MWW | MOBILE COMMUNICATIONS: WRITING RIGHT FOR MOBILE

#PRBOOTCAMP

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MOBILE IS NO LONGER A "WILL-GET-TO ACTIVITY"

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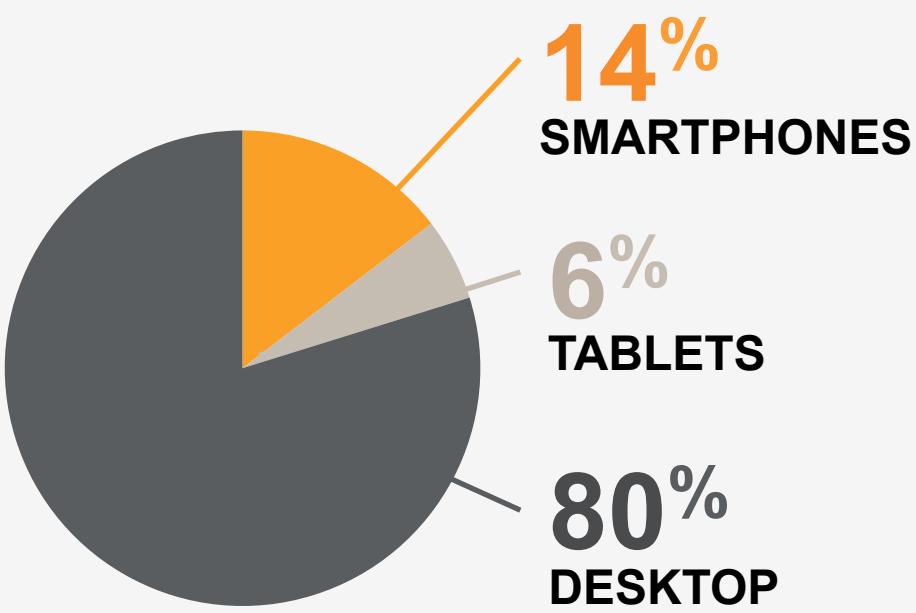
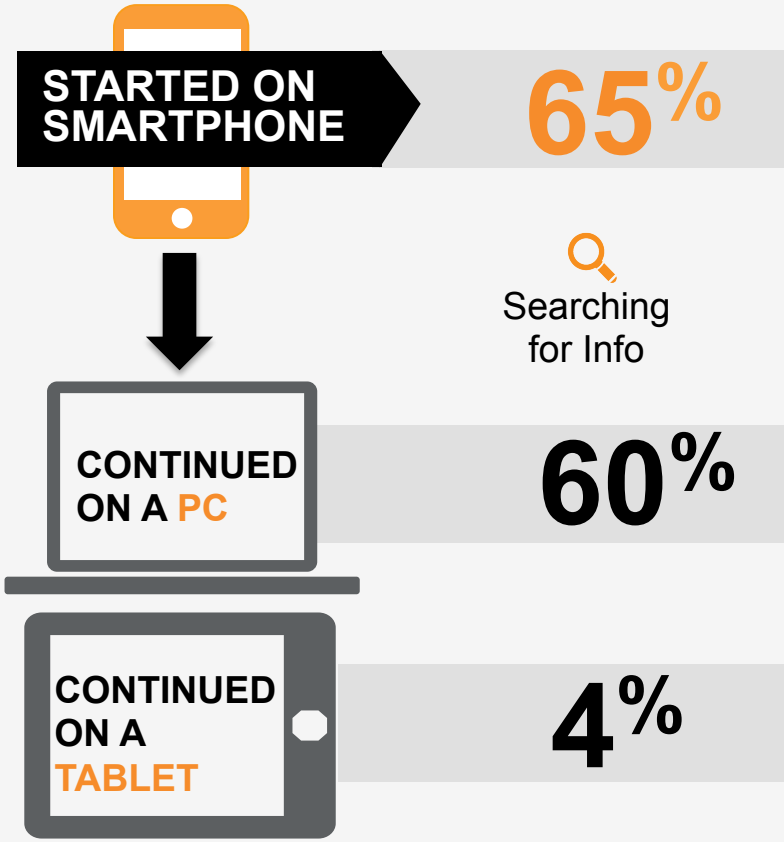
SMARTPHONES ARE A GROWING PORTION OF WEB TRAFFIC



WHAT WE START ON A SMARTPHONE (AND FINISH ELSEWHERE)



MAP THE ECOSYSTEM

TARGETING + TIMING = DISTRIBUTION

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Consumer Behaviors

- Explore
- Social Networks
- Community
- Speak your mind

Brand Behaviors

- Explore
- Resolve
- Engage
- Broadcast

DEVICES USED FOR NEWS CONSUMPTION

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Most used during the morning commute

55%
Radio

43%
Smartphones

Peak uses of devices at lunch

43%
Smartphones

32%
Laptops

30%
PCs

Peak after dinner

63%
Televisions

32%
Laptops

Devices that take over on the weekend

43%
Smartphones

42%
Print

42%
Tablets

34%
Televisions

WRITING FOR MOBILE

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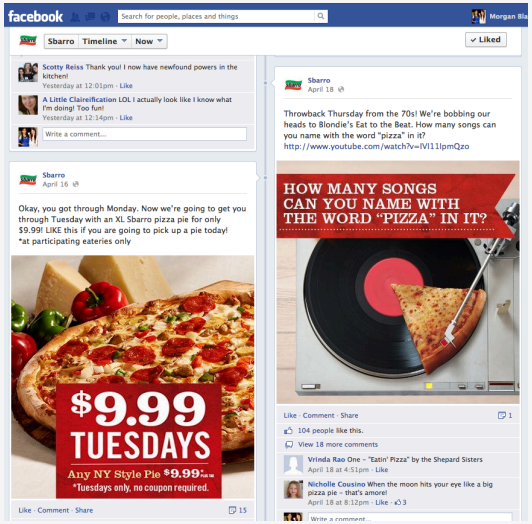
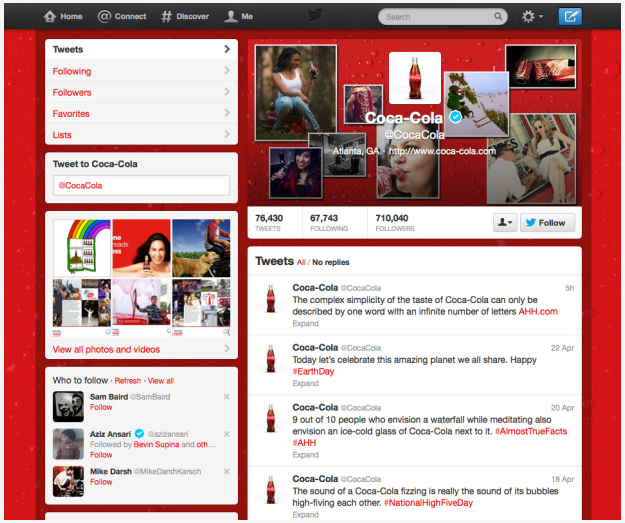
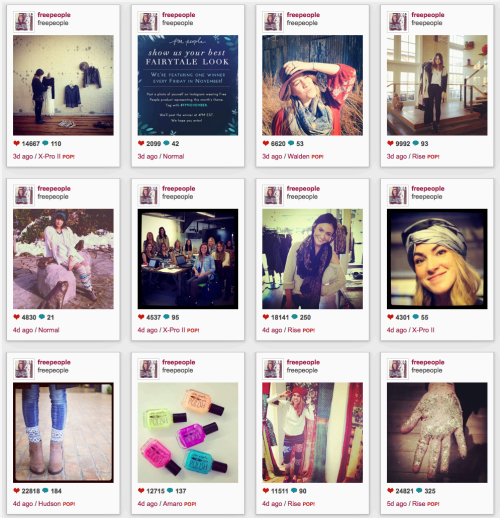
- Max info, minimum words
- Some mobile channels are optimized for images – so writing becomes drawing, shooting

KNOW CONTEXT

- Facebook is more personal, fun
- Twitter is for news
- Instagram/Vine – creative visual (even when it's about business)







VISUALIZE WHAT YOU WRITE

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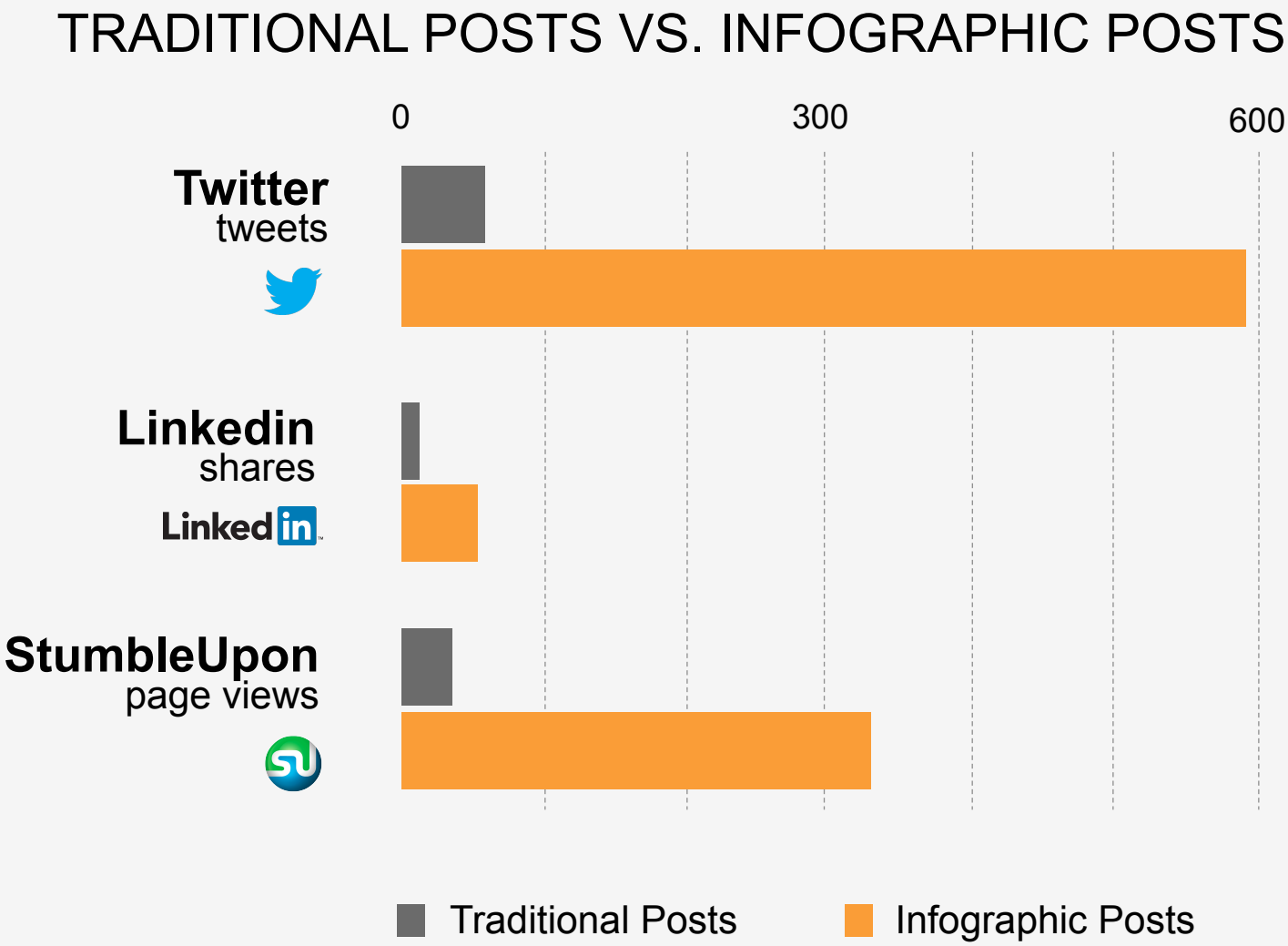
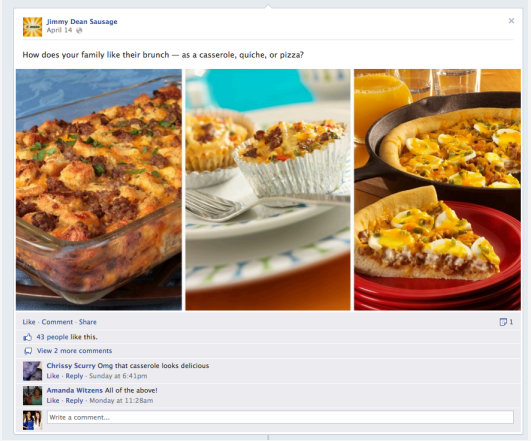
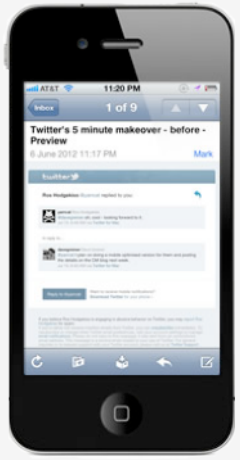


KNOW THE STRUCTURE

- Twitter – consider every space, punctuation
  - Know your # and @
- Facebook
  - think images and captions
- Email
  - Above the fold is Twitter length
  - Single column
  - Subject line

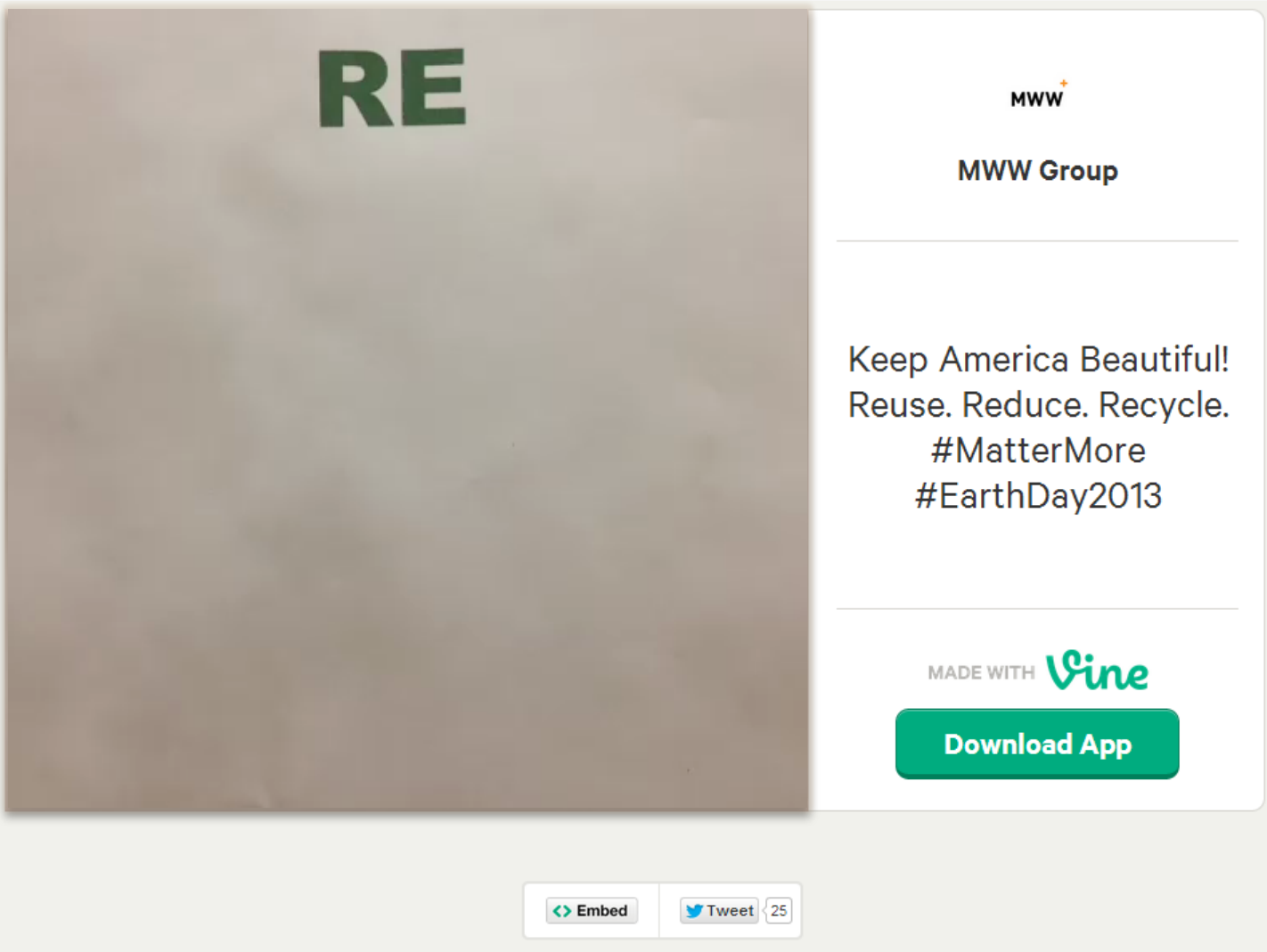




Nail the Keywords

- Re:
- Top Ten
- Breaking News

CASE STUDY: MWW ON VINE



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CASE STUDY | VERIZON MINI INFOGRAPHIC

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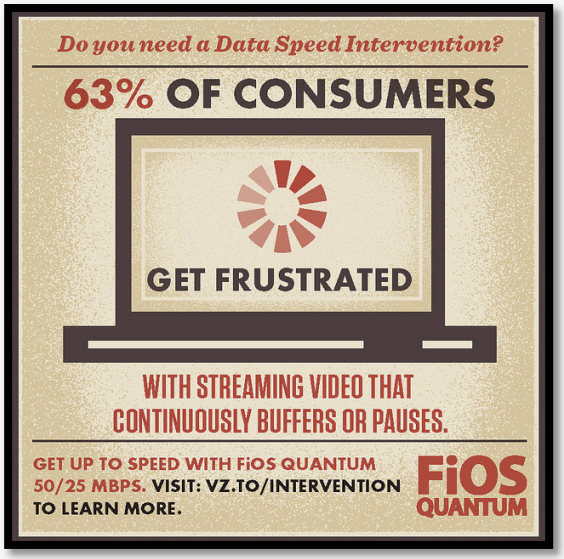

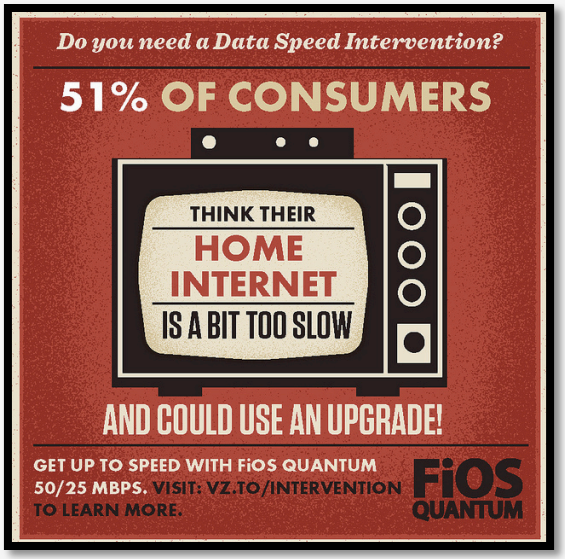

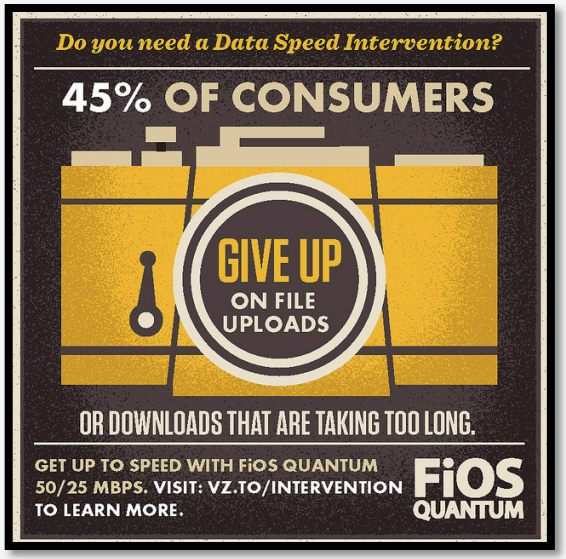

CASE STUDY | JUSTIN BIEBER

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CLOSING THOUGHTS

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