



## Is It Time for a Mobile Marketing Strategy?

It should come as no surprise that the widespread use of smartphones and tablets is ushering in a new era in marketing communication. Sponsored messages are popping up everywhere we look, and consumers are doing more business on phones and tablets every day through a growing number of apps and sites. Of course, marketers are not abandoning print and other traditional media, but many are looking at how mobile marketing can extend their messages to more places where their customers may be looking – and buying.

Although still only a small fraction of total media dollars, the mobile device proliferation is expected to send mobile ad spending up 77.3 percent over 2012 (according to a forecast last April from eMarketer) to \$7.3 billion by the end of 2013, against an anticipated \$171.1 billion total on paid media.

And mobile marketing is not just a consumer trend. Business-to-business (B2B) consumers have embraced mobile technologies like new BFFs, and many B2B marketers are giving mobile higher priority.

According to American Business Media's (ABM) 2013 Value of B-to-B study, 43 per-

cent of marketers expect to increase their spending on mobile advertising. Moreover, 41 percent of marketers also plan to boost e-newsletter advertising – and those email messages are increasingly read on mobile devices, ABM reports.

### What Is Mobile Marketing?

The Mobile Marketing Association (MMA) says it is a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through and with any mobile device or network.

The MMA-commissioned Mobile Marketing Economic Impact Study, conducted by Dr. Peter A. Johnson and Dr. Joseph Plummer of media consultancy mLightenment, indicates that we are living in a “mobile-enhanced economy,” in which every mobile object becomes a medium and every place an opportunity for a message; by empowering the “always on, always on the go” consumer, mobile has transformed people into interactive, creative and responsive partners in the marketing process.

“While mobile’s economic value is the

heart of this study, mobile is also inspiring the industry to rethink their discipline for a world that is no longer static,” Plummer said. “As people rely more on mobile devices, they will become ‘co-creators’ in the marketing process and control both the context and content of the overall brand experience.”

As you firm up your 2014 marketing plans, it’s a good time to think about how your customers reach you – and to make sure your website, email marketing and other key points of access are easily read on mobile devices.

Writing last December in a blog post on [econsultancy.com](http://econsultancy.com), Tim Dunn listed four key pillars of a B2B mobile strategy, including Brilliant Basics and Differentiation.

On Brilliant Basics, Dunn said, “The new generation of B2B users will be accessing almost any contact point with our brands on mobile devices,” so companies must “make sure that we meet the minimum requirements of being available and accessible” there. That means designing websites and other content to be easily and optimally used on any device. By the way, do you know how many of your site’s visitors are getting to you via a mobile device? Web applications such as Google Analytics can be set up to track that information for you.

Regarding Differentiation, Dunn said, “Many B2B markets are crowded with similar offerings, so achieving standout and brand recall is not easy. However, with mobile being such an underdeveloped channel in this space, you have the opportunity to gain first-mover advantage.”

In a blog post at [b2bmarketing.net](http://b2bmarketing.net), Clive Baker, managing director of Movement London, shared his thoughts on creating a

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**“When marketing to [global executives], you can’t go wrong if print and online are core components; then it’s easier to build out from there.”**

**– Decision Dynamics**

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## From the Associate Sales Director

### Total Visibility

Use of and dependence upon mobile phones and tablets continue to grow rapidly with more new and exciting devices coming out one after the other. It's hard to keep up with the latest and greatest version.

However, keeping up with your marketing through these devices is easy when you implement a comprehensive print and online campaign that maximizes visibility across all media outlets. That's total mobility. And that's what Photonics Media offers.

Our magazines are available in print, digital and mobile app formats, keeping readers informed and your advertising message in front of them no matter where they are. Our mobile apps have been downloaded by more than 1100 readers to date, with more joining in every day.

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Complementing traditional media with online marketing actively extends your reach throughout all of the media channels – print, online and mobile – with an integrated approach that can lead to increased exposure and better results.

Ensure your success, and take full advantage of total mobility with Photonics Media.

Rebecca L. Pontier  
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## Q&A with Maureen Riley Moriarty, Regional Manager

**My Territory:** Central California, South Central US and Eastern Canada

**Years with Laurin Publishing/Photonics Media:** 2

**A fun fact about me:** I have worked in advertising for 18 years and lived on a volcanic island in the middle of the Pacific Ocean for 12 of those years.

**One thing I love about my job:** Because of my art education, I enjoy helping in the creative process and brainstorming for unique ways to approach a solution.

**My personal sales philosophy:** To be persistent but always polite. By learning new things about my customers, products and marketing, I am better prepared to help them achieve their goals.



Continued from page 1.

mobile strategy. Among his key points are fitting mobile to business and marketing objectives, knowing your audience and integrating mobile with other communications. On the last point, Baker said, "It's amazing how many B2B businesses still create conflicting messages when they employ mobile, when, in fact, reinforcing the same message through multiple channels can make your campaign (and therefore your business) seem much bigger than it actually is."

In "Five B2B Marketing Trends to Watch," author Russ Fradin writes, "Mobile is no longer the 'third screen.' It is now the primary screen, the preferred way consumers and employees want to interact – whether through tablet devices, apps, social media or cloud services." In the article, posted this month to marketingprofs.com, Fradin tells marketers to keep an eye on mobile and consumerization.

What's more, employees are not alone in business access via mobile device. Six in 10 global executives use tablets, primarily for checking news, visiting websites, searching, shopping and watching movies, according to the annual Decision Dynamics study by business communication specialist Doremus and *The Financial Times*. The survey also found that among executives under age 45 and those 55 and over, the gap in technology use is narrowing – significantly so, in the most recent survey.

So, while mobile and tablet use is definitely up, it is not yet time to abandon traditional marketing media. "When marketing to this elusive and busy group, you can't go wrong if print and online are core components; then it's easier to build out from there," said Daniel Rothman, *Financial Times* director of customer and market insights.

Ask your key media representatives how you can best utilize the reach of their media brands to build a strong marketing program across print, online, live and mobile options.

## Call for Papers

Photonics Media editors are looking for contributed technical features for upcoming issues of *Photonics Spectra*, *BioPhotonics*, *EuroPhotonics* and *Industrial Photonics* magazines.

To share your expertise with the readers of Photonics Media publications, send a brief abstract or completed unpublished article for review to Laura Marshall, managing editor, at [Laura.Marshall@Photonics.com](mailto:Laura.Marshall@Photonics.com).

For more information about contributing technical features, please see the article "Let's Get Technical," in the May 2013 issue of the *P.S.* marketing newsletter.

**INTRODUCING**

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## *Industrial Photonics* Editorial Calendar

	Core Focus	Features/Webinars	Show Distribution
<b>JAN</b> Ad closing: Nov 11 Materials: Nov 18	Cameras	Industrial Camera Systems Lasers Webinar: Cameras for Industrial Applications	SPIE Photonics West LIA's Laser Additive Manufacturing LASER: World of Photonics China
<b>APR</b> Ad closing: Feb 10 Materials: Feb 17	Sensors	Industrial Sensing Lasers for Lithography	The Vision Show HPLA / BEP Mfg4 OPTATEC Sensors Expo LASYS
<b>JUL</b> Ad closing: May 12 Materials: May 19	Lasers	Industrial Lasers Robotic Vision for Automation Webinar: Photonics-Based Manufacturing	IMTS LME
<b>OCT</b> Ad closing: Aug 11 Materials: Aug 18	Vision Systems	Vision for Inspection Lasers for Auto Manufacturing Webinars: New Materials for Photonics Advances in Machine Vision	ICALEO VISION

**Note:** Shows and topics for all publications are subject to change.

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Please visit our website, [Photonics.com/mediakit](http://Photonics.com/mediakit), for all our marketing opportunities.

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