ENGAGEMENT MARKETING
Mobile content is best because it can be accessed virtually everywhere

MOBILE ADOPTION IS GROWING 8X FASTER THAN WEB ADOPTION

MOBILE MARKETING MASTERS
B2C companies are seeking new ways to engage potential customers and smart marketers are using mobile marketing technology to break through the noise.

UNIVERSAL CHALLENGES FOR MOBILE ADVERTISERS:
- Ambience of message
- Screen real estate
- Timelessness of message
- Right audience

WHEN IDENTIFYING WAYS TO TARGET, CONSIDER EXTERNAL FACTORS INFLUENCING CONSUMER BEHAVIOR:

THERE ARE 2 TYPES OF TARGETING AVAILABLE TO TODAY’S MOBILE MARKETER:
- Standard Location Targeting
- Geo-Precise Targeting

THERE ARE 4 TYPES OF GEO-TARGETING OPTIONS:
- IP ADDRESS TARGETING
- Wifi localization
- GPS
- Beacon targeting

GAIN THE EDGE ON COMPETITION:
Become aware of competitors’ digital presence, B2B marketing across social media platforms

WAYS TO DEVELOP DEEPER BRAND INSIGHT
- No competitive review
- No keyword or meta-data analysis
- No ROI analysis
- No data insights

GAIN LOYALTY WITH SOCIAL AND AFFINITY TARGETING
Acquire and segment customer data with social media data

EMPLOY GEO-CONQUESTING
Target customers when they’re near a competitor's physical location

TRY SOCIAL CONQUESTING
Now it works: Use a platform, like Cartbridge, which predicts the proximity of a competitor’s dissatisfied customer to your business

LEVEL UP RIC DATA: LEARN ABOUT YOUR CUSTOMERS
Compiling multiple disparate data from apps and data sales

CHOOSE A MOBILE MARKETING PARTNER:
Experts in Mobile Marketing Engagement Strategy and Execution, Acumen Solutions can help design customer profiles, journeys, and personalization strategies. We can help you leverage technology to drive sales.

Sources:
- Projected Revenue Opportunities
- http://goo.gl/H9MQm
- http://goo.gl/S09uDS
- Empowering Customers
- http://goo.gl/n5DIaB
- http://goo.gl/z7KFP
- Increased Customer Value
- https://goo.gl/erTwCJ
- http://goo.gl/9F7t3Z
- Enhancing Visibility
- http://goo.gl/0RYXo4
- Securing the IoT
- http://goo.gl/a2C7
- http://goo.gl/9aK8E
- Worldwide IoT rollout
- http://goo.gl/06A8kF
- http://goo.gl/073jY
- Less Downtime - Greater Benefits
- http://goo.gl/hr77s
- https://goo.gl/Z56Z7T
- http://goo.gl/COQ2

Design Customer Profiles
Create Customer Journeys
Generate Personalization Strategies
Leverage Technology to Drive Sales