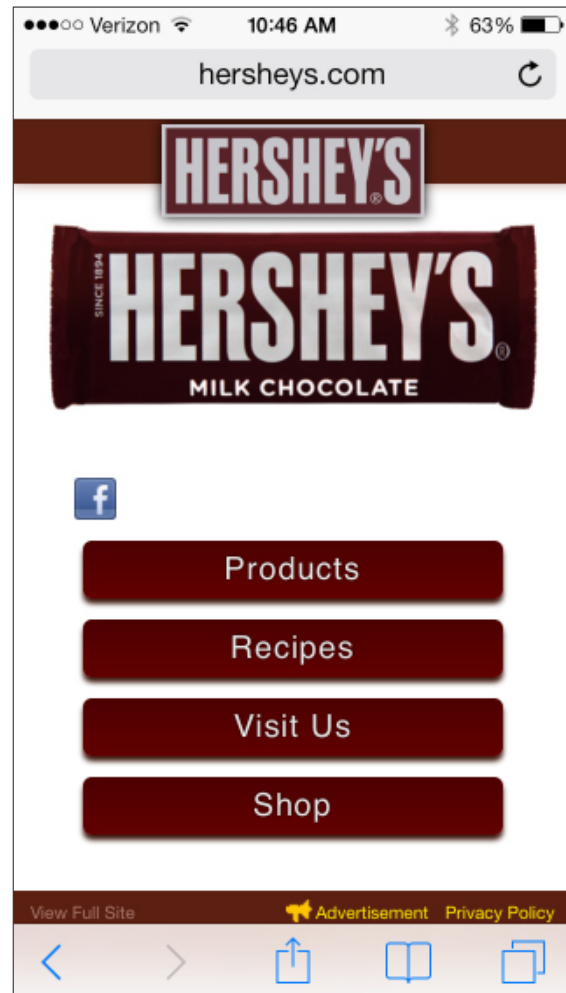
How do you even go about trying to buy a piece of chocolate? Well, you pinch your fingers together and zoom in. Then you move the browser to the left and right trying to find where the products are. Then you go to a product page and start all over again -- pinching your fingers together, moving the browser to the left and right, etc.





However, if you go to Hershey's website, this is what you find:

Notice the clean interface of Hershey's mobile site. The buttons are large and, therefore, easy to click. You can immediately figure out how to get more information or make a purchase.



In a simple click, you are at the products. You scroll down and choose one. It only takes a few steps to find what you are looking for and purchase it. According to [Google](#), **78% of users want to be able to find what they're looking for on a mobile site in just one or two clicks.**

Remember this rule of thumb: The easier it is to convert on a website, the more likely it is that your visitors will convert. Just help them along the way by making your website mobile-friendly.

## Benefit #2: Responsive design is easier to maintain than apps

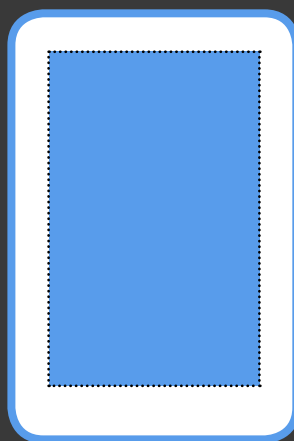
You may be thinking that it is impossible to maintain more content and websites than you do right now. After all, one website is enough!

Believe it or not, even though responsive design looks different on your tablet, mobile device, and desktop devices, it is actually just one device that conforms to the size of the screen. Marketers, pay attention! This means you only have to update one version of your website, and it will still be easy to use across all of your devices!

The result? You save money. You save bottlenecks. You save time for meetings, the sales approval process, and design. These reasons, among many more, will help your marketing team be more efficient.



### How does your website look across devices?



Not sure how your website is rendering across different devices?

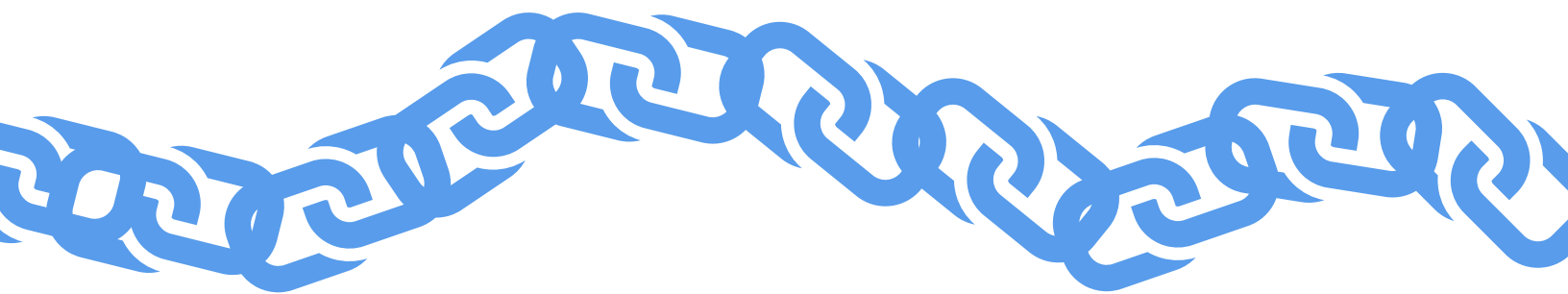
Type your URL into our Device Lab and see an instant preview of your website on mobile, tablet, and desktop. [Just click here.](#)

### *Benefit #3: Responsive design improves SEO*

Marketers are always looking for ways to improve their SEO. Well, responsive design gives you another way to do so. Here's how.

First, it is essential to optimize your webpages for keywords you are trying to rank for. By having one responsive website, you will only have to optimize your content once as your pages will automatically update across devices.

If you had a desktop and separate mobile version of your site, you'd have two URLs with two sites to optimize. Responsive design consolidates your efforts into one, which also prevents you from publishing duplicate content!



And that's not all.

Google states there are three core reasons as to why it prefers responsive design. In its [official statement](#), Google explicitly says:

---



*Using a single URL for a piece of content makes it easier for your users to interact with, share, and link to your content, and a single URL for the content helps Google's algorithms assign the indexing properties for the content.*

-Google

---



But Google loves responsive design for many reasons.

First, you avoid having duplicate content which can risk bringing people to the wrong website and splitting up your inbound links. Next, as stated above, one URL helps Google assign indexing properties for the content which helps your website rank better. This helps SEO by channeling all links into a single URL instead of splitting it across different pages, giving all of the link power to a single URL.

Google has also said that it will rank sites optimized for mobile higher in mobile searches. As we said earlier, 15% of all Internet traffic comes from mobile devices, so this can really make a difference in how often your website is found.

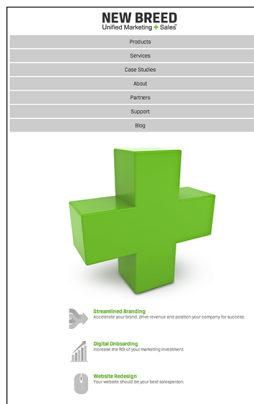
## Benefit #4: Responsive design calls for better usability

One of the best parts of having a website that is optimized for mobile is it allows for better usability on each device someone is using. Along with announcing it prefers responsive design for websites, Google released important facts about mobile:

- 76% of users want a business' mobile site to fit the small screen of their smartphone better.
- 64% said they want to only scroll up and down, not left and right.
- 69% of users called for bigger buttons that are friendlier to their fumbling fingers.
- 74% of users want mobile sites to look clean and efficient.

Having a responsive design makes all of these requests come to light. Responsive design fits into the varying screen sizes mobile devices, allows users to only scroll up and down (versus up and down AND right and left), makes it easier to display large buttons that are easy to click on, and makes the mobile site clean and efficient.

Let's take a look again at the New Breed Marketing websites.



When the device is on a smaller screen, the buttons become larger and easier to click. All of the content stays the same, but the responsive design positions content differently, allowing visitors to take in the same information in an easy-

When the screen is bigger, some of the content is placed horizontally. But when the screen is smaller (as you can see above), it is placed vertically, taking away the need to scroll up, down, left, and right. But overall, the sites look clean and are easier to use than if you had to zoom in and out, left and right, and constantly try to search for the information.

02

CHAPTER

GENERATING  
LEADS  
THROUGH  
MOBILE  
MARKETING.

## Six Tactics for Generating Leads Through Mobile Marketing

Using mobile marketing to generate leads may not be as straightforward as your other lead generation tactics, but it is a profitable and efficient way to reach your audience through a constantly growing channel.

Generating leads through mobile marketing requires taking a step back and thinking about ways you can optimize the information and content you already have for mobile experiences.

We highlight six tactics you can implement to optimize your content for mobile lead generation. And remember, if your website is responsive, you are more likely to prevent visitors from bouncing off your site anyway!

- **Employ Progressive Profiling Forms**
- **Create Simple Calls-to-Action**
- **Provide Discounts & Customer Loyalty**
- **Optimize for a Mobile Screen**
- **Make Your Phone Number Clickable**
- **Try a Simple Text Campaign**



## Tactic 1: Employ Progressive Profiling Forms

Forms on a mobile device can be extremely frustrating. The fields are usually too small, and you end up clicking the wrong line. Also, the forms are usually much longer than you want them to be. And let's be honest, as a user, because of these limitations, you will likely turn to another website that doesn't require such a heavy form experience.

But as marketers, we don't want to get rid of a form. Forms are the core of conversion on webpages.

That's where progressive profiling comes in.

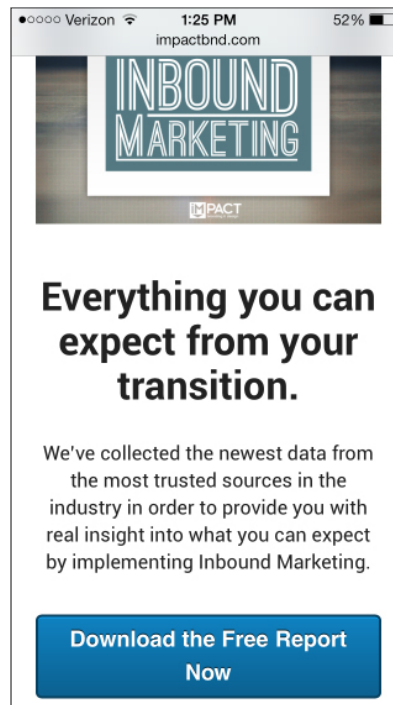
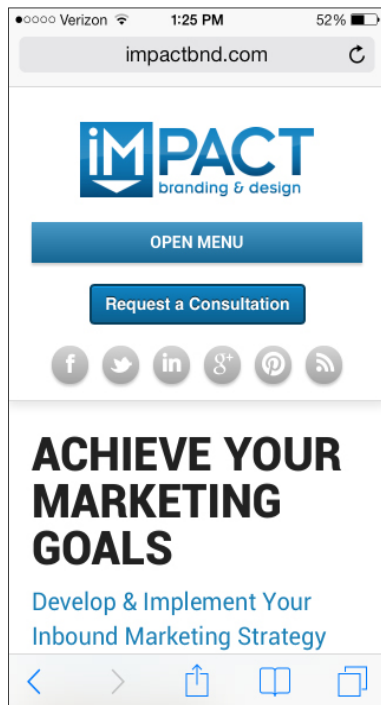
Progressive profiling technology, a feature that is usually an extension of dynamic form fields, allows you to set up iterative forms that enable you to designate which questions appear based on what you already know about a particular lead. That way, every time a lead fills out a form, you are progressively collecting valuable new information about them while keeping your forms short and easy to complete. This enables you to build up the amount of information, or intelligence, you collect about your individual leads without causing more friction in the conversion process.

Ultimately, progressive profiling technology enables you to collect the right information from your leads at the right times.

By hosting progressive forms on your web content, you optimize your mobile presence for shorter forms and higher conversions.

## Tactic 2: Create Simple Calls-to-Action

When creating CTAs for your website, think about how they will appear on different devices. You may not want the most visually heavy design as that could be distracting on the small screen of a mobile device or tablet. But you do want an image with clear, readable text. That means short, to-the-point CTAs that get your message across quickly with only a few words.



In both examples, the CTAs are clear and easy to read. The text is short but to the point.

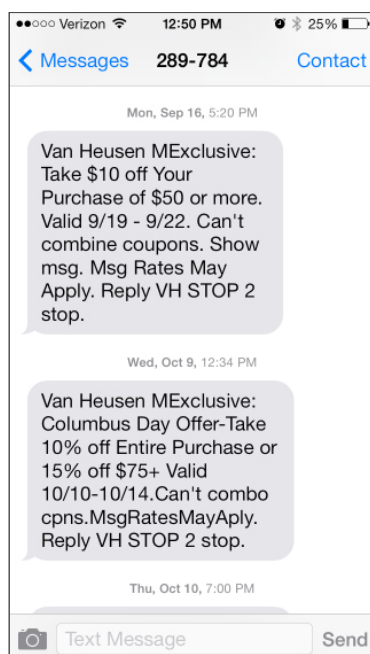
### Tactic 3: Provide Discounts & Customer Loyalty

Another way to measure your mobile presence is through discounts and promotions that will be redeemed through mobile devices. This can be in the form of promo codes, customer loyalty discounts, or even on-location specials.

Let's take Kings in Boston as an example. Kings is an entertainment facility with bowling lanes, pool tables, bars, and a full-service restaurant. Kings makes it clear to customers entering the facility that if they like the Kings Facebook Page, they will receive free shoe rentals for that day. So of course, many customers pull out their mobile device, go to Facebook, and like the Kings page.

Kings created a small, but effective, sense of loyalty with its customers by having them like its Facebook page with their mobile devices.

After they do that, the Kings social media team can nurture their new Facebook leads and keep them coming back to the business.



**Now that Kings has customers' mobile numbers, they can text them additional offers and discounts.**

## Tactic 4: Optimize Content for a Mobile Screen

Think about the situations and places you have been in when you pull out your phone to read an article or check your email. Typically, you only have a few minutes and are trying to kill time. You may be waiting for the next subway to come or at the doctor's office. Either way, you only have a short period of time to consume the content, and you don't want the content flooded with filler words and fluff.

When you know you are writing for a mobile audience, there are a few rules to live by. First, frontload your content in case people do not get to the bottom of the article. Don't put the punch line of the article in the last line. Make sure people understand the purpose of the article from the start.

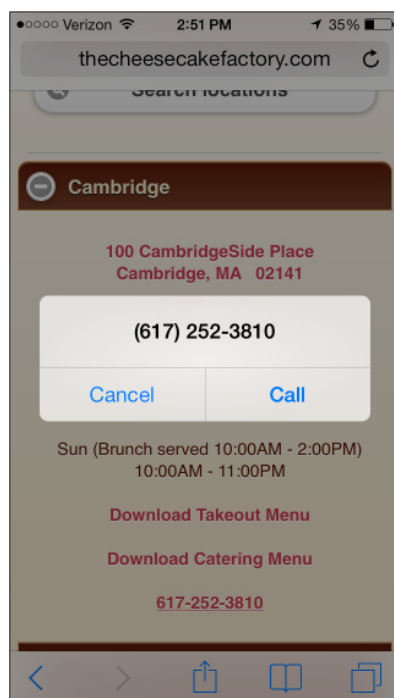
Next, make the content easy to digest. Bold your headlines. Make them short and tweetable. Do not write for the purpose of writing, but write concisely.

Finally, A/B test some of your content to see what performs better. Does your audience like lists? Do they like "how-to" articles? What are they most likely to fully read, especially on a mobile device?

## Tactic 5: Make Your Phone Number Clickable

When someone picks up their mobile phone, they are going to take an action. Whether that's opening an app, searching for a company, or simply texting a friend, they are much more action-oriented when on their phone versus a tablet or desktop computer.

Knowing this, consider how you can get your potential visitors to the point of conversion faster, and make it as easy as possible to do that. One technique is making sure your [phone number is clickable](#) on your website. By doing so, your customers do not have to copy and paste or memorize your phone number -- they just click on it and are instantly dialing. Remember that the fewer clicks you need to complete an action, the more likely you will have someone complete an action rather than bouncing off your site.



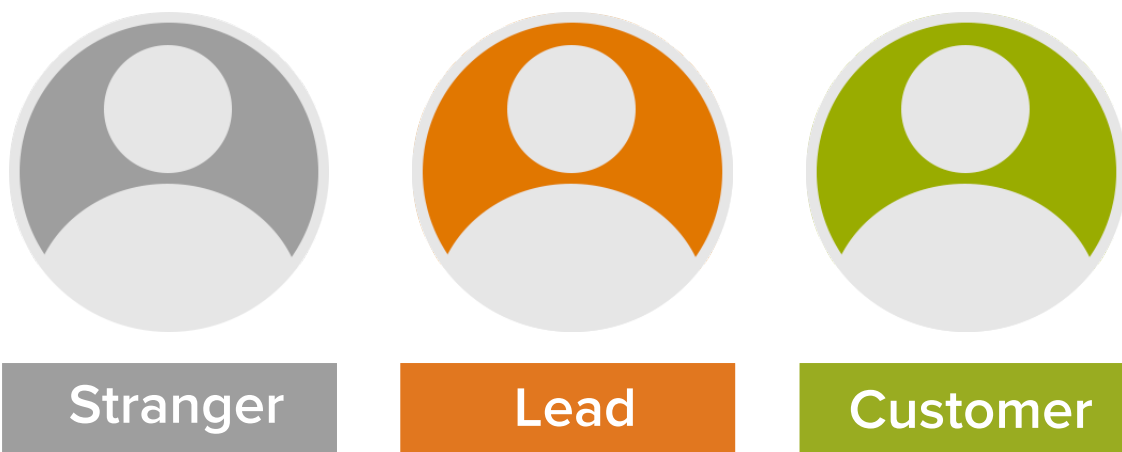
If I want to call the Cheesecake Factory, all I need to do is click the number on their website. The option to call immediately pops up making it easier for me to complete the call.

## Tactic 6: Try a Simple Text Campaign

In addition to optimizing your experience for mobile, mobile devices also open the opportunity to start text message campaigns. While marketers have grown accustomed to channels such as email, there is still room for growth in the SMS channel.

Let's take Van Heusen as an example. I was in the store with my mom when I saw a sign to automatically get \$5 off my purchase if I just texted them. My mother then asked me to text the number so she could get the discount.

Since then, Van Heusen has been alerting me once a month (which isn't a lot) when it has a new discount or deal. As someone who had never shopped there, these texts continue to nurture me and even led to me to go back and buy from them for the first time. While I was once a prospect simply in the store because of my mother, the company's text message campaign converted me into a lead and, soon after, a customer.



**Van Heusen's campaign turned me from a stranger, to a lead, to a customer.**

# 03

CHAPTER

**BEST  
PRACTICES  
IN ACTION:  
UNLOCK  
MOBILE ROI.**

## The Real Problem With Mobile

Many companies don't realize the importance of mobile because they don't recognize the high conversion rates that could result from implementing a responsive website. But that's not the actual issue we're facing with mobile. Mobile has a tracking problem, not a conversion problem. Conversion rates are extremely high, but we are still figuring out the best ways to track it.

Mobile has its largest impact offline through in-store interactions, phone conversations, and app usage. But advertisers aren't tracking these metrics. According to Deloitte's "The Dawn of Mobile Influence" report, \$159 billion in retail sales were influenced by mobile in 2012 -- a much higher number than what is recognized in advertising.

Within the last five years, there has been a major shift in consumer habits when making shopping decisions. In the past, consumers would research on a desktop device and then purchase the item in the store -- simple, straightforward, and easy to measure.

But now, there are tons of ways for consumers to convert using their mobile devices. Not only do these options allow for better usability and interaction between consumers and businesses, but it also allows for unique opportunities for advertisers and savvy companies -- both offline and online.

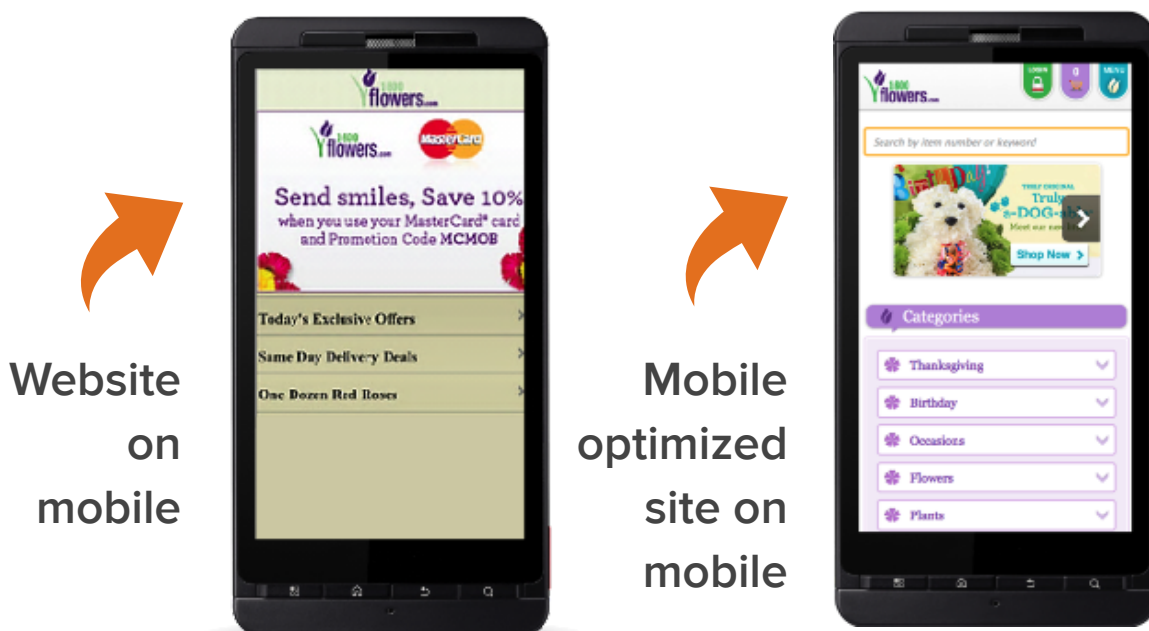


## Online - On-Device Conversion

Most businesses allow consumers to purchase directly while using their mobile device. Whether they are using the mobile website or a mobile app, users should be able to easily purchase an item. Ideally, it should be just as easy to purchase on mobile as it is on a desktop device. In fact, 61% of users said that if they didn't find what they were looking for right away on a mobile site, they would turn to competition (Google's "The Full Value of Mobile" report). The easier it is to convert on a website, the more likely consumers will not turn to a competitor.



It's also very important to build a website and constantly iterate on the original design and usability. As an example, 1-800-FLOWERS had a mobile website but only updated the flow and design. As a result, there was 25% more time spent on the new mobile site.



## Online - Mobile Apps

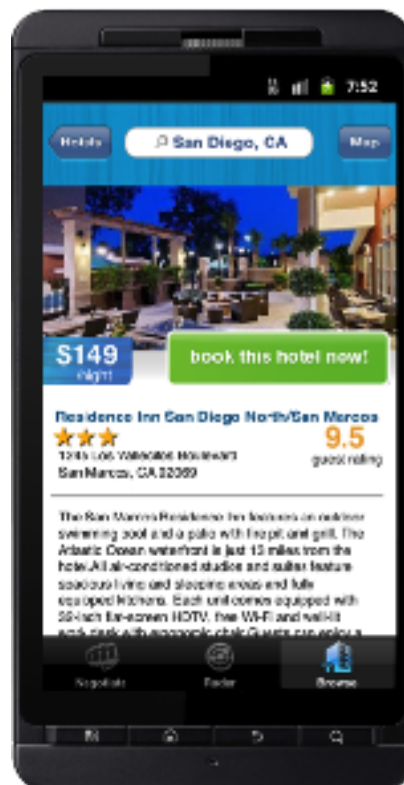
In the last few years, apps have become more and more engaging and interactive. As of June 2012, 50% of U.S. smartphone owners said they have used mobile commerce apps (Nielsen). Apps have become resourceful and easy to use. Typically, you can make a purchase in around two steps, making these apps efficient alternatives to mobile websites.



Apps make a customer's life easier, which is why there is such high adoption of them. For example, Priceline recognized that 82% of their hotel reservations were booked less than a day before their arrival. They took this information made their mobile app easy for booking rooms on the go.



**Priceline's  
mobile  
optimized  
experience**



As another example, Walgreens uses its app to refill prescriptions and send out coupons. The company now completes 25% of all prescription refills with mobile devices and sends out more than 2 million text alerts.

**Helpful secondary  
CTA if barcode  
causes issues**



Meanwhile, Starbucks took its loyalty cards and gift cards and put them on an easy-to-use mobile device. In addition to purchasing items using your smartphone, you can locate nearby stores, reload your Starbucks card, and share your purchases on social media. More than a million smartphone owners use the app because similar to the other companies, it makes their life easier. Solving problems for the customer is the key here.



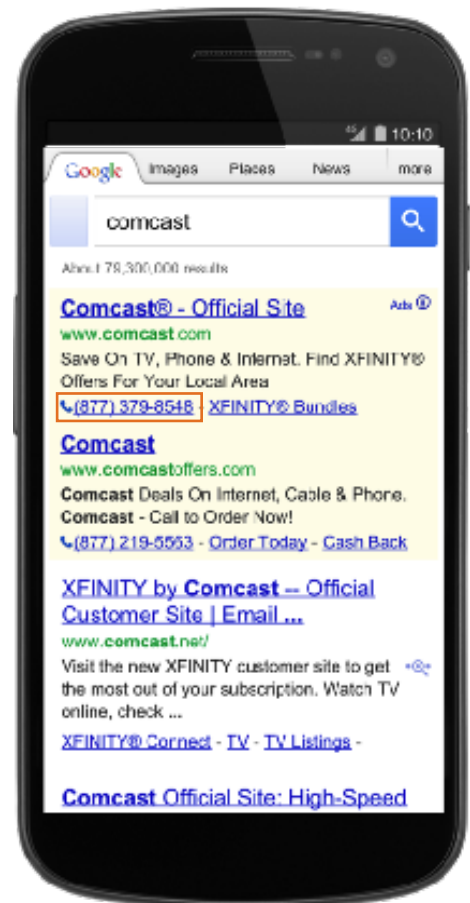
## Offline - Click-to-Call

Believe it or not, some customers still want an easy way to make calls to a business using their smartphones. People are constantly on-the-go and may not have time to fill out a form and wait for someone to give them a call back. Sometimes, making a quick phone call is the best solution.



Comcast recognized this and made it easy for mobile users to check service availability and get assistance by providing its phone number on its mobile site and in its search ads. The company built a mobile ad extension that allowed people to call directly from the search results. As a result, Comcast got a 270% higher clickthrough rate than desktop search ads.

This shows just how valuable it is to help your mobile users by providing them with the information that you want them to have and know they are looking for. Guiding them toward a purchasing decision through mobile can help your business while creating create happier customers.



## Online - Cross-Device

Have you ever started looking for a product on your phone during your lunch break and then had to come back to your desk to finalize your purchase at your computer? Well, this is an important part of mobile conversions. It turns out that 90% of people use multiple screens sequentially to accomplish a task over time (Google). Keep this cross-device purchasing flow in mind when building your mobile strategies.



## Offline - In-Store

Mobile users are, well, mobile. They don't have time to slow down, and it's essential that they have internet access when they are in stores. This allows them to check competitive pricing but also make other informed decisions before making a purchase. It also gives advertisers the opportunity to interact with customers with a very high intent of purchase.



For example, T-Mobile used search ads with location extensions to reach users close to its store locations. By doing this, it was able to drive 160,000 clickthroughs with a clickthrough rate of 13%. By doing this, T-Mobile was able to interact with customers who were close to making a decision but needed another push to get there.

# CASE STUDY

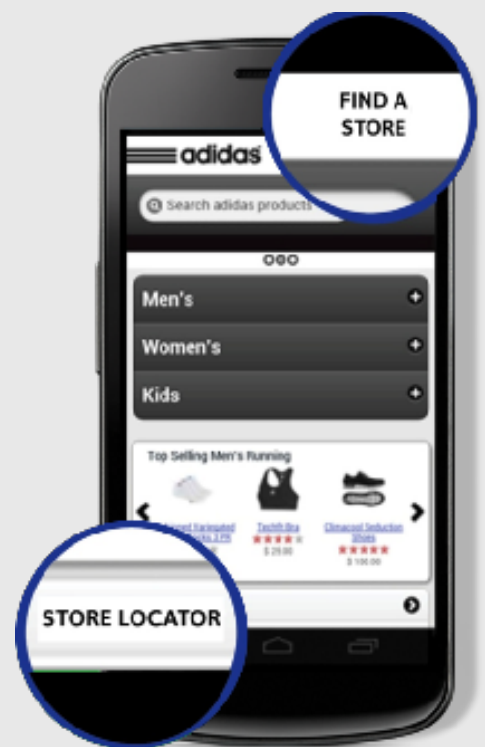
## Assigning Value to Mobile

Even though we are in the early stages of calculating mobile ROI, there are some companies who have made it a priority to figure out the benefits of their mobile presence. Let's look at Adidas as a case study.

Adidas worked with iProspect to figure out whether or not they were getting a positive ROI from their mobile app. Previously, the company tried to calculate its mobile ROI and made the assumption that one in every five people who clicked on the "Find a Store" option actually went into the store.

Data showed 13% of people who come into an Adidas store make a purchase. The average order value of these purchases is \$71. When evaluating these figures, though, Adidas and iProspect took into account that if someone is actively looking at the Adidas mobile app and searching for a specific product, they probably have a much higher intent to purchase. Considering all these factors, they estimated that that there would be a 20% conversion rate and an \$80 average order value for visitors who started on the mobile app.

After considering all of these factors, Adidas and iProspect concluded they could assign \$3.20 per-store-locator-click, a much higher value than they had originally expected.



## What this means for your business

It is easy to see other businesses adopting mobile strategies, but where do businesses that do not have a mobile presence yet even start? First and foremost, understanding how mobile influences your consumers' current path to purchase is important. You likely have a wealth of data that details your customers behavior patterns when making a purchase and hopefully understand the cycle they go through before completing a purchase. Thus, it's vital to use that information accordingly when creating your mobile strategy.

Next, think about the different conversion types you can measure in mobile. If you have an app, consider what you already know about how users are interacting with it and what features they are using when they are ready to buy versus just exploring your company. Think about what your customers are doing when they are browsing on their mobile devices. Consider whether or not your customers use multiple devices before making a purchase. There may also be a few other conversion paths your customers take that you haven't considered yet, but they should be included in your measurements when drafting a mobile strategy.

Finally, work with your team to assign values to these new kinds of conversions. We have a long way to go before measuring by mobile is perfect, but there is a lot that can be done in the meantime to get an estimate of its ROI. After that, you can get creative with some new mobile strategies that you can incorporate to increase your conversion rate. But first, concentrate on pinpointing your customers' paths so you can quantify your mobile strategy.

CONCLUSION:

## Finals thoughts on mobile marketing.

Your business may be having trouble measuring the value of your mobile presence right now, but after some careful calculating, you can actually figure out the accurate ROI.

Consider the different conversion types you can measure in mobile and how that relates to your business. Are you mainly using an app? Are you using a mobile site? What options and/or buttons are being clicked the most often? What patterns do you know about your customers that can help you assign values to their actions? What data do you already have that can be applied to your mobile presence?

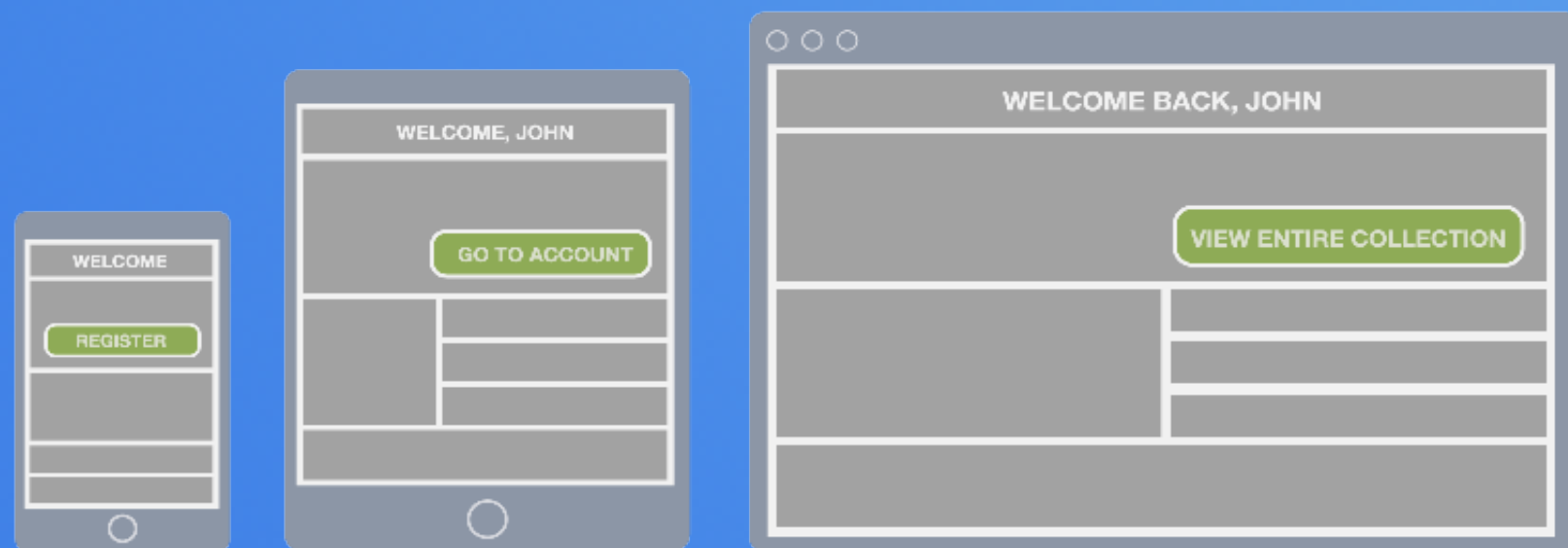
To learn more, check out [this blog post](#) on best practices for succeeding with mobile from the Google blog.





# DELIVER THE MOST PERSONAL WEB EXPERIENCE POSSIBLE. NO MATTER THE DEVICE.

Part content system, part personalization engine. HubSpot's COS is the first integrated website, blog, and landing page system to be optimized for mobile right out-of-the-box. Fully integrated with every marketing channel, it adapts to each viewer's unique context.



[CLICK HERE TO LEARN MORE](#)