E-mail Marketing & Mobile Marketing
Learning Outcomes

Introduction to Email Marketing
What and why email marketing?
History
Facts and figures
Nature, Advantages, Challenges
Introduction to Spam Laws
Framework of Email Marketing
Linkage of Email Marketing with:
Google Analytics
Social Media Marketing
Exercise: Email Marketing
What is E-mail Marketing

- Form of direct marketing (you are directly speaking one on one with the prospects)
- Sending a commercial e-mail to a group of recipients
- Examples:
  - Sending a welcome e-mail to registered users
  - Replying to an enquiry
  - Sending a discount offer
  - Thanking someone for opting-in on your e-mail list
How is an E-mail sent?

- User uses a mail client (like MS Outlook) to draft a mail and send it to the mail server
- Mail Server finds the destination server location using the DNS details (mx records)
- Once mail reaches the Destination server, the mail server determines if the mail is authentic and the recipient of the email exists
- Destination server saves the e-mail in the proper inbox
Legitimate/ opt-in E-mail Marketing

What is Spam?

- E-mail without permission is unsolicited e-mail
- If you keep sending unsolicited e-mail regularly, you are spamming!
Legitimate/ opt-in E-mail Marketing

- Opt-ins are permission given by the recipient to receive your e-mail
  - Single opt-in (giving your e-mail address in a store, or a restaurant)
  - Double opt-in (clicking on the confirm link in your e-mail)
When to use E-mail Marketing?

- Marketing within a niche
  - Use of targeted e-mail campaigns using opt-ins
  - Will have higher conversion rates since the target is interested
  - Focus is on adding value through each e-mail to inform about the product/service
  - Reap the benefits by giving a strong discount/sale
When to use E-mail Marketing?

- Broad-based marketing
  - Need not necessarily be opt-in, might be unsolicited and even spam
  - Conversion rates are low
  - Only feasible if you are running an e-commerce shop with multiple SKUs
  - Feasible for large volumes of e-mails
Advantages of E-mail Marketing

- Transparent and easy to measure the ROI
- Can strike a conversation directly with the customer
- E-mails can be customized if you know the target well
- Most of the internet users have an e-mail id (91% of internet users have e-mail ids)
- Cheap
Biggest challenge in E-mail Marketing

- Nurturing the list
  - Building your credibility
  - Maintaining reader interest
  - Building long term engagement instead of short term goals
  - Helping the reader take decisions/action
Sourcing emails

Build your own opt-in list

- **Pros** —
  - Preferred method
  - Audience wants to know more from you
  - Higher conversion rates

- **Cons** —
  - Slow to grow
  - Has to be nurtured by providing genuine value and is not a short term solution
Sourcing emails

Purchase an email list

- **Pros** –
  - Can start sending emails almost immediately
  - Cheap way to source leads
  - You can afford mistakes

- **Cons** –
  - Conversion rates are lesser
  - Spamming is illegal
Sourcing emails

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  - Can start sending emails almost immediately
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Sourcing emails

Scraping Emails

- **Pros** –
  - Can start sending emails almost immediately
  - Cheap way to source leads

- **Cons** –
  - Cold emails have a higher chance of hurting your brand
  - Spamming is illegal
Increasing e-mail subscription/ opt-in list

- Pop-ups work effectively in generating opt-ins
- Add customers from other sources to your e-mail list
- Test out the position of your opt-in form, try having multiple forms on one page (some sales landing pages have as high as 4)
- Have an e-mail signature, use this as a branding feature. Spread the word about your e-mail list
- Send to a friend option on the site is a simple way to increase opt-ins
- Experiment with other channels to increase the opt-ins
- Add social proof (if you have the numbers)
The “bribe” for providing e-mail should be valuable

- A bribe is the incentive you give to the customer for providing their e-mail address. It could be a free download, an e-book, a video.
- Have a Members area where you are offering much more “bribes”
Additional Widgets

Use additional widgets on the site

- Hello Bar (on top)
- Call to action form at the bottom of a post
Inbox Deliverability

Do not use your main domain (if e-mailing by self)

- Have that separate from your e-mail activity domain
- Safeguard your corporate e-mail against promotional e-mails
- Use SPF Records for your e-mail domain (Sender Policy Framework)

Keep track of your mailing domain on RBL (Realtime Blackhole Lists)
Use a proper e-mailing web service

- Mailchimp
- Aweber
- Netcore
- Sendgrid
- Amazon SES
Practical Exercise: Using apps to do E-mail Marketing

- Registration on Mailchimp (mailchimp.com)
- Setting up an e-mail list
- Setting up web forms for the list
- Importing from an existing list
Practical Exercise: Registration on Mailchimp

Get Started with a Free Account
Sign up in 30 seconds. No credit card required. If you already have a MailChimp account, log in.

Email
prasad.ajinkya@gmail

Username
kidakaka

Password

Your password is secure and you are good to go!

Create My Account
Practical Exercise: Using apps to do E-mail Marketing

Always start from building your list

- Create a few messages
  - Greeting and welcome to the list
- Add e-mail subscription forms to the website
Setting up an e-mail list

Create list and import

Before you import your contacts, you need to create a list to store them.

List details

List name
Test Newsletter

Default "from" email
harrypotter@privetdrive.com

Default "from" name
Harry Potter

Remind people how they got on your list
You signed up for the Daily Bugel Newsletter and that's why you are receiving this Owl

Company / organization
Hogwarts
Setting up an e-mail list

Fill to get constant updates on newsletter activity
Setting up an e-mail list

Lists
Test Newsletter

Import data form CRM or type the list from excel

Stats ▼ Manage subscribers ▼ Add subscribers ▼ Signup forms ▼ Settings ▼

Is my list allowed?  Important
You can only import lists of people who sign up at your website. No third party lists, prospects, lists that you scraped from websites, chambers of commerce lists, etc.

Learn more

Latest import
You haven’t imported any subscribers to this list.

Import from a CSV or TXT File
Copy/Paste from Excel
Import list from Constant Contact®

Highrise
Batchbook
Zendesk
SurveyGizmo

Capsule
Eventbrite
Zoho
FreshBooks
Setting up an e-mail list

Lists

Test Newsletter

Stats  Manage subscribers  Add subscribers  Signup forms  Settings  

Import Disclaimer

We'll automatically clean duplicate instances of email addresses from the list. Importing does not send any confirmation emails to your list, because we trust you've already received permission. Make sure everyone on your list actually signed up for it and granted you permission to email them.

Copy/Paste from Excel: List too large? Upload file instead.

| 1 | hermione@granger.com |
| 2 | ron@weasley.com     |
| 3 | prince@halfblood.com |
| 4 | ritaskeetex@dailyprophet.com |

Import List  Cancel
Setting up web forms for the list

Lists

Test Newsletter
Created Aug 14, 2014 03:49 pm
No rating yet

Subscribers 0
Opens 0.0%
Clicks 0.0%

Manage subscribers
Signup forms
Settings
Import
Exports
Replicate list
Combine lists
Setting up web forms for the list

**General forms**
Build, design, and translate signup forms and response emails.

[Select]

**Embedded forms**
Generate HTML code to embed in your site or blog to collect signups.

[Select]

**Form integrations**
Add a signup form to WordPress or build super custom forms.

[Select]
Setting up web forms for the list

The Super Slim Form collects only email address. Great for small spaces.

Form options
Include the following:

- [ ] a title for your form

Subscribe to our mailing list

Set form width

How the form will look

Code you need to copy and paste in your page

<!-- Begin MailChimp Signup Form -->
<link href="http://cdn-images.mailchimp.com/embedcode/slim-081711.css" rel="stylesheet" type="text/css" />
<style type="text/css">
.mc_embed_signup{background:#fff; clear:left; font:14px Helvetica,Arial,sans-serif; }
/* Add your own MailChimp form style overrides in your site stylesheet or in this style block. */
/* We recommend moving this block and the preceding CSS link to the HEAD of your HTML file. */
</style>
<div id="mc_embed_signup">
Practical Exercise: Using apps to do E-mail Marketing

- Setting up your own branding options on MC
- Choosing the right template
- Crafting your subject
- Creating your content
- Sending the e-mail
Practical Exercise: Using apps to do E-mail Marketing

Templates

You have no saved Templates

A template is a saved email design that can be reused when creating campaigns.

Understanding templates and campaigns.
Practical Exercise: Using apps to do E-mail Marketing

Start with this if you do not know what to do
Browse through this if you want to experiment
Do this only if you know HTML
Best practices of E-mail Marketing

- **Creative** – Use of a smart layout (factor in that e-mails are now being read on mobiles), do not just send an image with a link!

- **Relevance** – Always customize the e-mail to be relevant to the user, use their name at least if you do not know anything else about them

- **Incentive** – The e-mail should outline the benefits for the customer on doing the call to action

- **Timing** – Sending the e-mail in the middle of the day works better versus sending it overnight. Schedule your mails accordingly
Best practices of E-mail Marketing (Cont'd...)

- **Integration** – e-mail marketing cannot be stand-alone, it has to work in tandem with other channels and their schedule.

- **Copy** – This is of the utmost importance for higher conversion rates. Do test out different versions before sending it out to your entire list.

- **Attributes** – Test out each of the e-mails attributes before sending out to your list (body, subject, sender, footer).

- **Landing Page** – Do not link your home page, send the readers to the relevant offering page, perhaps even make a new one for your campaign!
Writing a good E-mail Creative or html Template

Design

- Use of a narrow design to work with all e-mail clients (< 650 px)
- Create well-defined sections
- Easy to brand

Code

- Use tables and inline css (a strict no-no in the web world of today)
- Videos and Flash may not work (use images – with absolute paths)
- Javascript will not work

Copy

- A/B Test your campaign
  - Try different tones (formal, casual, aggressive, informative)
- Make it simple
- Divide the e-mail into smaller paragraphs with clear actions identified within each section
- Repeat but do not be repetitive
E-mail Re-Targeting

To be used in conjunction with display campaigns

Track users who open your e-mails instead of users who visit your websites

Will only work for webmail!
Auto-Responder

One way to automate your e-mail campaigns

E.g. 10 day free course

- User signs up on Day 0 and receives 10 consecutive e-mails each day

Multiple users at multiple stages of the auto responder campaign

At the end of the campaign, have a call to action / offer
Drip E-mail Marketing

- Analyze the prospect based on past behavior
- Qualify hot prospects based on multiple interactions
Opt-in Data Segmentation

Having multiple lists/buckets/segments helps identify potential candidates based on -

- Lead Stage or Based on Customer Lifecycle
- Geography
- Demography
- Product/Offering
- Past purchase behavior
Split Testing

Ideas for split testing –

- Time of the day
- Subject line
- E-mail text body

If you have a question/doubt ... a/b test it!

- Testing two versions of the same e-mail *simultaneously*

Sample size is the same

- Sacrifice the sample (5% of the entire list)

Results compared

- Result has to be a single metric

Test before sending the e-mail to the entire list

- Winner should be sent to the entire list
Scheduling

Sending Frequency – sending frequency and e-mail engagement are negatively correlated!

- So do not send more than 2-4 e-mails a month

![Graph showing correlation between sends per month and campaign click rate](image)

You want to be here

\[ y = -0.0008x + 0.025 \]

\[ R^2 = 0.32959 \]
Black Lists

- If Mail Servers report spams (check feature in Gmail) repeatedly for a particular domain or mail server ip
- Multiple Real time Black Lists are maintained to keep track of such spamming domains (RBL)
- When a mail is received by a mail server, the mail server checks against these RBL
  - If domain is reported as a spamming domain, then the mail is marked as spam
How to check if your domain is Black Listed?

Use MXToolBox
How to check if your domain is Black Listed?

Checking trainingprofs.com which resolves to 173.254.50.164 against 98 known blacklists... Listed 0 times with 0 timeouts

<table>
<thead>
<tr>
<th>Blacklist</th>
<th>Reason</th>
<th>TTL</th>
<th>ResponseTime</th>
</tr>
</thead>
<tbody>
<tr>
<td>OK</td>
<td>BSB Domain</td>
<td>78</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>ivmURI</td>
<td>62</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>Mailhosts.org RHSBL</td>
<td>78</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>SEM FRESH</td>
<td>94</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>SEM URI</td>
<td>78</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>SEM URIED</td>
<td>78</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>SORBS RHSBL BADCONF</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>SORBS RHSBL NOMAIL</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>Spamhaus DBL</td>
<td>140</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>SURBL multi</td>
<td>94</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>URIBL multi</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>ASPEWS</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>BACKSCATTERER</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>BARRACUDA</td>
<td>62</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>BBFHL1</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>OK</td>
<td>BBFHL2</td>
<td>47</td>
<td></td>
</tr>
</tbody>
</table>

Green is Good
What to do if you get blacklisted?

• Find out which RBL is blacklisting the domain

• If you are indeed sending so many mails
  • Use a different domain
  • Stop for some time

• If you are not sending so many mails
  • Identify the errant script which is and stop it

• Apply manually on each of them to de-list your domain
  • This usually takes time and you do not want your main domain getting penalized
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Measurement & Metrics

- **Open Rate** – No. of e-mails opened after seeing in inbox. Total number of e-mails opened divided by total number of e-mails delivered.

- **Clicks** – No. of links clicked within e-mails. Total number of links clicked divided by total no. of e-mails opened

- **Unsubscriptions** – No. of people who clicked on the unsubscribe option!

- **Conversions** – No. of people who converted on the website divided by the no. of people who clicked (not a factor of e-mail, but definitely a factor when sourcing e-mails!)

# Metrics within Mailchimp

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Sent Date/Time</th>
<th>Subscribers</th>
<th>Opens</th>
<th>Clicks</th>
</tr>
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<tbody>
<tr>
<td>Login Details - Intervention &amp; Facilitation (copy 02)</td>
<td>Tue, Jun 03, 2014 10:57 pm</td>
<td>19</td>
<td>0.0%</td>
<td>0.0%</td>
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<tr>
<td>Login Details - RMs (copy 01)</td>
<td>Tue, Jun 03, 2014 01:46 pm</td>
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<td>19</td>
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<td>0.0%</td>
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<tr>
<td>test</td>
<td>Tue, Jun 03, 2014 08:31 am</td>
<td>2</td>
<td>50.0%</td>
<td>50.0%</td>
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## Industry Metrics

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<th>Industry</th>
<th>Open</th>
<th>Click</th>
<th>Unsub</th>
<th>Industry</th>
<th>Open</th>
<th>Click</th>
<th>Unsub</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture and Food Services</td>
<td>26.06%</td>
<td>3.94%</td>
<td>0.29%</td>
<td>Manufacturing</td>
<td>23.78%</td>
<td>3.14%</td>
<td>0.39%</td>
</tr>
<tr>
<td>Architecture and Construction</td>
<td>25.38%</td>
<td>3.86%</td>
<td>0.35%</td>
<td>Marketing and Advertising</td>
<td>18.81%</td>
<td>2.44%</td>
<td>0.29%</td>
</tr>
<tr>
<td>Arts and Artists</td>
<td>27.97%</td>
<td>3.28%</td>
<td>0.29%</td>
<td>Media and Publishing</td>
<td>22.93%</td>
<td>5.14%</td>
<td>0.12%</td>
</tr>
<tr>
<td>Beauty and Personal Care</td>
<td>20.72%</td>
<td>2.82%</td>
<td>0.35%</td>
<td>Medical, Dental, and Healthcare</td>
<td>22.76%</td>
<td>3.07%</td>
<td>0.29%</td>
</tr>
<tr>
<td>Business and Finance</td>
<td>20.68%</td>
<td>3.14%</td>
<td>0.24%</td>
<td>Mobile</td>
<td>23.32%</td>
<td>3.16%</td>
<td>0.42%</td>
</tr>
<tr>
<td>Computers and Electronics</td>
<td>24.65%</td>
<td>2.83%</td>
<td>0.31%</td>
<td>Music and Musicians</td>
<td>22.49%</td>
<td>3.03%</td>
<td>0.31%</td>
</tr>
<tr>
<td>Construction</td>
<td>22.67%</td>
<td>2.40%</td>
<td>0.48%</td>
<td>Non-Profit</td>
<td>25.12%</td>
<td>3.25%</td>
<td>0.19%</td>
</tr>
<tr>
<td>Consulting</td>
<td>18.78%</td>
<td>2.57%</td>
<td>0.29%</td>
<td>Other</td>
<td>22.58%</td>
<td>3.18%</td>
<td>0.28%</td>
</tr>
<tr>
<td>Creative Services/Agency</td>
<td>23.65%</td>
<td>3.36%</td>
<td>0.37%</td>
<td>Pharmaceuticals</td>
<td>17.79%</td>
<td>2.62%</td>
<td>0.24%</td>
</tr>
<tr>
<td>Daily Deals/E-Coupons</td>
<td>13.20%</td>
<td>1.88%</td>
<td>0.09%</td>
<td>Photo and Video</td>
<td>27.03%</td>
<td>4.28%</td>
<td>0.41%</td>
</tr>
<tr>
<td>eCommerce</td>
<td>17.35%</td>
<td>3.00%</td>
<td>0.20%</td>
<td>Politics</td>
<td>22.60%</td>
<td>2.74%</td>
<td>0.23%</td>
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<tr>
<td>Education and Training</td>
<td>22.49%</td>
<td>3.42%</td>
<td>0.21%</td>
<td>Professional Services</td>
<td>21.72%</td>
<td>3.21%</td>
<td>0.34%</td>
</tr>
<tr>
<td>Entertainment and Events</td>
<td>20.93%</td>
<td>2.51%</td>
<td>0.27%</td>
<td>Public Relations</td>
<td>19.98%</td>
<td>2.15%</td>
<td>0.25%</td>
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<tr>
<td>Gambling</td>
<td>18.72%</td>
<td>2.04%</td>
<td>0.20%</td>
<td>Real Estate</td>
<td>22.12%</td>
<td>2.68%</td>
<td>0.34%</td>
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<tr>
<td>Games</td>
<td>20.31%</td>
<td>4.07%</td>
<td>0.24%</td>
<td>Recruitment and Staffing</td>
<td>20.77%</td>
<td>3.17%</td>
<td>0.33%</td>
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<tr>
<td>Government</td>
<td>25.69%</td>
<td>3.64%</td>
<td>0.14%</td>
<td>Religion</td>
<td>22.27%</td>
<td>3.50%</td>
<td>0.13%</td>
</tr>
<tr>
<td>Health and Fitness</td>
<td>24.27%</td>
<td>3.64%</td>
<td>0.14%</td>
<td>Restaurant</td>
<td>24.61%</td>
<td>1.60%</td>
<td>0.29%</td>
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<tr>
<td>Hobbies</td>
<td>30.71%</td>
<td>6.65%</td>
<td>0.22%</td>
<td>Restaurant and Venue</td>
<td>22.56%</td>
<td>1.58%</td>
<td>0.38%</td>
</tr>
<tr>
<td>Home and Garden</td>
<td>26.44%</td>
<td>4.40%</td>
<td>0.39%</td>
<td>Retail</td>
<td>23.16%</td>
<td>3.26%</td>
<td>0.30%</td>
</tr>
<tr>
<td>Insurance</td>
<td>19.72%</td>
<td>2.37%</td>
<td>0.21%</td>
<td>Social Networks and Online Communities</td>
<td>21.98%</td>
<td>3.89%</td>
<td>0.24%</td>
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<tr>
<td>Legal</td>
<td>21.23%</td>
<td>3.25%</td>
<td>0.19%</td>
<td>Software and Web App</td>
<td>21.86%</td>
<td>3.26%</td>
<td>0.40%</td>
</tr>
<tr>
<td>Travel and Transportation</td>
<td>20.00%</td>
<td>2.77%</td>
<td>0.24%</td>
<td>Sports</td>
<td>26.57%</td>
<td>3.91%</td>
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<td>Vitamin Supplements</td>
<td>18.12%</td>
<td>2.44%</td>
<td>0.24%</td>
<td>Telecommunications</td>
<td>19.77%</td>
<td>2.38%</td>
<td>0.25%</td>
</tr>
</tbody>
</table>
Multiple E-mail Campaigns

When running multiple e-mailers

- Check whether the intended message is being sent to the right audience
- Check whether the same e-mail id does not get repeated and sent two e-mails at the same time!
- Give an e-mailer 2-3 days for reporting the data – user behavior of personal e-mail is different from promotional e-mails
Case Studies

Snapdeal

- Similar Product Campaign
- 30% increase in ROI using Re-targeting campaigns
- 6 million e-mails sent per day (broad based e-mailers)

Chandoo

- 50,000 e-mail subscribers through opt-ins
- Open rate of 35%+
- 100+ conversions per e-mail (promotional e-mail)
- 2 e-mails a month sent with useful content
Going Mobile
Learning Outcomes

- Why Mobile
- Mobile site vs App
- App build and monetization
- App Store Optimization
Trends in Mobile

- Smartphone Subscription Growth = Strong, But Slowing
  
  @ 2.1B, +23% in 2014 vs. +27% in 2013, +65% in 2012
  
  Net New Sub Additions = ~Flat @ ~370MM+ in 2014 / 2013
  
  China Subs = +21%, USA = +9%, India = +55%, Japan = +5%, Brazil = +28%

- Regular 30% + growth each year for the past 5 years
- Mobile + Video consumption growing at 80%
Trends in Mobile

- Tablets and Fablets growing at the fastest rate
- Android and low cost hardware the main driver for mass adoption
Trends in Mobile

**Consumer Internet Traffic, Global =**
+21% in 2014 vs. +24% in 2013, +31% in 2012

**Consumer Internet Video Traffic, Global =**
64% of consumer traffic in 2014 vs. 62% in 2013, 57% in 2012

**Mobile Data Traffic, Global =**
+69% in 2014 vs. +81% in 2013, +70% in 2012

**Mobile Video Traffic, Global =**
55% of mobile traffic vs. 52% in 2013, 50% in 2012

@KPCB Source: Gisco, 2015.
Trends in Mobile

- Mobiles and Tablets to eclipse TVs across the world

![Chart showing time spent per adult user per day with digital media, USA, 2008-2015YTD](chart.png)
Is your website Responsive?

- What is a responsive website?
  - Renders differently on different view ports
  - Customized experience for different screen sizes
Responsive v/s Separate mobile portal

**Responsive**
- Same web code arranges itself to the screen size
- More code written
- Design issues are higher
- Code base is same
- It is the parent site

**Separate m.***
- Different code base
- Different site
- Optimized for mobile
- Simpler to implement
- Little or no benefits from the parent site (SEO, etc)
Mobile Apps
Apps replace channels

- TV Channels – 5 hours of watching
  - 4 hours of content
  - 1 hour of commercials
- Multi-screen viewing – 5 hours of watching (TV + Mobile + Tablet + PC)
  - 6-7 hours of content!
  - Consuming more content in less time
- TV channels have gone mobile

**ESPN**
- 34MM (52%) ESPN digital users access ESPN just on smartphones / tablets = 48% of time spent on ESPN digital properties, 4/14

**BBC**
- 234MM requests for TV programs on iPlayer in 2/14, +21% Y/Y
- 46% of requests from mobile / tablet vs. 35% Y/Y

**HBO**
- 1,000+ hours of video content
Everybody wants an App

- The App Boom is here
  - Every month, a new app finds its way to the top
  - Raking millions in revenues and funding
- Each hot new start-up is working on their app
  - Our audience is now not sitting on their desktops, they are using smart phones!
A word to the wise

- With the Highs come the Lows
  - 2000s was the DotCom period
  - 2002 we saw the DotCom Bust
  - When should we expect the App Bust?
Building an App

- Development cost
  - Average cost of developing an app – 4000 – 5000 USD
- 37% of mobile developers choose HTML5

*This figure includes developers who develop hybrid apps and apps developed with HTML5 but translated to native code.*
Going Native vs HTML5

**Native Apps**
- Rely on the mobile’s operating system to function
- Internet connection is not a dependency
- Access to device specific nuances
- E.g – AngryBirds (the current one)
- Development (across platform)
  - This is doubled, since iOS and Android dev environments are different

**HTML5 apps**
- Wrapper application that calls an HTML file
- Most functionality relies on an active internet connection
- Access to browser specific nuances
- E.g – AngryBirds (when it was launched)
- Development (across platform)
  - This is the same since at the end of the day it's relying on the browser
Helpers - Coco2dx, Cordova, etc

- Major App development helpers (for HTML5 approach)
  - Cocos2dx
  - Cordova
  - Phonegap
  - IBM Worklight
Getting listed on app stores

- Sign-up with Google/Apple or release on own website
  - Installation required in APK/IPA format
  - For non-store apps, the allow untrusted sources configuration should be set on device
- Quality check (Guidelines provided for each of them)
  - UI and usability
  - Functionality (it should work)
  - Size issues

Development

Deployment
App Store optimization (ASO)

- Optimizing on Search Engines = Search Engine Optimization
- Optimizing to be found on App Store = App Store optimization
  - Keywords are different
  - Fetching Customer Reviews
  - Smart looking screenshots
  - Tying back with Google+
ASO Guidelines

- Focus on Context and not design patterns
- Keep in the user in mind
- App name has to be unique
- Description has to contain your typical usage
- Focus on relationships and not transactions
- Use customer feedback for improving the product
ASO: Keywords are different

- Search volumes are not provided
- What is provided is trending apps
- Keyword Utilization
  - Good Practice – explain what your app does in clear and simple words
  - Black Hat Practice – use trending apps in your product description (Clash of Clans, Angry Birds, Candy Crush Saga)
ASO: Fetching Customer reviews

- People want to install well reviewed apps
- People read what other people have to say about the app
- Verbose reviews are welcome
- People want to see a high rated app

Good Practice
- Ask for reviews after a user has used the app regularly
- Address bad reviews immediately and launch fixes
- Have a regular update schedule (Subway Surfer)

Black Hat Practice
- Seed your own reviews!
Promoting your Mobile App

- Blogs
  - Contextual and Niche blogs
- Ads
  - Banners
  - Expandables
  - Interstitials
  - Text
- Partnerships
  - OEM
Pricing of the web

- What should you price your app at?
  - Less than 1 USD
  - More than 50 USD
  - What about free?
Monetizing the app

- In-app advertising
  - Banner ads / Interstitials
  - Affiliate sales
- Subscriptions
  - Based on paid services (e.g. Hulu)
- Microtransactions / In-app purchases
- Pay per download
Upfront charge

- **Pros**
  - Monetization is closely linked to your no. of active users
  - Simple goal of getting more users to try out your app

- **Cons**
  - Lesser and lesser people pay for an app (Apple store is still higher than Android app)
Subscription model

- **Pros**
  - Can support free users and premium members
  - Payment does not have to happen on the app (reduces complexity)

- **Cons**
  - You need a separate subscription management e-commerce system
  - Large number of free users and smaller number of premium users
  - Multiple goals to track (free users for acquisition, premium users for activation)
Microtransactions model

- Pros
  - Product experience is geared for purchases
  - Easier learning curve for users willing to pay

- Cons
  - Pay 2 Win experience may drive away free users, without free users there is no need to pay
Tying it back together
Real life example

- **Brief**
  - Demographics and Target audience
  - Products
  - Customer Life Cycle
- **Budgeting and Planning**
  - Acquisition split
- **Goals and Analytics**
  - Identifying goals and micro-conversions
  - Measurement of metrics
  - Setting up segments
- **Search**
  - Keyword research and Information architecture
  - Content building
  - Search Campaigns
Real life example

- Social
  - Appropriate channel presences launched
  - Communication plan and creative

- Email
  - Building potential lists
  - Communication plan and email schedule

- LMF Framework
Thank You!

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