

# Marketing Thought Leaders

A playbook for leading your company to future success

## Big Picture Local Marketing: It's Not Too Late to Be Early

By [Nancy Pekala](#)

When it comes to mobile, it's never too late to be early. Developing innovative and localized mobile campaigns can pay off big when it comes to today's mobile-centric consumers.

During the *Big Picture Local Marketing: Advanced Search and Mobile* event sponsored by [iProspect](#) last month in Chicago, John Breer, Mobile Search Ads, Google, emphasized what the marketing community knows only too well—there's been a significant shift in consumer behavior and mobile is now the screen of choice for most consumers. What does this mean for today's marketers? Breer suggested a four-step action plan:

### 1. **Be There**

Surprisingly, nearly 80% of large online advertisers do not have a mobile optimized site.

### 2. **Be Local**

One in three search queries have local intent resulting in 60% either calling or visiting the store

### 3. **Be Personal**

Consider that there are 200M mobile playbacks every day on YouTube and 125 years of Angry Birds being played every day.

### 4. **Be Cross-Platform**

The brand message must be translated across all devices in today's mobile world.

"Mobile has to be a separate strategy from your desktop strategy," Breer said. "You need to start developing distinct mobile and tablet targeted campaigns."

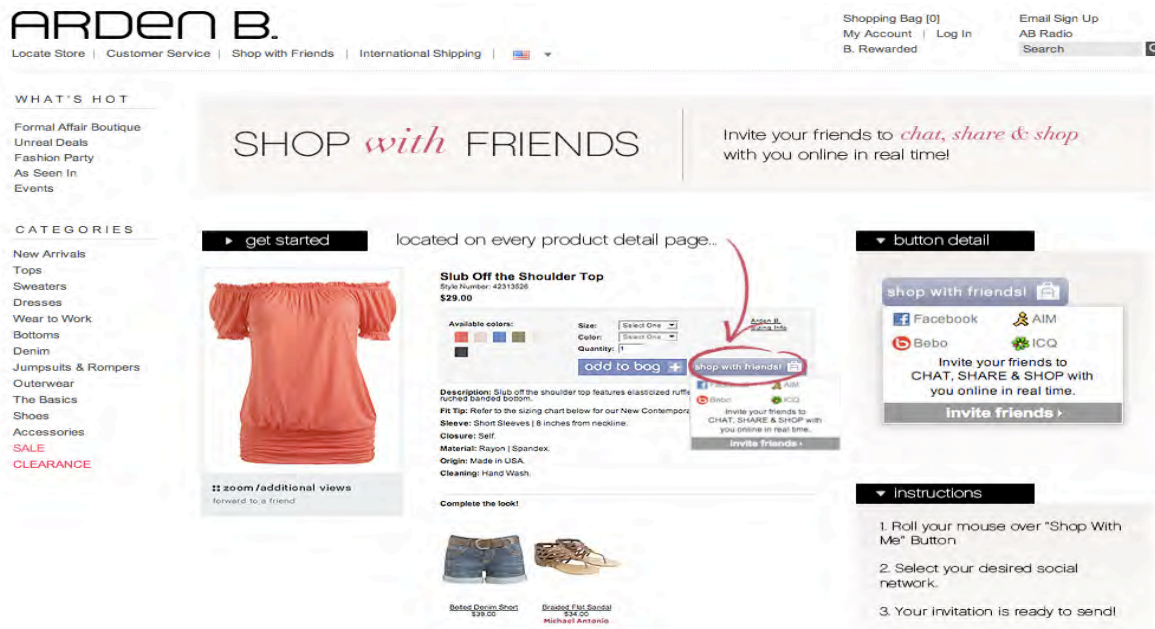
Adam Garcia, Senior Manager of Customer Acquisition for Walgreens, agreed that brand marketers need to get creative about how they reach local customers via mobile. For example, the pharmacy chain now allows customers to obtain prescription refills by scanning a code into their smartphone.

In other example of high-tech innovation, the British grocery chain Tesco installed a [virtual store](#) in South Korea subways that allows commuters to take a picture of what they wish to purchase with a smartphone and the product is delivered to their doorstep by day's end.

Other retailers are taking creative risks and developing brand innovations in e-commerce to engage today's mobile consumers---everything from social shopping to compelling mobile apps to sci-fi augmented reality. Consider these examples:

- **Arden B: Interactive Social Shopping**

This clothing retailer allows friends to shop together online. The retailer's Shop With Friends feature of its e-commerce [website](#) allows friends to chat, share and shop together online in real time.



**ARden B.**  
 Locate Store | Customer Service | Shop with Friends | International Shipping |

Shopping Bag [0] | My Account | Log In | B. Rewarded | Email Sign Up | AB Radio | Search

**WHAT'S HOT**  
 Formal Affair Boutique  
 Unreal Deals  
 Fashion Party  
 As Seen In Events

**CATEGORIES**  
 New Arrivals  
 Tops  
 Sweaters  
 Dresses  
 Wear to Work  
 Bottoms  
 Denim  
 Jumpsuits & Rompers  
 Outerwear  
 The Basics  
 Shoes  
 Accessories  
 SALE  
 CLEARANCE

**SHOP with FRIENDS**  
 Invite your friends to *chat, share & shop* with you online in real time!

**get started** located on every product detail page..

**button detail**

**Instructions**

1. Roll your mouse over "Shop With Me" Button
2. Select your desired social network.
3. Your invitation is ready to send!

- **BMW: Mobile Augmented Reality**

Want to get a feel for what it would be like to drive a BMW X3 in your own neighborhood? No problem. BMW has created a mobile augmented reality solution that allows you to do just that. Visit the [BMW site](#) online, customize your auto and place it in a situation of your choice. Share it with friends on your social media platform of choice.



*BMW X3 augmented reality on street*

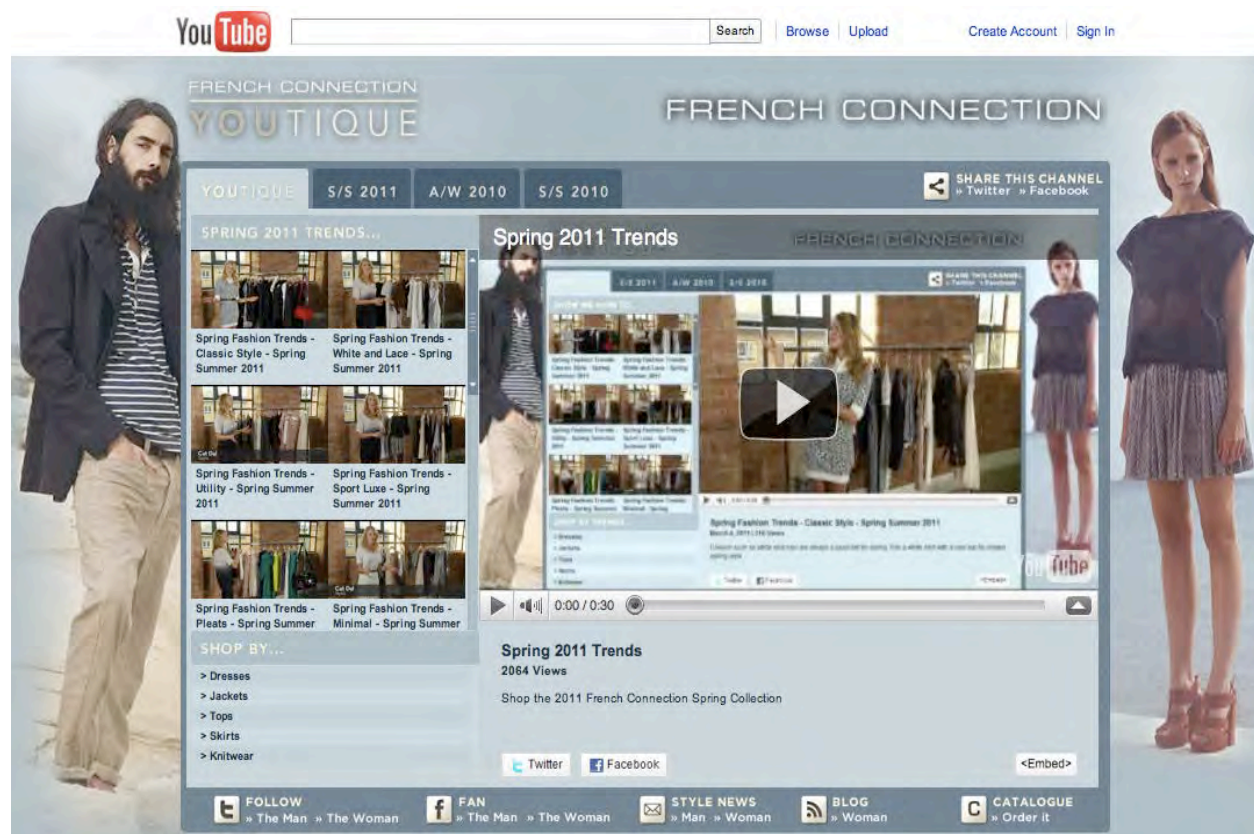
- **Priceline: Mobile App**

Stuck without a place to stay at the last minute? Priceline's got an app for that. Give the [Negotiator App](#) a shake, pick the exact neighborhood and star level you want and save up to half-off when you bid for a hotel. Priceline has also added support for airport rental cars.



- **French Connection YouTube Campaign**

The French Connection retailer has found a way to seamlessly integrate YouTube with shopping with its [YouTique by French Connection](#) video channel. The videos provide fashion tips and stylists and integrate a shopping experience around it through YouTube's annotation feature. Each clothing item allows visitors to be directed seamlessly to product pages on the French Connection Online Store.



- **Burger King Whopper Sacrifice**

In the category of “entertaining” to say the least, Burger King launched a campaign called the [Whopper Sacrifice](#) that allowed visitors to “sacrifice” their Facebook friends for a Whopper. In exchange, users receive a coupon for a Whopper which they can redeem at their local Burger King.



What innovative mobile campaigns have you implemented or heard about? Share your ideas and continue the conversation in the Interactive Marketing Group on [AMAConnect™](#), the AMA’s online community. Follow us on Twitter [@marketing\\_power](#).

[Nancy Pekala](#) is the AMA’s Senior Director of Online Content. Contact her with feedback on this story or suggestions for other newsletter articles.