



Mobile Direct Marketing, un mondo a parte

@massimofubini

@contactlab

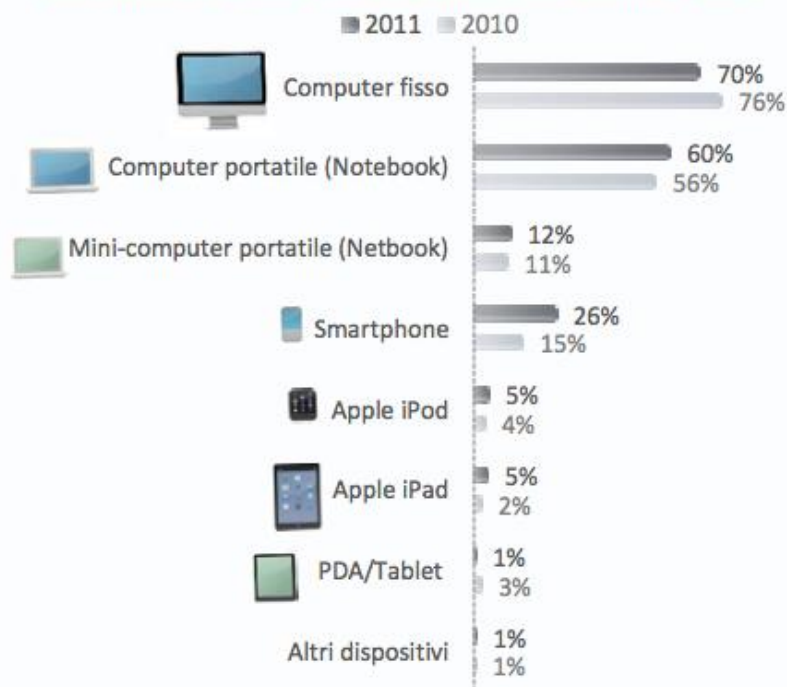
SCENARIO (non piu' di 3 minuti)



QUALCHE DATO FRESCO, FRESCO

<http://www.contactlab.com/email-marketing-report-europe>

Quali dispositivi utilizzi per consultare le tue caselle di posta?



Base: tutti i rispondenti

Il 2011 registra un sensibile aumento dell'utilizzo dei dispositivi mobili (smartphone e tablet) per consultare la posta elettronica.

EUROPEAN EMAIL MARKETING
CONSUMER REPORT 2011

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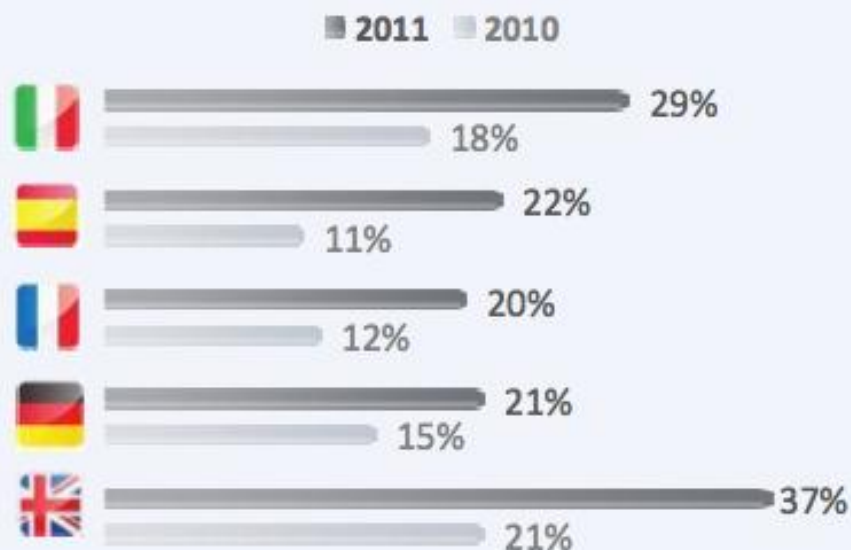
Abitudini e comportamenti
nell'utilizzo di email e newsletter



QUALCHE DATO FRESCO, FRESCO

<http://www.contactlab.com/email-marketing-report-europe>

Consultazione abituale della casella di posta tramite smartphone



Base: tutti i rispondenti

Notevole incremento di utilizzo dello smartphone rispetto al 2010, soprattutto in Italia, Spagna e Regno Unito.

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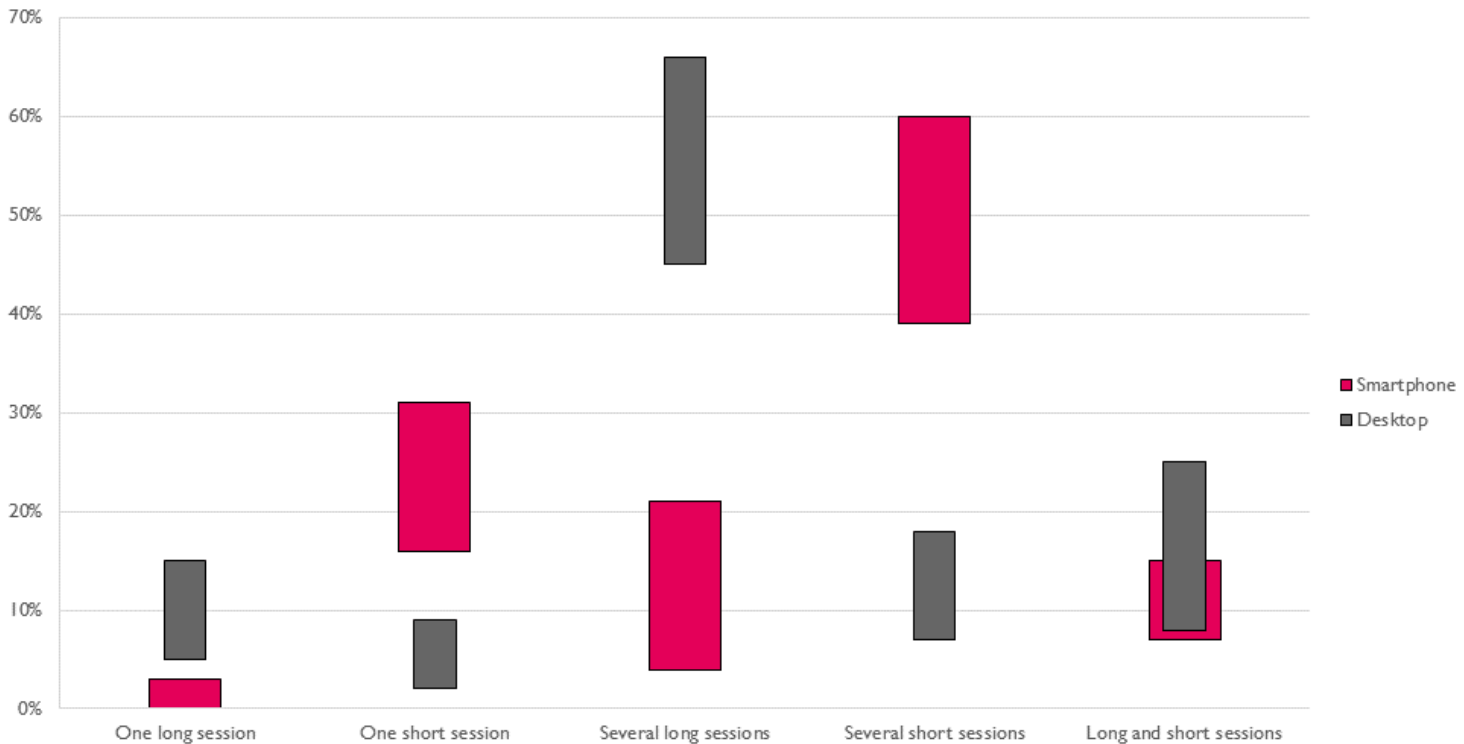
QUALCHE DATO FRESCO, FRESCO

<http://www.slideshare.net/amover/smartphone-usage-and-mobile-attitudes-2011-10147105>

Average length of online session - 2011

Min-Max range in selected European countries

Base: smartphone owners



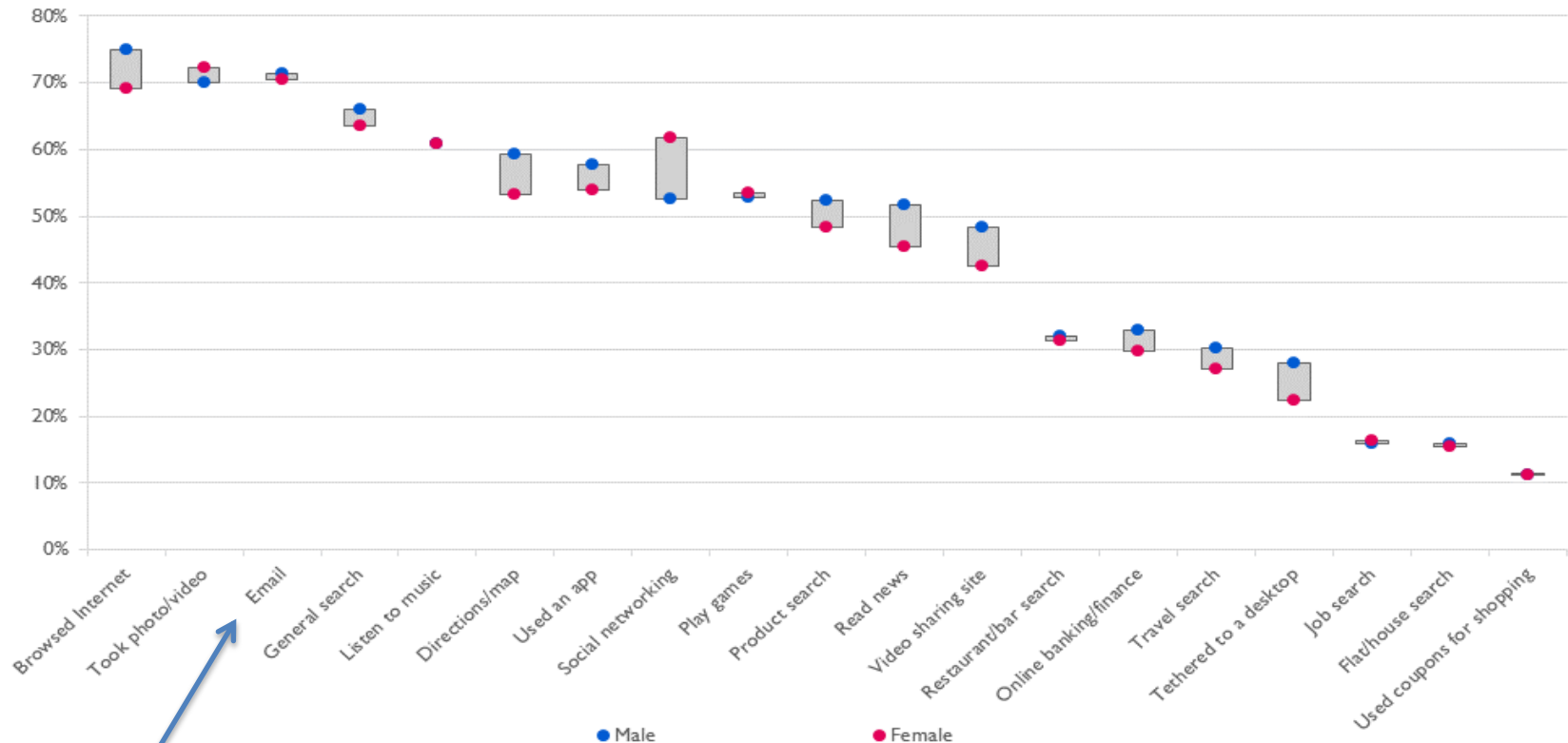
Data source: Google, Ipsos, MMA

QUALCHE DATO FRESCO, FRESCO

<http://www.slideshare.net/amover/smartphone-usage-and-mobile-attitudes-2011-10147105>

Mobile use cases by gender - 2011

Base: smartphone owners
Average use in selected European countries



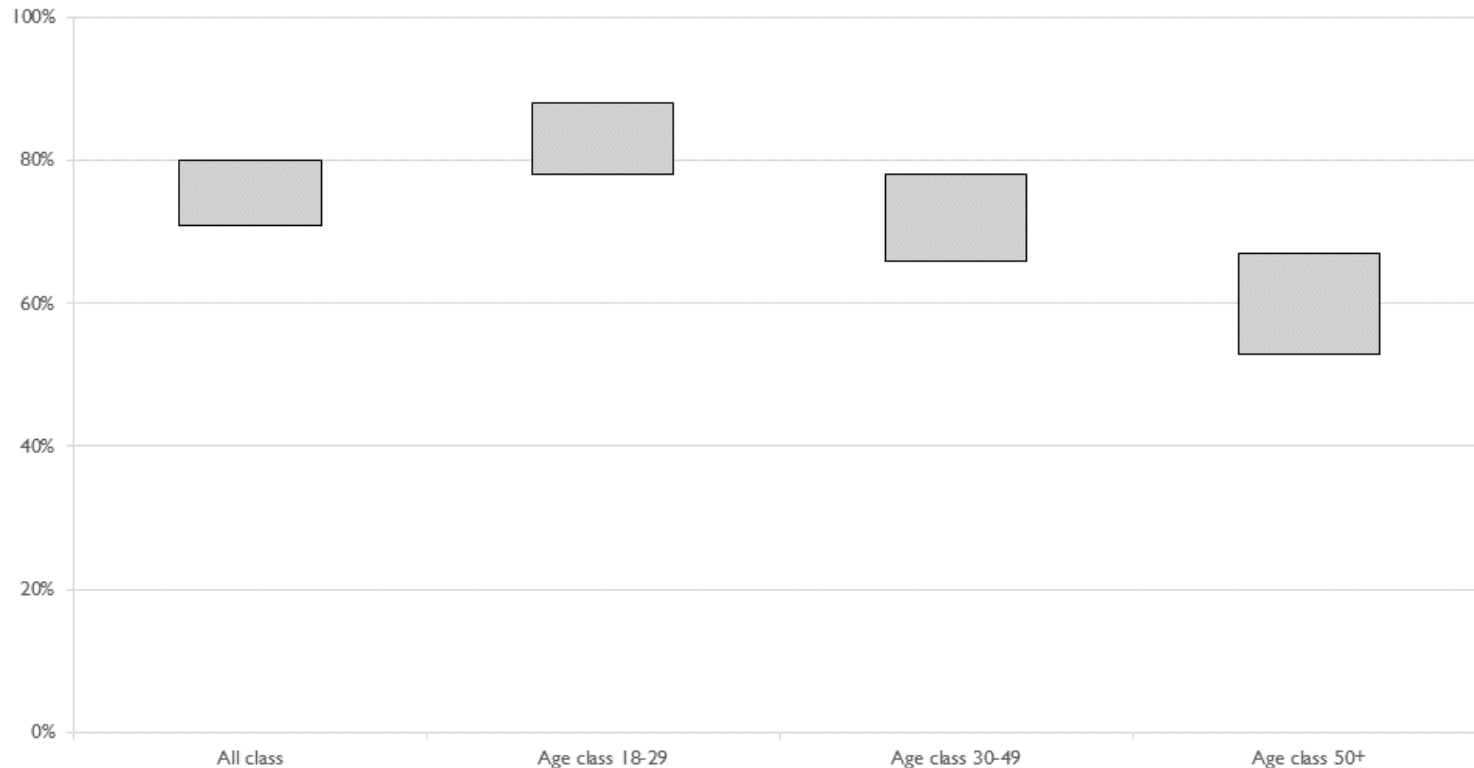
Data source: Google, Ipsos, MMA

QUALCHE DATO FRESCO, FRESCO

<http://www.slideshare.net/amover/smartphone-usage-and-mobile-attitudes-2011-10147105>

Parallel media usage by age group - 2011

Min-Max range in selected European countries
Base: smartphone owners



Data source: Google, Ipsos, MMA

COSA POTER FARE? ESEMPI PRATICI CHE NON SIANO APP



MOBILE VERSION

MOBILE VIEW

- Una “mobile view” della newsletter potrebbe essere un piccolo passo avanti 😊

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MOBILE CHECK IN

- Lo smartphone diventa portatore di contenuti che permettono di accedere a location fisiche



QRCode check-in

MOBILE COUPONING

- Lo smartphone diventa portatore di contenuti che possono rappresentare un valore!



Barcode Couponing

MOBILE ADV GEO-OPTIMIZATION

- Inviare contenuti che abbiano immagini dinamiche geolocalizzate (Ip-based) può diventare un “valore”



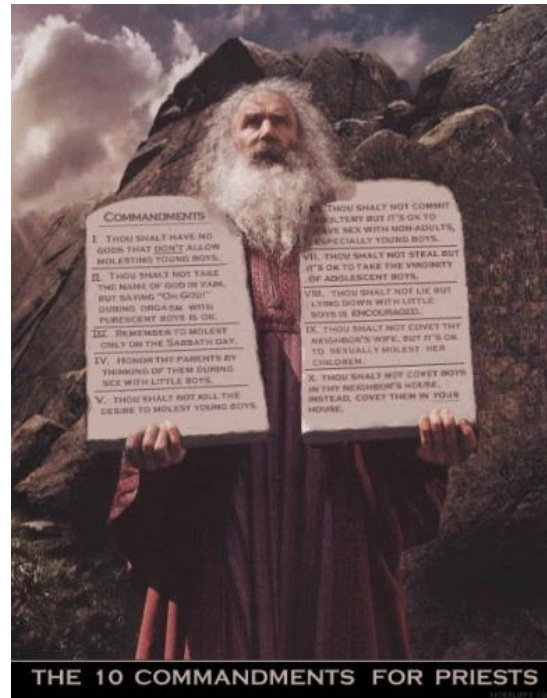
**LÀ FUORI C'È UN MONDO
DA INVENTARE**

RICORDATEVI



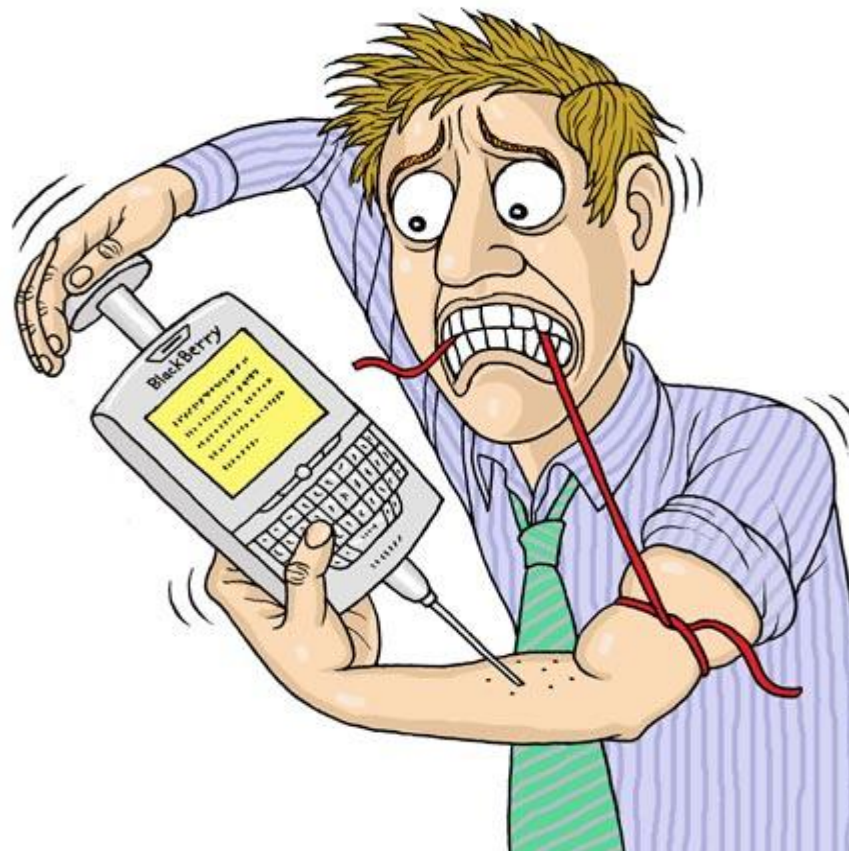
BASIC RULES

(non sono 10)



SINCRONO / ASINCRONO

- IN PASSATO: mandare un'email significava sapere che questa sarebbe stata letta solo quando l'utente si fosse seduto davanti al proprio pc
- ORA: significa sapere che molti utenti vedranno la vostra email (e forse la leggeranno) nel giro di pochi secondi e/o minuti dalla loro ricezione
- ERGO: L'orario di invio diventa molto importante



Crackberry syndrome

DESK BASED – EVERYWHERE BASED

- IN PASSATO: La posta si leggeva seduti alla scrivania (di casa o dell'ufficio)
- ORA: la posta si legge ovunque
- ERGO:
 - 1) Essere “rilevanti” diventa ancora più importante
 - 2) Si apre il mondo di messaggi location-based



thetexthook.com

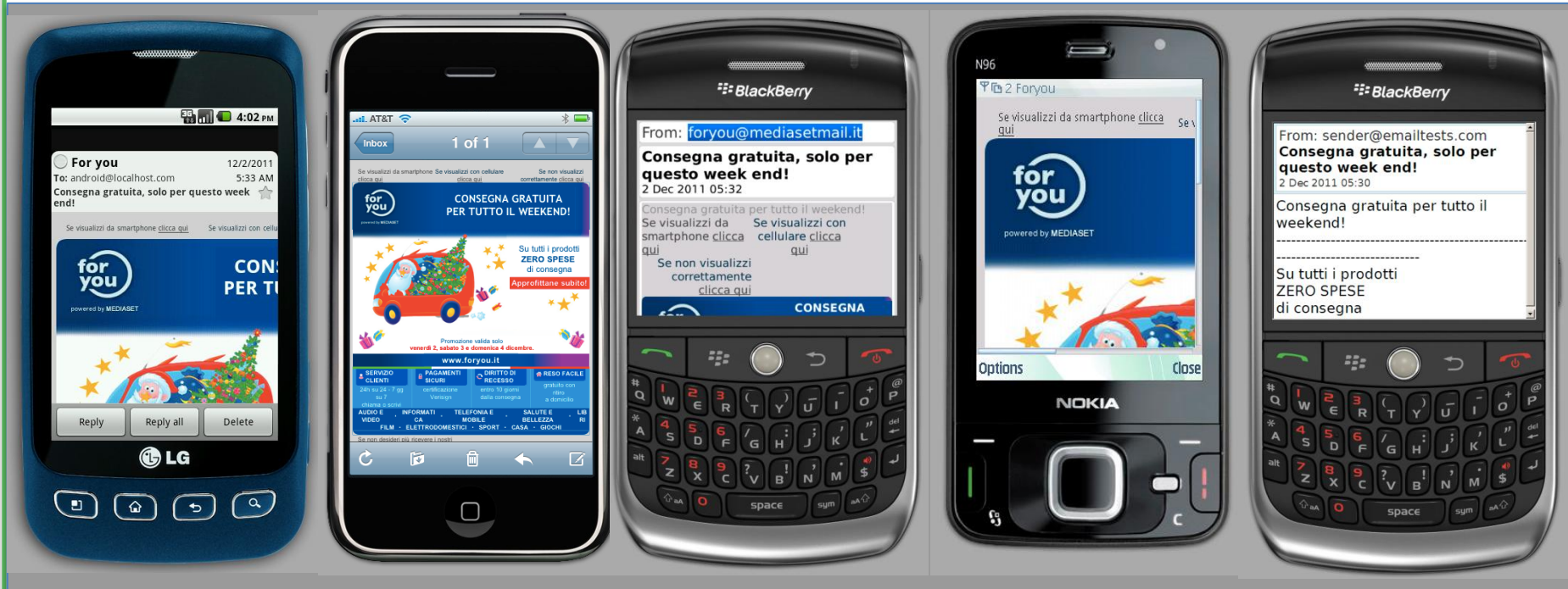
SCREEN SIZE



Il puntatore è
un dito...
ricordatevene
sempre!!!!



MOBILE DEVICES



ERGO: Ottimizzate per i device

**QUALUNQUE COSA FACCIATE
IN OGNI CASO,
RICORDATEVI DI...**



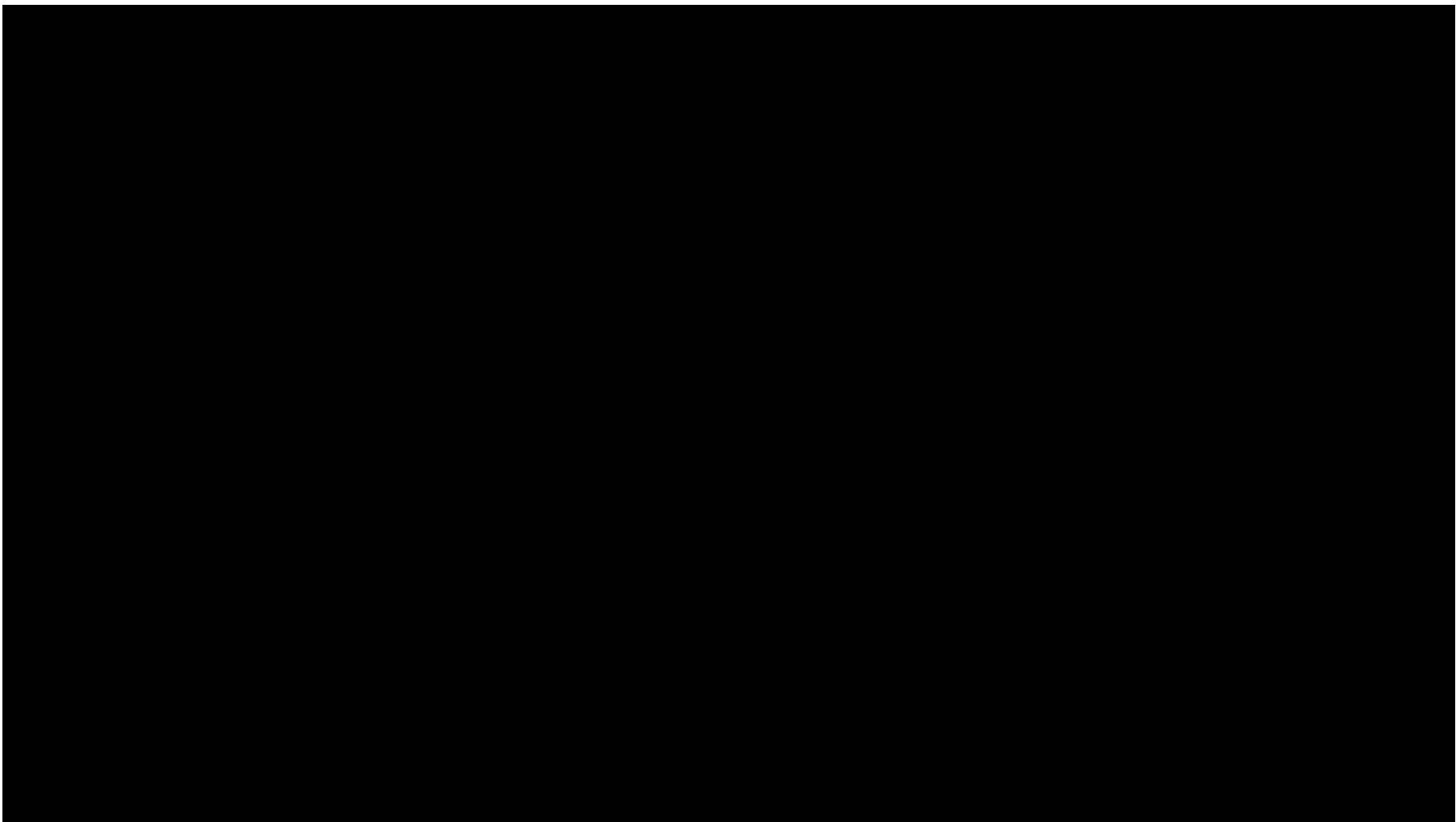
DI... NON FARE INC#!#@RE QUEST'UOMO



Il garante per la Privacy: Francesco Pizzetti

**E PER CONCLUDERE,
RICORDATE CHE
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CONSUMER REPORT 2011

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