



Using Mobile Applications to
Close the Loop
In Marketing

iApps®



White Paper

Using Mobile Applications to Close the Loop in Marketing

No More Machine Guns

Most companies have a marketing budget. There are many so called marketing companies out there that are determined to grab a slice of your marketing dollar. Gone are the days where a simple sign in front of your shop displaying your service would bring in the customers ready and willing to purchase.

Low returns on investment, marketing messages that get lost amongst the noise, dwindling sales leads and increasing advertising costs of traditional media such as television, radio and print are only some of the concerns for many businesses.

The machine gun approach is no longer effective for today's savvy and over-stimulated customer.

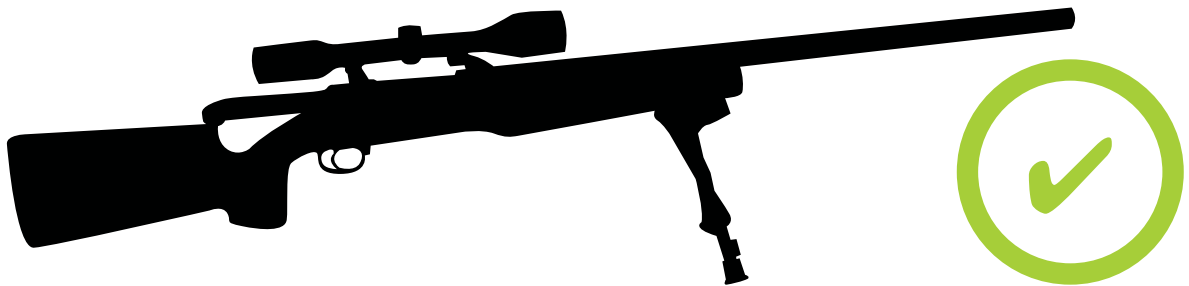
These days you cannot leave marketing successes to chance.





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What is needed is an extremely focused laser-sited, sniper rifle approach with all the 'intel' for a guaranteed hit

Currently more people are carrying around a personalised automatic marketing machine in their pockets. The humble smartphone is not only a great tool for communication and consumption but also for engagement.

New research from Insight Express have provided detailed metrics regarding smart phone usage and mobile subscriber behaviours. Insight Express's "4Q2011 Digital Consumer Portrait" indicates that smartphone penetration has increased consistently throughout the year. Currently, 41% of consumers own smart phones. To optimize your marketing initiatives, businesses must better understand this audience and its primary behaviours. This is the 'intel', and there are many companies offering this type of research, such as Flurry.

Results of a Mercatus survey also demonstrated the increased levels of engagement smartphone owners have with their phones. In addition to significant texting, emails and Internet access on a daily basis, one-third access social

networking sites and almost 10% download videos or movies daily. Usage for telephone calls is actually in decline.

"This kind of intense engagement will continue to increase, as smartphone functionality continues to expand and the device becomes the primary channel for general 'lifestyle management,'" says Epperson, a spokesperson for Mercatus. "As a result, mobile is becoming a dominant factor in consumer decision making—particularly in retail shopping and financial services."

It is the 'lifestyle management' and the engagement levels of the smart phone that make it such a powerful platform.

Mobile applications can be seen as the conduit for the marketing feedback loop. The device can effectively collect usage and behaviour information of the the consumer with mobile applications. This valuable data can then be used to tailor relevant and targeted messages to the user in the most effective way. The laser-sited, sniper rifle approach.



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Leverage Specialists

Now, developing a mobile application for the sake of building a mobile application can have the same effect as building a website just because everyone else is doing it. It leads to poor results. A strategy and plan for the mobile application is very important and a facility to measure your return on investment is paramount. This is where software development companies begin to divide in capability and relevance to your business.

There are software companies that have the technical ability to build a mobile application but no knowledge or experience on how to use it effectively as a marketing tool. Then there are marketing or digital agencies that understand marketing but may not have the required skill set to produce the mobile application in-house and usually need to rely on outsourced development. The problem with both scenarios is that there is no tight integration, co-ordination and communication between the technical and marketing.

There is a now a need for specialised mobile application companies who are also marketing experts. It is when internal powers are combined that effective and efficient marketing using mobile applications can occur at relatively zero on-going cost compared to traditional methods.





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Case study: Tourism Noosa

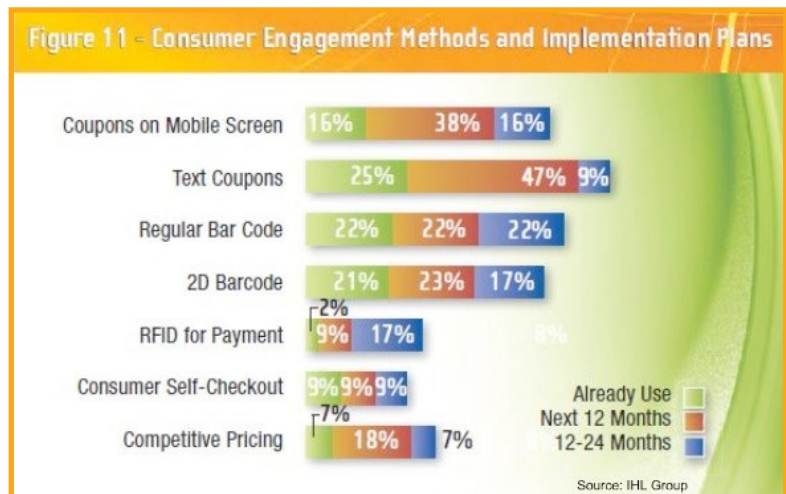
iApps Pty Ltd and Tourism Noosa (a subsidiary of Queensland Tourism), worked in partnership to deliver Australia's first iPhone/iPad application that gives tourists access to a complete directory listing of relevant events, activities, and promotions that can enhance their stay whilst visiting the luxurious coastal resort town. Noosa hosts 1.8 million visitors per annum and generates approximately AUD\$800 million for the Sunshine Coast's economy each year¹.

As a branded domestic and international holiday destination, Tourism Noosa realised the need to develop an application that enhances a guests stay by informing them of exactly when, where, why and how they can get to local restaurants, attractions, resorts, walking trails, beaches, public transport and much more. This has worked in favour of Tourism Noosa and The Sunshine Coast with domestic markets and international markets (especially Asia) now able to access and plan their trips all from the comfort of their By Noosa iPhone application.

By Noosa combines professional photography with interactive design to not only upsell the regions natural beauty, but also affords local businesses the opportunity to list their services in an intuitive and appealing way.

Utilising colour coding and satellite mapping to highlight the Sunshine Coasts regional attractions, holidaymakers can now identify recreational walking tracks, resorts, beaches, restaurants and many other services from anywhere in the world. This, when juxtaposed with the aforementioned visitor statistics, positions Tourism Noosa as a market leader for mobile technology in hospitality.

By Noosa is assisting local enterprise gain business from domestic and international travellers that locate their service through the application itself. This has not only helped boost business following the 2008-9 Global Financial Crisis, but has also assisted Tourism Noosa in showcasing the range of high profile activities and events that occur in Noosa on a yearly basis (Noosa long board festival, Noosa Triathlon, Noosa Food, Cheese and Wine festival and the Eumundi Markets).



So apart from potential and existing Noosa tourists benefitting from the mobile application. Valuable marketing data is able to be extracted from users of the app which leads to targeted promotions direct to the device via push notifications, targeted advertising and usage data. How do they manage projects and what's their track history for delivering on time and on budget?

¹ Tourism Noosa Ltd—2011



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Consumer Engagement

Eight in 10 US mobile phone users currently uses or will use mobile text coupons within 24 months, [according to](#) a recent study from [IHL Group](#) and [RetailConnections](#).

This is just one example of consumer engagement methods. There are many more innovative uses of technology in the mobile space. A strong reason to seek out a professional organisation that effectively melds marketing strategy with technical prowess.



Valuable Partners for 'Intel'

Flurry: Flurry increases the size and value of mobile application audiences, already helping more than 50,000 companies in over 100,000 applications across iOS, Android, BlackBerry and Windows Phone platforms. Flurry has built the world's leading mobile application analytics and data-powered advertising platform, with more ground breaking services in development.

AppFigures: AppFigures is a reporting platform for mobile app developers that brings together all of your app store sales data, worldwide reviews, and hourly rank updates into one intuitive and informative reporting solution.

ComScore: ComScore is a global leader in measuring the digital world and the preferred source of digital marketing intelligence. Through a powerful combination of behavioural and survey insights, comScore enables clients to better understand, leverage and profit from the rapidly evolving worldwide web and mobile arena.

ComScore provides syndicated and custom solutions in online audience measurement, e-commerce, advertising, search, video and mobile and offers dedicated analysts with digital marketing and vertical-specific industry expertise. Advertising agencies, publishers, marketers and financial analysts turn to comScore for the industry-leading solutions needed to craft successful digital, marketing, sales, product development and trading strategies. So the decision in cost really comes down to how risk-averse you are and how much you want to manage the process and perform your own quality assurance in house.



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Summary

Do not let your marketing budget go to waste by:

- Utilising a laser-sighted, sniper rifle approach, as opposed to the machine gun
- Leverage specialists for plenty of 'intel'
- Understand that a well designed mobile application can serve a very specific marketing objective
- Engage with a specialist mobile application developer who are also marketing experts



Alvin Landicho

Thank you for your time & attention:

We hope you found this Whitepaper enlightening and enjoyable to read.

For more informative literature of this nature please visit <http://www.iapps.net.au/mobility-resources/> to get your copy of our latest eBook 'A business guide to ensuring software project success'.

[More Resources](#)

About the Author:

[Alvin Landicho](#) is a Sales and Design Engineer for iApps Pty Ltd, a specialist mobile application development company with offices in Asia and Australia.

Alvin loves technology and thrives on blending the creative with the technical. He started out His career as an electrical engineer with a marketing edge, creating for large multi-nationals such as General Motors and Delachaux, following his bachelor qualifications in electrical and computer engineering and business. Alvin is passionate about marketing.