

Sales RUSH – Customer Connected Adrenaline

Do you have a mobile marketing strategy for tablets?

More Americans will buy tablet computers and smartphones this year, driving consumer electronics revenue up 5.6% to a record high of \$190 billion in 2011, according to a forecast from the U.S. trade group Consumer Electronics Association.

Tablets sales alone are expected to triple in 2011, powered by Apple's iPad. Sales will reach 54.8 million units in 2011, according to Gartner.

But why target tablet owners?

According to eMarketer and E-tailing Group, one in 10 tablet owners reported using their device for browsing or buying online every day, vs. 6% of smartphone owners.

They also made more purchases. Nearly one in four had made at least six purchases in the past six months, compared with 15% of smartphone users who had done the same.

It'll keep growing! According to the IGS survey, 20 percent of all respondents own a tablet. Tablet growth is set to take off over the next 12 months as 67% are planning to buy one.

One size doesn't fit all!

An Adobe-sponsored study found iPad ads were more engaging and effective than their static print counterparts, and earlier research from UM and Time Inc. indicated that videos were the most desired feature of iPad ads.

On smartphones, by contrast, users seem to prefer to keep it simple. A Pontiflex survey

conducted by Harris Interactive found that very few smartphone users preferred ads that were like commercials or that featured video. Just 15% of all adults liked such ads on their phone, vs. 63% who preferred more basic coupons, deals or newsletters.

Direct Connect Media can help you

[Since 2006 Direct Connect Media has helped generate revenue and customer engagement for scores of consumer brands.](#)

Plan For Multiple Tablet Platforms

- Do make your tablet app work on different platforms, which means using HTML5 so it can work on other tablets.
- Don't mistake an iPad app as a revenue channel. You may need to give it away, because its job is to market your business.

Use Tablet Capabilities 4 Overall Brand Experience

- Do make your tablet experience special. Take advantage of the fun features of the platform, the eye candy-zooming around, and the ability to expand the screen.
- Don't make your app a standalone experience. You really need to make sure it fits into an overall campaign or brand experience.
- Update Frequently, Don't Just Advertise
- Do update religiously. We make it easy, and consumers expect it now.
- Don't make an application that's just an ad for your company. It needs to do something like offer a shopping experience or be utilitarian.
- Offer a wide range of statistics on people's news habits.
- People are not relying on one medium. Just shy of 60 percent of respondents get news from both online and offline sources. And 46 percent said they use four to six different types of media on a typical day. The Web is also helping to turn the news into more of a social experience: More than 80 percent of respondents get or receive news via e-mailed links or mobile news alerts.
- The results were based on telephone interviews with 2,259 people over the age of 18, conducted between Dec. 28 and Jan. 19. For questions to that entire group, the margin of error was 2.3 percentage points. On questions to just Internet users, the margin was 2.7 percentage points.

DID U KNOW ?

The difference between involvement & commitment is like ham & eggs. The chicken is involved; the pig is committed."

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