

11 trends in mobile marketing

You can reach **260** millions mobile phone owners in the U.S.

72% of people in the U.S. check their phones at least once an hour, giving marketers a possible **2.3 billion touch points** with consumers per day. If you're not ready to catch all types of responses, you may be missing new leads and customers.

Discover these 11 trends in mobile marketing and how call tracking plays a role in mobile marketing attribution.

01 **Voice Call** **\$8.89 billion revenue from click-to-call will be generated in 2017 globally**

*BIA/Kelsey, Call Commerce: A \$1 Trillion Engine. 2016.

A phone call is a natural way for consumers to respond from mobile phone. Don't ignore them! Include phone numbers on all ads, landing pages, social media and in emails. Answer, track, and analyze every call.

02 **Email** **\$38 ROI on every \$1 makes email marketing one of the most effective channels**

The email marketing space is saturated, so you need to be better at it than your competitors. Offer more ways for consumers to respond from email - calls, texting, chat - and instantly boost your ROI.

*DMA. National Client Email Report 2015. <https://dma.org.uk/research/>

03 **Texting** **80% higher conversion rates when you give consumers the option to text a business**

Offer texting on ads, landing pages, social media, and in emails to supercharge each channel's performance without increasing your ad spend.

*Google. Click-to-message ads bring a new and easy way to talk to customers. 2016. <https://adwords.googleblog.com/2016/10/click-to-message-ads-bring-new-and-easy.html>

04 **Multi-Media Messages** **8 times more likely to share than text content on social networks**

To spread the word about your business, use images that speak louder than words. Consumers want to share and receive images, so accept MMS and generate more leads.

*Marketo. The Definitive Guide to Mobile Marketing. <https://www.marketo.com/definitive-guides/mobile-marketing/>

05 **In-App Messages** **60 billion messages are processed by Facebook Messenger and WhatsApp**

Integrate your communications with messaging apps to engage consumers where they are, and see an immediate increase in conversions.

*Mark Zuckerberg. F8 Developer Conference. 2016. <https://techcrunch.com/2016/04/12/facebook-messenger-and-whatsapp-combined-see-3-times-more-messages-than-sms/>

06 **Chatting** **1/3 of consumers prefer chat to connect with a digital retailer when they want to make a purchase**

1/3 each also preferred email and voice call. Be ready to convert more consumers by offering live chat on your website to connect with the ready-to-buy visitors.

*eMarketer. Chatbots Akin to Real-Life Customer Service. 2017. <https://www.emarketer.com/Article/Chatbots-Akin-Real-Life-Customer-Service/1015022>

07 **Organic + Paid Search** **51% of smartphone users made a purchase online using their mobile device**

Maximize response to paid ads on mobile by offering all possible ways to connect: call, text, form fills, chat, and more. Optimize ad spend by tracking all types of leads by campaign, keyword, and search engine.

*Pew Internet. Online Shopping and E-Commerce. 2016.

08 **Form Fills** **1% conversion rate for contact us forms on both mobile and desktop**

The actual conversion rate on mobile is certainly much lower. Choose your forms wisely and make them mobile-friendly by reducing the number of fields, use texting with pre-filled fields, autofill, or offer chat as an alternative.

*Formstack. The Form Conversion Report. 2015. <https://www.formstack.com/report/form-conversion-2015>

09 **Videos** **50% of internet users look for videos related to a product or service before visiting a store**

Give consumers the content they need to make a decision and provide a clear and intuitive call to action at the end of your business' videos to drive up conversions.

Google. 3 Key Shopping Micro-Moments for a Mobile World. 2016. <https://www.thinkwithgoogle.com/infographics/shopping-micro-moments-mobile-trends.html>

10 **Push Notifications** **70% of mobile consumers allow push notifications**

Include a clear and intuitive call to action in your push notifications, leading your consumers to the next step and their next purchase.

*Marketo. The Definitive Guide to Mobile Marketing. <https://www.marketo.com/definitive-guides/mobile-marketing/>

11 **Social Media** **60% of SMB owners are not able to track ROI from their social media**

Offer and track all types of responses beyond the click, including calls and text messages to create the fullest picture of ROI.

*Hubspot. The Ultimate List of Marketing Statistics. <https://www.hubspot.com/marketing-statistics>

Call Tracking Analytics will help you use all 11 ways to connect with mobile consumers, measure more and better, and, ultimately, improve your Marketing profitability

How Call Tracking can help?

Assess Your Marketing

Analyze what you are already doing to drive responses from mobile marketing.

Maximize Attribution

Gain the fullest possible attribution by tracking all types of responses down to the keyword level and even ad creative.

Boost Response With More Options

Optimize Performance

Find more opportunities to drive up engagement and ROI with call and text analytics interpreting every interaction with consumers.

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