

Name: Michael Onwuka.

Class: MKTG 433.555.

Instructor: Dr. Ella Carter.

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‘How company’s use Mobile Content Marketing to advertise their products’

Quantitative Research.

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Executive Summary

This report examines how companies use mobile content marketing to advertise their products. This report draws notice to the value, and importance of mobile content marketing, as well as how content marketing goes up against traditional styles of advertising, this report also touches on email growth use, as well as business to business content marketers, and business to consumers marketers. The report further dives into the future of mobile content marketing through artificial intelligence, it also touches on how mobile apps can affect content marketing. This part of the report is achieved through secondary research of articles published by reviewed journalists or columnists. Further investigation into how companies use mobile content marketing to advertise their products is achieved through my primary research method of handing out surveys, and analyzing the survey results. The results are presented in graphical analogies. The report in general answers the query on whether mobile content marketing is profitable to a business or not. The results yield the conclusion that mobile content marketing is profitable to a business, this profitability comes with businesses having mobile content marketing first in their marketing strategy before any other strategy used to attack a market.

Introduction

Evolving over time the growth of mobile content marketing in firms marketing agenda is one that businesses can't ignore again when coming up with a marketing plan. From the first cellular phones in the early 2000's for example, the Nokia 3310, where text messages were the first step in mobile content marketing. The constant growth in this marketing trend saw mobile content grow to the use of emails in advanced cell phones. Mobile content marketing then revolutionized itself with the introduction of the smart phones, ones like the blackberry in 2004 and the iPhone and Androids in 2007. These advancements saw Mobile content grow from just text messages and emails to actual video content online as these phones could access the World Wide Web. In an improved attempt to access the consumers more, and make them feel specialized with products businesses started creating applications on smart phone devices. These Applications allow businesses to release offers on products, announce sales periods etc. Mobile Marketers, and advertisers have viewed this as an opportunity to connect better with their customers and for the past 10 years or there about have released content on mobile platforms whether it's on email, mobile applications, or on social media. This report illustrates how companies have taken advantage of this growing marketing trend and use mobile content marketing to advertise their products and to better their marketing efforts.

Literature Review

In this review, I explain how companies could use mobile content marketing to advertise through the illustration of its importance, its value, how content marketing goes up against traditional styles of advertising, email usage growth on mobiles, business to business content marketing, and business to consumers content marketing. Additionally, I divulge into how the future of content marketing is mobile, as well as how mobile applications have become integral parts of mobile content marketing.

The importance of content marketing is one a business that wants a long life expectancy should take serious. Firstly, before I continue I would like to explain what mobile content marketing is, mobile content marketing is the creation of enhanced content to attract or grab the attention, and absorb existing and potential customers to a brand. The importance of mobile content marketing in today's business world is growing to be a vital part of the customer experience. Customer service is the heart and soul of majority of businesses round the world today, and if not gotten right could be the downfall of a business. In her article 'Why Content Marketing Is the Cornerstone of Customer Experience' Carla Johnson explains why customer experience is the heart and soul of business now and in the future to come. She says, "When we get down to it, it doesn't matter if we attribute this definition of experiences to content marketing or customer experience. The end goal is still the same: to create a larger audience, proactively deliver value, and generate revenue. And that's why we're seeing a stronger correlation between content marketing and customer experience. Experiences are critical to building and deepening relationships with customers. But what drives them? Content.

Content is the customer experience”. The importance of content in marketing especially on a mobile seems to be the future trend in content marketing and building experiences for the customer is the heart of it. Carla Johnson goes on to say, “The "Customer 2020" report predicts that by 2020, customer experience will overtake price and product as the key brand differentiator. In that case, we need to look at content's role in creating these differentiating experiences”. The last statement reinstates the importance content marketing has in the future of organizations. Also viewing future trends in the importance of mobile content marketing, In his article ‘The importance of content marketing in 2017 and beyond’ Anthony Carranza statistically states, “Anthony Carranza also explains the importance of mobile content marketing in his article when he states, “By 2020, smartphones will make up 50 percent of all global devices. By 2018, more than 75 percent of Facebook users will access the platform from a mobile device. Delivering quality mobile optimized content to your customers will ensure long-term success this year and in the more distant future”. Again, emphasizing the importance of content marketing in the future marketers have to view researches like this and shift focus into mobile content marketing in their marketing strategies. Surveys have been carried out onto how important mobile content marketing would be in the future. Combining content marketing and mobile marketing only shows what the power the two strategies can carry out on a businesses marketing plan. In her article ‘why is content marketing important for your business’ Sarah smith breaks down results from a survey by saying “A recent survey asked 600 marketing professionals what they thought were the most important digital marketing trends for 2015. Content marketing was the number one answer with 29.6% – ahead of other hot topics like big data (14.6%), marketing automation (12.8%),

mobile marketing (11.0%), and social media marketing (8.9%). Other research found that 63% of companies say posting on social media increased their marketing effectiveness. Companies with blogs attract more inbound links, and blogs on company websites tend to attract more visitors”. This researched statement reinstates my opinion the importance of the mobile content marketing to business in today’s competitive environment.

The value of mobile content marketing is one that cuts costs as well as has value in different departments in a business. In her article, ‘What the World Looks Like When Content Marketing Becomes "Marketing"’ Anna Johansson speaks on the decreased cost and speaks on the biggest advantage mobile content marketing has to a business by saying “One of content marketing’s biggest advantages is that it costs up to 62% less than traditional ads; if that advantage disappears, it may rebalance the scales”. This shows that there could be a shift in the way content marketers seek to advertise their products due to cost benefits from what content marketing brings. In understanding what returns a business could hold from content marketing, In his article ‘Content Marketing: Understanding its role, value and ROI’ Jim Yu explains how content marketing can play a role in these departments. Jim Yu explains content marketing to affect customer service by saying “Customer service has taken a much more personal turn with modern technology. Consumers expect the brands they interact with to take an individual interest in them and their needs. Quality content can help brands do that by providing material that answers questions and provides solutions to the problems of consumers. Well-designed websites that are easy to navigate coupled with excellent user-centric content can be a wonderful way to form a reputation for strong customer service. This service can

then be continued when the consumer reaches out to a representative”. Mobile content marketers also have to be ready to receive information back from consumers and be ready to provide quality customer service. They also have to make it easy when the consumer wants to navigate through their content or website to keep the consumer engaged. A well-executed customer service engagement could help the long-term life of a business. . Jim Yu further explains the value of content marketing to a recruitment department, he says “Content can also be an excellent vehicle for finding new people to add to the team. Content can build and share the brand culture, which will then help to attract new potential employees with the same attitude and values. This process can help companies avoid turnover and maintain a cohesive brand culture. Hiring people that do not fit well with the company culture can be disruptive and damaging to team moral”. An additional way to recruit employees, human resource departments can get involved in mobile content marketing, as this is also a way a business could use to get employees that like the way a business has set up its business model from its online or mobile content.

Content marketing going up against traditional advertising, these two marketing models are usually employed by most organizations. This is because all demographics aren't are on their mobile phones or devices, some people still enjoy consuming their content through traditional styles of advertising. In her article ‘What the World Looks Like When Content Marketing Becomes "Marketing"’ Anna Johansson, speaks on how content marketing might spark distrust against traditional styles of advertising by saying “Native advertising and content marketing are terms that are sometimes used interchangeably, but native ads aren't content marketing, per se. Instead, they're paid

opportunities to promote your content; even if your content is good, and appeals to your target audience, it may look and feel different than the content your user was expecting. Over time, users may grow distrustful of native ads, and specifically avoid them in the same way that modern users avoid pop-up ads with browser-based ad blockers. This would add an entirely new dimension to the content marketing world, since user trust is one of the biggest advantages of the strategy”. Trust is vital in today’s business world, if you can gain consumer trust your business could remain in an economy for a long time. However, if that trust were broken consumers would work of reviews of your business and not want to deal with your business. In comparing the return on investment on both native advertising vs. content marketing, in her article In her article ‘Comparing the ROI Content Marketing and Native Advertising’ Kelsey Libert, compares and contrasts the relationship between the two styles of marketing. She does this through her content marketing firm, Fractl collaborated survey with Moz a software company that sells inbound marketing, marketing analytics, and software subscriptions. In the article she explains how the two companies surveyed 30 agencies specializing in content marketing about content format, and the metrics they use to track return on investment. She indicates that native advertising is more expensive, but after doing a research that involved analyzing 38 native advertising campaigns published by Buzzfeed, and 58 Fractl content marketing campaigns to evaluate the reach (in terms of links) and engagement (social shares) of each. In concluding, using the top performing campaigns for each marketing campaign Fractl’s campaign for Movoto resulted in 146 pick ups and 17,934 social shares. Whilst Buzz feed’s 13 campaigns for Intel resulted in one pick up on

average and 12,481 social shares. Showing the effectiveness of content marketing and how businesses could rely on it more than native advertising.

Content marketing differentiates itself from traditional advertising in a simple way. In his article 'Content Marketing Vs. Advertising: what's the difference' Douglas Philips says "With content marketing, you're creating content online (blogs, web pages, social media posts, whitepapers, etc.) And letting the customers come to you. When potential customers search for something related to your industry online using Google, Bing, or some other popular search engine, your content may be put on the search engine results page (SERP) for the customer to click on. The great thing about using content marketing is that the customers that see it are usually looking for it. This means more engagement and fewer complaints about spam. This can drive insane ROI for inbound content marketing". Referring to what I stated earlier about customer engagement I would like to add that as much as content marketing helps with engagement older styles of advertising yield quicker results. However, once you get customers engaged you might have won them over.

Email usage in mobile phones has drastically increased since the arrival of smart phones. This direct way reaching a consumer, some would say is an advanced way of receiving mail at your house. Different businesses advertise through emails because of its increased use of over the years by consumers. In her article 'Email Client Market Share trends for 2017 so far' Justine Jordan shows the top three email clients in 2017 and they were Apple iPhone, Gmail, Apple I pad. These are all-hand held or access content on handheld devices. She does say at the beginning of her article that "In 2016, mobile

steadily dominated email client market share, beginning and ending the year at 54%. While mobile still claims the majority of email opens, opens in web-based email programs has been on the rise growing 4 percentage points in the past year to a total of 31% of all opens”. Justine Jordan’s statement here reflects my statement above that email usage is on the rise but ever more so mobile email usage, which in turn helps businesses market their product through content marketing.

In my efforts to compare Business-to-Business content marketing and Business to Consumer content marketing, I am using statistics set by Joe Pulizzi, and Ann Handley from their 2016 ‘B2B content marketing 2016 Benchmarks, Budgets, and trends’, as well as drawing information from their ‘B2C content marketing 2016 Benchmarks and trends’. These two articles show researched results of B2B and B2C content marketers surveyed for effectiveness, strategy, content creation, distribution, goals and metrics, budgets and spending etc. “30% of B2B marketers say their organizations are effective at content marketing, whilst B2C marketers had 38% say their businesses are effective at content marketing”. “48% of B2C marketers meet either daily or weekly to discuss their content marketing program, whilst 44% B2B businesses meet daily or weekly”. From their analysis Joe and Ann say, “the more effective the organization is at content marketing the more they meet up”. “32% of B2B marketers documented their content marketing strategy compared to the 37% of B2C marketers”. Joe and Ann say, “Our research has shown that those who document their content marketing strategy are more effective than those who have a verbal strategy or no strategy at all”. “ B2B marketers allocate 28% of their budget towards content marketing whilst, 32% of B2C marketers allocated their budget”. From the analysis it shows that the more you spent your marketing budget on

your content marketing the more results your company yields. These reports help businesses to know where to concentrate their funds, attention, and strategy especially if the business attends to other businesses or to mainly consumers. Therefore showing a business the value of content marketing to his or her business.

Additionally, the future of content marketing being put under research is most likely going to be mainly mobile. As explained in her article 'The future of content marketing is mobile' Liz Bedor uses E marketers research in revealing "According to eMarketer, 51% of the total time an adult spends engaged with digital media is on a mobile device, and according to Internet Retailer, mobile commerce is now 30% of all US e-commerce". This statement has to do with attention spans in adults and how most adults are faced down in their phone most of the time now a day. This helps mobile content marketers to choose what catches the eye of the consumer, again back to engaging the customer with whatever content is uploaded could win them over.

The advancement of technology in smart phones have gotten to the point in which businesses have created specific applications on mobile phones that embody their business model, what they have to offer their consumers and in most cases promotions, and discount offers. In her article 'Mobile App as a Brand Marketing Channel: Benefits and Life hacks' Julia Matyunina, speaks on the benefits of mobile apps to a business she says, "Mobile apps have become an extremely useful way to improve customer's experience with mobile and boost sales. According to Ipsos, 52% of customers that are using a branded app are more likely to buy the brand's product. So, why not use this opportunity to your benefit?" This is leaning towards the profitability of mobile content marketing. Like I stated earlier if a business can engage its customers through content on

social media, or its mobile application it would gain the customers trust as well as gain sales on its own platform. Businesses could also hold sales promotions on their applications also helping attract current and potential customers.

Methodology

The method I used in researching my findings for this topic was quantitative. I handed out surveys in the Bowie State University student center on the 12th of October 2017. I chose this location because of convenience, and also the different ranges in age amongst the participants. I also chose this location because most participants can relate to what was being asked about the topic. I had 30 participants respond to my survey, they ranged in ages from, 18-25, which had 15 respondents, 25-35, which had 9 respondents, and 35-50, which had only 6 respondents. I divided the age ranges in this way from youngest to oldest to also help me in formulating the graphs used to analyze my findings.

Results

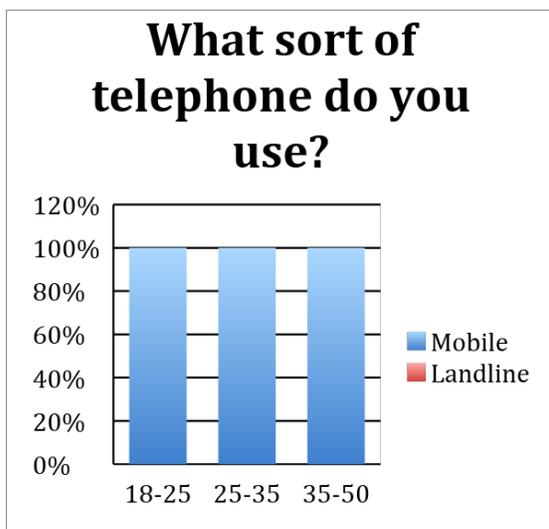


Figure 1.

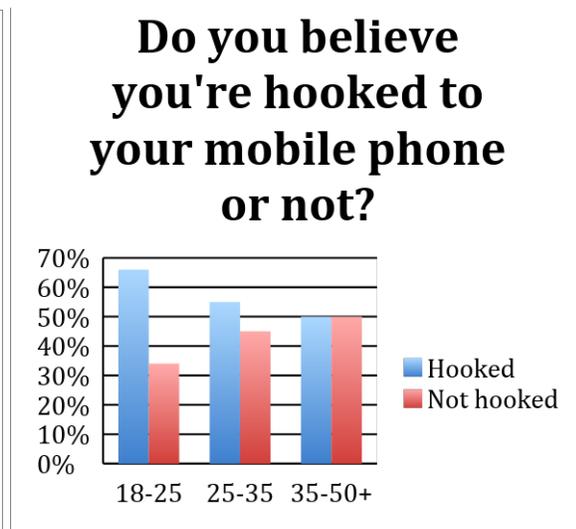


Figure 2.

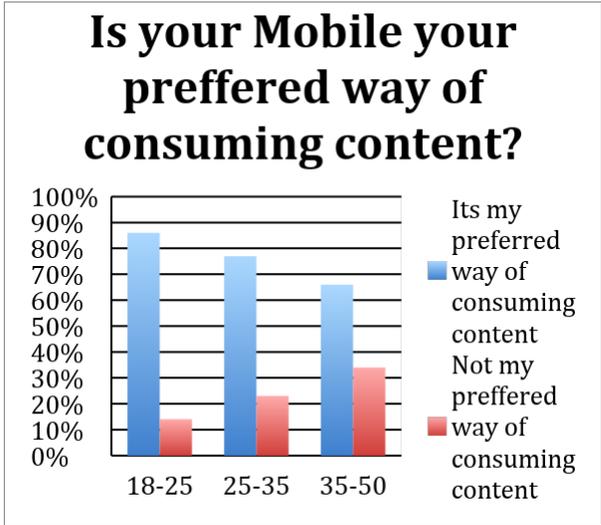


Figure 3.

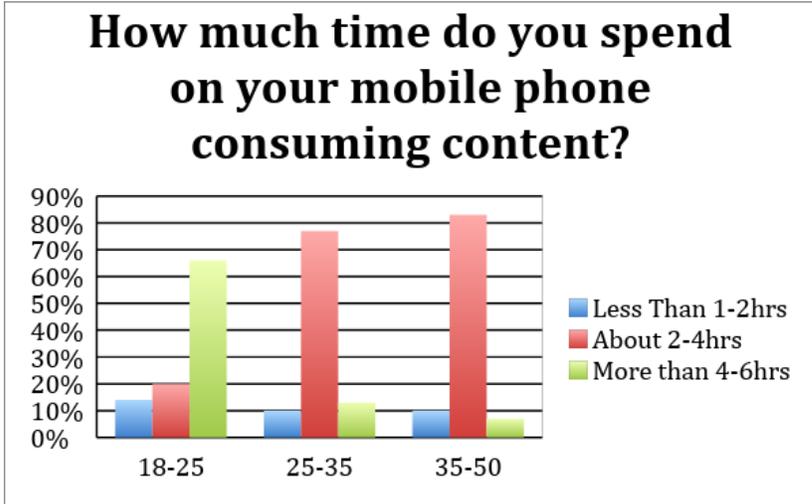


Figure 4.

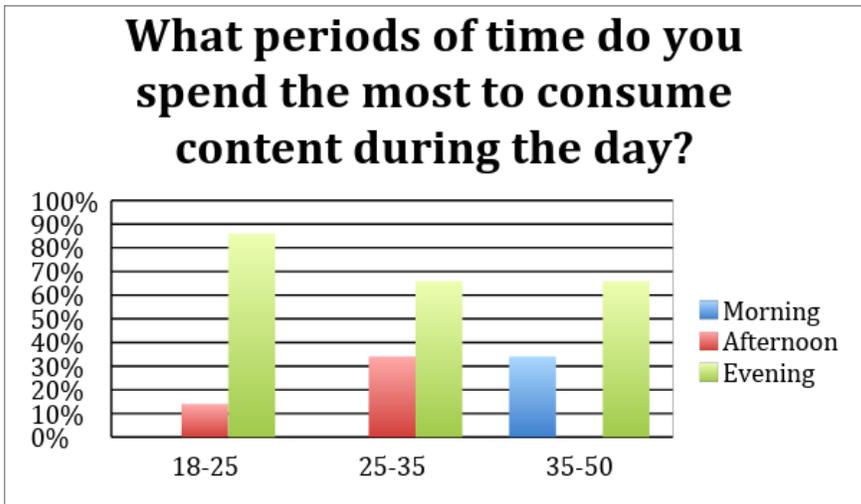


Figure 5.

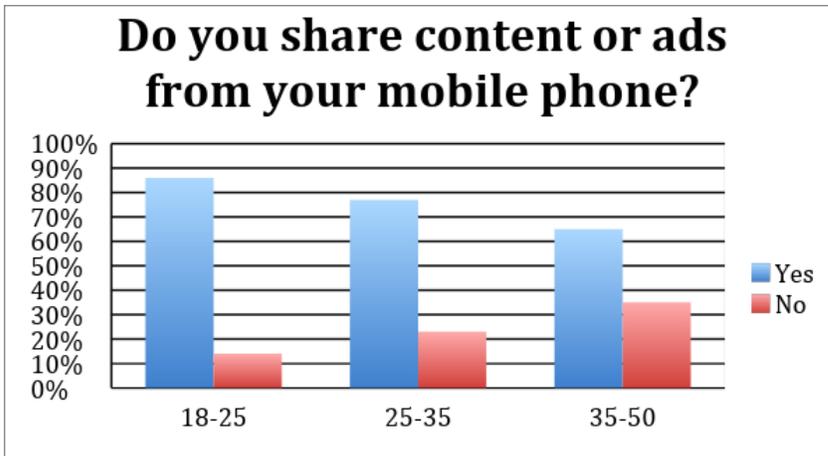


Figure 6.

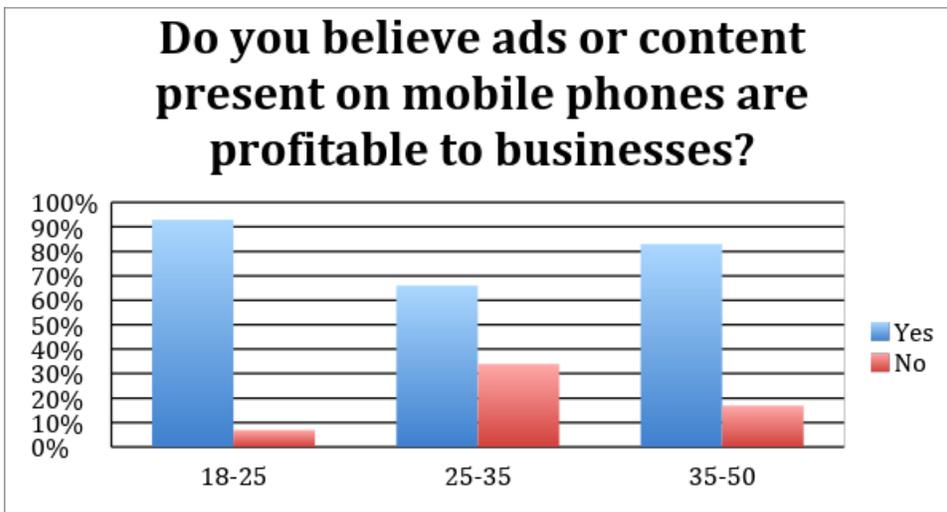


Figure 7.

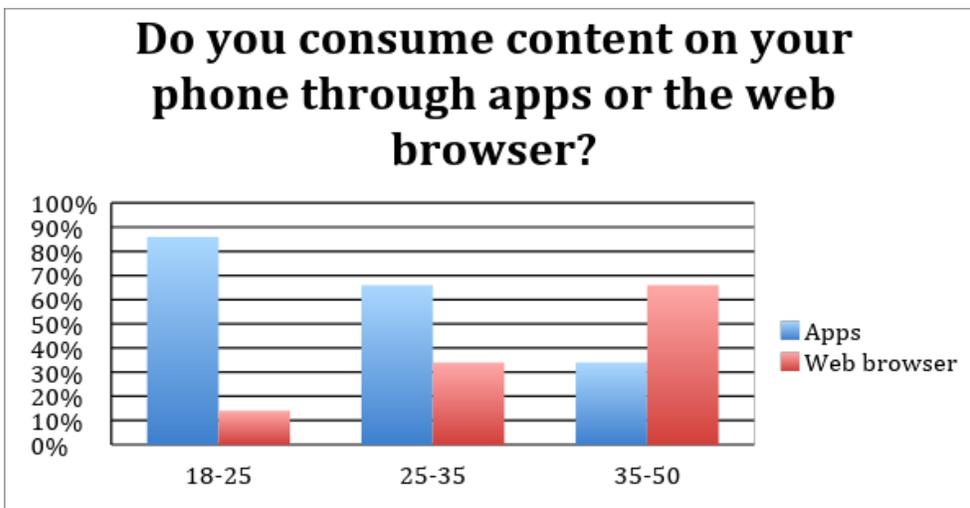


Figure 8.

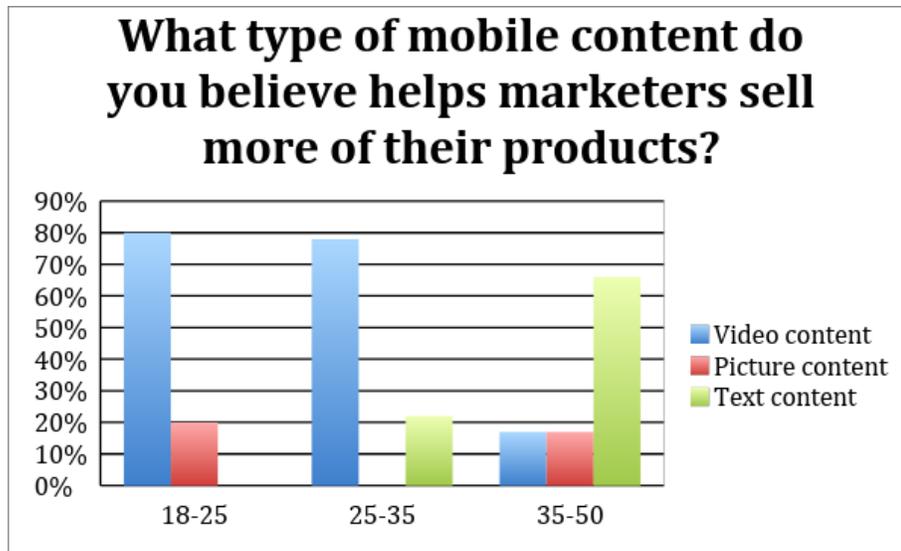


Figure 9.

In analyzing the graphs above, I divided the participants in the survey into three age groups, and created graphs that showed percentage results of their responses. In Figure 1, all the participants that responded showed that they all owned mobile phones. In the world we live in today it is rare that someone doesn't own a mobile phone of some sort. Hence, the importance of connecting to consumers through their mobile phones is seemingly more vital. In Figure 2, more than 60% of participants in the age group 18-25 believed they were hooked to their phone, whilst the percentage for people who believed they were hooked lowered amongst the older age groups with 55% for ages 25-35, and a split 50% for ages 35-50. In figure3, the results yielded from people who preferred consuming content from their mobiles showed that over 80% of 18-25yr olds, and over 60% of 25-35 and 35-50 year olds prefer consuming content on their phones. From figure 4, engagement and time spent on a mobile is vital to mobile content marketers, in the age group 18-25, over 60% spent over 4-6 hrs. on their phones per day. Over 60% of age groups 25-35, and 35-50 spent about 2-4 hrs. Per day on their mobile phones. 60% of all respondents believed they spent most of their evening time on their mobile phones in

figure 5. If I were a marketer to this group of people I would release mass content to this group of respondents in the evening period. In figure 6, 60% of all respondents in the different age categories shared content or ads from their mobiles, showing that if a customer could take interest in your content they could share it to their followers or contact list only increasing the popularity of your brand. In figure 7, over 80% of age groups 18-25 and 35-50 believed that content or ads presented on mobile phones are profitable to businesses, the percentage lowered to 60% amongst ages 25-35. In figure 8, over 80% of respondents ages 18-25 consume content on their mobile apps the percentage reduced to 60% in the age group 25-35. In the age group 35-50 over 60% of respondents consumed content on their mobile web browser rather than their mobile apps, showing the shift in consumption of content with the shift in ages. In figure 9, about 80% of respondents ages 18-25, and 25-35 believe video content help marketers sell more of their products but ages 35-50 have 60% of respondents believe that text content help marketers sell their products. These yielded results from this survey has revealed to me that if marketers focused on the period of the day, the type of sharable content they released online whether it be video based or text based, on applications or on web browsers on mobiles, as long as effectively and strategically planned out would be profitable to a business.

Conclusion

In concluding this report, I believe the secondary research attained reveals the value of mobile content marketing, I believe my findings on the importance of mobile content marketing shows its vitality to a business, I believe showing how content marketing goes

up against traditional styles of advertising reveals where marketers now and in the nearest future should shift their focus towards mobile content marketing, I believe that showing that an increased use of emails on mobiles reveals another path to which content marketers can attack current and potential customers. My findings from the content marketing institute revealing how mobile content marketing is progressive for business to business, and business to consumers marketers again shows where marketers should start focusing their marketing efforts in a market. Mobile applications are an integral part of where content marketers should start focusing their marketing strategies also because it seems to be a way the new way of retaining customers as well as drawing in new ones. From the primary research carried out I believe if marketers focused on the period of the day, the type of sharable content they released online whether it be video based or text based, on applications or on web browsers on mobiles, as long as effectively and strategically planned out would be profitable to a business. All these results show the profitability of mobile content marketing to a business as well as its future worth to all business. I believe that if businesses have a mobile content marketing first route of business when it came to their marketing plan it would only see upward progress in its profitability and return on investment. For businesses who don't employ mobile content marketing, I believe that they would be left behind and would only progress but so much.

Appendix

How company's use mobile content marketing to advertise their products.

Quantitative Research questions.

What age group are you in?

18-25, 25-35, 35-50

What sort of telephone do you use?

Mobile Phone, Landline

Do you believe you're hooked to your mobile?

Yes / No

Is your mobile your preferred way of consuming content?

Yes / No

How much time do you spend on your mobile phone consuming content?

Less than 1-2 hrs. About 2-4 hrs. More than 4-6 hrs.

What periods of time do you spend the most consuming content during the day on your mobile?

Morning, Afternoon, Evening

Do you share content or ads from your mobile phone?

Yes / No

Do you believe ads on your mobile are profitable?

Yes / No

Do you consume content on your phone through apps or the web browser?

Apps / Web browser

What type of mobile content do you believe helps marketers sell their products?

Videos, Pictures, Text

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