MOBILE CONTENT MARKETING

bitly THE POWER *of* THE LINK.

TABLE *of* CONTENTS

01
WEBSITE

Research from Google shows that nearly 60% of searches are happening on mobile devices. That's a big deal. If you get any web traffic or business to your website from Google (and the odds are that you do), that likely means that you're already seeing a mobile majority.

No digital marketing channel is unaffected by this change, but many brands are still doing the same things they've always done rather than optimizing websites, content, and social channels for mobile behavior.

Even if you haven't optimized content for mobile, most of your users are already looking at it on their phones or tablets. A study found that almost 60% of digital content is consumed on mobile devices.
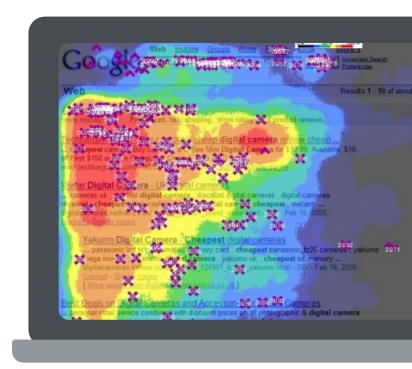
So how do you make sure your website is optimized for mobile visitors?

Mobile Version

As a rule of thumb - literally - the bounce rate on mobile devices is nearly 10% higher on desktops. So you have only a fraction of a second to capture their attention before visitors jump back to the search or social network that likely brought them there.

In this case, it's important to think about how mobile users are looking at their screens. The Content Marketing Institute breaks it down in detail.

On desktops, people usually follow a "golden triangle" of viewing behavior.

Source: Content Marketing Institute

Source: Content Marketing Institute

That means they look at the upper left corner of the website before moving down and to the right.

When it comes to media consumption, visitors read in an F-shaped pattern: top, left to right, and down before going to left to right and further down the webpage.

Mobile users see things differently. They're likely looking at the exact center of the screen. Before anything else, their attention is attracted to images rather than words.

Mobile content should emphasize images, short paragraphs, and bold headlines that break up different sections. Mobile users are far more likely to skim before reading and, if something doesn't catch their attention right away, they'll bounce.

Timing is Everything

Like in comedy, timing makes or breaks websites. KISS Metrics found that:

47% of consumers expect a webpage to load in two seconds or less

40% abandon a website that takes three seconds or longer

A **one second delay** in page response can result in a 7% reduction in conversion.

An eCommerce site making $100,000 per day could lose $2.5 million in sales every year if there's **a one second delay** in load time. Mobile consumers are even less patient.

With such a high bounce rate, you have to make sure the site loads before someone decides to tap somewhere else.
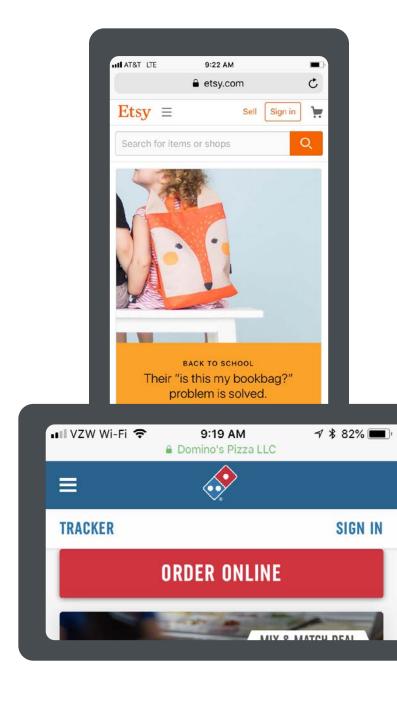
5 Great Mobile-Optimized Websites

Given the attention span and behavior of mobile visitors, companies have to rethink how the their websites look. Here are five businesses that have optimized the mobile content experience:
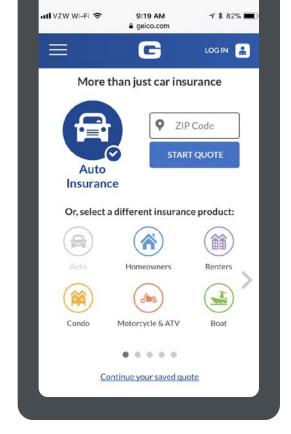
Etsy

As an eCommerce site, Etsy needs to make sure that mobile visitors can get from start-to-finish as fast as possible. By featuring a search bar right above the fold on the screen, Etsy prompts visitors to type in and find what they're trying to buy or browse right away.

Domino's

Domino's knows that people are probably looking for one thing when they go to the website: pizza. In addition to the prominent "Order Online" button that takes visitors right to the next step, there are huge coupons that make it easy to redeem rewards and learn about other food options.
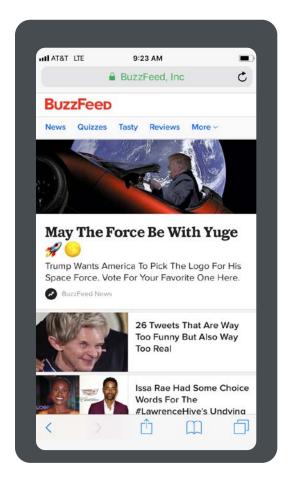
Geico Insurance

Geico opts for an extremely simple mobile experience. Visitors can input their zip code to get a quote or learn more about policies. By allowing current policyholders to login and educating first-time visitors, Geico immediately gets mobile visitors to the next step in the journey.

Buzzfeed

Buzzfeed opts for an image-first approach to content. With bold headlines and captivating hero images, users can click to the most popular content as soon as they land on the homepage. Additionally, a simple menu allows them to drill down into content categories.

ABC

Around 60% of video views occur on a mobile device, so video is kind of a big deal on mobile. Mobile users also tend to multitask when they're watching TV, whether they're tweeting about a show or looking to learn more about it.

Source:
ABC's website offers an easy way to get more information about some of the top TV shows, engaging mobile users with media content right away.

Mobile is the Digital Hipster

"For mobile content, marketers need to unlearn classic trends, campaigns, and strategies. They have to present their content the way the users expect it. Vertical video, short edgy marketing messages, captivating images that stand on their own. Think "digital hipster" and you will succeed reaching to your mobile audience."

Martin Milanov,
Digital Marketing Lead,
Fair Point GmbH

PREMIUM CONTENT

The content you create is going to depend on your industry and your audience. B2B companies tend to focus on eBooks, webinars, and research reports that can drive leads. B2C companies might be more interested in creating interactive experiences, videos, and socially-optimized content.

Whatever the case, mobile visitors interact

with content differently. And that means you have to start optimizing your strategy accordingly.

01 | Making PDFs Responsive

Ebooks might be the most common type of PDF that companies create, but they are far from the only one. Presentations, guides, instruction manuals, reports, research, menus, catalogs, magazines, and more are all getting digitized.

But mobile users often have a hard time downloading a PDF and reading it on their phones, which means you have to think of new, alternative ways to make PDFs responsive and interactive. Here are three:

UberFlip

For businesses that want to offer a premium content experience and are constantly creating PDFs, webinars, and other collateral, you might want to take a look at UberFlip. UberFlip can create responsive experiences for any PDF and also provide advanced analytics showing how viewers read and engage with the content.

SlideShare

At Bitly, we upload webinars to SlideShare as a way to make them more accessible to prospects who want to see the webinars but don't want to view a recording. SlideShare allows PDF uploads and converts them to an easily viewable, slide-like format on mobile devices.

IDR Solutions

If you really want to make a beautiful, responsive eBook, you need to convert your PDF to HTML5. IDR Solutions offers a free trial for a PDF to HTML5 converter that can help businesses hoping to create collateral or content that appeals to mobile users.

> "Ebooks and whitepapers are awesome lead-generating content pieces but require a significant time commitment from your lead. But the odds are good that your lead won't be willing to commit this time to reading your content on their mobile phone.
>
> To counteract this conundrum, be sure to email your lead a copy to read later. We have found that including text instructions confirming we'll email people a copy of the eBook can increase mobile conversions by 152%."

Jenny Degraff Knizer,
Director of Marketing and Creative Services,
Marketing Mojo

02 | Keep Copy Clean, Bold, Punchy

Mobile copy should be even shorter than the copy written for desktops. Every paragraph should be 3-5 sentences and you should leave plenty of blank space around the edges of your content. This is in line with the broader trend of clean, simple design that is easily viewed on smaller screens.

Mobile copy should be punctuated with images, calls-to-action, and other buttons to break up the text. Where possible, add bullets and use lists to increase engagement.

"The mobile experience is interactive, not passive," Natalie Edwards, the marketing director of sFBI says. "With so little space to spare, every image, quote, header, or button should contain either key messaging or a navigation point. Our attention spans are too small and our fingers are too big for anything else."
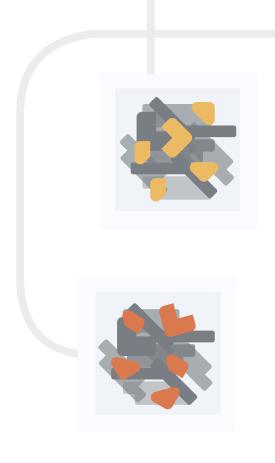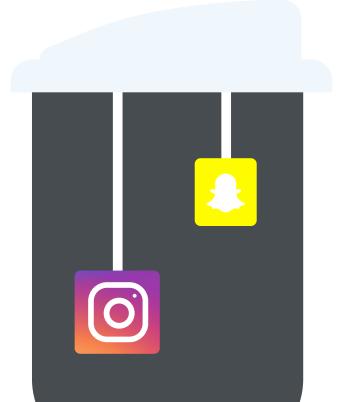
Quali -tea

Tea- rific

03 | To Get Engagement, Go Visual

Cisco estimates that, by 2021, video is going to account for 82% of all consumer internet traffic. On YouTube, 70% of videos are now viewed on mobile devices and those viewing sessions last for over 40 minutes on average.

Meanwhile, social networks like Instagram and Snapchat all operate primarily on mobile devices. And the one thing they have in common? Compelling videos and images. Sharing videos is a big past-time for mobile consumers:

92% of mobile consumers said that they share online video content with others through social media, text, email, or other channels (WordStream)

Mobile consumers are **3x** more likely to view a video (Invodo)

10 million videos are watched on Snapchat per day. (WordStream)

90% of Twitter video views happen on a mobile device. (WordStream)

51% of all video plays are on mobile devices. (Biteable)

When it comes to creating mobile content marketing, video is the number one area for marketers to focus on in the future.

3 Brands Creating Great Mobile Videos

So we know that visuals are key to getting and keeping a mobile viewer's attention. But what kind of content resonates with viewers? Here are three brands that saw some big returns from their unique video marketing efforts.

1 | Lyft

Ride-sharing service Lyft created a celebrity-driven series called Undercover Lyft. In it we see celebrities, such as Shaquille O'Neal, Danica Patrick and Jerry Rice pick up unsuspecting passengers while hidden cameras record. The goal was to set Lyft apart from its leading competitor, and create some buzz. The result? Content that perfectly hit the mark resulting in millions of impressions.

purple

2 | Purple

For years Purple has been running an ongoing video campaign on social media using a quirky edutainment approach. Their Goldilocks video, for example, has amassed more than 166 million views. It shows the world's leading bed expert, Goldilocks, humorously explain why Purple mattress are so good. In their off-the-wall Sasquatch video (which has more than 93 million views) we see a mom and kid Sasquatch subject the mattresses protector sheet to all kinds of torture to demonstrate how durable and tough it is. Taken together, Purple's videos have amassed more than 500 million views and helped drive the company to $187 million in revenue. Sleep on that.

squatty potty

3 | Squatty Potty

This is one of the greatest one-hit wonders of all time. This creative "demo" features a puppet unicorn filling ice cream cones with its, ahem, rainbow color 'ice-cream.' So far it has reached 34 million views with an impressive 600% increase in sales. Not too shabby.

03
CREATING MOBILE SOCIAL CONTENT

Social media marketing and mobile marketing content are usually thought of as two different channels. However, mobile and social content are becoming interchangeable. The vast majority of social media users are engaging with social content on mobile devices and that has big implications.

So when you're creating your next social campaign, you always need to create content from a mobile-first perspective.

01 | How Mobile Are Social Networks?

Comscore research from December 2013 showed a comprehensive picture of how predominant mobile is when it comes to social networks.

Given that mobile use is only increasing, we can expect that these numbers are even higher at this point.

Instagram	98%
Pinterest	92%
Twitter	86%
Facebook	74%
LinkedIn	58%

93% of Twitter video views happen on mobile (Twitter)

Mobile accounts for nearly **80%** of time spent on social media networks (Sprout Social)

Mobile devices account for **more than half** of all YouTube views (Sprout Social)

55% of email opens came from mobile devices (Text Request)

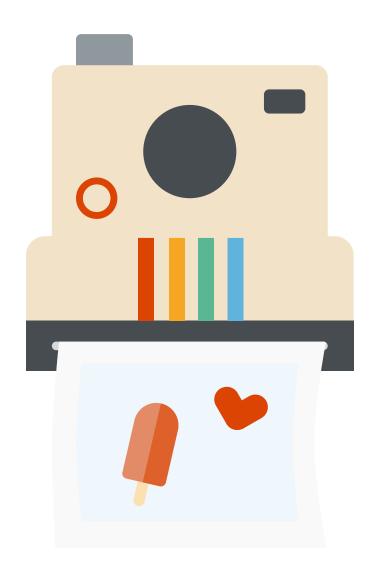## The Mobile Experience is Intimately Social

"When using your phone or tablet, you are usually all by yourself... even when you're surrounded by hundreds of people. So the way you approach social media, information content, browsing, ads, or brand exposure is dominated by one single question - 'Do I want to share this?"

This question needs to be answered by mobile digital marketers."

Martin Milanov,
Digital Marketing Lead,
Fair Point GmbH

02 | The Mini-Guide for Great Instagram Content

Forrester claims that Instagram is the "King of Engagement." With nearly a 400% higher engagement rate than any other social network, the photo-sharing service has a lot of potential for brands to build communities and relationships among mobile audiences.

Since 98% of Instagram users are on mobile devices, the photo service also allows brands the opportunity to experiment with new kinds of mobile-first content. Here's how you can get started:

1 | Post

Many brands will post 2-3 photos a day. Photos should be story-driven, compelling visuals. You can also ask for photo submissions from followers or show life behind-the-scenes at the business. Don't forget that Instagram allows for 15-second videos, too.

2 | Hashtag

The best way to start building an audience is to use common hashtags. Not just one or two, either. You can opt for anywhere from 5-11 hashtags per post to start growing awareness. By hashtagging industry terms and common words, you can boost engagement and followers immediately.

3 | Interact

The most successful businesses don't just respond to comments, they favorite and comment on other posts as well. By favoriting posts related to your industry or brand, you can actually create outbound awareness.

4 | Offer Deals & Giveaways

A lot of deals and giveaways on Instagram are community-driven. Offer prizes to customers who take the best pictures of themselves with the product. You can also ask followers to tag friends in posts or take selfies in order to enter contests and giveaways.

5 | Work with Influencers

Influencer marketing on Instagram can be highly effective. By working with someone who already has an established audience on Instagram, brands can tap into new audiences and build followings.

The most common tactic is to allow influencers to "take over" a brand's Instagram account for a few days, so that the influencer's followers will start looking at the account. Influencers often test or promote a brand's product in each photo.

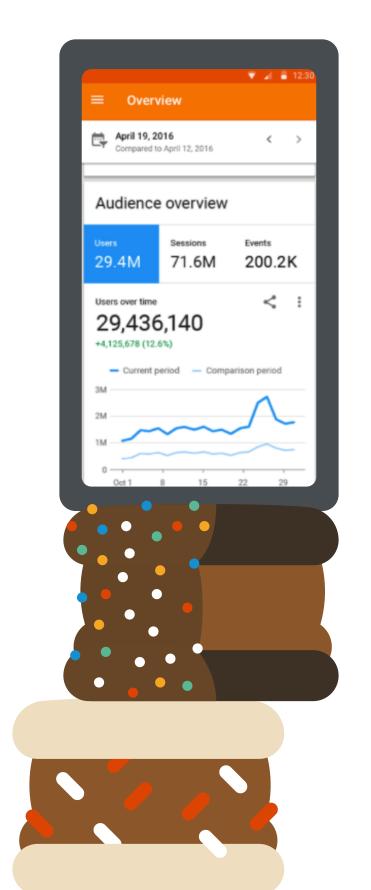## Airbnb Instagram Successes

The best campaign ideas work everywhere - regardless of the channel you are working with. But just coming up with a snappy tagline alone won't cut it. Airbnb is a good example of that in a recent social marketing effort.

Their campaign tagline 'Don't just go there, live there' was a strong call to action. But Airbnb didn't stop there. They brought it to life on their Instagram channel by posting user-generated photos from both hosts and guests. This campaign allowed users a genuine way to truly engage and earned Airbnb thousands of likes per post.

It's a powerful example of how important of it is for brands be true to who they are and follow through on promises, especially on social. So make sure your campaign concepts reflect your brand and then keep that promise in all of your marketing.

Optimizing the Mobile Social Customer Journey

When customers visit your website after clicking a social media campaign, make sure that the site is ready for them. Leverage Google Analytics to find out the breakdown of your mobile users versus desktop users. Check which pages are getting visited the most by mobile users and closely monitor the bounce rate.

Finally, don't forget to test out the experience yourself. Use your phone to see where a new social post or ad takes you. If you don't have the patience to take an action once you're on the landing page, the odds are slim that your users will. Every social campaign should lead to responsive landing pages that are optimized for the next step, whether that's a download, a purchase, or interaction.

Social Referrals Treat Content Like Fast Food

"Keep in mind that a lot of mobile users will be arriving at your content through social media, and these customers are even more demanding than those arriving from search. If your headline on Facebook touts hot & fresh, but your content buries the lead cold, they'll soon be clicking away and hiking up your bounce rate.

That click isn't worth much if the reader isn't getting engaged enough to find to your text or banner advertisements. Review content on your site that is getting a lot of clicks, but a high bounce rate. You may be able to sniff out content that falls flat and find opportunities to make it juicy.

Rain Turner,
Creative Manager,
Naked Lime Marketing

03 | Social Ads

As the organic reach of Facebook posts has dwindled and other social media platforms have been saturated by content, paid social promotions are sometimes the only way to ensure that fans can see the content that you post to social networks.

When creating ads for networks like Facebook, Twitter, LinkedIn, and others, remember that users are constantly scrolling and your ad is just one post of many that they're likely to see during any given session. Compelling copy and powerful images are crucial to keeping customer attention and encouraging them to take another step. To create the best social ads possible, you should A/B test everything from what photo you're using to the copy you're using to feature deals and offers.

**Yep.
We're Mint
To Be.**

By monitoring the click-throughs to each social ad, you can gauge performance of different creative variations across large customer segments.

04 | Facebook Ad Best Practices

Here are some key things to help Facebook ads stand out:

1 | Avoid blue-and-white colors. If you use the same colors as Facebook, your ad will get lost as users are scrolling. Instead, focus on eye-popping oranges, golds, reds, and other shades that will catch someone's eye.

2 | Feature your brand's logo prominently, so even if users scroll by at first, they'll see the company name.

3 | Create call-outs that show value propositions. Your ad should have bold sales copy or "free" messaging to attract customer attention.

4 | Experiment with kids, pets, and goofy images. Children and pets are some of the most shared images on the web and putting them in your Facebook Ads can't hurt.

5 | Keep headlines concise. It you get too wordy no one will read what you have to say.

6 | Try to avoid using text on the Facebook ad image. Clean and sharp layouts get more attention then one fill with too much stuff
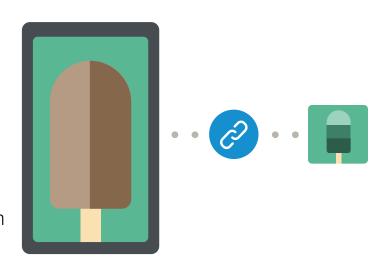
05 | Location, Location, Location.

The most powerful feature of mobile social content is location targeting. Most social media platforms allow you to drill down to specific regions when creating an audience. On mobile, this information is more relevant than ever and on some social networks, like Facebook, you can do even more.

For example, through Facebook's Location Targeting, you can target ads based on a specific address. By setting a radius around that address, you can show ads only to the most relevant Facebook audience. This is a great tactic if you have a sale at a specific brick-and-mortar location or you're hoping to reach an audience in a very specific area.

06 | Ads + Deep Links

Keep in mind that most users are going to be using social apps rather than mobile web. By using mobile deep links, you can send users to a specific location within your own app rather than the mobile web. You also won't interrupt the mobile experience by sending visitors to the mobile web from a social app.
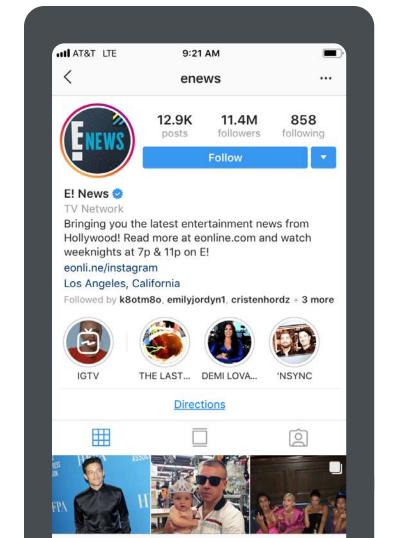
07 | Track Success

If you're creating a lot of mobile social content, you're going to want to see what's working when it comes to ROI. You can start by using the built-in analytics tools provided by social media platforms themselves. You can monitor clicks, shares, and impressions right from the networks themselves.

To centralize those results, use Bitlinks across all your social ads and posts. That way, you can build a dashboard with an overview of which channels are performing best and where you're seeing the most shares and incoming traffic.
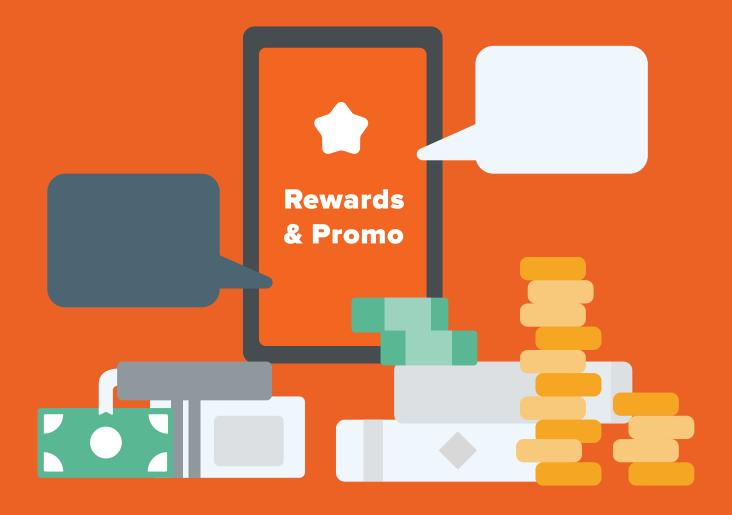
Using Bitlinks on your Instagram profile picture or during a Snapchat promotion, you can track how many followers are getting driven from those networks back to your website.

On Instagram, E! News does this through the link, eonli.ne/instagram. They regularly redirect traffic through this same URL, sending Instagram followers to the latest and most popular content.

Rewards & Promo

03
APPS & SMS

When we think of a true mobile experience, we're likely going to think about SMS campaigns and apps. Loyalty programs, personalized promotions, and whole new media experiences are possible with SMS campaigns and apps

Here's how to get started.

01 | Promotion & Engagement

If you have an app, you probably already know that there are two big challenges: getting people to install your app and then getting people to keep using it. Many apps are discarded after just a few uses, which means brands go through a lot of development for very little reward.

Mobile engagement is easy to gain but also easy to lose. So how do you promote app installs and engagement? The answer is deep links.

Bitly allows for easy deep linking capabilities and also lets you track how many visitors are installing or opening the app when they click the link. Once you have a deep link, try promoting through targeted email and social campaigns, exclusive content and discounts, and push notifications.

DEEP LINKS ALLOW BRANDS TO SEND VISITORS DIRECTLY *to* A PERSONALIZED LANDING PAGE WITHIN AN APP.
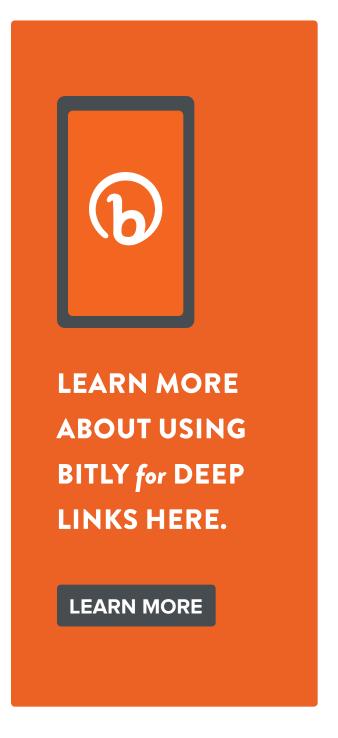
And with Bitly's Mobile Optimizer you can create a consistent, on-brand and always-optimized experience that will drive both app opens and engagement.

Entertainment brands look to re-engage their customers by sending email blasts with clips from their latest episodes. By using Bitly for deep linking, every link they create is

automatically a deep link, taking users right into the app for a better playback experience

If the customer wants to see the clip but doesn't have the app, no problem. The customer opens the email on her phone, clicks on the clip, and since she doesn't already have the app, she's prompted to download before viewing. Deferred deep links remember the specific clip and after the app loads, the customer is quickly led back to it.

If the customer likes the clip so much and shares it on Twitter, each of the users who clicks on her link gets a similar, app-optimized experience. By providing a seamless, app-to-app experience for visitors, brands can make apps a centerpiece to the customer experience.

LEARN MORE ABOUT USING BITLY *for* DEEP LINKS HERE.
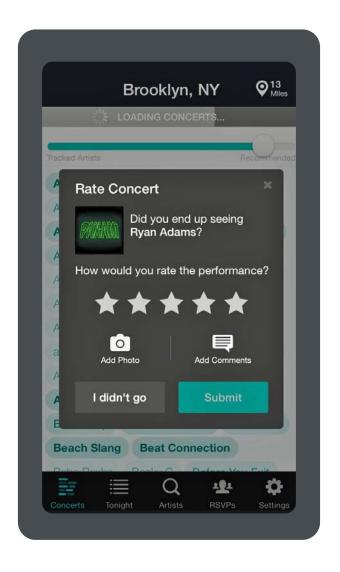
LEARN MORE

02 | The Power of Push Notifications

If users already have your app installed, your goal should be all about engagement. By timing push notifications at the right moment - and offering interesting content - you can guarantee that users will keep coming back to the app.

Concert discovery app Bandsintown does this by notifying users whenever a band announces a new tour date. And, after a fan has RSVPed to a show and the show passes, another push notification asks the fan to rate the concert. The tone of these push notifications is conversational, almost like a text, and leads back to the app:

Again, timing is critical. Use analytics software to see when your audience is most active on mobile and deploy push notifications accordingly.

Tools to Use:

- Twilio
- Localytics
- Urban Airship
- Swrve

The Science Behind a Text:

Texting is the most personal way to get in touch with your audience. If you're planning to build a SMS campaign, the most important thing is to make sure that recipients know what to expect. Unsolicited text messages are never going to get read or activated, and could lead to a backlash. When asking for phone numbers, you should explicitly ask if it's okay to text customers with deals and offers.

That said, when you do have a list of customers who have opted in, SMS campaigns can be highly effective. Research shows that 90% of SMS messages are read within the first three minutes. And, according to Convince and Convert, big brands like Coca-Cola are rumored to spend around 70% of their mobile budget on SMS campaigns. So they can really work.
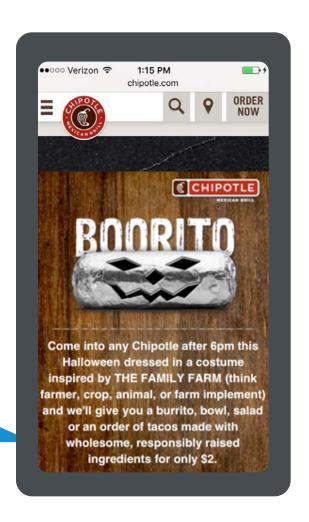
For example, during Halloween a few years ago, Chipotle ran a SMS campaign with a Bitlink that linked to a special offer.

This is a simple campaign that can lead to big results. And, with a Bitlink in place, Chipotle was able to track the results. SMS makes it easy for customers to take action and practically guarantees that they'll see the deal. The software isn't that expensive and, if you incentivize customers to sign up, you can start experimenting to see what works.

Tools to Use:

- Trumpia
- Sendhub
- Callfire
- SlickText

Chipotle: Boorito is back! For details on our Halloween Boorito promotion and costume contest, visit: http://chip.tl/nU27sB
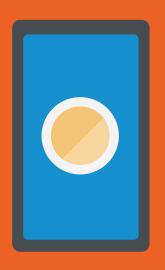
05
CREATING CONTENT FOR A MOBILE WORLD

While most marketers traditionally think of "mobile" as a channel, it's really more of a behavior than anything else. People are doing everything and anything on mobile... at all times of day and at all sorts of different locations.

Once you've optimized your content marketing for mobile, think strategically about how to distribute it. Relevance on mobile changes with every step a customer takes.

That's why everything from social campaigns to push notifications needs to be tailored to time of day and personalized for what a user needs in that moment. On mobile, the relevance of distribution is just as important as the relevance of the content.

It's also why, at Bitly, we're focusing so much on making omnichannel marketing easier. By using Bitlinks in all of your content and campaigns,

you can easily view what types of mobile content are working and centralize all the channels under one dashboard. That way, you'll be able to tell what's resonating on social and what's driving the most engagement and clicks.

Brands should take it for granted that most content and sales offers today are being viewed on mobile. Marketing tactics are going to have to change to adapt to mobile attention spans, behavior, and screens. And that starts by making sure that all your content is mobile-first, not just mobile-optimized.

WANT TO LEARN MORE ABOUT HOW BITLY CAN HELP *you* DRIVE BETTER MOBILE ENGAGEMENT?

LEARN MORE