The Power of Voice in Mobile Marketing

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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

<table>
<thead>
<tr>
<th>Social Media Users Worldwide Who Are Engaged with Brands on Select Social Networks, Dec 2013</th>
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<tbody>
<tr>
<td>Monthly active users (millions)</td>
</tr>
<tr>
<td>Facebook</td>
</tr>
<tr>
<td>Google+</td>
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<tr>
<td>Twitter</td>
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<tr>
<td>Instagram</td>
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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
NEED SOME ADVICE THAT DOESN’T STINK?
I can help.

Don’t sweat it.
Use Alpha.
Variability ➔ Repeated views

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

Voice ad  →  COMPLEXITY  →  Specialized Personal Assistant
An evolution

Voice ad → EXTENSIONS → Specialized Personal Assistant
Modality

Voice-only  Series of pictures  Video

Cost of production
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