Selling in Mobile Markets

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Rana Sobhany is not a marketer, at least not in the traditional sense. She is a brand storyteller who believes that polish is the key to success in creating a lasting and memorable brand. Specializing in developing customer acquisition strategies, brand positioning, and leveraging public relations as marketing, Rana applies her unique style and methodology of integrated marketing communications to promoting companies and ideas across political, nonprofit, mobile, entertainment, advertising and social channels.
About Me

For me,
Politics + Entertainment + Venture Capital + Advertising
= Mobile
About Me

BELIEF SYSTEM ABOUT MOBILE

- Passionate about brand vision
- Data-driven decision-making
- Metrics, metrics, metrics
- Rapid iteration while maintaining brand integrity
- Deliver the highest quality user experience possible, always.
Workshop Format
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This workshop will be an active ideation session.

- **Hour 1** - The opportunity.
- **Hour 2** - Mobile strategy.
- **Hour 3** - Refining ideas / Q&A.

Please mark down your questions and we will address them at the end.
Section 1 - Opportunity
Digital Content
Digital Content

- Before we discuss mobile, we must first evaluate digital.
Digital Content

- Digital is sort of the opposite of publishing.
Digital Content

- Digital took what was the value of publishers, content, and commoditized it by reducing the price point to free.
- This is highly disruptive to the industry and caused panic.
Digital Content

- Moving from print to digital is challenging for any industry but particularly for publishers.
- Digital brought with it disintermediation and disruption.
- Immediacy without value exchange.
Digital Content

- How can publishers stay relevant in an environment like this?
- Great content.
  - Curation.
    - Quality.
    - Subscription?
Mobile Content
Mobile Content

There is good news...

mobile is more like print than digital is.
Mobile Content

- Readily available.
- Engagement on the users’ terms
- Short bursts of usage.
Mobile Content

- Mobile provides a perfect hybrid of traditional and digital, made small and compact and *always on*. 
Mobile Content

- Monetary exchange for content (if you want)
The Briefest History of Mobile
The Briefest History of Mobile

- Mobile and digital have been parallel universes
The Briefest History of Mobile

- Mobile has historically been about utility whereas digital has shined in the arena of real-time feedback and conveyance of information.
The Briefest History of Mobile

- Because mobile has been about utility, few have been thinking about the opportunity for publishing.

People have been focused on phone calls.
The Briefest History of Mobile

- 80s - carriers
- 90s - size of cell phone
- 00s - smartphone/data
- 10s - iPhone Era
The Briefest History of Mobile

- Oct 13, 1983 - The first commercial cell phone call was placed on to the grandson of Alexander Graham Bell in Germany from the president of Ameritech Mobile Communications.
The Briefest History of Mobile

- May 28, 1985 - CTIA held the first wireless industry convention.
The Briefest History of Mobile

- 1999 - Motorola StarTac unveiled, becomes the first portable to weigh less than one pound.
The Briefest History of Mobile

- 2003 - Palm Treo 600, the first widely accepted “convergence device”
The Briefest History of Mobile

- 2004 - Motorola RAZR comes to market
The Briefest History of Mobile

- 2005 - Apple’s first attempt at “fixing” the mobile industry
The Briefest History of Mobile

The Apple Touch
Apple has created two music phones. The ROKR, made with Motorola in 2005, respected the traditional relationships between manufacturers and carriers. The iPhone, released last summer, completely overturned them.

ROKR
- Won’t hold more than 100 songs, even if there’s memory left.
- iTunes Music Store purchases must be synced from a PC.
- Clunky interface is sluggish and hard to navigate.
- Design screams, “A committee made me.”

iPhone
- Can hold about 1,500 songs — as much as its 8-GB drive allows.
- iTunes Music Store purchases download wirelessly, directly to the phone.
- Just tap and go; no user manual required.
- C’mon. Look at it. It’s gorgeous.

Courtesy Wired Magazine
The Briefest History of Mobile

- June 29, 2007 - iPhone
The Briefest History of Mobile

- July 11, 2008 - Apple App Store
The Briefest History of Mobile

- July 11, 2008 - death of “on deck” model
The Mythical “Year of Mobile”
The Mythical “Year of Mobile”

- This is an inside joke to those in the mobile industry. At nearly every conference on the topic in the past decade, there has been a panel that is either about or references the “Year of Mobile”.
- Those of us who have been privileged enough to withstand this recurring and seemingly endless reference tend to agree that 2010 will be the year.
The Mythical “Year of Mobile”

- Those of us who have been privileged enough to withstand this recurring and seemingly endless reference tend to agree that 2010 will be the year.
The Mythical “Year of Mobile”

- Pro tip: If you want to make it seem like you know a lot about the mobile industry, ask if someone really thinks this is the year of mobile.
The Mythical “Year of Mobile”

The recipient will either be impressed or roll their eyes at you. If they do engage, it’s up to you to keep up!

(Mobile industry professionals love jargon.)
The Mythical “Year of Mobile”

The International Telecommunication Union estimated that mobile cellular subscriptions worldwide would reach approximately 4.6 billion by the end of 2009.
So Now What?
So Now What?

- As publishers, you have access to lots of great content.
- Users are looking for great content.
- How do you connect the dots?
So Now What?

- How do you make your content the most appealing?
- How much is your content worth?
- Apps? Mobile Web?
So Now What?

- Too many choices, not enough data points.
- What’s the best move for your brand and your culture?
So Now What?

- We must, as an industry, define and deploy best practices that drive the industry forward.
- This mentality of collective ideation and standardization was very successful in mobile advertising, and specifically on and around the iPhone space.
Constraints
Constraints

Small screen.
Constraints

Short attention span.
Constraints

Demand for quality.
Constraints

Eye fatigue.
Constraints

Development costs.
Constraints

Gatekeepers.
Opportunities
Opportunities

Immediate.
Opportunities

Personal.
Opportunities

Custom.
Opportunities

Measurable.
Opportunities

Fast.
Opportunities

Moore’s Law.
So Many Options...
So Many Options...

- Where to begin?
- What platform?
- What apps to build?
- All-in-one or discreet apps for each title?
- How to measure?

...Why bother?
So Many Options...

Mobile is worth it.

Don’t be frightened by jargon and terminology.
So Many Options...

Don’t be intimidated.

Knowing what your options are will help you understand the right path for you and your organization to take.
Platforms
Platforms

- iPhone
- Android
- BlackBerry
- Palm
- Windows Mobile
- Symbian
iPhone/iPad
iPhone/iPad

- The most popular mobile Internet device.
- iPhone SDK enables third party developers to create applications to run on the device, as well as web applications that are specifically designed for the iPhone.
- The iPhone SDK development is done with the Cocoa Touch framework and Objective-C.
- Must be developed on a Mac.
App Store
App Store

- Coexists with Apple’s iTunes Music Store.
- Divided by category.
- Over 2 billion downloads to date.
- Approximately 200,000 applications available.
Android Platform
Android Platform

- Google spearheaded the project and created a group of more than 30 technology and mobile companies to develop the Android mobile platform.
- Android is an open source operating system for mobile
- The first Android device was the HTC G1, released on T-Mobile and available October 2008.
- The development language for Android is Java.
Android Market
Android Market

- User experience is very similar to that of YouTube.
- Developer create application and use a self-service model to post and promote their applications.
- Payment is a recent addition to Android Market.
- No friction, but no quality control.
BlackBerry
BlackBerry

- A new contender in this arena.
- RIM has announced new features to the BlackBerry development world, including Open GL, the 5.0 API library, and Widgets.
- BlackBerry is an enterprise device.
- Development is done in Java.
BlackBerry App World

- Very high price points.
- Limited functionality.
- Multiple handsets.
- No centralized payment system.
- The “LinkedIn” of mobile platforms.
Palm
Palm

- Palm had a stronghold on the US smartphone market in the 2000s, but dropped off as users switched to BlackBerry devices and iPhones.
- Development is done in C, C++, Pascal, and more recently webOS for Palm Pre and newer Palm devices.
- webOS enables background process support, updating the line to keep up with other players in the market.
Windows Mobile
Windows Mobile

- Microsoft’s Mobile operating system
- Windows Mobile resembles other Windows operating systems, which makes it quite easy for the end user to learn.
- Thousands of applications are available for Windows Mobile, such as word processing, personal information management, e-mail, etc.
- The typical development languages for Windows Mobile are Visual C++, .NET, and Java.
Symbian
Symbian

- Symbian is very popular abroad.
- Nokia is Symbian’s biggest customer.
- Symbian has a number of user interface platforms, such as Nokia's Series 40, Series 60, and Series 80.
- Symbian development is done mainly in C++.
- Symbian is the most difficult to master, and thus the most expensive.
Section 2 - Strategy
Pitfalls of each platform
Pitfalls of each platform

- Choosing a platform should be done with the utmost care and consideration for your customers.
- Where are your efforts best spent?
Pitfalls of each platform

- In my opinion, there are four primary mobile development platforms:
  - iPhone/iPad
  - Android
  - Windows Mobile
  - Symbian
Pitfalls of each platform

**iPhone/iPad**

- Most attention from consumers and biggest opportunity for press attention, but also a very crowded space.
- Apple is a gatekeeper and it is very difficult to plan launches.
- Hardware is expensive and there is “application etiquette” to adhere to on the App Store.
Pitfalls of each platform

Android

- Open platform, pros and cons associated with this.
- Not very high adoption rates.
- Hardware fragmentation.
Windows Mobile

- Windows Mobile 7, the newest operating system, will be announced in 2010 and deployed shortly thereafter.
- Windows Mobile 6.5 is the intermediate operating system.
- OEM relationships make it hard for developers.
Pitfalls of each platform

Symbian

- Nothing particularly notable about this platform except for its scale.
- Pre-iPhone, Symbian was a premium brand.
- Nokia+Symbian relationship makes it more compelling for the global market.
Process of Building an App
Process of Building an App

- Be very honest with yourself about what you are trying to achieve.
Process of Building an App

- Determine a plan of attack for the next 12 months before approaching anyone about an app strategy.
Process of Building an App

- Talk to everyone. Learn as much as you can before committing to a vendor.
- Vendors make money by confusing you.
Process of Building an App

- Don’t choose the easiest path to deployment.
Process of Building an App

- Expect to pay between $20,000 and $100,000 for an application, regardless of platform.
Process of Building an App

- Test on all devices, all operating systems.
- Users are not forgiving when it comes to bugs from a brand they respect.
Distribution of Apps
Distribution of Apps

- You’re not married to the platform’s primary App Store.
Distribution of Apps

- ...But you should be.
- Don’t dilute your brand.
Distribution of Apps

- Pricing is key.
- Adhere to the pricing guidelines of the platform you choose.
Distribution of Apps

- $4.99 on App Store is the sweet spot.
- $2.99 base price on BlackBerry App World.
Launch Day
Launch Day

- Work closely with your marketing team to ensure that your app is on brand in every facet, including app icons and messaging within the app description.
Launch Day

- Speak with press 1-2 weeks before the application launches and provide them with screenshots of the app’s functionality and value proposition to users.
Launch Day

- Be innovative, but not too innovative.
Launch Day

- Be consistent.
Measuring Success
Measuring Success

- The beauty of mobile is that it’s measurable.
Measuring Success

- If you can’t measure it, you can’t manage it.
Measuring Success

1:1
Measuring Success

- Pick someone on the team to be responsible for metrics and analysis around the mobile program.

It may not be the obvious choice.
Measuring Success

- Fail quickly, iterate rapidly.
Section 3 - Q&A

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