

The Power of Voice in Mobile Marketing

William Meisel, President, TMA Associates

Author, *The Software Society*

Challenges to conventional advertising

- Ads easily ignored on web sites
- Small screen of mobile devices

Challenges to conventional advertising

- Ads easily ignored on web sites
- Small screen of mobile devices
- Viewing of recorded video rather than live shows



It's hard to get attention

Social Media Users Worldwide Who Are Engaged with Brands on Select Social Networks, Dec 2013

	Monthly active users (millions)	Brand interaction rate*
Facebook	1,190	0.10%
Google+	300	0.09%
Twitter	218	0.04%
Instagram	150	1.53%

*Note: *number of "likes," comments and shares (doesn't apply to Instagram)/the number of account followers*

Source: L2 Think Tank, "Intelligence Report: Instagram," Feb 1, 2014

On mobile phones

- 38% of clicks on a static banner and 13% of clicks on rich media banners were accidental
 - GoldSpot Media

Streaming video

- Mobile devices were used in 20% of video streaming in Q4 2013 (Adobe)

Mobile advertising more than twice as effective as desktop

- Four times more effective when targeted towards affluent consumers
 - Global study from BBC World News

How do you engage the
consumer?

Dialog

- “Never before has a brand been able to have a personal dialogue with over a billion users. This is the mass intimacy brands have been craving.”
 - Martin Lindstrom, author of *Buyology* and *Brandwashed*

It's not theoretical

- Deployed voice ads
 - JetBlue
 - Toyota
 - *Using Nuance cloud-based voice ads technology*

But it has to add interest or value

- Avoid touch-or-say





Carrier

12:37 PM

**NEED SOME ADVICE
THAT DOESN'T STINK?**

I can help.



Don't sweat it.
Use Alpha.



ALPHA

Variability → Repeated views

- Not the same ad over and over
- A “living ad”

A spectrum

Voice
ad



Specialized
Personal
Assistant

An evolution

Voice
ad



Specialized
Personal
Assistant

Opportunity

- Engage your customers

Opportunity

- Engage your customers
- Provide development tools

Opportunities

- Engage your customers
- Provide development tools
- Provide supporting infrastructure

Opportunities

- Engage your customers
- Provide development tools
- Provide supporting infrastructure
- Add the creative element

Opportunities

- Engage your customers
- Provide development tools
- Provide supporting infrastructure
- Add the creative element
- Come up with something I've missed!

Mobile

+

Voice

Mobile

+

Voice

+

Marketing