

Welcome

Before we get started

1. Today's webinar is scheduled to last 1 hour including Q&A and a short break
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello in the chat (select "Everyone" from the dropdown) and ask questions using the Q+A button

Mobile marketing 101: Using mobile to connect to your audience




Hansel McKoy, Wednesday 20 October 2021



digitalnetwork@artscouncil.org.uk



digitalculturenetwork.org.uk

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This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read
Social Media

Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago



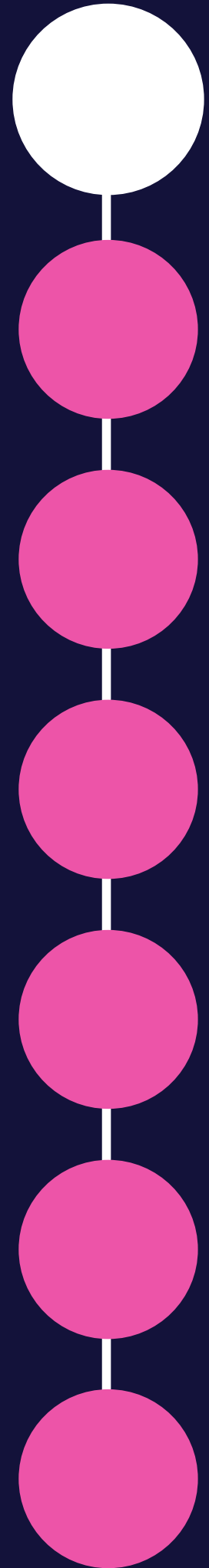
Beginner Read
Social Media

Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago





Understanding Mobile Marketing

Page Speed

Responsive Web Design

Break

Measurement

Summary

Q&A



Why are we talking about Mobile?

52.2% of **all** website traffic
worldwide comes from mobile
phones.

By 2025, nearly 73% of internet users will access the internet **solely via mobile devices.**

“Mobile marketing is a multi-channel online marketing technique focused at reaching a specific audience on their smartphones, feature phones, tablets, or any other related devices.”

What is Mobile Marketing?

**Search
Engines**

Social Media

**Push
Notifications**

SMS

**In-App
Marketing**

Our focus in today's webinar

**Search
Engines**

Social Media

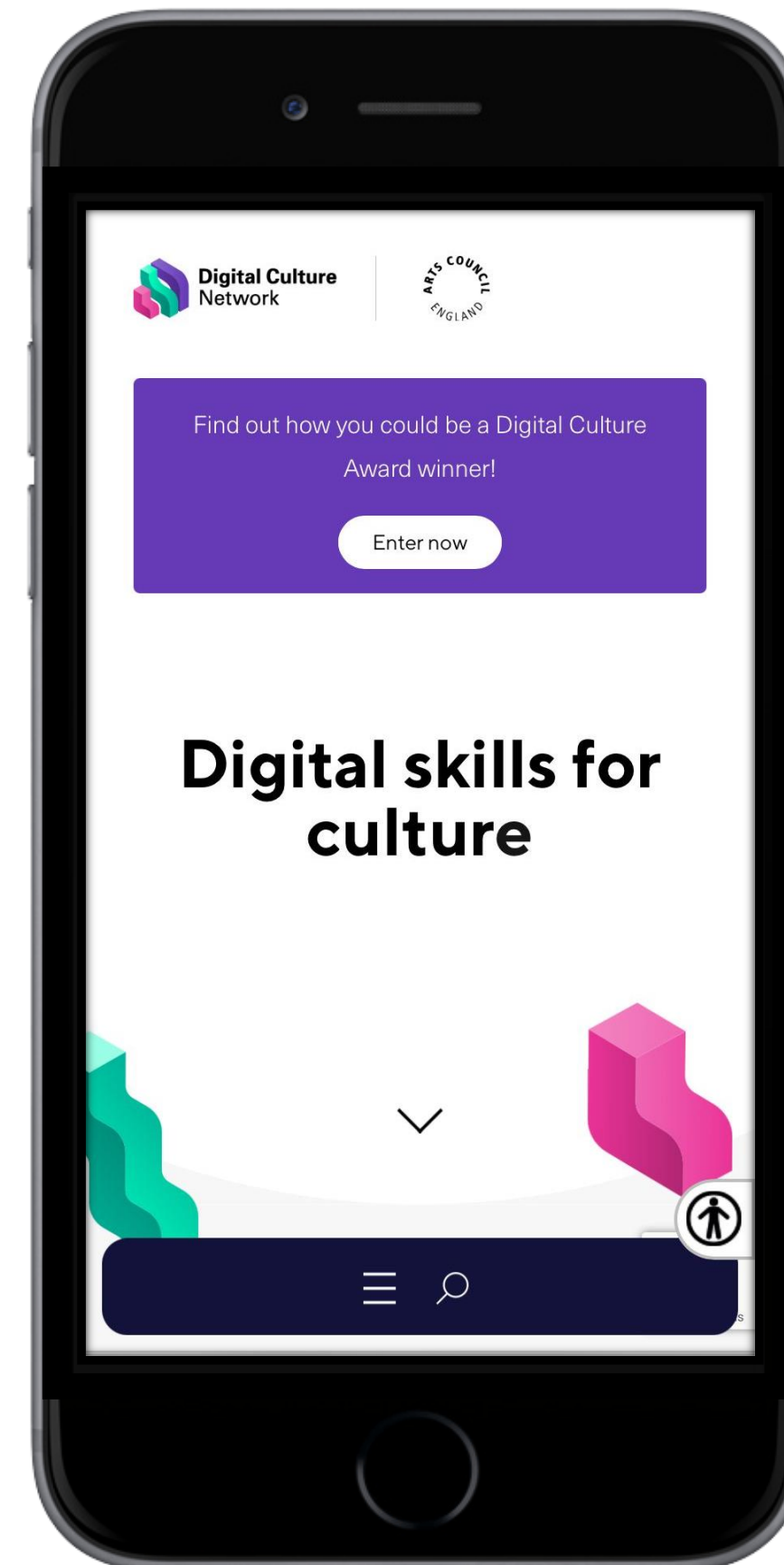
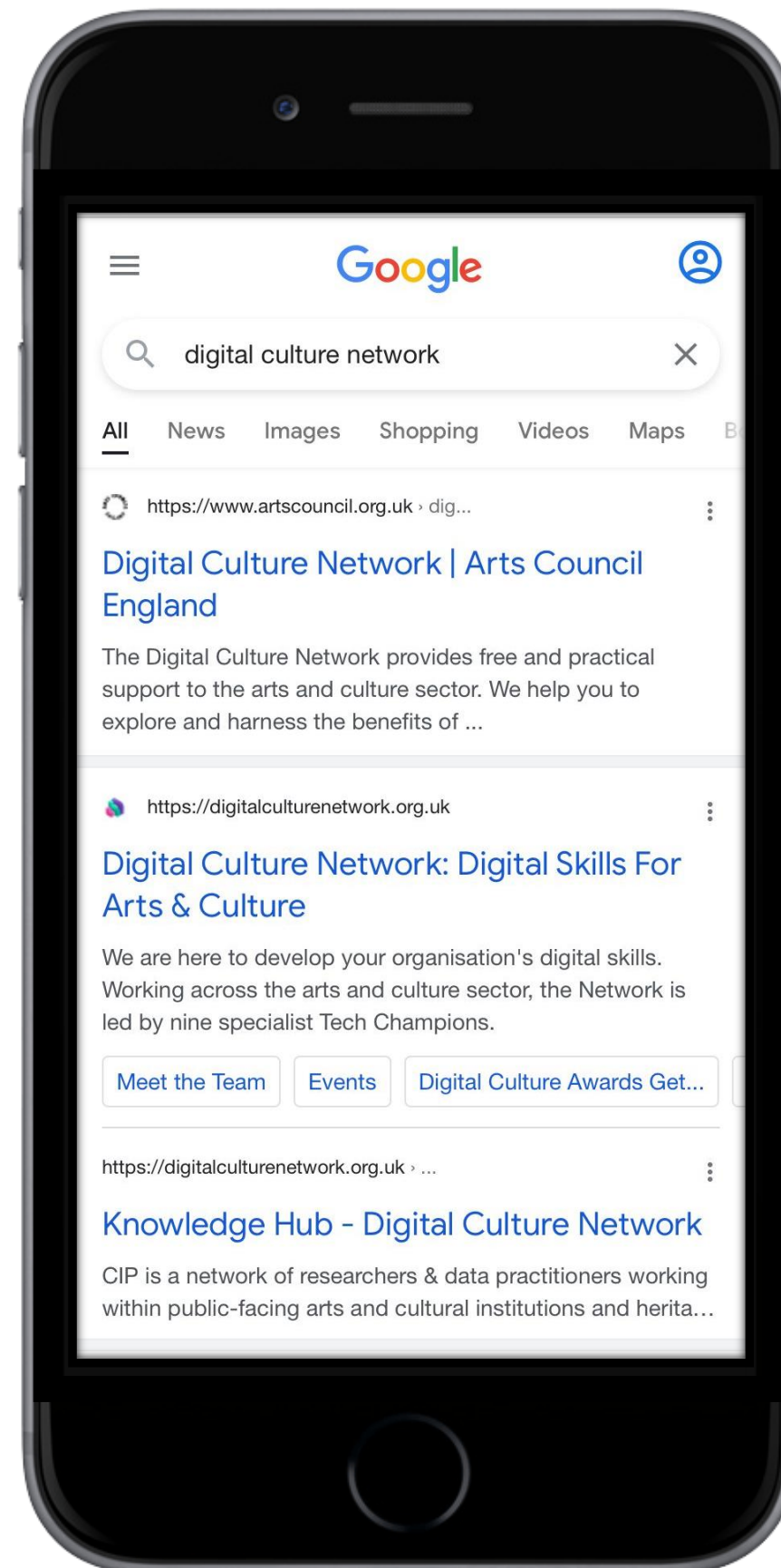
**Push
Notifications**

SMS

**In-App
Marketing**

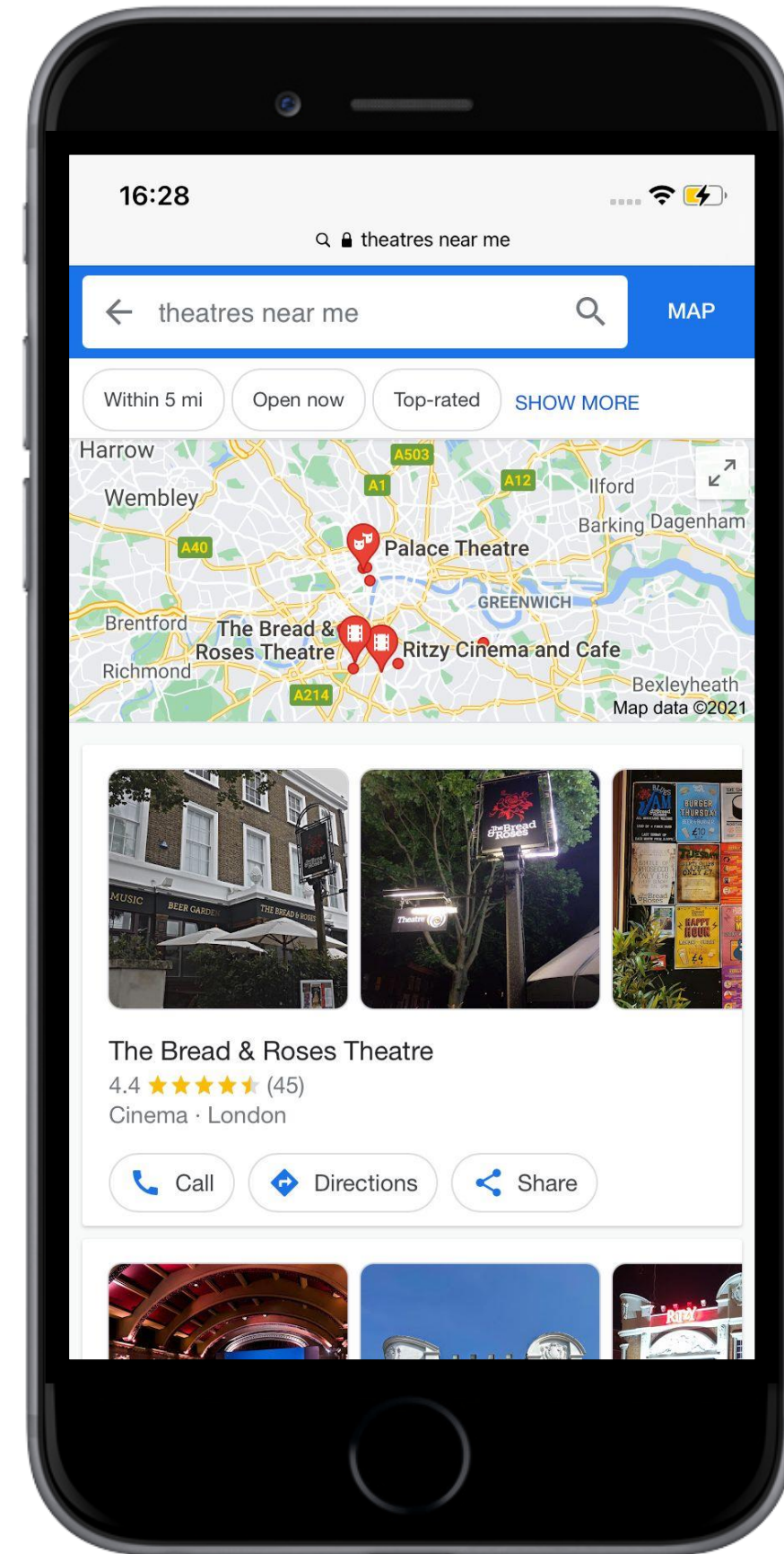
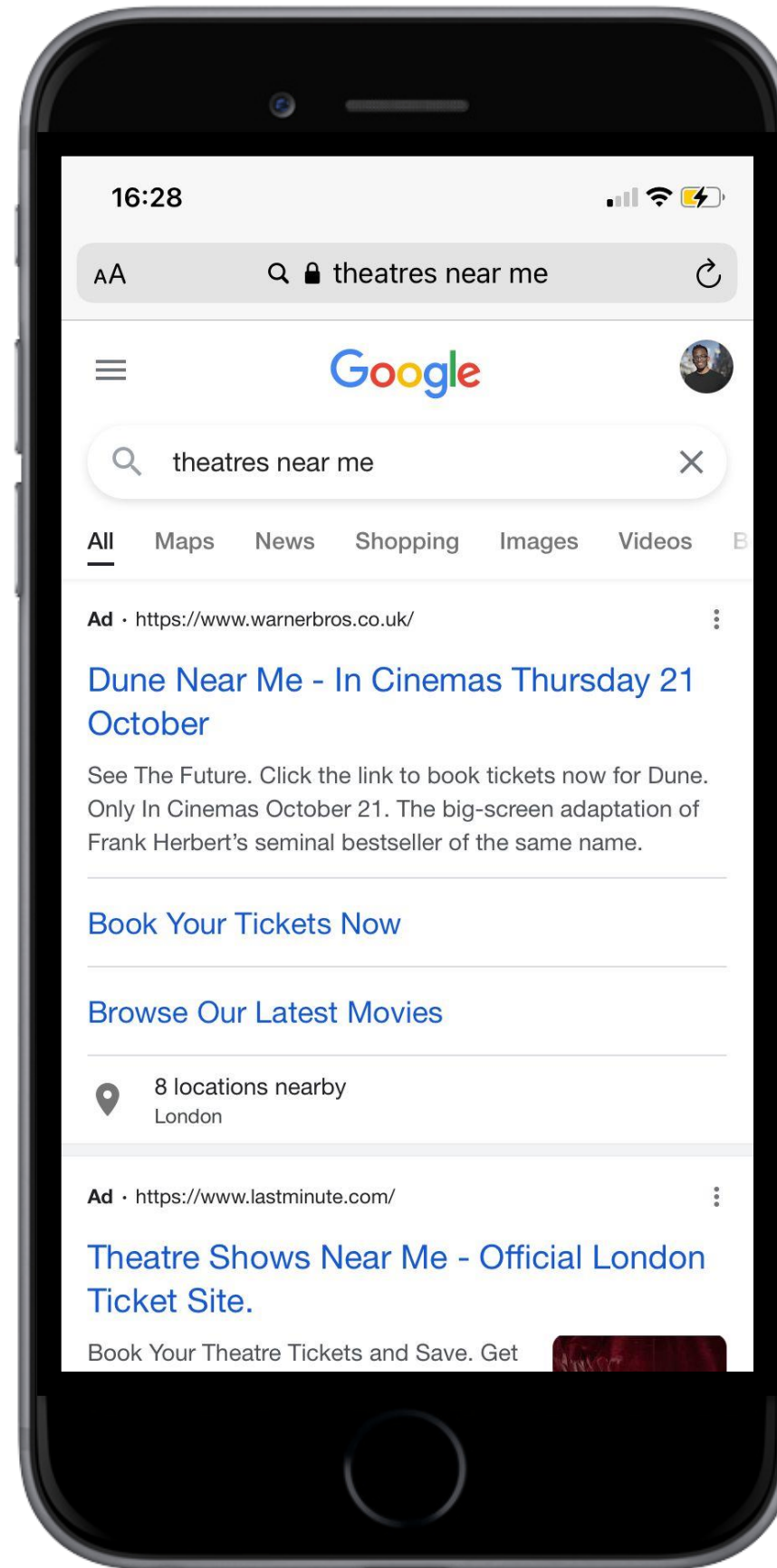
What is Mobile SEO?

Search
Engines



The importance of Local SEO

Search Engines

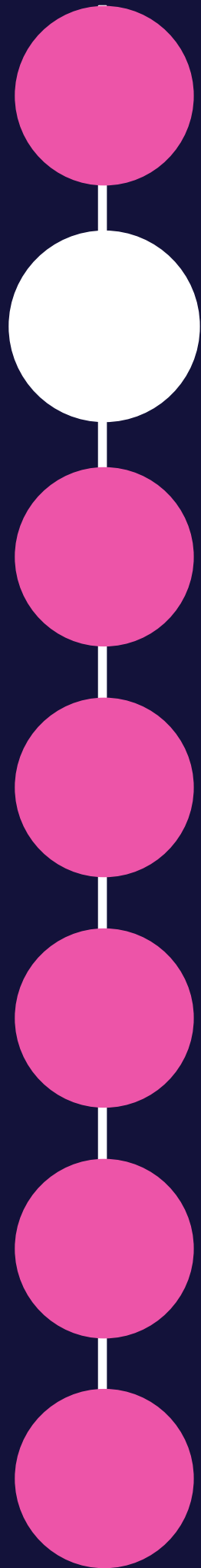


There are **more** searches on
mobile than on desktops.

Since July 2019, Google has enabled mobile first indexing by default.

On average, ranking in position **#1 on mobile** gets you **27.7% of the clicks**, whereas ranking in position **#1 on desktop** gets you **19.3% of the clicks**.

“Where to buy” + “near me” mobile queries have **grown by over 200%** in the past two years.



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Page Speed

Responsive Web Design

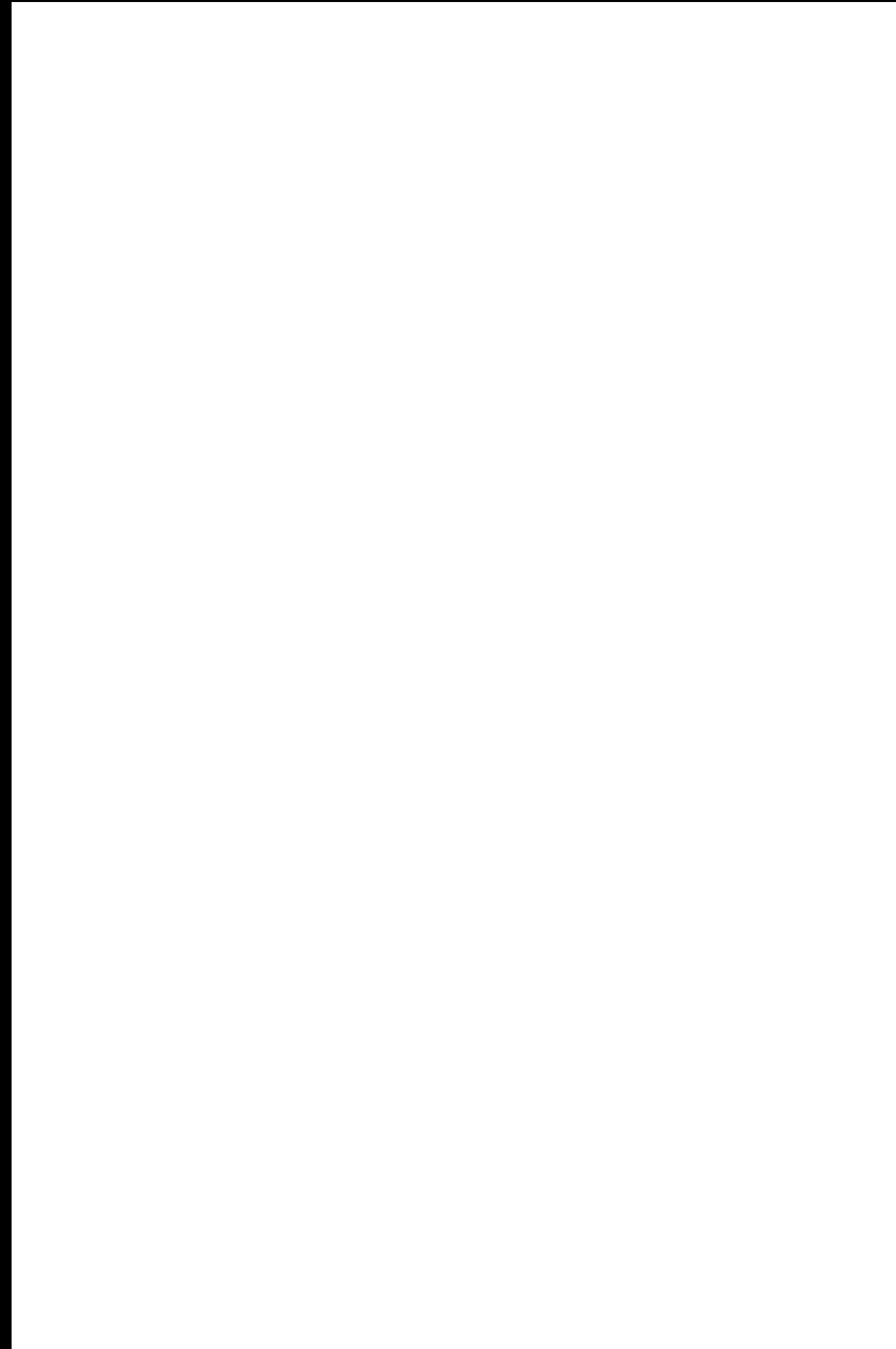
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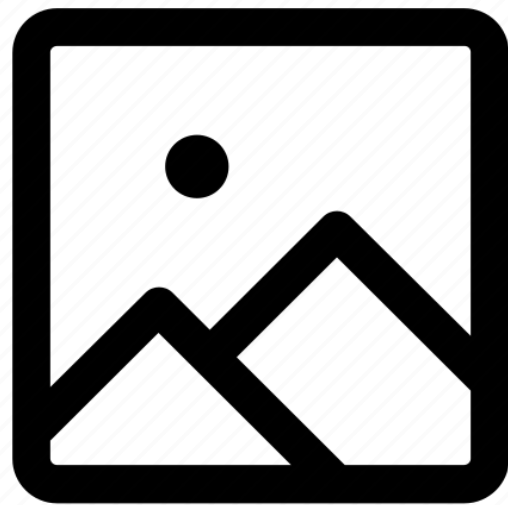




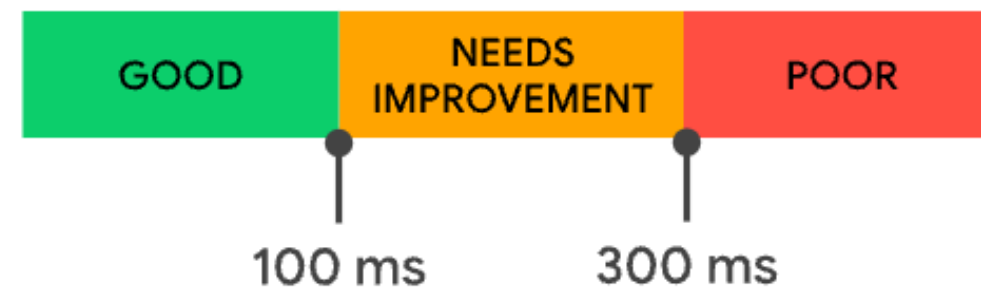
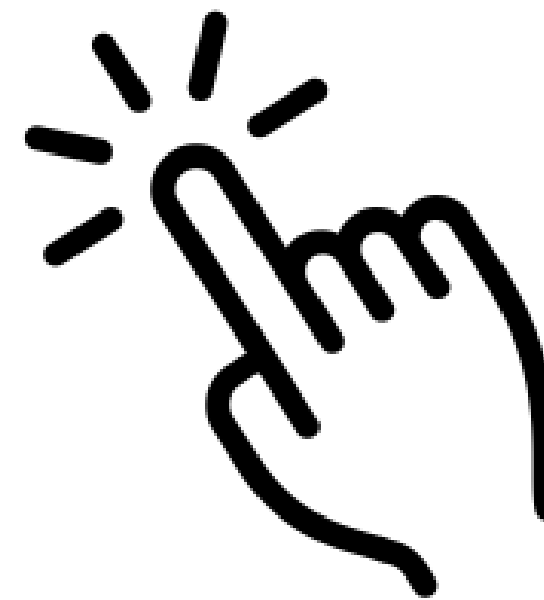
Google Page Experience Update June 2021

What are the most important factors to consider for your mobile site?

(Loading)
Largest Contentful Paint



(Interactivity)
First Input Delay



(Visual Stability)
Cumulative Layout Shift



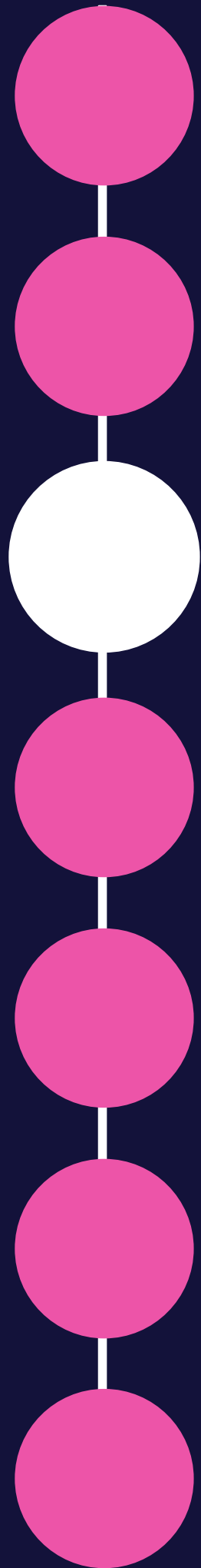
Let's test out your website!

Comment the name of your website in the description below or run a rest yourself using the following link:

<https://developers.google.com/>

*Please comment your website domains to have them analysed live!

**These metrics will evolve over
time.**



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What is Responsive design?

It makes up for the need to create device specific layouts, where you need to change the order and positioning of elements of your site to make it appropriate for given devices.

Responsive design means creating websites that dynamically adjust to the devices that they are being viewed on.

Creating websites that dynamically adjust to the viewing device

Install a responsive theme

Avoid lengthy pages

Simplify menus

Clear call to actions

Keep forms Short

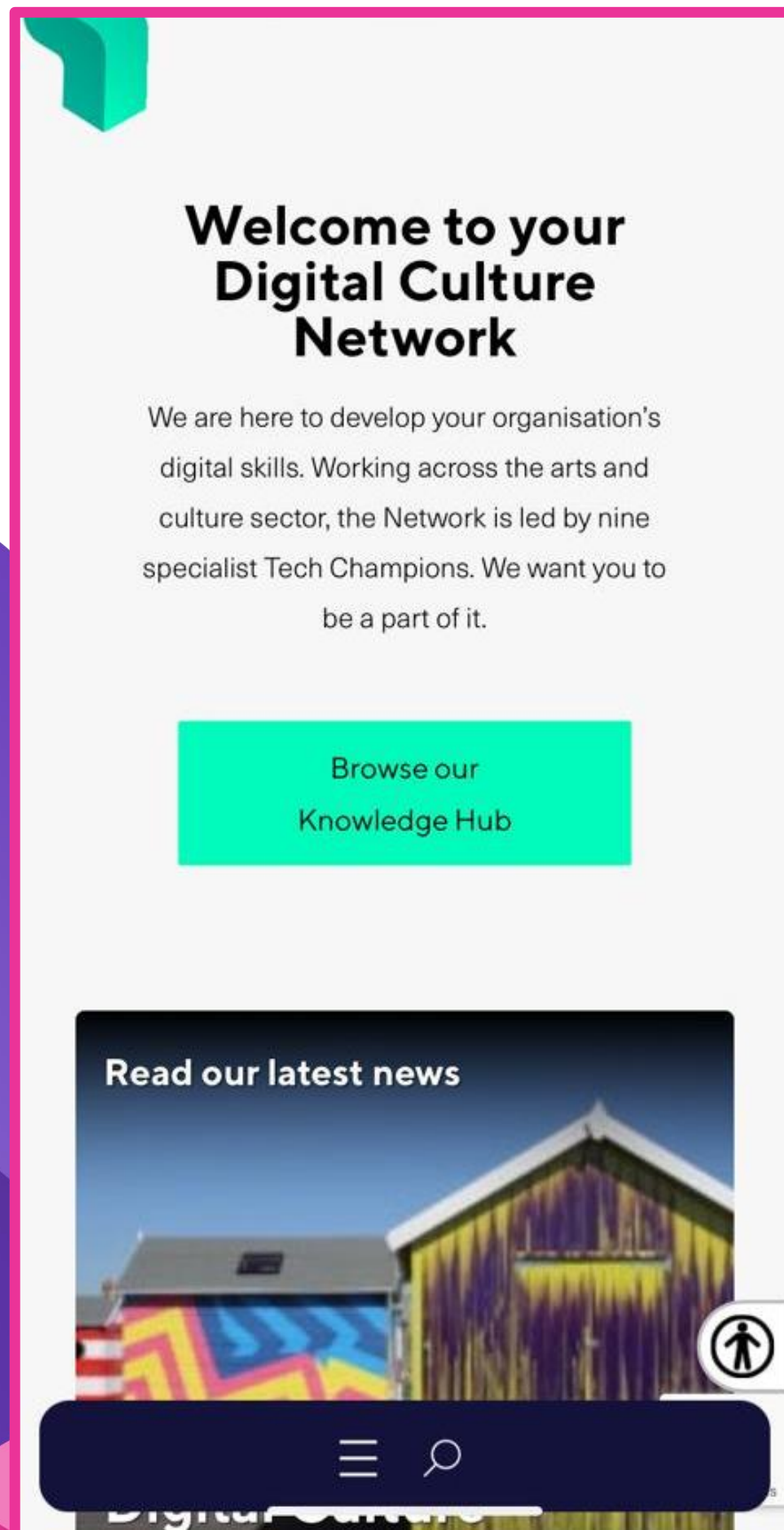
Size matters

Include a Search Function

Increase the size of your icons

Remove Pop Ups

What does this look like?




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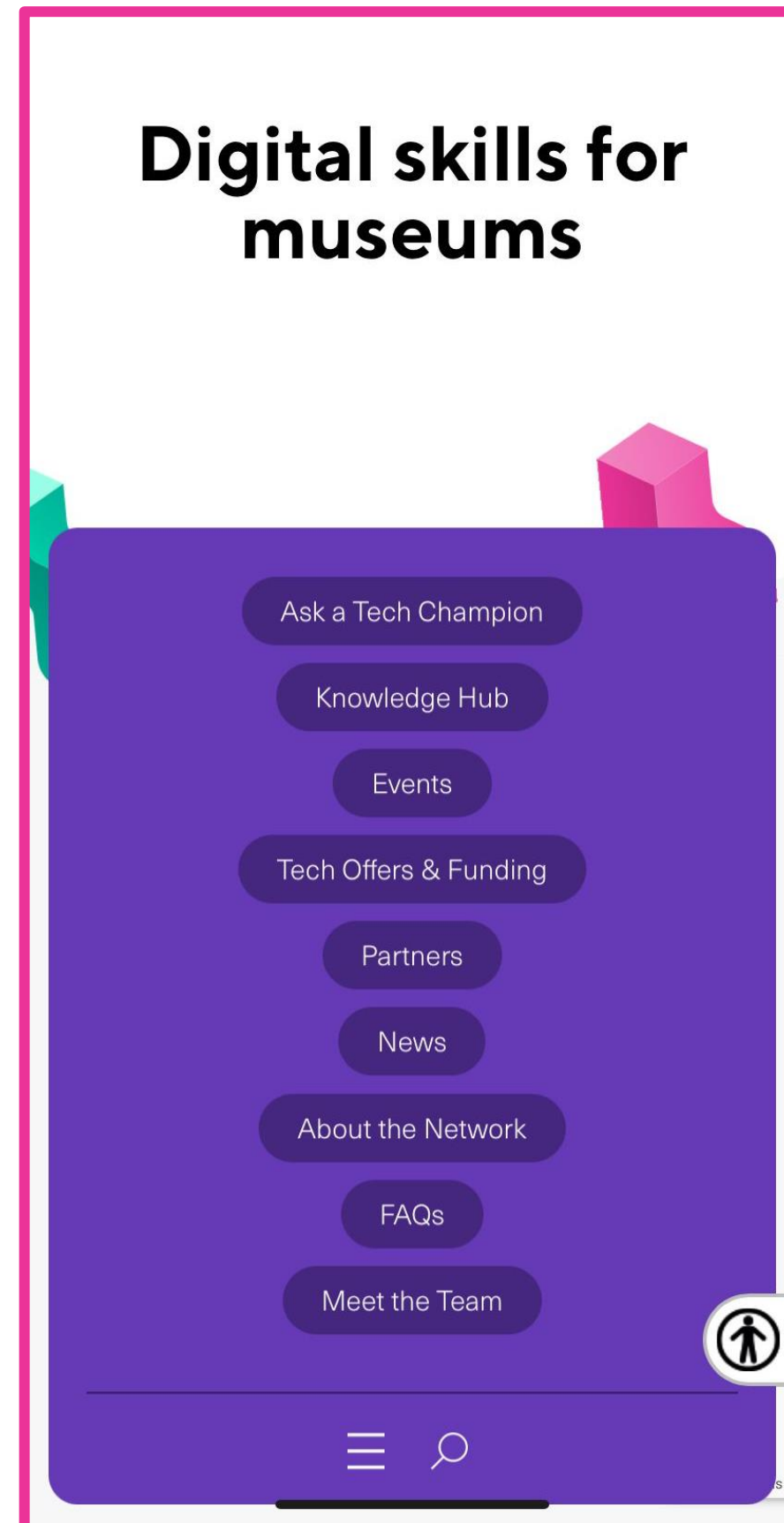
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Read our latest news



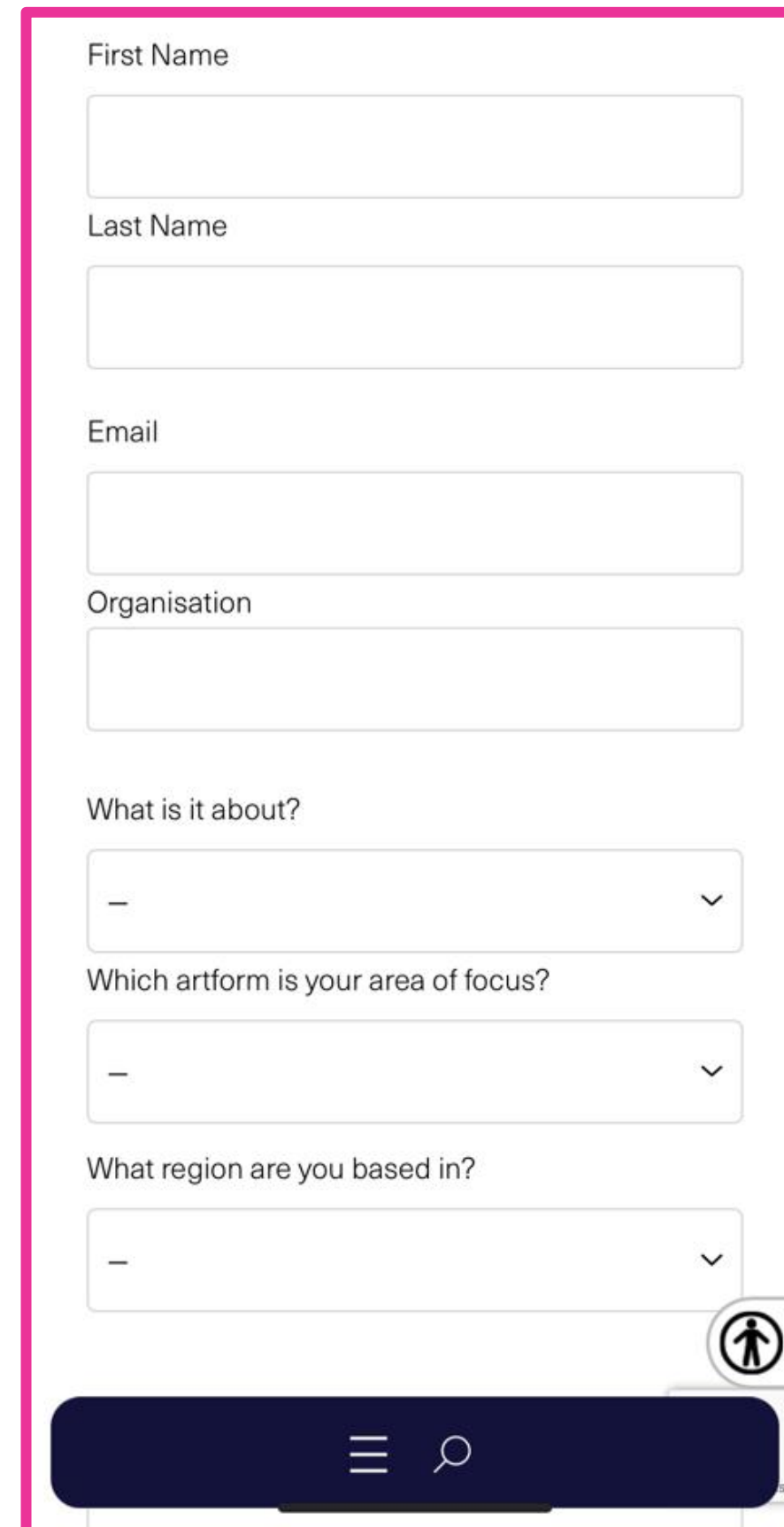
Navigation icons: menu, search, accessibility.



Digital skills for museums

- Ask a Tech Champion
- Knowledge Hub
- Events
- Tech Offers & Funding
- Partners
- News
- About the Network
- FAQs
- Meet the Team

Navigation icons: menu, search, accessibility.



First Name

Last Name

Email

Organisation

What is it about?

Which artform is your area of focus?

What region are you based in?

Navigation icons: menu, search, accessibility.

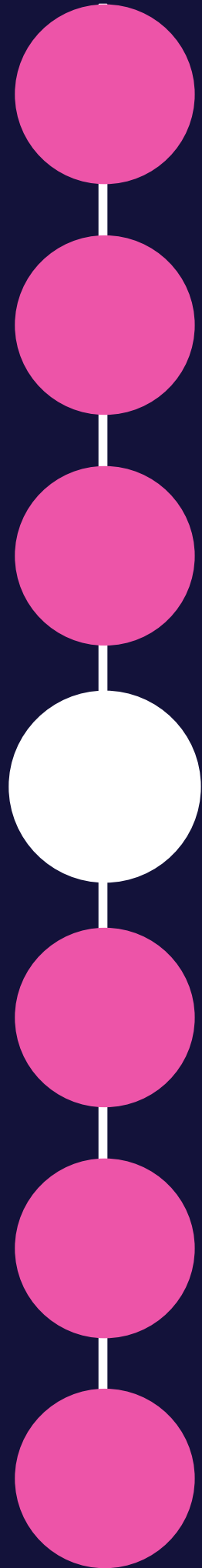


Search the knowledge hub

- The Fundamentals
- Digital Leadership and Strategy
- Making the Most Out of Your Data
- Growing Your Audiences
- Talking to Your Customers
- Creating Income Streams

Filter articles by topic

Navigation icons: menu, search, accessibility.



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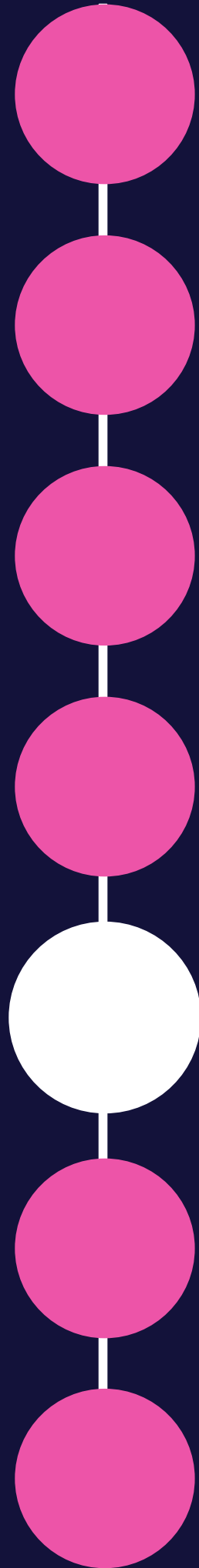
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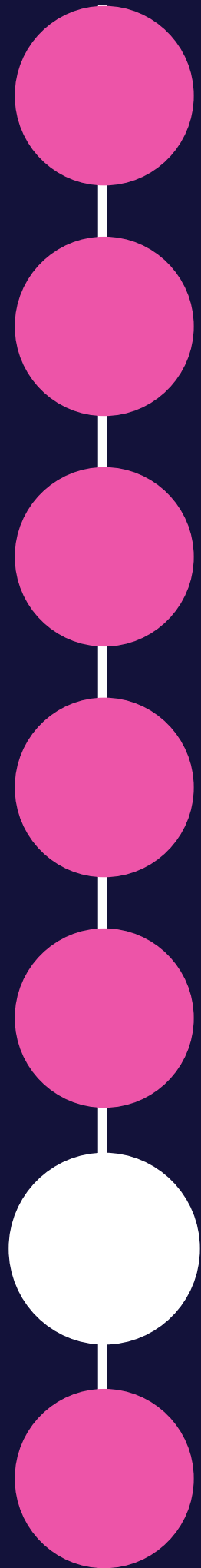
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Using Search Console



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What we learned about mobile marketing

A multi-channel strategy

Makes your content accessible

Improves local visibility

Page speed more important than ever

Websites must be responsive

Everything spoken about is measurable

Q&A






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