Why Your Digital Strategy Must Include Mobile Marketing

@TechnologyBOOM
Session Outline

Today we will be discussing the following:

• The Mobile Landscape
• 2016 Holiday Results
• Why Mobile
• Business Case: MyRemington APP
What We Think It Looks Like
What it really looks like

Here's your zombie apocalypse
14 Jaw-Dropping Mobile Marketing Stats

Whether it’s shopping, news, banking, media, advertising or gaming, the smartphone is a critical component in nearly every facet of life. These 14 mobile marketing stats spotlight how large the opportunity is for smart brands that embrace mobile in the right way.
5.2 Billion
Mobile users by 2019 - Cisco

45%
Of all email clicks are on mobile - YesMail

345%
Year-over-year increase in app installs - Kenshoo

850 Apps
Downloaded every second from Apple App Store - Apple

26.7 Apps
Smartphone user accesses 26.7 apps per month - Nielsen

6.3 Hours
Millennial teens spend 6.3 hours a day in apps - Refuel Agency

50%
Of Millennials have downloaded a mobile shopping app - Forbes

44%
Of Americans say they couldn't make it a day without their mobile device - Bank of America
91 Hours
U.S. adults 18-24 spend an average of 91 hours a month in apps - ComScore

Growth in “mobile addicts” — those who launch apps 60 times a day or more — in the last year - Flurry

6 Months
Apps achieve half of their lifetime usage in the first 6 months - Adobe

20%
Of all money paid to Starbucks in the U.S. came through mobile - NY Times

68.5% Average
Push Opt-in Rate
Android = 86%, iOS = 51% - Kahuna Mobile Marketing Index

The average retention rates for users who opt in to push notifications is 2X higher than those who don’t opt in - Kahuna Mobile Marketing Index

© Kahuna
www.kahuna.com
2016 Holiday Results

BY ADOBE DIGITAL INSIGHTS
Retailers rejoice—the holiday season is off to a smashing start!

- Cyber Monday just set a new all-time record for online sales: $3.45 billion, an increase of 12.1 percent over last year’s holiday shopping spree.

- This year’s Black Friday will go down in the record books too. It was the very first time the day exceeded $3 billion in online sales, and the first day ever to drive over $1 billion in mobile revenue.

- Mobile was even hot a few days earlier, as consumers gathered with their families on Thanksgiving Day—57 percent of Thanksgiving visits and 40 percent of sales happened over phones and tablets.
Before We Get Too Far….

Let’s put things into context. In a post-PC era, mobile isn’t a strategy or technology; it’s a lifestyle. People are changing and so must we.
OUR BUSINESS CASE

MYREMMINGTON APP
We had always relied on word of mouth, including social media, to drive traffic. Facebook’s shift towards sponsored content impacted our ability to engage directly with fans and customers. We needed a new approach to engage and grow their loyalist audience. Our objectives were to:

- Drive foot traffic to the casino and racetrack
- Cross pollinate patrons across racetrack and casino
- Increase advocacy and loyalty of Remington Park patrons
- Increase incremental “new coin in”
Our Goal

Develop a **fully branded comprehensive mobile solution** with functionality to:

- Have a direct relationship with fans and 100% organic reach to combat the ever-decreasing reach on and increasing costs on platforms like Facebook
- Leverage the social reach of our fans to create unprecedented amplification of social messaging without allocating budget for boosted posts
- Harness the power of mobile push notifications to increase RTM (real-time marketing) views
The Solution
An Award-Winning Branded Mobile App Designed to Perform

- Mobile Notifications
- Peer-to-Peer Sharing
- Direct Messaging
- Social Media Aggregation
- Proprietary Analytics
- Live Video (Coming Soon)

Your official mobile app powered by Pointburst™
Everything Fans Need At Their Fingertips

• Custom navigation to include Rewards & Offers, and direct links to the Casino and Racetrack mobile-optimized sites

• All of the Remington Park’s social media feeds aggregated in one place to encourage easy engagement without toggling between apps

• Pre-loaded media library to encourage and enable fans to create and share Remington Park content

• Ready-to-share “Social Bursts” for massive amplification of Remington Park social content
We were able to achieve **significant increases in revenue, reach and engagement** by leveraging the social footprint of our patrons.

- **The Results**
- Converted over **10%** of social media followers to loyalty club membership.
- Generated **$1.5mm** of new coin in the first quarter.
- **49%** of this spend came from people who had never been to the casino before.
- **2nd place** in the 2016 PRNews Social Media Awards.
Are You
Segmenting Your Data
OR
Spamming Everybody?
“Without data you’re just another person with an opinion.”
– W. Edwards Deming
The most effective context marketing strategies are human-centric and focus on understanding customer...

- Intentions
- Goals
- Past Interactions
- Behaviors
- Devices
- Expectations
- Questions
- Values
- Frustrations
- Activities
Do you mind if I strap your phone to my forehead so I can pretend you're looking at me when I talk?
THANK YOU!