

Best Practices for Mobile on Digital Place-Based Media

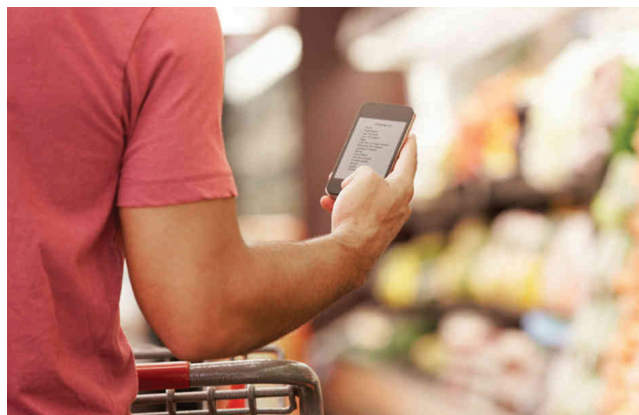
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Adding a mobile tactic to your in-store advertising efforts, digital place-based media or otherwise, can be extremely useful when it's done well and for the right reasons. Providing a mobile site or even an app that consumers can easily access allows them to grab your message, carry it with them, and amplify it socially.

- 1. How can you motivate consumers to engage in your experience?** While you may be thrilled to talk about your product in great detail, not everyone is motivated to just "find out more." Incentives work. Contests and coupons consistently prove to generate a higher response rate, so consider using them if you can.
- 2. What is the right "on-ramping" technology?** There are a variety of technologies available, from SMS text to QR code, audio watermarking to beacons. As with everything else in our space, the consumer experience is the consideration that drives actionable tactics. For instance, if the call to action plays for just fifteen seconds, you probably don't want your call to action to involve people pulling out their phones, opening an app, and having that app watch or listen for the trigger. While they're low tech, SMS shortcodes or simple URLs are often the best on-ramping option because they offer the lowest barrier to entry.
- 3. What would provide the best experience on the mobile device?** In the final mile of your mobile tactic, it's important to deliver or even over-deliver on what you've promised the consumer. Is your site optimized for mobile devices, or better yet, designed specifically for consumers you've on-ramped from your DOOH tactic? Can the incentive be redeemed and used properly and intuitively? Is your content viral enough to be shared?



Like any marketing effort, doing the legwork and asking the right questions can lead to the success you're after. That said, do your homework beforehand to understand the reasonable benchmarks of an effective mobile campaign, and manage expectations accordingly to avoid any disappointing results. Remember that while your numbers may seem small in comparison to your total DOOH campaign viewership, consumers who make the effort to interact with your mobile tactic are highly engaged, and those interactions are exponentially more valuable than viewership alone.



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