

Mobile Marketing, the new Junk Mail?

Those marketers who have been around a while will remember when personalisation and laser printing revolutionised the direct mail business. These 'old gits' of the marketing world may be forgiven for seeing a parallel with modern digital marketing.

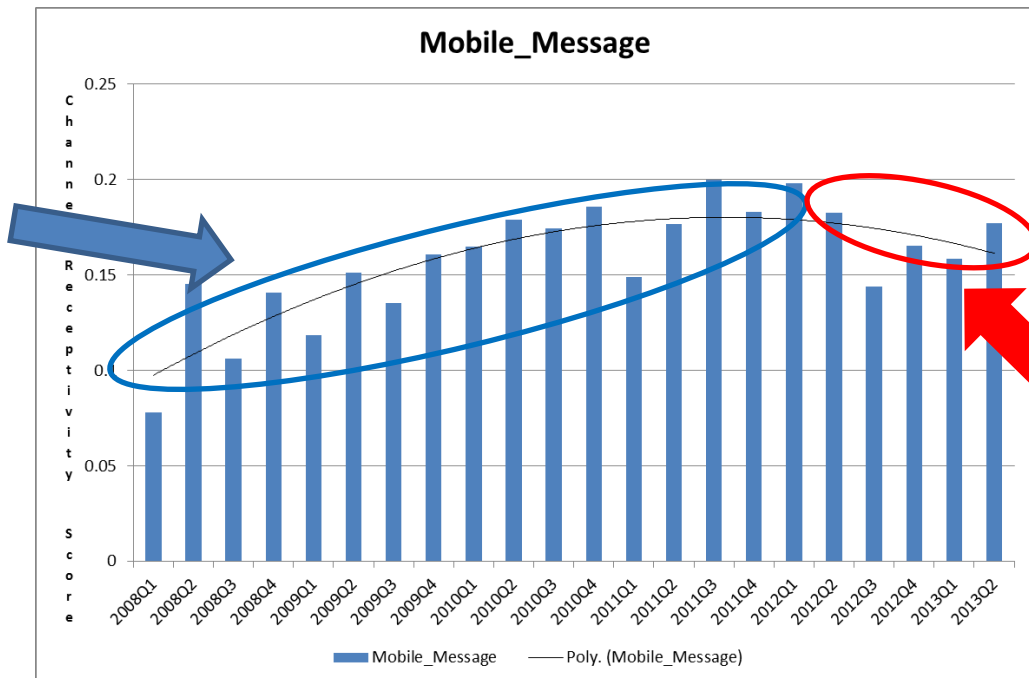
As an example, we recently looked at the 5 year trends in mobile marketing. It lead us to pose the question;

Has Mobile Marketing reached the point where the novelty has worn off and irritation is taking over?

The reason we posed that question is that looking at the trend (BCI has been monitoring over 20 different marketing communication channels for over 5 years) we can see that:

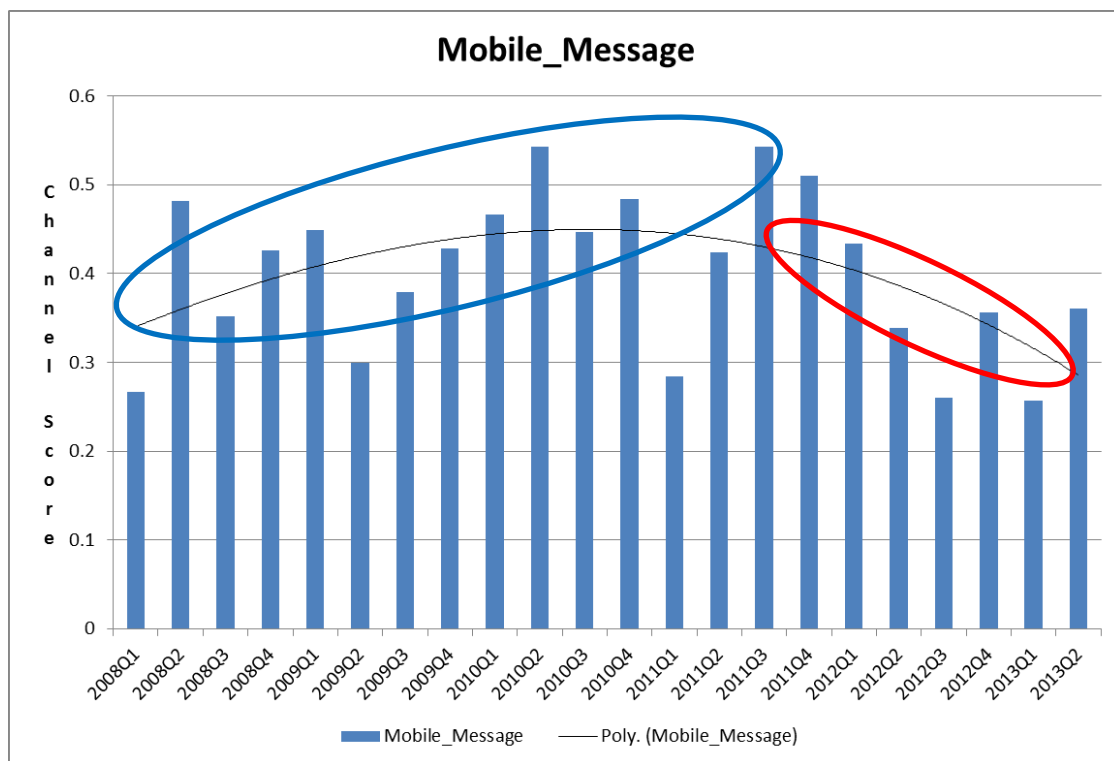
- Receptivity of mobile was on the rise until about a year ago
- The number of people in Receipt of Mobile Marketing has trebled since 2008.
- The drop is even more marked when viewed against the people who recall receiving Mobile Marketing
- Other channels which were on the decline have seen a recent rise in receptivity in 2013, notably TV and Radio. Even email seems to be recovering from it's plateau.
- More worrying is the fact that it is the younger end that seem to be becoming less enamoured with mobile.

Up until the beginning of 2012 things were looking good



But then.....

When looked at by just those people who recall receiving Mobile Marketing the trend is more stark



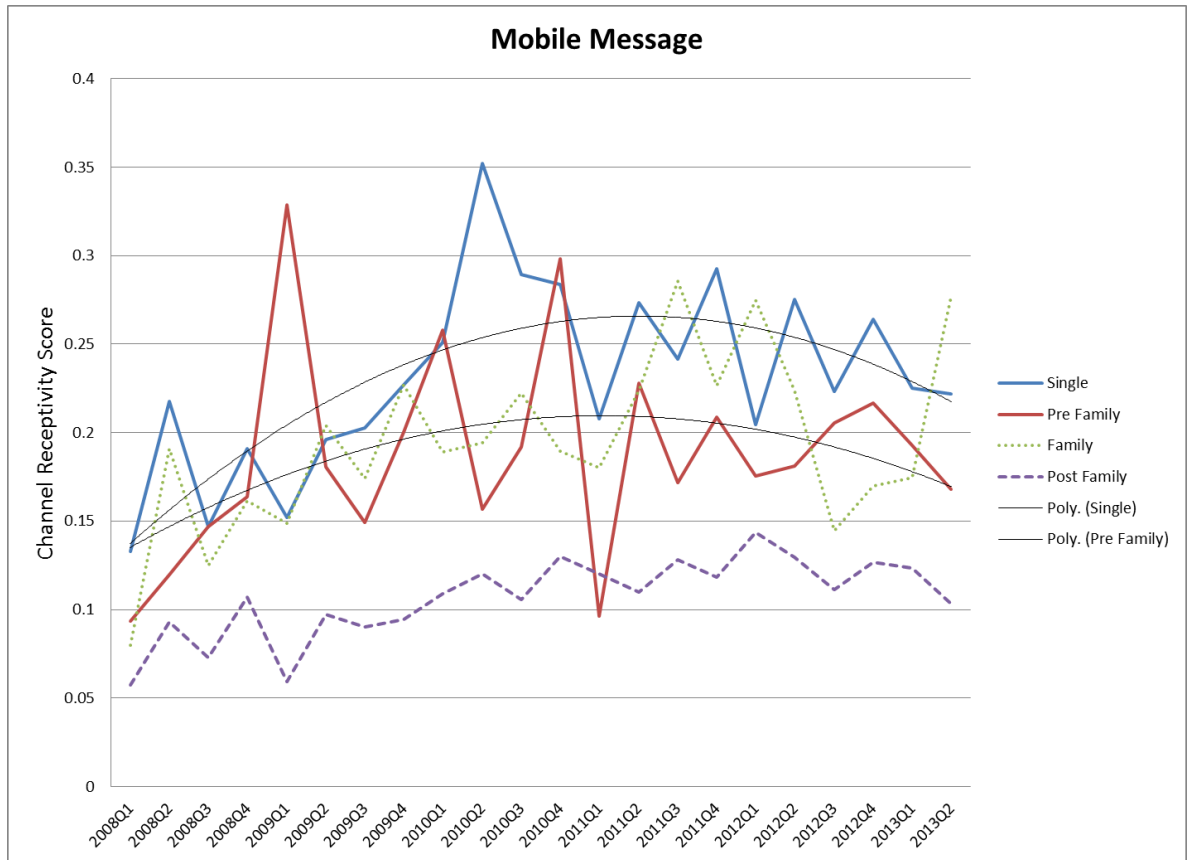
With any new medium it is to be expected that the initial novelty will wear off, the challenge for marketers is to maintain freshness. These trends seem to suggest that this is not happening.

Marketers seem, however, to have managed to maintain the receptivity of other 'direct' channels with Mail and Email maintaining their receptivity levels and TV and Radio having something of a resurgence lately.

One might be inclined to suspect that it is the younger age groups which are more receptive to mobile and the older ones that are becoming more disengaged. However, it seems that the opposite is the case.

It is in the 'Single' and Pre Family' life stages where the trend is most clearly identified.

The people who tend to be the early adopters and, therefore, have had most exposure to the medium.



Maybe an early warning sign that marketers need to take care with how they use this new channel. Consumer expectation is high when it comes to delivering only engaging and relevant content. The challenge seems to be to really understand the data that consumers give us and, more importantly, act on it.

The golden egg is there but the Goose is fragile.

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