

# #CommsChat

## September 26, 2011 #CommsChat on mobile comms

With the [Digital Impact Awards](#) less than a month away, tonight's #CommsChat hosted some of the companies and agencies that are shortlisted in the best use of digital and mobile devices.

Taking part was [Richard Baker](#) from [Sequence](#), nominated for its work with Snow+Rock, [Rupert Spiegelberg](#) of [Investis](#), nominated for its work with Marks & Spencer, and [Craig Marvelley](#) of [Box UK](#), nominated for its work on its own application, UI Sketcher.



[Investis](#) RT [@richlybaked](#): There is also the psychology of 'collecting' apps. I've seen many users pay to download stuff and then never use it [Not me guv] [#CommsChat](#) -9:08 PM Sep 26th, 2011



[Investis](#) RT [@boxuk](#): Some clients have been using QR codes to market web apps to encouraging success-they've proved popular with younger users [#CommsChat](#) -9:07 PM Sep 26th, 2011



[rspiegelberg](#) Thank you and good night all. That was an interesting, chaotic & amusing one hour. Time to switch off my apps (native & web) [#CommsChat](#) -9:06 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) And yes I did mean to say 'twouch' (touch? Twitter?) [#Commschat](#) -9:06 PM Sep 26th, 2011



[spindogs](#) [@rspiegelberg](#) think it depends on the features, users tend to demand a slightly more from a tablet based application [#CommsChat](#) -9:05 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) Great session, once again. Smart people! Keep in twouch! ^Adam [#Commschat](#) -9:04 PM Sep 26th, 2011



[CommsChat](#) [#CommsChat](#) A transcript will be going up tomorrow. Night all! -9:03 PM Sep 26th, 2011



[boxuk](#) [@rspiegelberg](#) For an immersive experience for the user, I think it's better to target tablets separately. Some designs don't scale [#CommsChat](#) -9:03 PM Sep 26th, 2011



[CommsChat](#) [#CommsChat](#) Ok that's it from us tonight! Thank you so much to [@richlybaked](#) [@rspiegelberg](#) and [@boxuk](#) for their insight - 9:02 PM Sep 26th, 2011



[Investis](#) RT [@rspiegelberg](#): In IR comms strong demand has been driven by senior managers in corporates and key investors and analysts. [#CommsChat](#) -9:02 PM Sep 26th, 2011



[creativeKTN](#) RT [@greiten](#): RT [@boxuk](#): Comps with web presence should consider mobile strategy given increase in users with mobile browsers [#commschat](#) -9:01 PM Sep 26th, 2011



[boxuk](#) Some clients have been using QR codes to market web apps to encouraging success-they've proved popular with younger users [#CommsChat](#) -9:00 PM Sep 26th, 2011



[richlybaked](#) There is also the psychology of 'collecting' apps. I've seen many users pay to download stuff and then never use it [Not me guv] [#CommsChat](#) -9:00 PM Sep 26th, 2011



[qglu\\_online](#) [@jrcryer](#) Agree, intrusive apps such as pop-up windows are really bad examples, even damage their brands. [#CommsChat](#) -8:59 PM Sep 26th, 2011



[sequence\\_agency](#) Another view on mobile websites vs mobile apps at <http://t.co/u1cLVrJj> [#commschat](#) -8:59 PM Sep 26th, 2011



[rspiegelberg](#) Do you think a web app should cover a phone and a tablet or do you need two web apps? [#CommsChat](#) -8:59 PM Sep 26th, 2011



[boxuk](#) Web just needs to find the right delivery platform, one which users trust [#CommsChat](#) -8:58 PM Sep 26th, 2011



[MikeShoffstall](#) RT [@rspiegelberg](#): Some thoughts on web app versus native app here <http://t.co/AgXKYyXa> [#CommsChat](#) -8:56 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) When it comes to native vs web app - in the end it comes down to: Does it work (well)? [#Commschat](#) -8:55 PM Sep 26th, 2011



[jrcryer](#) RT [@boxuk](#): Marketing is dangerous because,done wrong,it can be very intrusive e.g. push notifications.Ideally it should be subtle/incidental [#CommsChat](#) -8:55 PM Sep 26th, 2011



[rspiegelberg](#) Some thoughts on web app versus native app here <http://t.co/AgXKYyXa> [#CommsChat](#) -8:54 PM Sep 26th, 2011



[jrcryer](#) RT [@spindogs](#): [@CommsChat](#) definitely not, giving users what they want, when they want it, doesn't need a dedicated app.[#CommsChat](#) -8:54 PM Sep 26th, 2011



[PaulCTayla](#) [@CommsChat](#) Latest research we did at the IAB with John Lewis. The audience results (43% favoured mobile web, over 17% app). [#commschat](#) -8:54 PM Sep 26th, 2011



[taxiroute](#) [#CommsChat](#) people just want it to work. at the moment. they trust their phones. they work, they are always there and they are quick -8:54 PM Sep 26th, 2011



[spindogs](#) [@CommsChat](#) definitely not, giving users what they want, when they want it, doesn't need a dedicated app.[#CommsChat](#) -8:54 PM

Sep 26th, 2011



[CommsChat](#) RT [@boxuk](#): its often a case of how can we market this? rather than how can we tell them what they want to hear? [#commschat](#) -8:53 PM Sep 26th, 2011



[CommsChat](#) [@richlybaked](#) I think that's a great point, and definitely why I rely on my phone in a pinch. [#commschat](#) -8:53 PM Sep 26th, 2011



[richlybaked](#) Not for long [#CommsChat](#). -8:52 PM Sep 26th, 2011



[PaulCTayla](#) Late to [#commschat](#) & mobile. My daughter wouldn't put my iPhone down before bed. Says it all; she's 5. -8:52 PM Sep 26th, 2011



[sequence\\_agency](#) RT [@rspiegelberg](#): Native app is more feature rich, web app will have more reach. It will depend on the app's goals. [#CommsChat](#) -8:52 PM Sep 26th, 2011



[boxuk](#) [@spindogs](#) Definitely - it's often a case of 'how can we market this?' rather than 'how can we tell them what they want to hear?' [#CommsChat](#) -8:52 PM Sep 26th, 2011



[MikeShoffstall](#) RT [@CommsChat](#): And finally...Does mobile need to equal app? Is there still room for mobile websites that don't require collabs with app stores? [#CommsChat](#) -8:52 PM Sep 26th, 2011



[rspiegelberg](#) Native app is more feature rich, web app will have more reach. It will depend on the app's goals. [#CommsChat](#) -8:52 PM Sep 26th, 2011



[wadv](#) [@CommsChat](#) And finally...Does mobile need to equal app? - No, not imo [#CommsChat](#) -8:51 PM Sep 26th, 2011



[richlybaked](#) Mobile can make time. Share prices on the train or TV catch up on the bus. Give your user more time and you are on to a winner [#CommsChat](#) -8:51 PM Sep 26th, 2011



[taxiroute](#) [#CommsChat](#) no. -8:51 PM Sep 26th, 2011



[MikeShoffstall](#) Mobile brand building can unite multiple audiences (client, internal, investor), take advantage of social synergy [#commschat](#) -8:51 PM Sep 26th, 2011



[CommsChat](#) And finally...Does mobile need to equal app? Is there still room for mobile websites that don't require collabs with app stores? [#CommsChat](#) -8:50 PM Sep 26th, 2011



[PaulCTayla](#) Smartphones, inevitable next step in convergence - web, social, location & telephony - same space; the heart of all comms. [#commschat](#) -8:50 PM Sep 26th, 2011



[PatrickMoeller1](#) RT [@boxuk](#): Any company with a web presence should consider a mobile strategy given the increase in users with mobile browsers [#CommsChat](#) -8:50 PM Sep 26th, 2011



[spindogs](#) [@boxuk](#) again agree. but it can be frustrating to when potential clients only see mobile as tools to broadcast [#CommsChat](#) -8:49 PM Sep 26th, 2011



[ukmarketinghelp](#) RT [@mynewsdesk\\_uk](#): Yes! RT [@boxuk](#): Many companies see mobile as an extension of web and fail to take advantage of the capabilities of smartphones [#Commschat](#) -8:49 PM Sep 26th, 2011



[boxuk](#) [@richlybaked](#) Agreed - thankfully it doesn't cost 10p to opt out! [#CommsChat](#) -8:48 PM Sep 26th, 2011



[Claire\\_S](#) It's also powerful because it helps companies engage with users in what was previously thought of as 'dead time' ie commuting [#CommsChat](#) -8:48 PM Sep 26th, 2011



[wadv](#) [#CommsChat](#) good examples of effective mobile apps? is tweetdeck too obvious? They did sell for £25mill.... thats a metric i understand -8:47 PM Sep 26th, 2011



[marielacastro](#) Many companies see mobile as an extension of web and fail to take advantage of the capabilities of smartphones (via [@boxuk](#)) [#CommsChat](#) -8:47 PM Sep 26th, 2011



[richlybaked](#) [@boxuk](#) [#CommsChat](#) - So very yes. Not quite as bad as SMS, but not far off... -8:47 PM Sep 26th, 2011



[HelenMoore](#) RT [@rspiegelberg](#): In IR comms strong demand has been driven by senior managers in corproates and key investors and analysts. [#commschat](#) -8:47 PM Sep 26th, 2011



[Claire\\_S](#) Mobile is useful because it's flexible on how you want to use it, whether you want 'push' or to only engage when it suits you [#CommsChat](#) -8:46 PM Sep 26th, 2011



[rspiegelberg](#) In IR comms strong demand has been driven by senior managers in corproates and key investors and analysts. [#CommsChat](#) -8:46 PM Sep 26th, 2011



[greiten](#) RT [@boxuk](#): Any company with a web presence should consider a mobile strategy given the increase in users with mobile browsers [#CommsChat](#) -8:46 PM Sep 26th, 2011



[SuzieLin](#) RT [@richlybaked](#): Depends on the industry, content, audience & channel. Will only work if you get those ducks in a row... [#commschat](#) -8:45 PM Sep 26th, 2011



[richlybaked](#) Depends on the industry, content, audience & channel. Will only work if you get those ducks in a row... [#CommsChat](#) -8:45 PM

Sep 26th, 2011



[CommsChat](#) [@rspiegelberg](#) a recent piece in [@communicatemag](#) threw up a lot of really excellent IR apps - think they're streets ahead [#commschat](#) -8:45 PM Sep 26th, 2011



[marielacastro](#) RT [@mynewsdesk\\_uk](#): Strategy shld be based on yr audience's online behaviour. If they use mobile, but mainly FB, communicate on FB [#Commschat](#) -8:45 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) [@boxuk](#) absolutely - the twin forces of relevance and noise will define success! [#Commschat](#) -8:44 PM Sep 26th, 2011



[rspiegelberg](#) We do IR Apps for many companies and audience likes the online/offline capability the most [#CommsChat](#) -8:44 PM Sep 26th, 2011



[boxuk](#) Marketing is dangerous because,done wrong,it can be very intrusive e.g. push notifications.Ideally it should be subtle/incidental [#CommsChat](#) -8:43 PM Sep 26th, 2011



[taxiroute](#) [#CommsChat](#) i tried selling an iphone app to the local deli. they said they would get back to me... -8:43 PM Sep 26th, 2011



[jrcryer](#) Cost of entry is generally higher for native apps, I don't believe the same for mobile web apps [#CommsChat](#) -8:43 PM Sep 26th, 2011



[rspiegelberg](#) Mobile can be useful for all groups. They all move around [#CommsChat](#) -8:42 PM Sep 26th, 2011



[HelenMoore](#) [@MikeShoffstall](#) [@CommsChat](#) so many variables - depends on the industry, the company and objectives - all of

those [#commschat](#) -8:42 PM Sep 26th, 2011



[MikeShoffstall](#) RT [@CommsChat](#): Our next topic: What are the areas of communications in which mobile is most useful? Is it IR, marketing, media relations etc? [#commschat](#) -8:40 PM Sep 26th, 2011



[Claire S](#) [@craiginwales](#) when you specialise in something, what is obvious to you may be helpful news to others... [#commschat](#) -8:40 PM Sep 26th, 2011



[richlybaked](#) [#CommsChat](#) - Unique mobile goodness = location aware, anytime/ anywhere (almost), 'push' notifications, with me 24/7, always on... -8:40 PM Sep 26th, 2011



[CommsChat](#) Our next topic: What are the areas of communications in which mobile is most useful? Is it IR, marketing, media relations etc? [#commschat](#) -8:39 PM Sep 26th, 2011



[boxuk](#) Of utmost importance is relevance – people are going to increasingly try to cut out 'noise'. Apps have to be valuable to the user! [#CommsChat](#) -8:38 PM Sep 26th, 2011



[rspiegelberg](#) [@helemoore](#)..I will check it out :) [#CommsChat](#) -8:38 PM Sep 26th, 2011



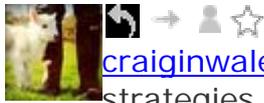
[CommsChat](#) oops! that + should have been a = [#commschat](#) -8:38 PM Sep 26th, 2011



[taxiroute](#) RT [@craiginwales](#): A lot of obvious stuff being tweeted about mobile strategies from [#CommsChat](#) -8:38 PM Sep 26th, 2011



[CommsChat](#) [@boxuk](#) [@olliewells](#) we're actually going to come onto that topic in a bit, of whether mobile has to + app...[#commschat](#) -8:37 PM Sep 26th, 2011



[craiginwales](#) A lot of obvious stuff being tweeted about mobile strategies from [#CommsChat](#) -8:37 PM Sep 26th, 2011



[miss\\_england\\_19](#) RT [@Communicatemaq](#): and theFT has seen more downloads since moving to HTML5 than when it was on the app store [#commschat](#) -8:37 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) Yes! RT [@boxuk](#): Many companies see mobile as an extension of web and fail to take advantage of the capabilities of smartphones [#Commschat](#) -8:37 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) Apps are about achieving goals for users. Brands must think "What can we do for our audience?" Every brand can do something. [#Commschat](#) -8:36 PM Sep 26th, 2011



[HelenMoore](#) [@rspiegelber](#) well that's the beauty of ASOS - they do it all for you - including doing catwalk shows of most of their clothes [#commschat](#) -8:36 PM Sep 26th, 2011



[boxuk](#) [@olliewells](#) True-many companies see mobile as an extension of web and fail to take advantage of the capabilities of smartphones [#CommsChat](#) -8:35 PM Sep 26th, 2011



[sequence\\_agency](#) RT [@olliewells](#): [#CommsChat](#) its all about the point. Why are you making a native app vs a mobile app/ or vice versa? Think, then start planning. -8:35 PM Sep 26th, 2011



[HelenMoore](#) [@qglu\\_online](#) yes I think gaming will be become even bigger [#commschat](#) -8:34 PM Sep 26th, 2011



[HelenMoore](#) RT [@TheMediaMktinCo](#): Most apps unloved because unoriginal, brand is unknown, and/or have piddly socialmedia network to promote it. [#commschat](#) -8:34 PM Sep 26th, 2011



[CommsChat](#) RT [@olliewells](#): its all about the point. Why are you making a native app vs a mobile or vice versa? Think, then start planning [#commschat](#) -8:34 PM Sep 26th, 2011



[qglu\\_online](#) [#CommsChat](#) [@HelenMoore](#) Only fun apps can get

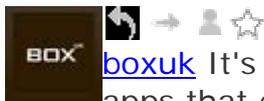
people's attention, mobile games incorporating with branding are the next trend? [#NewhouseSM6](#) -8:33 PM Sep 26th, 2011



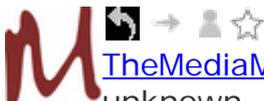
[o\\_0](#) [olliewells](#) [#CommsChat](#) its all about the point. Why are you making a native app vs a mobile app/ or vice versa? Think, then start planning. -8:33 PM Sep 26th, 2011



[charlotteulvros](#) RT [@mynewsdesk\\_uk](#): Strategy should be based on your audience's online behaviour. Eg if they use mobile, but mainly Facebook - communicate on FB [#Commschat](#) -8:33 PM Sep 26th, 2011



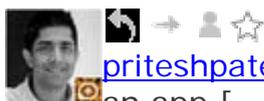
[boxuk](#) It's trivial to measure ROI from an M-Commerce app - but apps that engage the user and build trust in a brand are important too [#CommsChat](#) -8:32 PM Sep 26th, 2011



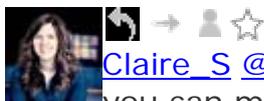
[TheMediaMktinCo](#) Most apps unloved because unoriginal, brand is unknown, and/or have piddly socialmedia network to promote it. Not rocket science [#CommsChat](#) -8:32 PM Sep 26th, 2011



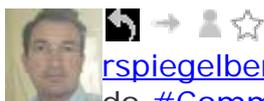
[wadv](#) [#CommsChat](#) [@mynewsdesk\\_uk](#) Strategy should be based on your audience's online behaviour.. again .. I agree... why reinvent the wheel? -8:32 PM Sep 26th, 2011



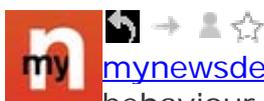
[priteshpatel9](#) RT [@commschat](#): RT [@Claire\\_S](#): So many people want an app [...] but like every other area of marketing it needs a clear strategy [#commschat](#) -8:32 PM Sep 26th, 2011



[Claire\\_S](#) [@wadv](#) agreed, as long as they have a purpose and then you can measure if they've been a success, not just having one to fit in [#commschat](#) -8:32 PM Sep 26th, 2011



[rspiegelberg](#) [@HelenMoore](#) not if you lack sartorial elegance like I do [#CommsChat](#) -8:32 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) Strategy should be based on your audience's online behaviour. Eg if they use mobile, but mainly Facebook - communicate on FB [#Commschat](#) -8:31 PM Sep 26th, 2011



[HelenMoore](#) [@rspiegelberg](#) because buying clothes is fun  
: ) [#commschat](#) -8:30 PM Sep 26th, 2011



[KellyOHicks](#) MT [@Claire\\_S](#) many people want an app because it's the current thing to have but needs clear strategy [#CommsChat](#) -8:30 PM Sep 26th, 2011



[SuzieLin](#) RT [@rspiegelberg](#): Companies like Next, Net-a-Porter, ASOS have seen massive sales growth from their apps. [#commschat](#) -8:30 PM Sep 26th, 2011



[wadv](#) [#CommsChat](#) [@Claire\\_S](#) apps need a reason for being, a sales —tool, a way to get information out quickly, a customer feedback tool? a fun toy? -8:30 PM Sep 26th, 2011



[craigstrong](#) RT [@boxuk](#): ...whether it's encouraging people to donate money, submit details or some other call to action, monitoring of goals is crucial. [#CommsChat](#) -8:30 PM Sep 26th, 2011



[richlybaked](#) [#CommsChat](#) [@Claire\\_S](#) Agreed. Make it useful and keep it simple... -8:29 PM Sep 26th, 2011



[rspiegelberg](#) Companies like Next, Net-a-Porter, ASOS have seen massive sales growth from their apps. [#CommsChat](#) -8:29 PM Sep 26th, 2011



[MikeShoffstall](#) RT [@boxuk](#): M-Commerce is only relevant if there's something to sell - many companies have content that would benefit from a mobile approach [#CommsChat](#) -8:29 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) [@rspiegelberg](#) thanks for info - will check out link later : ) [#Commschat](#) -8:29 PM Sep 26th, 2011



[Claire S](#) So many people want an app because its the current thing to have but like every other area of marketing it needs a clear strategy [#CommsChat](#) -8:29 PM Sep 26th, 2011



[Investis](#) RT [@MikeShoffstall](#): Aside from M-commerce, mobile comms have huge potential for internal comms, linking increasingly mobile employees to business [#commschat](#) -8:29 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) Build user love for an app = quids in. Esp with push notifications. But the opposite applies - nowt as sad as unloved app. [#Commschat](#) -8:28 PM Sep 26th, 2011



[boxuk](#) M-Commerce is only relevant if there's something to sell - many companies have content that would benefit from a mobile approach [#CommsChat](#) -8:28 PM Sep 26th, 2011



[Claire S](#) Brand building is an obvious choice, but companies have to be so careful not to just jump into mobile for the sake of it. [#CommsChat](#) -8:27 PM Sep 26th, 2011



[KaptiveGroup](#) RT [@boxuk](#): Any company with a web presence should consider a mobile strategy given the increase in users with mobile browsers [#CommsChat](#) -8:27 PM Sep 26th, 2011



[AB BIZ TRAIN](#) RT [@wadv](#): [@AB BIZ TRAIN](#) good examples of mobile [#commschat](#).... ebay -8:26 PM Sep 26th, 2011



[rspiegelberg](#) @ mynewsdesk\_uk. The subscription issue was secondary to the data issue. <http://t.co/daxDHXzk> [#CommsChat](#) -8:26 PM Sep 26th, 2011



[MikeShoffstall](#) Aside from M-commerce, mobile comms have huge potential for internal comms, linking increasingly mobile employees to business [#commschat](#) -8:26 PM Sep 26th, 2011



[richlybaked](#) In the AppStore space affinity is top of the list. Something fun/ useful/ engaging neatly wrapped up in your favourite

brand [#CommsChat](#) -8:25 PM Sep 26th, 2011



[CommsChat](#) RT [@boxuk](#): Wanting to keep 30% of their revenue was also a factor in FT's decision.. [#commschat](#) -8:25 PM Sep 26th, 2011



[Communicatomag](#) and theFT has seen more downloads since moving to HTML5 than when it was on the app store [#commschat](#) -8:25 PM Sep 26th, 2011



[wadv](#) [@AB\\_BIZ\\_TRAIN](#) good examples of mobile [#commschat](#)....  
—ebay -8:25 PM Sep 26th, 2011



[jitendravyas](#) RT [@boxuk](#): Any company with a web presence should consider a mobile strategy given the increase in users with mobile browsers [#CommsChat](#) -8:25 PM Sep 26th, 2011



[boxuk](#) Wanting to keep 30% of their revenue was also a factor in FT's decision.. [#CommsChat](#) -8:24 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) [@rspiegelberg](#) I think it was more about the subscription cut Apple demands? [#Commschat](#) -8:24 PM Sep 26th, 2011



[AB\\_BIZ\\_TRAIN](#) Which industry sectors are making the most effective use of mobile comms & which could be doing more? Any good examples? [#commschat](#) -8:24 PM Sep 26th, 2011



[wadv](#) [#CommsChat](#) +mobiles are that much more convenient than —tablets, that partially explains high growth and reasons to get involved imo -8:24 PM Sep 26th, 2011



[HelenMoore](#) [@taxiroute](#) yep agree - it's easy to check stuff on mobile

when you have a few minutes on the move [#commschat](#) -8:23 PM Sep 26th, 2011



[CommsChat](#) Moving on again: How can mobile comms contribute to a company's overall business strategy without focusing solely on M-commerce? [#CommsChat](#) -8:23 PM Sep 26th, 2011



[sequence\\_agency](#) RT [@richlybaked](#): Cost of entry to mobile is still relatively high so ROI all the more important. Ideally look at some ROI modelling up front [#CommsChat](#) -8:22 PM Sep 26th, 2011



[taxiroute](#) [#CommsChat](#) i think people like their mobiles cos they work. most people switch on their pc expecting it to take ages. mobile have trust -8:22 PM Sep 26th, 2011



[CommsChat](#) RT [@rspiegelberg](#): FT moved off iTunes App platform because it could not get relevant user data from Apple [#CommsChat](#) -8:22 PM Sep 26th, 2011



[SuzieLin](#) [@CommsChat](#) Yes, what's the point otherwise? [#commschat](#) -8:21 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) [@rspiegelberg](#) when user installs it is typical to ask for data. Also location data. Websites rarely able to do this. [#Commschat](#) -8:21 PM Sep 26th, 2011



[MikeShoffstall](#) RT [@richlybaked](#): Cost of entry to mobile is still relatively high so ROI all the more important. Ideally look at some ROI modelling up front [#CommsChat](#) -8:21 PM Sep 26th, 2011

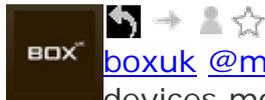


[HelenMoore](#) RT [@rspiegelberg](#): FT moved off iTunes App platform because it could not get relevant user data from Apple [#commschat](#) -8:21 PM Sep 26th, 2011

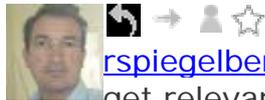


[Investis](#) RT [@mynewsdesk\\_uk](#): Apps offer additional opportunities for measurement (over websites) as it is easier and more acceptable to

gather user data. [#Commschat](#) -8:20 PM Sep 26th, 2011



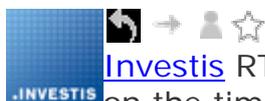
[boxuk @mynewsdesk\\_uk](#) Agreed - perhaps as users trust hand-held devices more than they would a more traditional, less personal computer [#CommsChat](#) -8:20 PM Sep 26th, 2011



[rspiegelberg](#) FT moved off iTunes App platform because it could not get relevant user data from Apple [#CommsChat](#) -8:20 PM Sep 26th, 2011



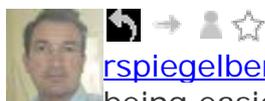
[richlybaked](#) Cost of entry to mobile is still relatively high so ROI all the more important. Ideally look at some ROI modelling up front [#CommsChat](#) -8:20 PM Sep 26th, 2011



[Investis](#) RT [@CommsChat](#): Ok, 2nd topic: How can you measure ROI on the time invested in mobile comms? And should you be measuring it? [#CommsChat](#) -8:19 PM Sep 26th, 2011



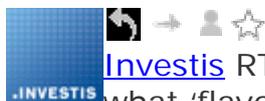
[wadv @mynewsdesk\\_uk](#) Apps offer opportunities for measurement as —it is easier and more acceptable to gather user data. [#Commschat](#) Agree -8:19 PM Sep 26th, 2011



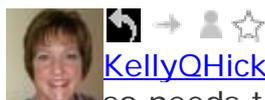
[rspiegelberg](#) Not sure about [@mynewsdesk\\_uk](#) comment about apps being easier to gather data [#CommsChat](#) -8:19 PM Sep 26th, 2011



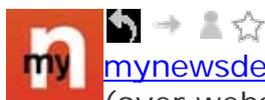
[richlybaked](#) Measurement is a must. Lots of different metrics - transactions, downloads, referrals etc. [#CommsChat](#) -8:19 PM Sep 26th, 2011



[Investis](#) RT [@richlybaked](#): It depends on the audience, as well as what 'flavour' of mobile you are thinking of using. [#CommsChat](#) -8:18 PM Sep 26th, 2011



[KellyQHicks @wadv @KellyQHicks @commschat @richlybaked](#) True, so needs to be used carefully and only with users who have signed up to it [#commschat](#) -8:18 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) Apps offer additional opportunities for measurement (over websites) as it is easier and more acceptable to gather user

data. [#Commschat](#) -8:18 PM Sep 26th, 2011



[CommsChat](#) [@suzielin](#) so measurement should be intrinsic to strategy from the beginning? [#CommsChat](#) -8:17 PM Sep 26th, 2011



[MikeShoffstall](#) RT [@CommsChat](#): Ok, 2nd topic: How can you measure ROI on the time invested in mobile comms? And should you be measuring it? [#CommsChat](#) -8:16 PM Sep 26th, 2011



[boxuk](#) ...whether it's encouraging people to donate money, submit details or some other call to action, monitoring of goals is crucial. [#CommsChat](#) -8:16 PM Sep 26th, 2011



[taxiroute](#) [@boxuk](#) agreed. its quite tricky building metrics like G analytics into a mobile device. implemented and internal solution [#CommsChat](#) -8:16 PM Sep 26th, 2011



[glu\\_online](#) RT [@commschat](#) SMS can be quite intrusive, apps are chosen by users so have high value to user [#commschat#NewhouseSM6](#) -8:15 PM Sep 26th, 2011



[SuzieLin](#) You should always measure & how you measure mobile depends on the the goals & objectives laid out in the plan [#commschat](#) -8:15 PM Sep 26th, 2011



[SuzieLin](#) Yep RT [@mynewsdesk\\_uk](#): Also - consider the unique opportunities of mobile - eg using the users location to tailor content. [#commschat](#) -8:14 PM Sep 26th, 2011



[boxuk](#) ROI can be measured using similar techniques to websites. Your success/return criteria needs to be clearly defined... [#CommsChat](#) -8:14 PM Sep 26th, 2011



[SuzieLin](#) RT [@CommsChat](#): Ok, 2nd topic: How can you measure ROI

on the time invested in mobile comms? And should you be measuring it? [#commschat](#) -8:14 PM Sep 26th, 2011



[MikeShoffstall](#) Following [#commschat](#) discussion right now on mobile channels for corporate comms -8:13 PM Sep 26th, 2011



[wadv](#) [@KellyQHicks](#) [@commschat](#) [@richlybaked](#) D. SMS can be quite —intrusive, apps are chosen by users so have high value to user [#commschat](#) -8:13 PM Sep 26th, 2011



[taxiroute](#) [#CommsChat](#) applications have to be device and language agnostic. -8:13 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) Also - consider the unique opportunities of mobile - eg using the user's location to tailor content. [#Commschat](#) -8:13 PM Sep 26th, 2011



[CommsChat](#) Ok, 2nd topic: How can you measure ROI on the time invested in mobile comms? And should you be measuring it? [#CommsChat](#) -8:13 PM Sep 26th, 2011



[rspiegelberg](#) eg, mobile browser is good for bite size info, dekstop for complex tasks, apps for richer experience, social media for engagement [#CommsChat](#) -8:13 PM Sep 26th, 2011



[Investis](#) RT [@boxuk](#): Any company with a web presence should consider a mobile strategy given the increase in users with mobile browsers [#CommsChat](#) -8:11 PM Sep 26th, 2011



[SuzieLin](#) [@richlybaked](#) What about the kids parents who have the phones? [#commschat](#) -8:11 PM Sep 26th, 2011



[CommsChat](#) RT [@richlybaked](#): It depends on the audience, as well as what 'flavour' of mobile you are thinking of using. [#commschat](#) -8:11 PM Sep 26th, 2011



[rspiegelberg](#) Some forecast a crossover in the near term but I think it is more important to understand the strength of each comms channel [#CommsChat](#) -8:11 PM Sep 26th, 2011



[Investis](#) RT [@rspiegelberg](#): Mobile (apps, mob browser) is a must because audience growing fast. Share up to 7% from 1% vs 2 yrs ago. <http://t.co/X9acQqN3> [#CommsChat](#) -8:11 PM Sep 26th, 2011



[KellyOHicks](#) [@commschat](#) [@richlybaked](#) Definitely. No need to overlook SMS and jump straight to apps. Sometimes simpler can be better [#commschat](#) -8:11 PM Sep 26th, 2011



[richlybaked](#) e.g. brands who focus on kids cannot rely on smartphone penetration.... \*yet\* [#CommsChat](#) -8:10 PM Sep 26th, 2011



[taxiroute](#) [#CommsChat](#) i can remember when people were pissed off a few years back. morse code was deprecated. its Not about language or device -8:10 PM Sep 26th, 2011



[HelenMoore](#) [@CommsChat](#) [@rspiegelberg](#) yes, I'm sure we will - and sooner rather than later [#commschat](#) -8:10 PM Sep 26th, 2011



[Investis](#) RT [@rspiegelberg](#): Companies need to consider 4 channels for comms not just one: desktop browser, mobile browser, apps and social media. [#CommsChat](#) -8:10 PM Sep 26th, 2011



[richlybaked](#) It depends on the audience, as well as what 'flavour' of mobile you are thinking of using. [#CommsChat](#) -8:10 PM Sep 26th, 2011



[CommsChat](#) Interesting stats-will we eventually see a crossover?  
RT [@rspiegelberg](#): Mobile up to 7% from 1% vs 2 yrs  
ago <http://t.co/QHXpVe5L> [#commschat](#) -8:09 PM Sep 26th, 2011



[SuzieLin](#) Yes! Mobile belongs in a comms plan as more and more are  
getting info that way [#commschat](#) -8:09 PM Sep 26th, 2011



[HelenMoore](#) [@EmLeary](#) [@commschat](#) absolutely - the data is  
overwhelming that people want to get info from mobile [#commschat](#) -  
8:08 PM Sep 26th, 2011



[EmLeary](#) [@commschat](#) This suggests it's key consideration: "59% of  
B2B Decision Makers Researching with  
Smartphones" <http://t.co/EACEKIyh> [#commschat](#) -8:08 PM Sep 26th, 2011



[boxuk](#) Any company with a web presence should consider a mobile  
strategy given the increase in users with mobile  
browsers [#CommsChat](#) -8:08 PM Sep 26th, 2011



[KellyQHicks](#) [@CommsChat](#) Depends on who you're trying to reach.  
Mobiles ubiquitous though, and smartphones now accessible by 52%  
of population [#commschat](#) -8:08 PM Sep 26th, 2011



[Claire\\_S](#) RT [@CommsChat](#): [#CommsChat](#) So, first up tonight: Should  
you be putting mobile at the heart of your comms strategy? -8:08 PM Sep  
26th, 2011



[rspiegelberg](#) Mobile (apps, mob browser) is a must because audience  
growing fast. Share up to 7% from 1% vs 2 yrs  
ago. <http://t.co/X9acQqN3> [#CommsChat](#) -8:07 PM Sep 26th, 2011



[SuzieLin](#) RT [@CommsChat](#): [#CommsChat](#) So, first up tonight: Should  
you be putting mobile at the heart of your comms  
strategy? [#commschat](#) -8:07 PM Sep 26th, 2011



[taxiroute](#) [#CommsChat](#) anything used to communicate should be at  
the heart -8:07 PM Sep 26th, 2011



[HelenMoore](#) Evening everybody :) [#commschat](#) -8:07 PM Sep 26th, 2011



[EmLeary](#) RT [@commschat](#): [#CommsChat](#) So, first up tonight: Should you be putting mobile at the heart of your comms strategy? -8:07 PM Sep 26th, 2011



[SuzieLin](#) Hey all, it's been a while but will be watching this chat and chiming in when I can [#commschat](#) -8:06 PM Sep 26th, 2011



[rspiegelberg](#) Companies need to consider 4 channels for comms not just one: desktop browser, mobile browser, apps and social media. [#CommsChat](#) -8:06 PM Sep 26th, 2011



[EmLeary](#) [@commschat](#) Evening :) [#commschat](#) -8:06 PM Sep 26th, 2011



[mhandy1](#) [@CommsChat](#) party on [#CommsChat](#) excellent! -8:05 PM Sep 26th, 2011



[CommsChat](#) [#CommsChat](#) So, first up tonight: Should you be putting mobile at the heart of your comms strategy? -8:05 PM Sep 26th, 2011



[bugail](#) [@taxiroute](#) indeed we do!! [#commschat](#) -8:05 PM Sep 26th, 2011



[boxuk](#) Hello everyone! [#CommsChat](#) -8:04 PM Sep 26th, 2011



[richlybaked](#) [#CommsChat](#) Hi! -8:03 PM Sep 26th, 2011



[taxiroute](#) [#CommsChat](#) wow - i think us welsh outnumber you! -8:03 PM Sep 26th, 2011



[CommsChat #CommsChat @rspiegelberg](#) from [@investis](#), [@richlybake](#)  
[d](#) from [@sequence\\_agency](#), and Craig [@boxuk](#) -8:03 PM Sep 26th, 2011



[mynewsdesk\\_uk](#) Evening all. Adam here [#Commschat](#) -8:02 PM Sep 26th, 2011



[CommsChat #CommsChat](#) Tonight we're going to be discussing mobile comms, joined by several of the shortlist for next month's Digital Impact Awards -8:01 PM Sep 26th, 2011



[CommsChat](#) Hello all! Welcome to [#CommsChat](#). I'm Molly, deputy editor [@communicatmag](#) -8:00 PM Sep 26th, 2011