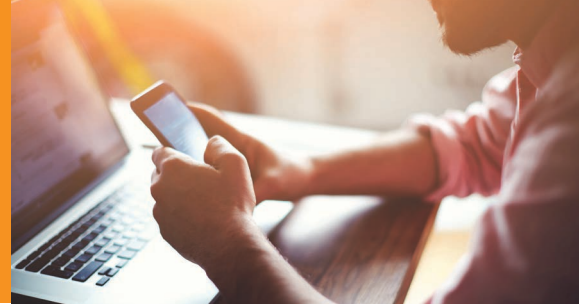


## Micro-location Technology for Enterprise



### 7 Digital Mobile Trends for 2016

For years, mobile has been heralded as the most important area of focus for marketers. In 2016, this is only going to be expedited further as smartphone adoption continues to accelerate. According to Deloitte, 76% of adults in the UK now own a smartphone. This is naturally transforming the way we interact with content, so capitalising on the growing trend is essential for any consumer-facing brand.

This presents marketers with a great opportunity to connect consumers to their brand, either through using apps or encouraging their customers to interact with them online. This is particularly relevant following OFCCOM's 2015 communications report, which revealed that, for the first time, consumers are preferring to access the internet through their mobile devices as opposed to desktop browsing. However, there are certain aspects that marketers must be aware of, and take into consideration when they are putting together their mobile strategy this year.

One such example is the type of relationship that is being developed with the consumer, as mobiles are an incredibly personal device – and with there being 1.5 million apps available for download on the App Store alone, it's highly unlikely that there are two phones out there with exactly the same software. Not only does this present huge competition for marketers looking to ensure their app stands out from the crowd, they must be mindful that their communications are not intrusive. With privacy dominating the news agenda in 2015, it's a topic that's likely to stay on the radar this year, and there are a number of things marketers can implement to ensure that they have a healthy, balanced relationship with the customer that yields results.

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#### 1. More customer experience, less mass marketing

The digital tools that customers now have at their disposal has resulted in marketers moving towards creating a holistic brand experience for their customer. Customers can now research and purchase almost anything they want without having to wade through irrelevant messages they've received from brands. If something does not fit with their personal preferences, they can simply delete it before they even open it, and it's no secret that customers hate being bombarded with irrelevant marketing messages. To connect with this new, savvy customer, brands must realise that their customers need to be fully engaged, which is achieved through providing a total brand experience.

#### 2. Link the physical to the digital

The links between the physical and digital worlds are becoming blurred. Customers plan physical shopping trips online, and use their phones in-store to enhance their experience. Brands that are to succeed this year will provide an experience across online and physical means. This can be through digital marketing channels, or through location services such as beacons in order to send consistent messages.

#### 3. The customer is in control

As the space is becoming increasingly crowded with noise and activity, businesses must understand that the customer has more control of the relationship. They must therefore ensure their proposition adds true value, and rather than pushing messages to customers, allowing the customer to be in control, so that the customer can pull information to themselves, in a way that they want to interact with the information.

#### 4. Saving time is more important than saving money

Consumers seem to be interested in efficiency and time. Retailers, for example, know that a reason customers leave their shop without purchasing is due to a long wait at the tills. These issues can be combatted by using the latest in mobile and location technology to provide service based messaging, that is personalised and relevant to them, rather than spammy marketing offers. For example, providing messaging to help customers find what they need in store, or using technology to minimise wait times for customers, is more likely to engage them than and offer to save money.



## 5. Location based marketing

53% of consumers are willing to share their current location to receive more relevant advertising. Offering your customers deals based upon location leads to higher conversion rates. It is an obvious fact that if you provide your users with information that is relevant to them at the right time and when they are conveniently in proximity of your business you are providing them with a high probable situation that they will act on your information.

Proximity marketing is a highly targeted dimension that allows for the highest level of company to consumer relationship. The bottom line is that this very effective tool helps generate higher ROI for businesses and advertisers. We are entering an exciting year with mobile expected to be even bigger than it is now. Mobile is already central to our customer's lives and our goal is to live up to their expectations and beyond. The key provides the consumer with real-time value through an individual experience, the ROI will follow.

## 6. Personalised experience

No two customers are the same, and everyone has an expectation from the brand – that they know who they are, and what business they have done previously. Marketers have a wealth of data available that they can use to inform their communications, and if used correctly, can create a very personal relationship with the customer. This is particularly important for mobile communication, to mirror the nature of the device. There's no excuses for sending generic marketing messages that aren't tailored for the end user.

## 7. Real-time, right place

Mobile is exceptional for providing invaluable data to marketers in real time. Those with agile marketing systems in place will be able to react in the moment to tailor their experience and add even more value. In addition, marketers must discover what the right time and right place is for their customers to receive communications. Location technology is particularly valuable for marketers who are able to send targeted offers to customers when they pass their particular shop or restaurant.

## Key notes to take away

Mobile communications have and will continue to transform the way brands interact with their customers in 2016 and beyond as smartphone adoption continues to accelerate. With consumers now expecting instantaneous responses that are highly personal, it's important that all brand marketers recognise the value of mobile as a channel and how it can fulfil this need. However perhaps more crucially, marketers need to ensure it is integral to the wider marketing mix and not treated as a siloed component. Strategies around mobile therefore need to be carefully developed around the specific needs of the customer, add value and ultimately make their lives easier. In a crowded market place, defined by the right message, at the right time, in the right place, only the best, targeted and relevant messages will resonate with the customer.

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