



Emerging Platforms: Messaging Apps to Watch — and Maybe Use for Your Brands



WHERE IT ALL BEGAN

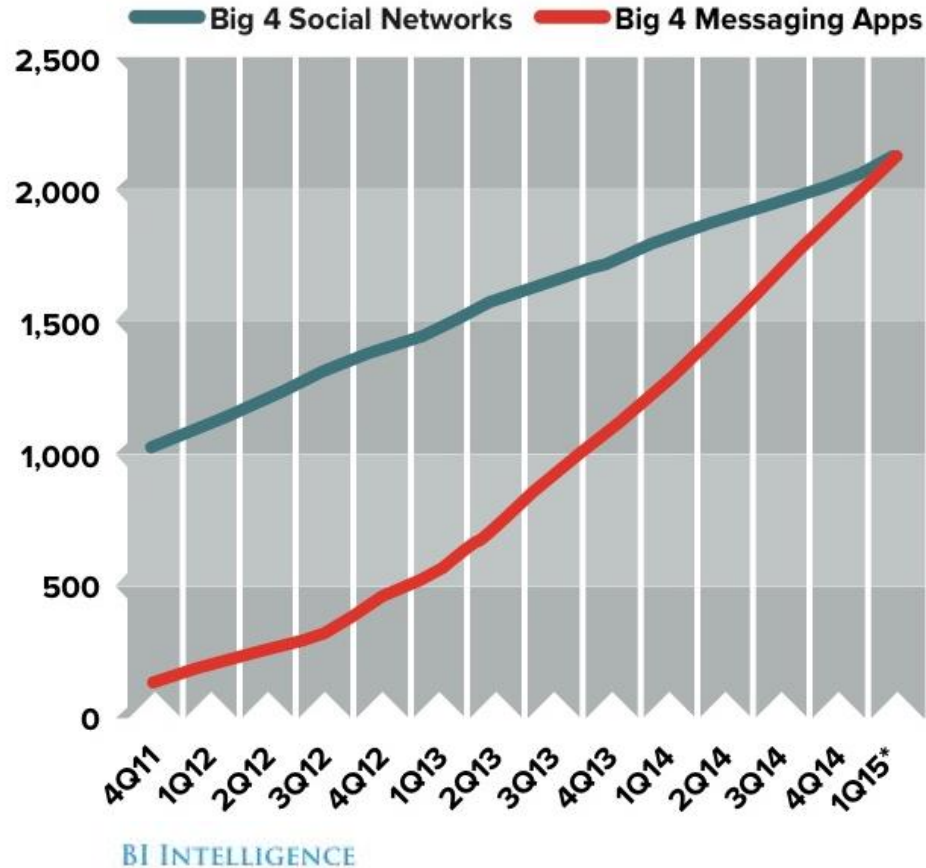
- **STARTED WITH BBM**
 - Talked about in 2011 at SxSW
 - Along with FOMO
 - IM vs SMS



WHERE IT ALL BEGAN

MESSAGING APPS HAVE CAUGHT UP TO SOCIAL NETWORKS

Monthly Active Users For Selected Top 4 Social Networks* And Messaging Apps**



Messaging apps have now overtaken social media networks in users

Some overlap but far less than with other social mediums

UNDERSTAND THE USER

DEMOGRAPHICS

- Skews younger, but not exclusively so
- International base
- Have little long-term loyalty to any app

WHY THEY USE THE APPS

- Emojis
- Digital stickers
- GIFs
- Voice and video clip sending
- Seamless conversations from mobile to desktop



NEW vs WELL-ESTABLISHED

- Lots of innovations
- Important to keep up to know your creative options
- Don't become overwhelmed
 - Let the cream rise to the top
 - Focus on user numbers and demographic information
 - Pilot then fail fast or scale fast



THE BIG THREE...(maybe four)

- Facebook Messenger
- Gchat
- WhatsApp
- WeChat?



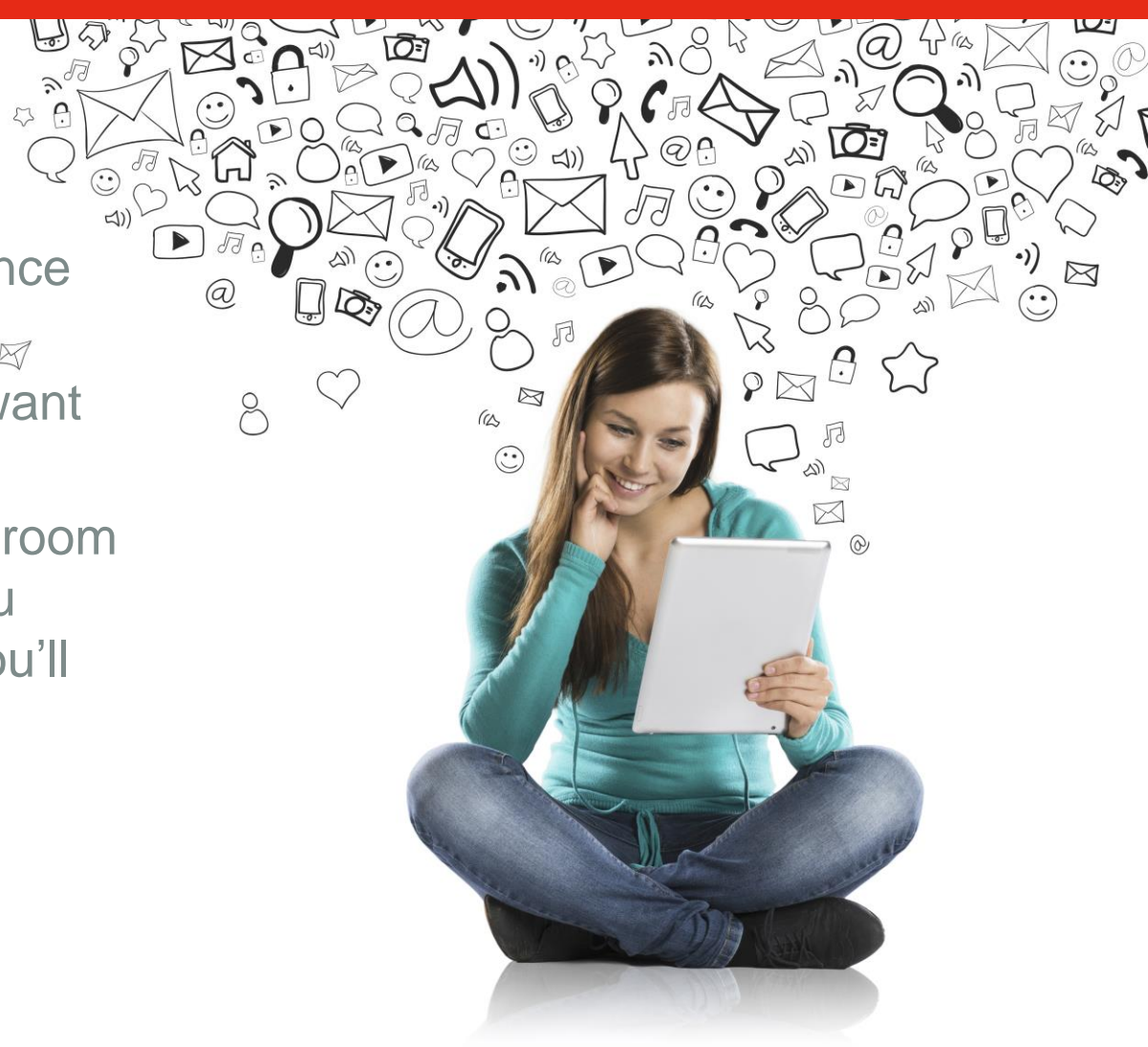
WHAT TO DO WITH THE MESSAGING APPS

- Group challenges
- Games
- Exclusive access
- Broadcasting to a group
- In-message apps
 - E-commerce being led by Facebook Messenger



CREATIVITY IS KEY

- Know what your audience is expecting
- Know how often they want to hear from you
- You have more wiggle room to experiment but if you mess up it's unlikely you'll get them back



CREATIVITY IS KEY



Toyota using WhatsApp for best pick-up lines on Valentine's Day



Everland and Zulily using e-commerce on Facebook Messenger



Jib Jab creating video e-cards



Grubhub on Snapchat – flash deals



Replacing emails

BEING CURRENT IS MOMENT TO MOMENT

- Watch app trends for your target audience
- Read, read, read broader tech news and digital marketing news for case studies and app innovation
- Agencies are good trend sources
- Peers in industry groups offer lessons learned
- Follow innovators for opinions, usage ideas, etc.

SELLING IT... HERE WE GO AGAIN...

- Just like we all did with social media....
- Data and engagement speak loudest
 - Coverage
 - Repeat engagement
 - Quality of actions taken
- Integration of messaging apps to broader campaigns



Minneapolis | New York City | Richmond | Norfolk | Los Angeles | Washington DC