

I already have a creative, media and digital agency...do I really need a mobile one?

As the mobile phone morphs into a multi-media, web-connected remote control to people's lives, it has become their most useful, personal and entertaining possession. With 3.5 billion active users including 305 million Americans, of who nearly 50 million actively surf the mobile-web, the medium will ultimately become the most powerful means for marketers to connect with their consumers.

Yet, no medium has appeared so deceptively simple as mobile. To adeptly navigate the 5,000+ devices in the market, dozens of browsers, carrier rules and the nuances behind hundreds of possible technical mechanics, you must be a true specialist. Unless you are, then by default you really are generalists.

Eight years ago we started The Hyperfactory. We recognized early on the huge part that mobile would play in how consumers interact with the brands that fill the world around us.

The Hyperfactory is now the largest independent and global mobile advertising specialist.



From humble origins as a 'brick' to the remote control of our lives

We wrote the following ten step guide to help marketers get ahead of the pack and avoid the pitfalls of working with amateurs.

Ten Steps to Going Mobile

1. Recognize the need for a full-service specialist mobile agency.

The art and science of mobile advertising and marketing is a more specialized skill than any other form of advertising today. The biggest risk a brand can take is to leave the work of this new medium in the hands of generalists, traditional agency "experts" stretched beyond their capacity, or to pure technologists.

Ensure there is a seasoned expert at the table and that their voice is heard to safely lead you through the terrain with care. Empower them to become the 'glue' that connects all marketing disciplines together in an unbiased and unifying way. Mo-

bile is the only medium that connects and touches everything from your marketing, CRM and IT departments to your partner agencies that handle sponsorships, events, digital, creative, media and promotions.

2. Vet potential partners thoroughly. Are they truly 360°, can they back up their work?

Don't leave this process to chance or delegate it. Meet the people beyond the 'New Business' team to feel comfortable with the depth of the organization. Some people to meet before you make a decision include; the strategist, the mobile media planning director, the mobile creative directors, the mobile user-experience designers and the technical discipline experts (SMS, Mobile Web, Mobile Applications, etc.) If they all have the same email address, you know you're in trouble; you need experienced experts who understand the medium and can evaluate and execute all options at your disposal.

Ask them who they partner with and what parts of their case studies they are actually responsible for. We see our work appear under the credentials of others all over the world. The only way to know their true in-house capabilities is to ask the question: what part did you really play, from idea to execution?

3. Develop a strategy.

This is where your partner should roll out the veteran mobile strategist who displays an unrivaled depth of knowledge and experience ranging from the technology implications of the market to how to best meet brand goals. With a strategic framework and well-defined success metrics, your specialist can then ensure mobile is applied across your business with consistency and direction rather than with the more common ad-hoc, reactionary approach of today.

4. Incorporate mobile into your annual planning.

Too often the channel is an afterthought and it takes true commitment from a brand to avoid this mistake. Your traditional partners may be too busy to think ahead here but it's much easier, better and cheaper to integrate from the outset than to tack it on at the end. Planning also enables you to leverage content production, talent endorsements and sponsor relationships at nominal incremental cost and ensures clearance of mobile usage rights.

5. Set meaningful goals and measure key metrics.

Setting goals, monitoring and optimizing sounds obvious but in mobile today most people simply don't do it or, more likely, they don't know how. And mobile-media 'waters' can be dangerous with no shortage of sharks circling for short-term brand-dollars so vigilance is needed. Set clear goals and hold your specialist accountable for them. Ensure they are monitoring your media performance constantly to provide real outcomes and tangible results. Minor optimization can have major ROI; tweaking an under-performing plan has shown us 10 fold improvement within a single week.



Proven ROI: We have achieved consistent lead-generation for our clients at a fraction of online acquisition costs

Mobile is highly measurable across creative effectiveness, response, engagement, brand lift, recall, intent to purchase and ultimately, purchase. Anything that can be tracked on mobile, we track.

6. Respect and welcome mobile-web users trying to reach you.

Ensure your .com domain is redirecting to an experience designed for mobile. A Motorola Razr arriving at yourbrand.com and getting a stream of HTML-code-junk, or an iPhone hitting your unreadable Flash website are lost engagements, lost conversations and lost customers. As obvious as this advice is, the internal roadblocks that can prevent this from happening are astounding. Without this, you are essentially hanging a 'Closed' sign outside an open shop and wondering why nobody is coming in.

7. Integrating mobile into the media and creative mix.

Include your mobile experts as members of the creative and ideation process with all of your partners and agencies. Mobile's power is significantly amplified when it acts as a thread connecting all of the elements in the mix - and the really big mobile ideas today are simply not possible unless conceived at the beginning with all mediums in mind.



Mobile's power is significantly amplified when it engages, responds to and connects with all of the elements in the media and creative mix

8. Differentiate through experiences.

Mobile users are bored and looking to be engaged. They will gladly swap their time and attention for the opportunity to connect with your brand through well-produced, compelling and freshly updated videos, music, imagery, news, tips, branded-entertainment, education and more.

9. Consolidate your SMS Activity.

SMS activation integrates across all media. Centralize all SMS tactics to operate on a single short-code so you can recognize repeat participants, participation patterns and continue conversations from one campaign to the next.

10. Invest in creative and production.

Don't be one of the brands to be burnt by taking the easy way out and accepting the cheap creative and production services of some media vendors and ad-networks that dilute the user experience and ROI. You get what you pay for - the difference is results.

11. Call us.

OK, so it's eleven steps, but it may be the most important step you'll take. Many people will claim they have true specialty and breadth in this medium, but only The Hyperfactory can prove it. We have conceived, planned, bought and executed almost every single type of mobile marketing and advertising program possible, in five continents. Call us today to talk about how we can get your brand mobile - the way it should be done. Derek Handley, CEO 310-860-8103 or text 'DH' to 42107.