PR News Social Media Conference

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# Wake-Up Call: Embracing the Power of "Social Mobility"

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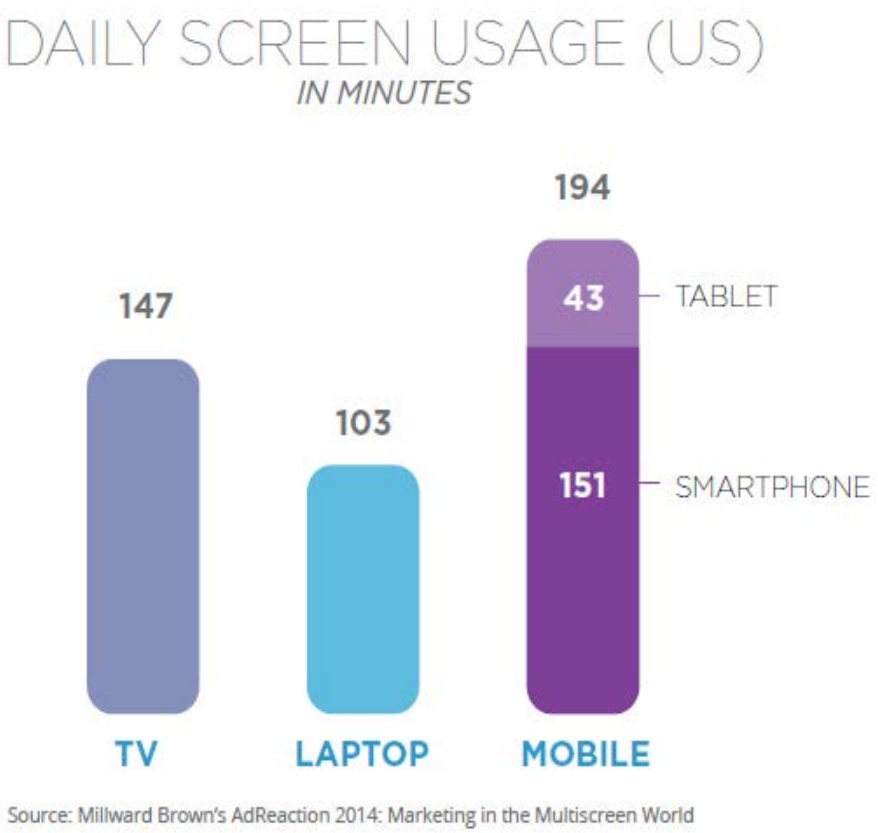
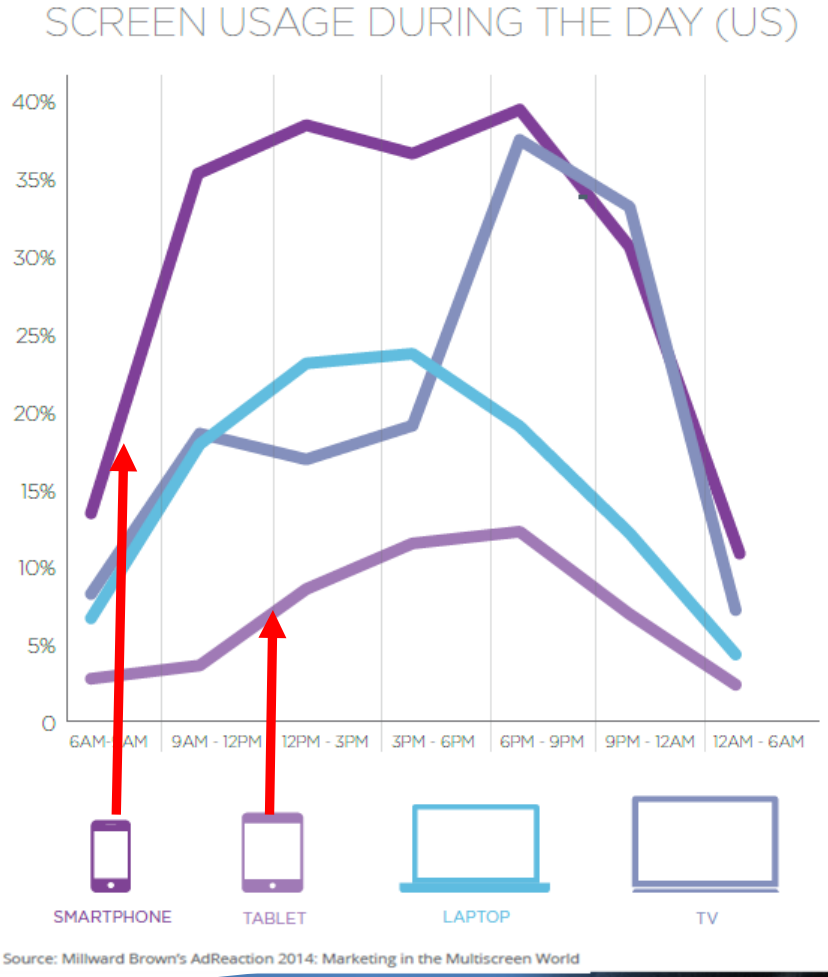
# The State of Mobile 2014



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# And What Are They Doing?

**Daily Mobile Content Activities According to US Smartphone/Tablet Users, Jan 2014**

*% of respondents*

| | Smartphone users | Tablet users |
|---|---|---|
| Accessing email | 91% | 69% |
| Text messaging | 90% | 23% |
| Searching on the internet | 76% | 70% |
| Social networking | 75% | 64% |
| While watching TV | 70% | 65% |
| Getting news alerts | 62% | 52% |
| Playing games | 57% | 58% |
| Listening to music | 46% | 36% |
| Reading | 43% | 57% |
| Watching videos or movies | 30% | 40% |
| Getting directions | 24% | 14% |
| Using tablet while using smartphone | - | 41% |

*Note: n=470 smartphone users; n=341 tablet users*
*Source: ExactTarget, "2014 Mobile Behavior Report" conducted by Luth Research, Feb 25, 2014*

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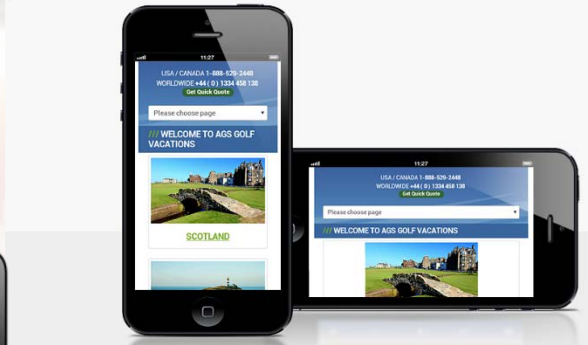
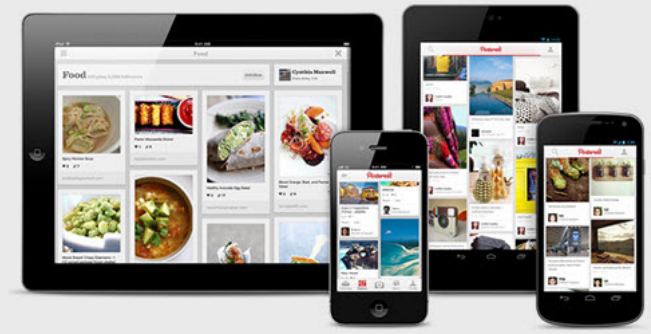
# What Should You Do?
# Think Mobile First – Design

- **Mobile Optimized Website**




- **Native App**

- **Responsive Web Design**

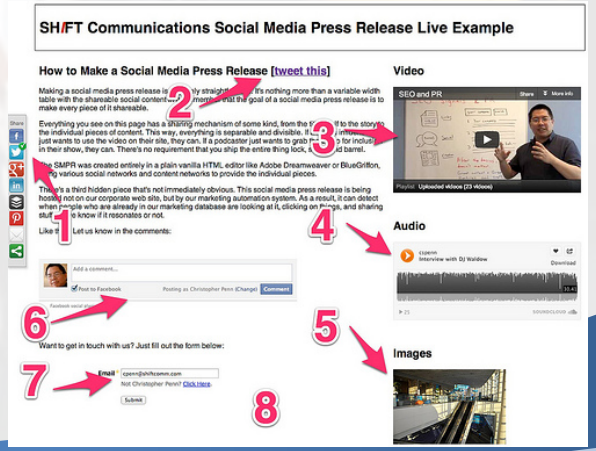


# What Should You Do? Think Mobile First -- Content

- Less Is More – A Lot More

- Plan For Mobile Consumption

- PR: Produce Socially Optimized Press Releases



# Case Study: TIME.Com

- 2012: Time.com decided that responsive design was needed for its growing mobile audience.
- The process took nine months to complete.

# Case Study: TIME.Com

**Results:**

- Mobile traffic up from 15% of traffic to 25%.
- Pages per visit (PPV), across mobile, tablet and desktop increased "considerably" – ex., mobile PPV increased 23%.
- On the homepage, unique visits increased 15%, and time spent went up 7.5%, with the mobile bounce rate *decreasing* by 26%.

# When The Digital Stuff Hits The Fan

- **“If It Bleeds, It Leads” Lives On In Digital**
- **The News Cycle Doesn’t Exist**
- **Silence (Non-Response) Can Be Fatal**

**So….**

# When The Digital Stuff Hits The Fan

**Ensure that trusted individuals have *mobile* access to your social media accounts**

Pictured: HootSuite on mobile

Thank You!
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# Addendum

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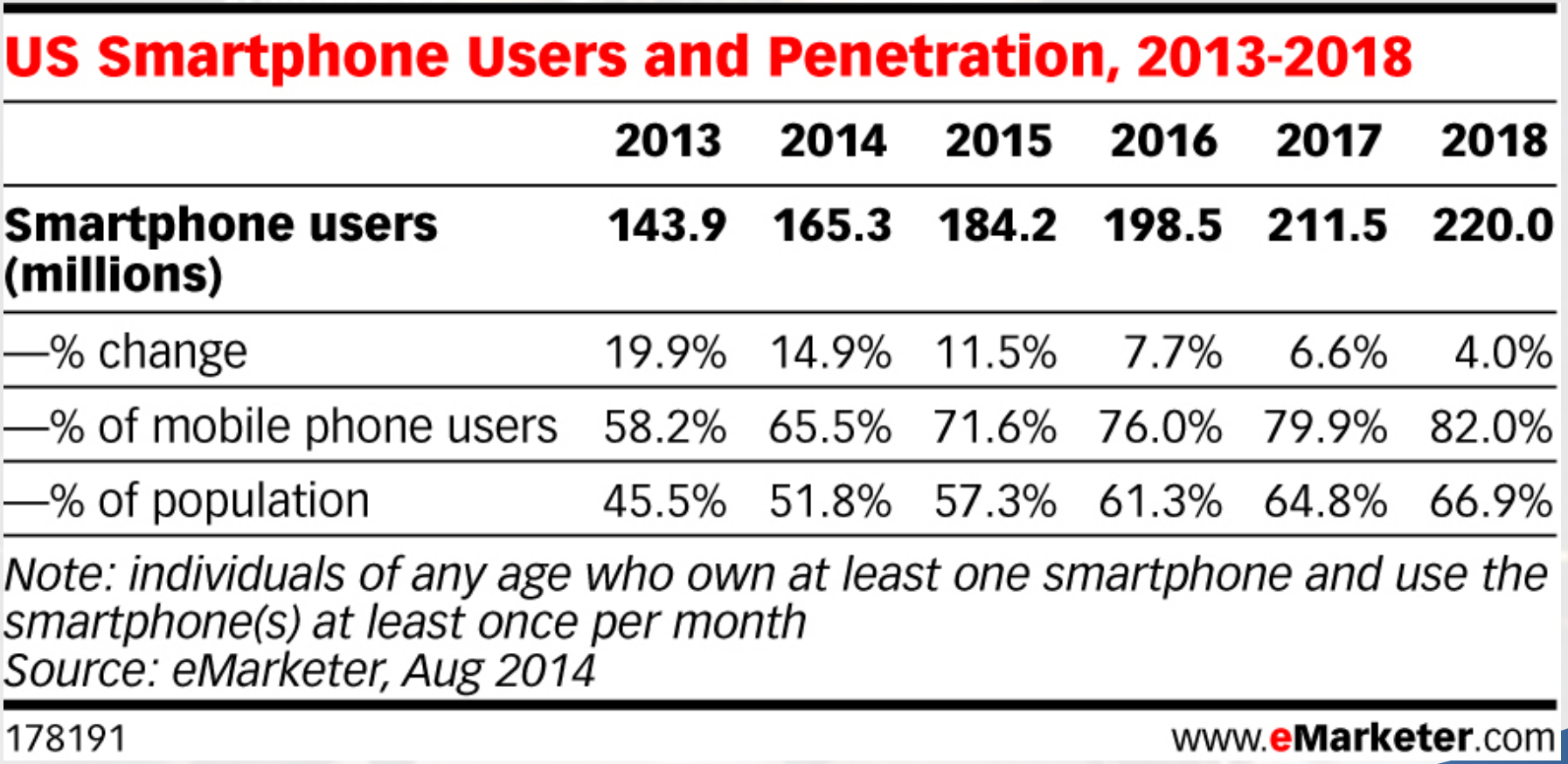
# Addendum: Smartphone User Expected Growth



**US Smartphone Users and Penetration, 2013-2018**

| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 |
|---|---|---|---|---|---|---|
| **Smartphone users (millions)** | **143.9** | **165.3** | **184.2** | **198.5** | **211.5** | **220.0** |
| —% change | 19.9% | 14.9% | 11.5% | 7.7% | 6.6% | 4.0% |
| —% of mobile phone users | 58.2% | 65.5% | 71.6% | 76.0% | 79.9% | 82.0% |
| —% of population | 45.5% | 51.8% | 57.3% | 61.3% | 64.8% | 66.9% |

*Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month*
*Source: eMarketer, Aug 2014*

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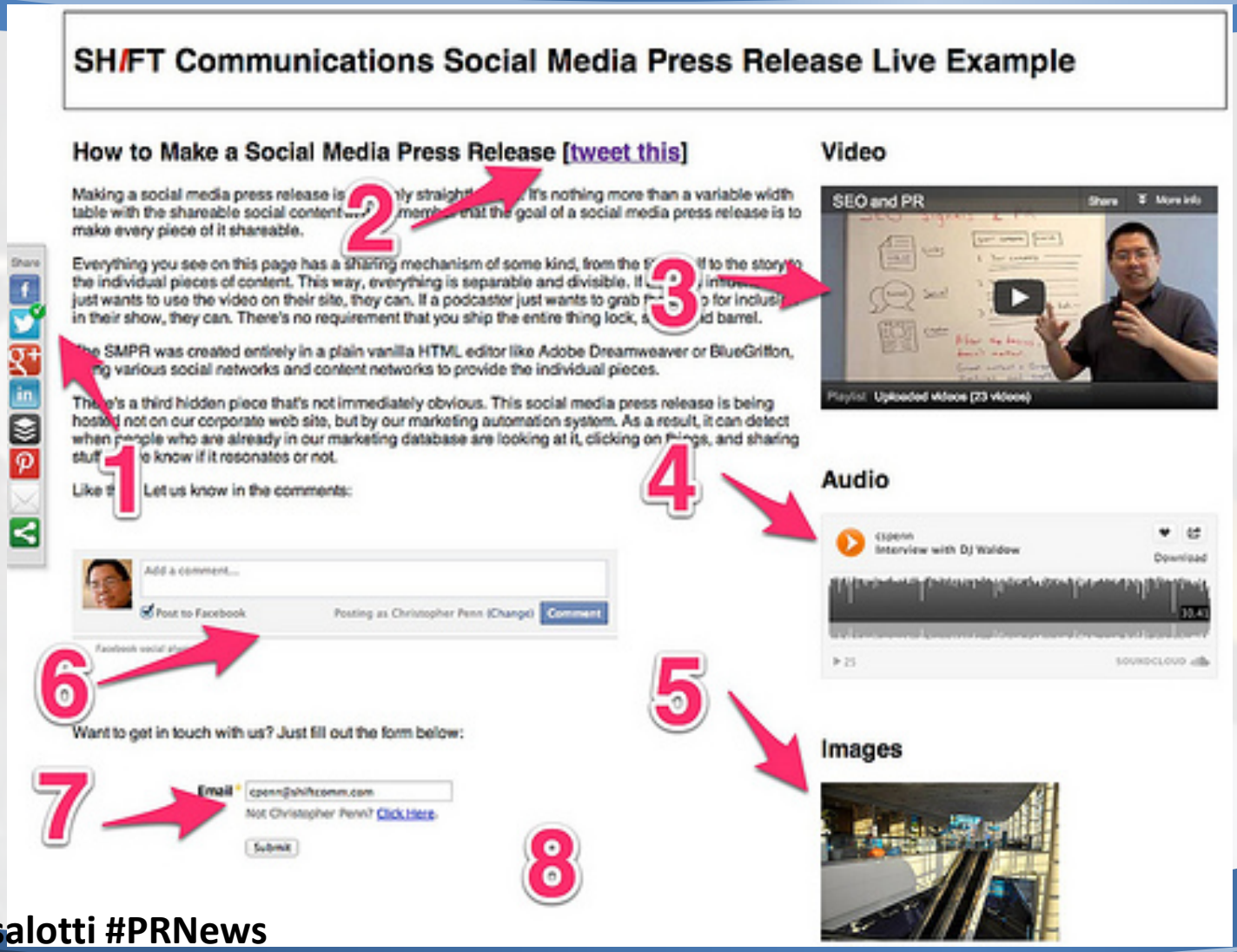
# Social Media Press Release 2.0

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# Tips For Creating Effective Digital Campaigns

- **Optimize Your Content For Digital Discovery and Social Sharing**
- **Use Organic Social Media To Distribute The Message**
- **Use Paid Social Media To Reach a New Audience**