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Moving beyond content to creating experiences on mobile

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A research report from comScore found that 60% of time spent on digital media was through mobile devices, while the time spent on desktop has reduced by 20%. This increased time on mobile devices is translating into major changes in the paid search landscape, meaning marketers have to change how they approach mobile.

In India, mobile devices are fast becoming the primary method of accessing internet and digital content, especially as the number of mobile internet users is expected to grow to 314 million by the end of 2017 with a CAGR of around 28 per cent for the period 2013-2017.

India is also the third largest smartphone market, with users expected to reach 369 million by the year 2018 (KPMG-FICCI M&E industry report 2015). Marketers are looking to particularly capitalize on this, as smartphones deliver a better user-experience and can accelerate the adoption of Mobile Internet. Meaningful and compelling content wrapped in a customer-friendly experience, will be an important driver for enabling adoption of Mobile Internet.

Mobile marketing and usage has come a long way from ringtone downloads and picture messages. Now we have bigger screens, faster connections and people are always connected. We have native features on phones that help us create a very an immersive experience and leverage on these devices to be part of the consumers' lives wherever they are, to be contextually relevant. According to a recent report by Outbrain, almost 41% content consumption happens through mobile device and this figure is supposed to rise in the times to come. This makes it essential that all content

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is optimized for mobile not only in terms of how the audience consumes data but also how they interact & engage with it.

Based on a recent study by Neilsen, roughly half of consumers believe mobile is the "most important resource" in their purchase decision-making. And more than a third said they used mobile exclusively for purchases. In view of this we have decided to not only use mobile as a part of the marketing approach but create integration so that the entire consumer journey can be mapped and interfaces can be designed right from research to advocacy.

All our digital assets across the organisation are now mobile first. Earlier, we used to design point of sales (POS) systems with Tablet in mind. Now all POS are mobile apps optimized for popular OS platforms. This has boosted overall adoption of our productivity enhancement initiatives. Moreover we do not have to procure tablets for our sales force - they may sell on their own mobile!

Our campaigns and customer engagement initiatives now are mobile and lingual first. It means that we are now more focused on how and what consumers are doing on their mobile. We build campaigns around it. Few companies have understood mobile first. For example, responsive website design (RWD) websites can be desktop first and give degraded experience on mobile. Our newer gen platforms will provide only for mobile and the experience on fixed web will be secondary. Mobile campaigns also allow for greater innovations and integrations. For instance, native content, cards on twitter, etc. give far better RoI on mobile vis-a-vis fixed web.

I do not agree that keeping mobile first, context and personalization as last is relevant in any way. It's only that now with myriad mobile OS, screen sizes, millions of apps and innumerable communications, marketers will have to evaluate each of them individually and build a campaign. This just increases the complexity for any customer connect program.

We believe that mobile in most cases is the first screen now and thus it is essential that apart from just creating content which can be viewed on mobile, we should also look at creating experiences. This can help us in ensuring that we are creating substance which consumers want to consume.