

## Mobile: First Moments-of-Truth for Branding

Successful companies are increasing web community (social media) presence to connect with the customers.

US mobile ad spending is \$4.11 billion (Rs 22,605 crores) and growing at 178% where as Indian spending is at Rs 173 crores with 4% growth. Indian mobile subscriber base of 870 million provides huge opportunity for marketers to exploit the small screen innovatively. 90% of Indian companies lack mobile presence and need to evolve from awareness creation to branding.

**Web communities** are groups of people sharing information online. Messages posed by a member of the web community reaches all the members of the community and anyone can reply to it. People with common interest like those belonging to the same college or working at the same place who want to share common information are increasingly forming web communities. Popular websites like Yahoo! Allow its members to set up free web communities.

Companies can have personalized interaction on Mobile screen and leverage the potential. Indian marketers can gather traction by:

- Start with permission based marketing where customers accepted for messages/promotional calls. This helps to capture customer data to fine-tune promotions.
- Adopt app strategy with good push notifications based on user needs, not on developer wants. Ford mobile app controls in-car systems and functions. Brands have to find their moments-of-truth
- Mobile is more proximate with everyone than any other media or channels. Convert mobile screen as the first-moments-of-truth. Let your product say first good morning to your customer
- Leverage location-based services to deliver hyper local and relevant message or offers. Micromax uses special software to provide instant updates to every device that gets activated anywhere in the country
- Value added services (VAD) format has to be evolved for augmented reality. IBM created mobile app for busy executives to get latest statistics, review of events and rich data.
- Brands can use 'audio tagging' and 'QR code' to provide rich content to accelerate customer purchase journey
- Choose right ad format. Intuitive engagement methods such as touch, click, scratch, pinch enables consumer to experience the brand in a relevant way
- Design creative format for mobile screens with rich content to give more.
- Segment customers based on 'kind of mobile' used to understand purchasing power and design promotional programs
- Leverage social media on mobile which facilitate ad engagements and more interaction. Facebook can be seen on mobile soon with ad options.

Mobile screen as a medium on rise and marketers branding has to evolve faster on small screen.

Topics Covered	Courses
Web communities: Direct and online marketing : Unit 24.11	Marketing Management

**Source:** Joshi Devina, *Branding Unbound*, Business Standard, September 02, 2013