

Sample Action Plan: Mobile Marketing

The Action Plan is a collaborative, living document that you'll create with your Gartner team. Each plan is customized to reflect your specific objectives.

Our analysts work with you to focus on the areas with the greatest potential impact on your business. You'll then use the Action Plan as a touchstone to measure progress against goals and course-correct if necessary.

Put your mobile marketing plan into action!

Call us at 1-866-592-5144 or email us at gml@gartner.com



Mobile Marketing: Develop a mobile marketing strategy



How your Gartner partnership will provide continuous, long-term support

Client Objective	Client Initiatives	Action Plan and Gartner Resources
Increase conversion rates by incorporating mobile location technology into our mobile marketing strategy	<ul style="list-style-type: none">▪ Build a business case to gain necessary funding and support from the greater business▪ Understand risk, build trust with our customers and address key privacy concerns▪ Construct a strong analytics foundation that supports mobile decisions and monitors risk▪ Understand how best to work with cross-functional teams throughout the organization to ensure that all mobile marketing efforts run smoothly▪ Address gaps in team and technology capabilities either through in-house activities or external providers▪ Measure the difference in customer experience and develop	<ul style="list-style-type: none">▪ Use the Marketing Maturity Assessment to help understand your organization's current capabilities and outline what actions are needed to reach the next level▪ Provide a business case for developing a coherent, mature mobile strategy based on major trends from our market trends and survey reports that will shape the mobile marketing landscape▪ Review team capabilities and design steps to improve the specific capability gaps▪ Secure cross-functional teams to develop the mobile marketing strategy▪ Help you identify the foundational elements of a mobile strategy to make a compelling contribution to an improved customer experience▪ Work with you to build frameworks for thinking about mobile strategy and holistic multichannel brand experiences and assessing how mobile tactics align with your business goals and marketing plans▪ Develop a mobile marketing strategy that helps your organization retain customers, increase loyalty and defend profit margins▪ Use survey results to benchmark your mobile marketing program and identify tactics that support customer engagement and revenue generation▪ Partner with our analysts to develop a unified mobile marketing strategy around synthesizing the forces of social, local and mobile instead of always treating them as independent data points▪ Mobile marketing best practices that will lead you to success and help you determine where to begin, what set of investments to consider and how to scale, and ensure you align your strategy and tactics with customer behavior▪ Use analytics to build testing into strategy and campaigns▪ Continuously collaborate to implement new best practices in order to maintain leading mobile position in the industry

Mobile Marketing: Choosing a mobile app vendor




















How your Gartner partnership will provide continuous, long-term support

Client Objective	Client Initiatives	Action Plan and Gartner Resources
Incorporate mobile location technology into our mobile marketing strategy to better target customers and prospects with the right message or offer at the right time and place	<ul style="list-style-type: none">Identify a vendor that meets our needs for mobile location technologySuccessfully implement and train cross-functional teams on this new mobile location technologyUtilize the data captured from the mobile location technology to deliver messages to customer prospects at the right time based on locationMeasure and track campaignsReview performance data to track best practices and implement new strategies moving forward	<ul style="list-style-type: none">Use the Marketing Maturity Assessment to help understand your organization's current capabilities and outline what actions are needed to reach the next levelCollaborate with analysts to vet providers, evaluate trade-offs and know what questions to ask before you retain a mobile app development shopHelp you make sense of the fragmented mobile analytics space and find the provider that offers the features and capabilities you need to execute a successful mobile marketing strategy with Magic Quadrants & Market GuidesProvide you with a shortlist of vendors from our Cool Vendor Reports that are driving innovation in the mobile marketing and location technology spaceProvide a business case for developing a coherent, mature mobile strategy based on major trends from our market trends and survey reports that will shape the mobile marketing landscape through 2017Leverage analyst support and guidance in mobile app implementationOffer you best practices for how to approach mobile app design and development, and ways to build relationships with your IT/developer/agency partnersProvide insight and guidance as you build out a mobile app analytics dashboard to measure and track campaignsContinuously collaborate to implement new best practices in order to maintain leading mobile position in the industry

Sample engagement plan for the first 90 days



	1-30					31-60				61-90		
Weeks	1	2	3	4	5	6	7	8	9	10	11	12
 Key milestones  Service interactions	 Kickoff					 30-day check-in				 Portfolio review		 90-day review
 Written research and tools	Identify research reports to baseline team's understanding	Review digital and mobile plans, priorities, documents, corporate goals, and next steps				Review findings from Spend Survey and other relevant surveys			Toolkit: Compare your investment with peers in marketing spend and maturity			
 Subject matter experts	Prioritize next steps and gaps mapped to mobile strategy				Learn best practices from across industries around content creation and curation		Talk to analysts and perform technology landscape scan for vendors, agencies and service providers		Talk to an analyst expert to get actionable advice contextualized to your priorities			
 Peers	Engage for best-in-class sales and marketing support models and structures					After the first 90 days, we'll continue to collaborate to address your highest priorities, helping you save time, reduce risk and lead with confidence.						