



# MWW

MOBILE COMMUNICATIONS:  
WRITING RIGHT FOR MOBILE



#PRBOOTCAMP



**Ephraim Cohen**

Executive Vice President, Technology and Digital Content

[@ephraimcohen](#)

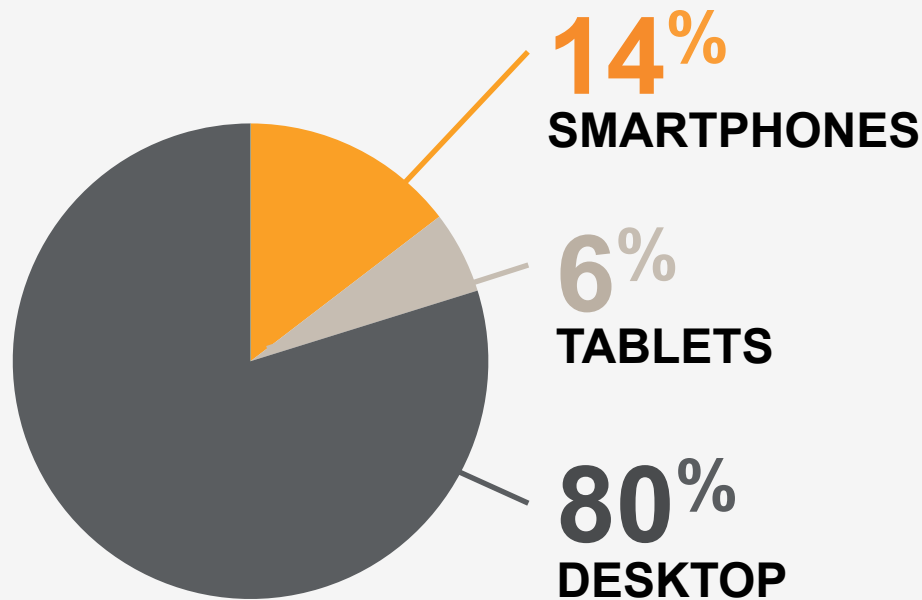
[pinterest.com/ecohen1](#)

[ecohen.me](#)

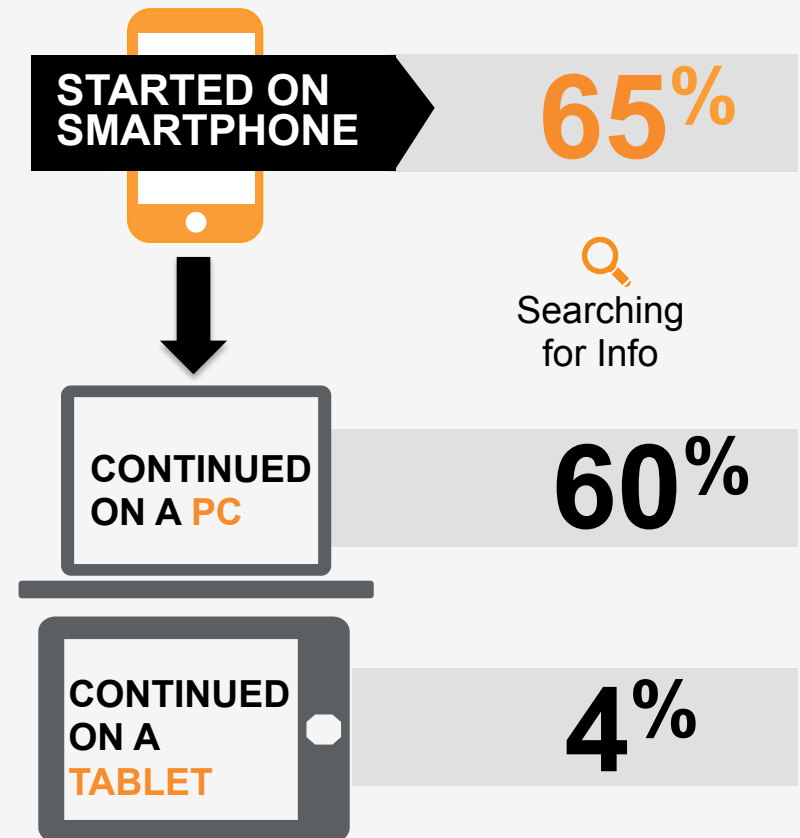
[www.mww.com](#)

# MOBILE IS NO LONGER A “WILL-GET-TO ACTIVITY” MWW<sup>+</sup>

## SMARTPHONES ARE A GROWING PORTION OF WEB TRAFFIC



## WHAT WE START ON A SMARTPHONE (AND FINISH ELSEWHERE)



# MAP THE ECOSYSTEM

TARGETING + TIMING = DISTRIBUTION

## Consumer Behaviors

Explore

Social Networks

Community

Speak your mind



## Brand Behaviors

Explore

Resolve

Engage

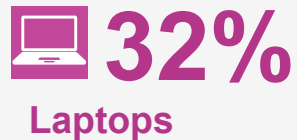
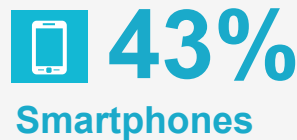
Broadcast

# DEVICES USED FOR NEWS CONSUMPTION

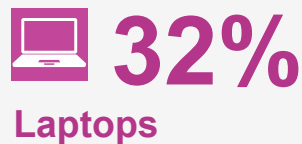
Most used during the morning commute



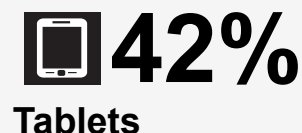
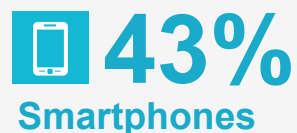
Peak uses of devices at lunch



Peak after dinner



Devices that take over on the weekend





# WRITING FOR MOBILE



- + Max info, minimum words
- + Some mobile channels are optimized for images – so writing becomes drawing, shooting

- Sbarro

Timeline

Now

Scotty Reiss

Thank you! I now have newfound powers in the kitchen!

Yesterday at 12:01pm · Like

A Little Clavefication LOL

actually look like I know what I'm doing! Too fast!

Yesterday at 12:14pm · Like

Sbarro

April 18 · 18

Okay, you got through Monday. Now we're going to get you through Tuesday with an XL Sbarro pizza pie for only \$9.99! LIKE this if you are going to pick up a pie today! \*at participating eateries only

\$9.99

TUESDAYS

Any NY Style Pie ~~\$19.99~~

\*tuesdays only, no coupon required.

Morgan Hill

Liked

Sbarro

April 18 · 18

Throwback Thursday from the 70s! We're bobbing our heads to Blondie's Eat to the Beat. How many songs can you name with the word "pizza" in it?  
<http://www.youtube.com/watch?v=Iv111pmQzo>

HOW MANY SONGS CAN YOU NAME WITH THE WORD "PIZZA" IN IT?

Like

Comment

Share

104 people like this.

View 18 more comments

Vrinda Rao One

"Eatn' Pizza" by the Shepard Sisters

April 18 at 4:51pm · Like

Nicholas Cussiano

When the moon hits your eye like a big pizza pie - that's amore!

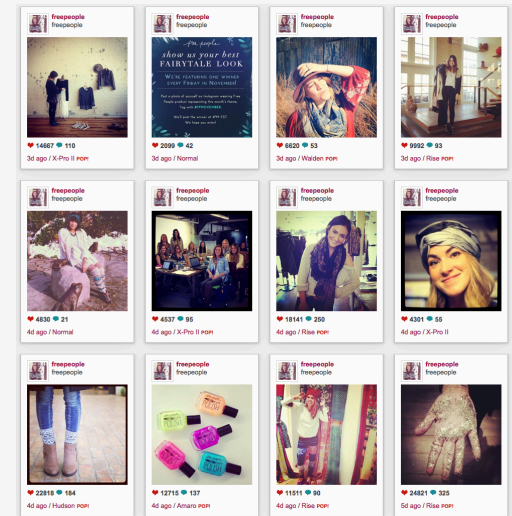
April 18 at 8:12am · Like +3

Like

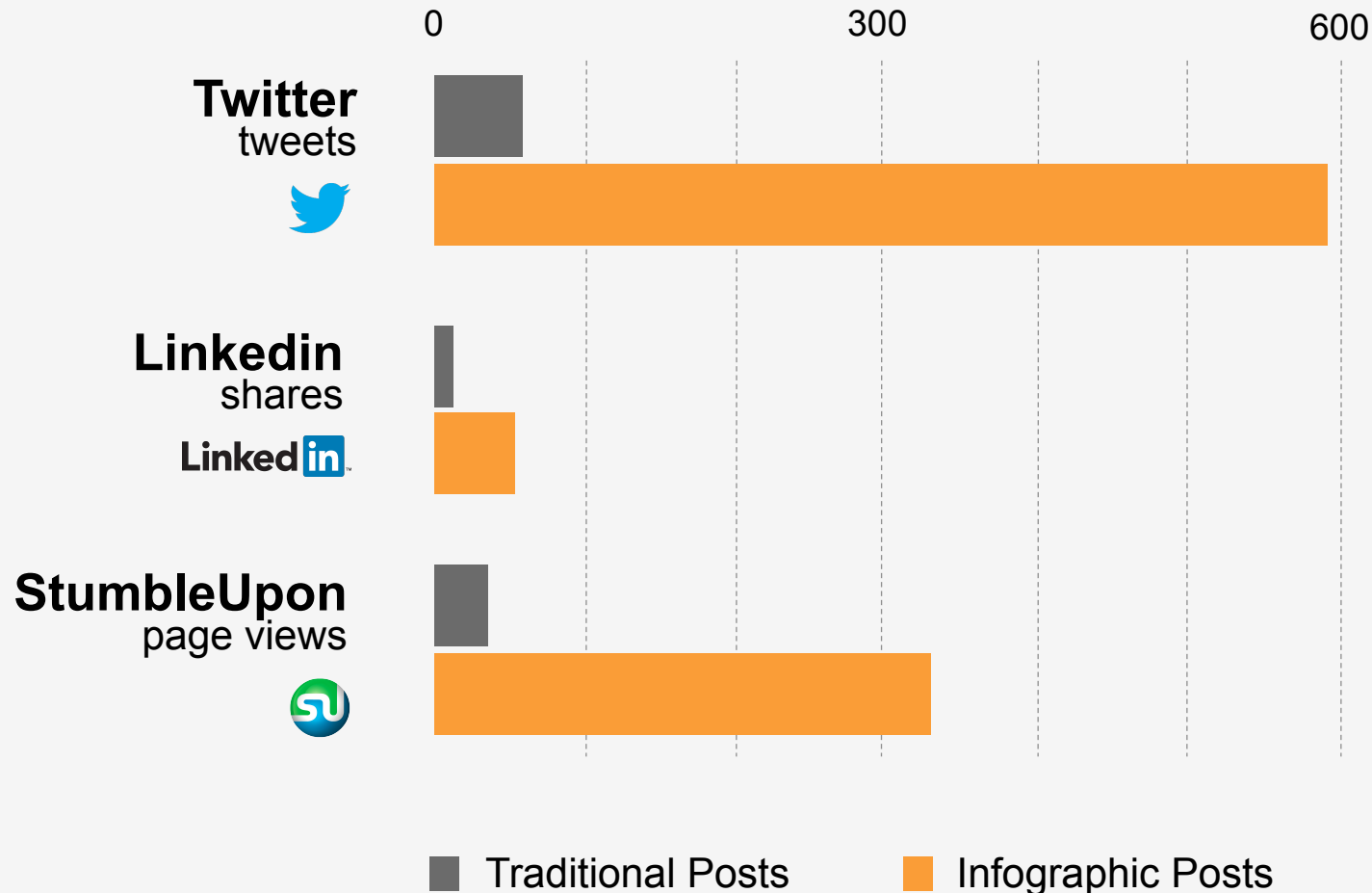
Comment

Share

15



## TRADITIONAL POSTS VS. INFOGRAPHIC POSTS





## KNOW THE STRUCTURE

### + Twitter – consider every space, punctuation

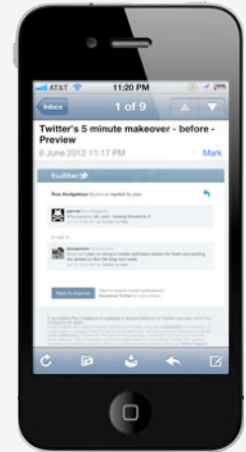
- Know your  and 

### + Facebook

- think images and captions

### + Email

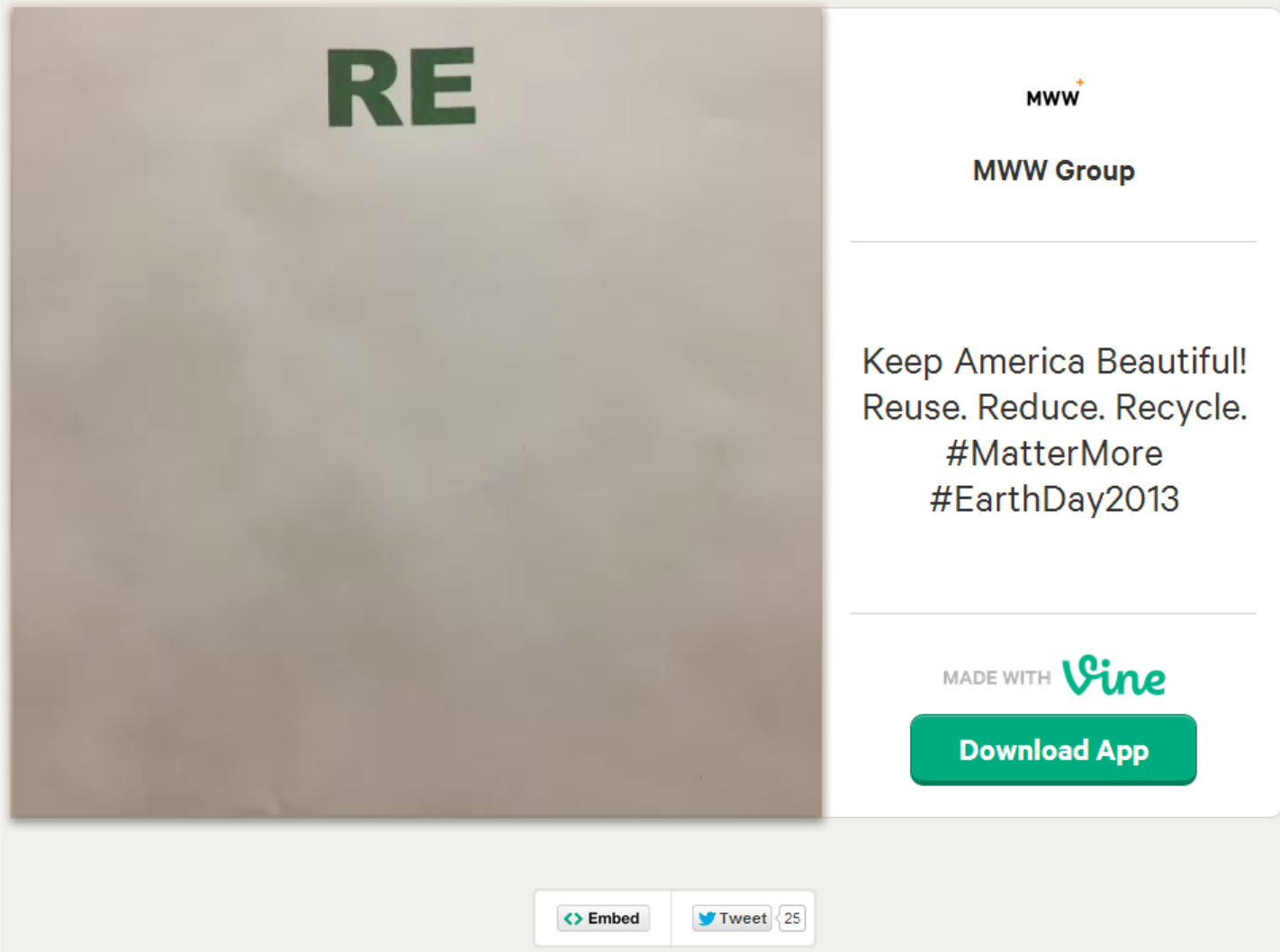
- Above the fold is Twitter length
- Single column
- Subject line



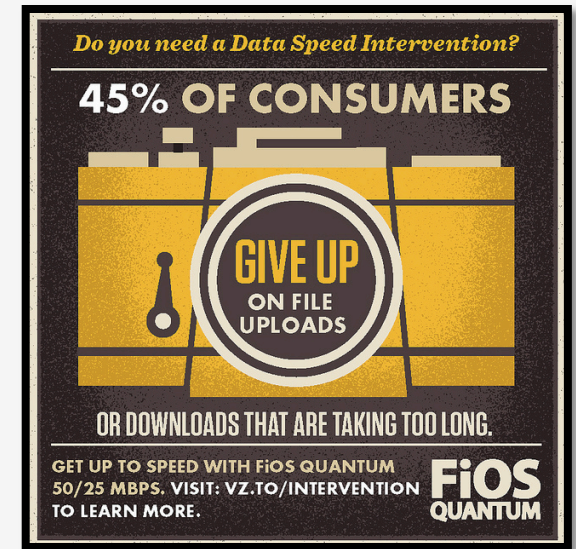
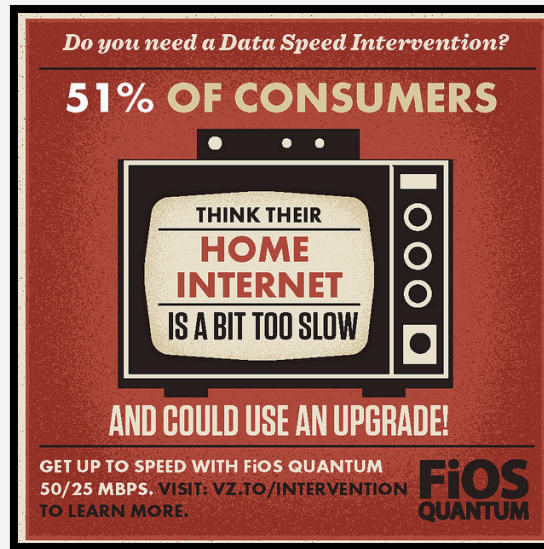
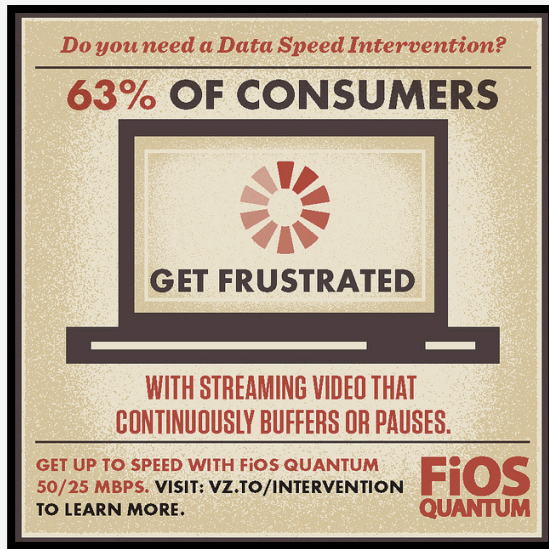
## Nail the Keywords

- + Re:
- + Top Ten
- + Breaking News

# CASE STUDY: MWW ON VINE









# CASE STUDY | JUSTIN BIEBER



justinbieber



Everyone in my team has been telling me, "keep the press happy" but I'm tired of all the countless lies in the press right now. Saying I'm going to rehab and how my family is disappointed in me. My family is beyond proud, and nothing's been said by them, my grandparents wouldnt know how to reach to press even of they did want to so that was a lie and rehab cmon. If Anyone believes i need rehab thats their own stupidity lol I'm 19 with 5 number one albums, 19 and I've seen the whole world. 19 and I've accomplished more than I could've ever dreamed of, I'm 19 and it must be scary to some people to think that this is just the beginning. I know my talent level and i know i got my head on straight. i know who i am and i know who i'm not My messege is to to believe. My albums could be about anything but my messages have been to never say never and believe, not to believe in me but to believe in yourself .. I honestly don't care if you don't believe in me because I believe in me, my friends believe, my family believe, my fans believe, and look where that's gotten me so far.. I'm writing this with a smile on my face and love in my heart. Letting u know first hand how I feel rather than have these story linger. I'm a good person with a big heart. And don't think I deserve all this negative press I've worked my ass off to get where I am and my hard work doesn't stop here... All this isn't easy. I get angry sometimes. I'm human. I'm gonna make mistakes. In gonna grow and get better from them. But all the love from you guys overcomes the negativity. I love u. Thanks

Likes

No likes yet.

- belieber\_name
- barblejean01
- rotemaharonii
- 10imgf
- mvertudezo27
- lemonlia
- belieber\_iheart\_justinbieber

Comments

justinbieber Everyone in my team has been telling me, "keep the press happy" but I'm tired of all the countless lies in the press right now. Saying I'm going to rehab and how my family is disappointed in me. My family is beyond proud, and nothing's been said by them, my grandparents wouldnt know how to reach to press even of they did want to so that was a lie and rehab cmon. If Anyone believes i need rehab thats their own stupidity lol I'm 19 with 5 number one albums, 19 and I've seen the whole world. 19 and I've accomplished more than I could've ever dreamed of, I'm 19 and it must be scary to some people to think that this is just the beginning. I know my talent level and i

# CLOSING THOUGHTS

- + ENGAGEMENT VIA NEWS
- + BEHAVIOR FIRST, NETWORK SECOND
- + SHORT THOUGHTS, VISUAL THOUGHTS
- + APPROACH TO SELECT RIGHT CONTENT
- + TIMING THE RIGHT CONTENT
- + OFFLINE/ONLINE
- + THINK FAST