



DirectSalesQRcodes™

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Mobile Strategies for Direct Sales Campaigns – Getting the SECOND CLICK ... (08.2011)

There are over 300 million mobile devices in the United States alone, and the number of businesses providing mobile sites is constantly rising. Half of the United States will have SmartPhones by the end of 2011 and over 60% of them will be moms. A fast, engaging mobile site is what is mandated in 2011 to establish a relationship with potential clients. Mobile sites are not simply a regular website “*shrunk down*” requiring a magnifying glass to read it. Seriously?

This is the **number 1 mistake** companies make when considering mobile platforms. To save money or technological resources they mistakenly believe all that is required is to take their existing website and “make it mobile.” **Nothing could be further from the truth for several reasons.**

When searchers arrive at an online website their search intent is often different than when they search for something on a mobile and SmartPhone device. Online searches trend more to “grazing” at a moderately slow pace for information, whereas mobile searches are about getting that information “*on the fly*”, information that is relevant to their search or click intent. Surprisingly this is often overlooked and bounce rates prove it.

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Bounce rates for searches on mobile devices are the result of not giving the viewer engaging content relevant to the reason they came to your mobile site in the first place. Let’s use an example. When a potential customer uses their mobile phone and scans a QRCode to visit your site, you must consider this question. **What will be a scanner’s intent** when they scan the QRCode on this poster, magazine or newspaper ad, this business card, this billboard, this banner or from this TV ad? To help answer the question advisers have to ask where will the person be when they see this poster, this magazine or newspaper ad, this business card, this billboard, this banner or this TV ad? **What will be doing when they see it?** Do we want them to take immediate action by doing something (i.e. a SECOND CLICK) on their SmartPhone? Would it be good if the person did something with a SECOND CLICK and what would that be in order of priority, FaceBook Like, Tweet this, or share on Google+, StumbleUpon, Digg, Delicious, Reddit?

Until recently, online marketers have driven sales growth primarily by building traffic (attracting customers) to websites. With the new disruptive technologies that are available like

DirectSalesQRcodes™, mobile platforms, Google+ and GoogleTV on connected TV's that is no longer the case.

In the old world, the idea was simple - increase the raw volume of visitors, which will increase the raw volume of conversions (turning visitors into customers). However this old world strategy is now rapidly changing. Since the vast majority of websites (online and mobile) treat new and repeat visitors exactly the same every time they view the website, **increasing the raw volume of visitors does not improve the rate of conversion and profitability**. I could say let me repeat that but I won't. I will say this is a real and endemic problem that inhibits conversion.

By understanding this very basic observation, online marketers have used two methods to improve conversions: visitor-centric and old world web-centric. The old world website-centric method entails making changes to the website's general design and navigation and functions at times utilizing data derived from analytic software and focus group surveys. Analytic software does produce extensive amounts of data regarding how visitors use a website (online or mobile) in the aggregate. Careful use of this data and A/B types of testing may (albeit gradually) improve conversion rates over time, but this entails allocating significant man-hours, processing and collating analytic data and experimenting with various web designs for online and mobile applications. Analytic software is geared for the website-centric focus of making a better website which will sell more products, strategies, ideas and services. As previously stated this method is now disappearing as a single solution, and is now morphing into a new world 21st century perspective. Companies are integrating the use of mobile devices and promoting them to users for mobile search and to engage them with relevant content on the internet.

The visitor-centric second method entails adapting the logic of the mobile website to display to each visitor the targeted content (i.e. relevant videos, images, sounds, and documents, etc.) which match their preferences and behaviors, **anticipated in advance of their coming to a mobile landing page**.

This mobile user strategy is **hyper localized** and answers these questions in advance:

- Why did the visitor come here?
- What are the 3 most likely reasons the visitor arrived here?
- Are we treating the visitor as an individual who wants a specific question satisfied or are we treating them as part of a nameless group?
- What type of content is most effective in establishing a lasting "relationship" with this individual?
- What type of content is likely to get this viewer to commit a "SECOND CLICK?"

The SECOND CLICK happens when a viewer has already been engaged and now "takes action". With today's sophisticated analytics (from QRcode integrations and with Google Analytics in

the back end), mobile strategists can now fine-tune their messaging and offers to optimize SECOND CLICK results and move beyond a simple first-click visit to a firm's mobile site.

In an overwhelming number of cases, mobile platform "advisers" assume our responsibility to a campaign ends at the first click. While *this is* a critical first step, the job is far from over ... actually it is just beginning. All marketing savvy strategists understand the real goal is to get the SECOND CLICK.

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So what is required? What should companies be requiring from their Tech Managers who hire outside firms to provide an online and mobile app strategy to help build their mobile strategy? To get that SECOND CLICK, it is necessary to provide compelling, easy-to-share content **WHICH IS RELEVANT TO WHY THE PERSON CAME TO THE MOBILE SITE.**

Here are some operative questions that need to be asked and integrated into a web platform.

- When a visitor arrives at a mobile landing page, is it designed to engage them in a relationship?
- If we engage them with excellent content, is it more or less likely they will complete a survey?
- If we engage them with excellent content, is it more or less likely they will agree to FaceBookLike , Tweet and share the content with others?
- If we engage them with excellent content, is it more or less likely they will click on a "further information" button?
- If we engage them with excellent content, is it more or less likely they will become clients?

By necessity and by simple reasoning, the focus shifts from informing viewers, to influencing their conversations by real engagement. By "**real engagement**" we mean a relationship with the visitor, not simply two ships passing in the night. How is one to know if that real relationship exists? A good way is for companies to take inventory of the SECOND CLICK calls to action. Look at the (5) questions above? Was the visitor engaged or did they leave your mobile site?

The task for mobile platform strategists, providers and advisers is to create in advance **influential, conversation-inducing content** which will expand reach to new customers by someone who just consumed it.

Assume someone just watched your best video: If you engaged them, experts agree they will tell 1-5 new people through an immediate email, or by clicking a “FaceBookLike” or sending a Tweet button. This is one form a SECOND CLICK takes that will give immediate feedback and metrics to a mobile platform’s success. Developing and executing this SECOND CLICK strategy will result in improved QRCode scan rates, email open rates, growth of online social media engagements and ultimately an increase in engaged viewers to your web site... in that order. So to repeat: ENGAGEMENT AND ESTABLISHING A RELATIONSHIP IS THE FIRST PRIORITY.

On a more granular basis, SECOND CLICKS come when a visitor to your mobile site chooses to “Like,” comment, share or rate your content. Often SECOND CLICKS are delivered as personal approvals or referrals. This is your most trusted and **effective level of advertising with viral messaging potential**. When a potential customer recommends your content to their friends and family, then, *and only then*, can your message be said to be strategically interlaced within the on-going conversations your mobile viewers are having in the offline and the online world. **Most significantly, this is all occurring in offline conversation channels that are extremely difficult to reach through traditional online, TV ads and messaging.**

Securing a SECOND CLICK is critically important to every successful Mobile Campaign. All offline and online content produced should be developed with a strategy that prompts consumers to share it in a SECOND CLICK or to execute participation in a call to some form of recommended action (i.e. fill in a form, a survey, a poll, or comment in a forum). If your mobile platform content, videos (profiles, interviews, news clips, testimonials), digital ads, items posted on your Facebook page and blog posts are not created and engineered with the **end-goal of getting viewers to pass it along**, then your mobile campaign is neglecting one of the most influential tools for enhancing and blending offline worlds with online worlds into a relationship which is cohesive and, in the end, will result in success for your Campaign.

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Here are Some Selected SECOND CLICK strategies

Is Your Content Really Worth Sharing? Ask Someone Else **Before You Answer**. Whenever you create content that carries your message, keep this all important SECOND CLICK firmly in mind. Ask yourself; are you representative of your demographic? Are you really the best person to answer this question? Nothing is more dangerous to a campaign than “getting drunk on your own whiskey?” Step out and ask third parties you feel are in the target demographic. What do they think of this content? Does the content **“get it”**, or does it miss the mark entirely? Remember, answering these questions is the main reason for developing the mobile platform in the first place. So ask, are your videos, ads, messages, e-mails, and updates that you post worth sharing? Have you shared the existence of your mobile platform with your email list telling them to check back frequently for new videos that are relevant to **THEIR CONVERSATIONS?**

Has the content been refreshed and is it relevant? For a mobile platform to be effective the content must be engaging and it must be frequently refreshed. To use a very poor visual ... think of it as a cat litter box. Will the visitor want to come back week after week and see and “smell “the same thing?

Does your content prompt or encourage someone to comment? Does your content plead for someone to engage in a relationship with you? Is your content worthy of being posted on someone else’s Facebook news feed? If not, what can you do to make it worthy of being passed along?

Sharing Capabilities. Is your mobile platform sharing enabled? All content should be extremely easy for visitors to share. Enabling a Google+, Facebook Like button, Twitter button or an option to link to social bookmarks like StumbleUpon, Reddit, Google Reader, and Digg is an important function in gaining viral momentum for your content.

Opportunities for Highly Interactive Relationships are First Created by You. When a viewer posts an update to their status on Facebook or Twitter what can you expect? What do you want to occur? When you answer that question, make certain to elicit interaction from your visitors at your mobile site. Again this is a form of a SECOND CLICK that is vital to your success. Simply ask a question or request feedback from that visitor. Make it a personal request. Recognize their personal participation and join the conversation by offering them some kind of a reward; a chance to meet you, a FourSquare or other meet-up type of Badge. When viewers “Like” you, re-post to them on your Facebook wall or add a comment. Remember it simultaneously appears in their Facebook feeds or Twitter streams and then reaches their friends. Be present in the conversation when it starts.

Effectively Measure more with the Google+1 Integrations through Your Mobile Site. Use the +1 button to publicly show what you like, agree with, or recommend on the web. The +1 button can appear in a variety of places, both on Google and on sites across the web. For example, you might see a +1 button for a Google search result, Google ad, or next to an article you're reading on your favorite news site. Your +1’s and your social connections also help improve the content you see in Google Search. Google+ Circles helps you organize everyone according to your mutual interests. Companies can now create circles of interests and segment on-going conversations with viewers by including them in circles by interest or issue segmentation. Giving viewers a chance to “weigh-in” with you is extremely important in the engagement world. Google+1 accessed on mobile devices and linked from your mobile site is a highly relevant measurement tool for SECOND LINK successes. Those who ignore this new technology do so at a significant disadvantage.

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