

Consumers' perspectives

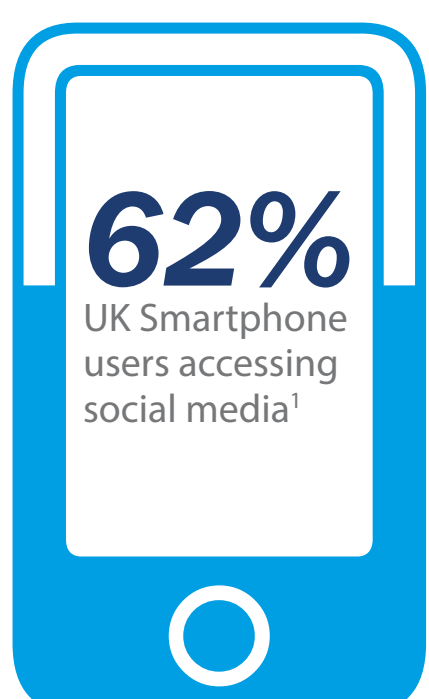
on social media marketing via mobile

The rapid growth in smartphone ownership means that the majority of people in the UK are more connected than ever before. Just one pocket-sized device gives access to calls, SMS and an increasingly smartphone-optimised mobile web.

In spite of the range of media accessible via smartphone, it's social media that's become users' most favoured non-call based activity. According to a 2011 Google/IPSON report, 62% of smartphone owners use their devices to access social media, compared to 58% who use them to play games, 57% who use them to listen to music and 33% who use them to read the news.

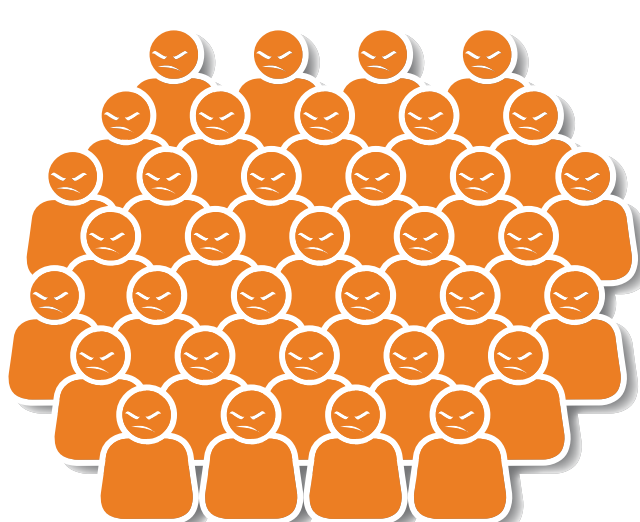
Always on, always there: social becomes mobile

Smartphones now account for more than half of all mobile devices owned by UK consumers. People aren't sat in front of their desktops all day, but they do carry their phones wherever they go - which is having a major impact on the way in which people are choosing to interact via their social media networks.



Pockets of consumer resistance

Unsurprisingly, there are many social media users that state their objection to the idea of **Brands** using social media to engage with them. However, given the highly personal nature of social media and consumers regarding mobile as the most personal of all communications devices, the level of objection is surprisingly low.



Disjunction between respondents' attitudes and actual behaviour

There's a measurable contradiction between what consumers report their attitudes towards mobile social media marketing to be and the reality of their interactions. Perhaps this indicates a bias towards cynicism or maybe a lack of awareness of what constitutes marketing in all its forms.



23%
say they're happy to use mobile social media to interact with **Brands**

Yet

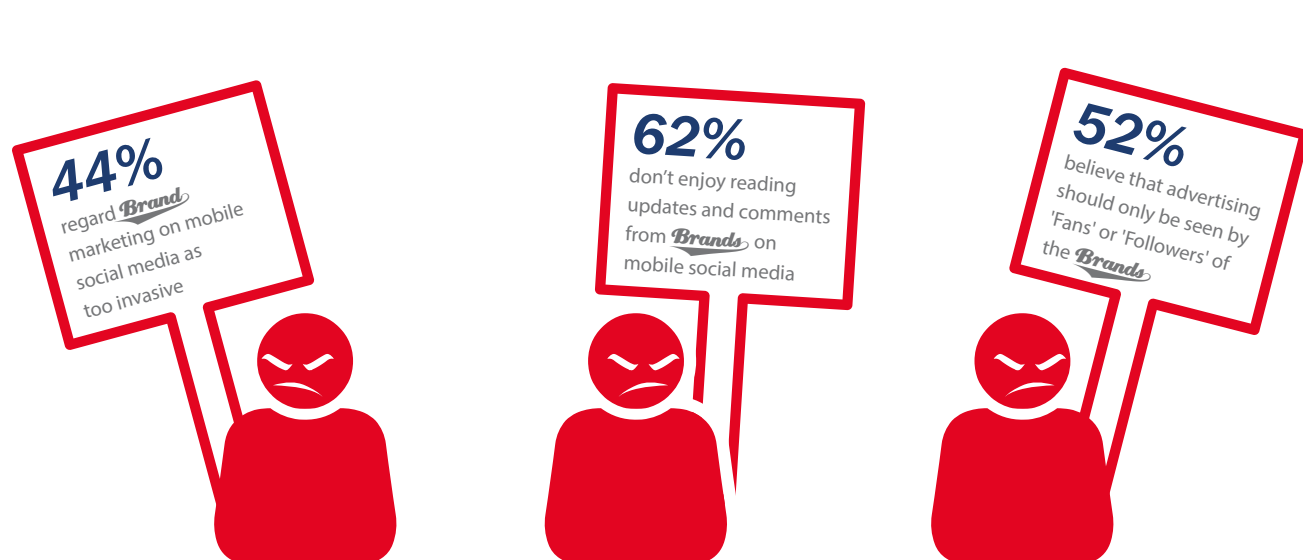


43%
do interact with **Brands** via mobile social media



The rules of consumer engagement

The reasons for consumer resistance to mobile social media marketing could be traced to a number of sources. But lessons learnt from the history of direct marketing suggest that understanding the 'rules of engagement' - what consumers regard as acceptable and unacceptable contact practices - is vital to overcoming barriers.



Conclusion

The fantastic potential for mobile marketing is perhaps best illustrated by Google's 'mobile first' ethos for all of its services based on the simple premise that soon smartphones will be the primary device for people to access the web. So why haven't marketers been so quick to cotton on? Speaking at the DMA's Go Integrated conference in March 2012, Google's Industry Leader Richard Robinson ventured his opinion as to why:

"Marketers are scared, ignorant or can't be bloody bothered!"

While mobile social media is a new trend, it's certainly one that appears will be sticking around for some time to come. Therefore marketers need to overcome their concerns, their ignorance and their apathy to ensure that they experiment and test different strategies to understand the rules of engagement when contacting consumers via mobile social media. Otherwise, consumers will start to regard **Brands** as being unsociable.

Methodology

A gender survey was conducted amongst 1,200 UK consumers using Toluna QuickSurveys panel in Oct-Nov 2011. 38% of the respondents were male whilst 62% were female. 34% were 18-34 years-olds, 44% were 35-54 year-olds and 22% were over 54 years old.

Footnotes

- ¹ Google/IPSON 2011
- ² <http://newsroom.fb.com/content/default.aspx?NewsAreaId=22>
- ³ <http://mashable.com/2011/01/07/40-of-all-tweets-come-from-mobile/>
- ⁴ <http://windmillnetworking.com/2012/03/30/is-mobile-driving-the-increase-in-social-media-throughout-the-world-with-infographic/>
- ⁵ <http://econsultancy.com/uk/blog/8234-which-of-the-top-50-retailers-are-on-mobile>

About Toluna QuickSurveys

A global panel community of over 4.8 million individuals across 39 countries, the Toluna Community powers 'AskToluna'. Unlike other panel organisations, Toluna has developed a unique community model that uses Web 2.0 technologies to increase panellist engagement, responsiveness, profiling depth and reliability.

Toluna's panel communities enable individuals to express, collect and share polls and opinions and interact with fellow members.

<http://www.quicksurveys.com/?camp=dma>

About the DMA

The Direct Marketing Association (DMA) is Europe's largest professional body representing the direct marketing industry. We have a large in-house team of specialists offering everything from free legal advice and government lobbying on direct marketing issues to research papers and best practice.

As well as being at the forefront of developments in digital and direct marketing, we continue to lead the way in traditional direct channels. That's why the DMA is such a great platform for sharing expertise and DMA membership is synonymous with better business. <http://www.dma.org.uk/content/welcome-direct-marketing-association>

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