



Mobile Marketing for Healthcare Providers 2022

Since the moment it arrived, mobile technology has been changing everything.

Here's how the **Mobile Marketing Association** (MMA) describes the current landscape: *"The interaction between people and brands has been forever changed - it is closer, personal, powerful and pervasive. And marketing and communications capabilities are about to further explode with the future of 5G, AI, and other emerging technology. Add a growing generation of screenagers entering the workforce and always-connected consumers to the mix, and you have a once-in-an-era transformation in the way brands and their customers interact."*

According to **The State of Mobile 2022**, published by data.ai (**formerly App Annie**), mobile computing is more popular than ever—and it looks like the future will hold more of the same.

Today's **mobile-first economy** offers a unique opportunity for healthcare organizations that are ready and willing to make the most of the benefits it offers. Just consider some of the findings uncovered in the report:

- *"More time than ever before is spent in mobile apps, reaching **4.8 hours** per day in the top mobile-first markets."*
- *"Consumers are migrating their attention and wallets to mobile as over **\$320,000** flowed through the app stores every minute of 2021, an increase of nearly **20%** from previous records in 2020."*
- *"Mobile services from both early adopters and mobile-forced players remain in high demand — with global consumers downloading over **435,000** apps per minute."*
- *"Advertisers are taking note of the broad reach and deep engagement of mobile apps with mobile ad spend on track to hit **\$350 billion** in 2022, after surpassing **\$295** in 2021."*



According to a [press release](#) announcing the report—which referred to mobile as the GOAT (Greatest of All Time)—consumers spent a record 3.8 trillion hours on their mobile devices in 2021.

“Mobile is the Greatest of All Time and the go-to device of the future,” said Theodore Krantz, Chief Executive Officer. “The big screen is slowly dying as mobile continues to break records in virtually every category - time spent, downloads and revenue.”

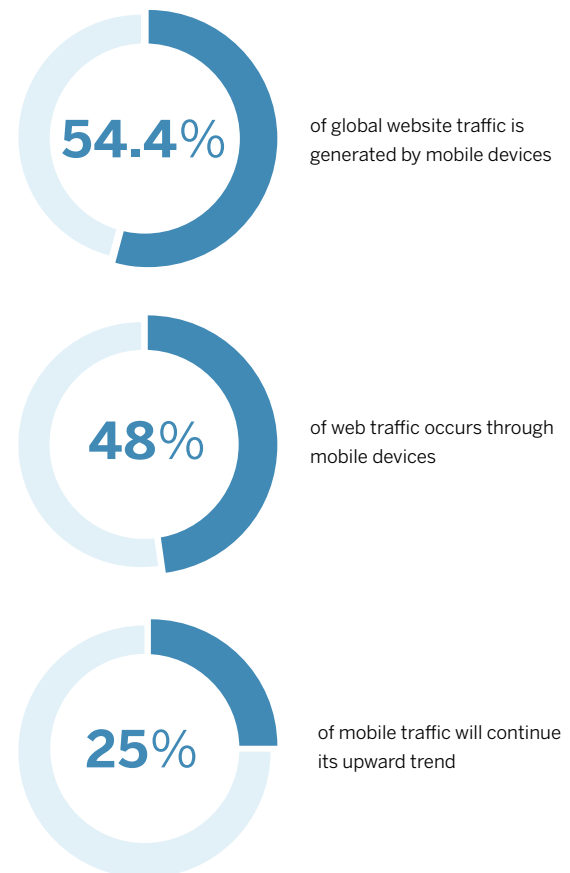
In its compilation of [mobile marketing statistics for 2021](#), Smart Insights cited [data from Statista](#) indicating that **over fifty percent of all global web traffic is now mobile.**

“The big screen is slowly dying as mobile continues to break records in virtually every category - time spent, downloads and revenue.”

“In the fourth quarter of 2021, mobile devices (excluding tablets) generated 54.4 percent of global website traffic, consistently hovering around the 50 percent mark since the beginning of 2017 before consistently surpassing it in 2020,” Statista said.

“Due to low infrastructure and financial restraints, many emerging digital markets skipped the desktop internet phase entirely and moved straight onto mobile internet via smartphone and tablet devices.”

In the U.S., Statista said about 48 percent of web traffic occurs through mobile devices, and that worldwide, the most popular activities people use mobile devices for include watching movies or videos, using e-mail, and tapping into social media.



Smart Insights also cited data from the [Ericsson Mobility Report](#), which predicted that mobile traffic will continue its upward trend, increasing by 25% by 2025.

For healthcare marketers seeking to reach patients and prospects in the most effective way, stats like these underscore the new imperative to embrace a mobile mindset when developing and deploying a marketing strategy. Here, we'll provide some key essentials to help you do it.

What is Mobile Marketing?

Marketo defines **mobile marketing** as “a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.”

From email, to pay-per-click (PPC), search engine optimization (SEO), content marketing, and social media marketing, there is a mobile marketing channel to reach every part of your audience where they are most comfortable.



Mobile Marketing Trends



In a [revisit of its Mobile Marketing Deep Dive](#), The Drum described top mobile marketing trends from 2021.

1. “Social commerce breaks through”

Noting the lingering effects of “pandemic fears” on brick-and-mortar shopping locations, 2021 was described as *“the year social commerce actually stuck with consumers.”*

Citing Jellyfish’s Stephen Warrington, The Drum said the maturation of social commerce channels—including Snapchat, Pinterest, TikTok and “especially” Instagram—have allowed brands to “reach consumers where they are, rather than fret about where they aren’t.

2. Influencers hold more power with platforms

“With the emergence of TikTok as a major force in social over the last two years, competition for influencer and creator talent between platforms has gained heat,” The Drum said.



As a result, some platforms have been trying to “pry popular creators” away from their competitors by offering various perks.

The dynamic illustrates the growing sway that influencers possess: “It has meant influencers – or at least, some of them – now hold more power than ever before, relative to the companies that host their content.”

3. “TikTok emerged as a viable advertising channel”

Referring to TikTok as “Bytedance’s golden goose,” The Drum described the platform as *“the biggest tech story of the entire pandemic.”*

Describing the evolution of its success, The Drum said that “in 2021, the platform began encouraging small and medium sized businesses to advertise to its millions of users, following the same path that transformed Facebook from a Palo Alto tech company into an imperial Silicon Valley power,” with more plans on the horizon.

In **8 Mobile Marketing Trends to Watch for in 2022**, conversational commerce software provider CM.com concurred with some of the trends on the list compiled by The Drum and added a few more:

- **Mobile Commerce Growth:** “The pervasive use of mobile phones and tablets has paved the way for m-commerce to take a larger piece of the digital marketing pie. According to Forbes, **mobile commerce is expected to grow 68% by 2022** as more people shop on their phones.”
- **Mobile-First Marketing:** “To keep pace with mobile commerce growth, having a mobile-first marketing approach is the most effective way to capture and cultivate new online clientele. In addition, Google seems to favor mobile-responsive sites, ranking them higher on SERPs.”*
- **Omnichannel Marketing:** “An effective marketing strategy encompasses several customer touchpoints for maximum reach. Omnichannel marketing embraces social media, chat, content marketing, email, and even webinars to create a cohesive customer experience.”
- **Conversational Chatbots:** “The use of conversational AI chatbots continues to gain ground. Chatbots respond to customer questions that mimic human interaction through a combination of pre-programmed scripts and artificial intelligence.”
- **Voice Search:** “Studies show that over half of all adults have used voice search, which strongly indicates that voice search capability is now a necessity, not an option.”
- **Location-Based Marketing:** “Location-targeted mobile ads are coming into their own as a way to serve location-focused ads to consumers on the go. According to industry forecasts, targeted mobile advertising spending in the United States is forecasted to surpass **\$32 billion** by the end of 2023.”

* S.E.R.P. (n). stands for search engine results page. This is the page that a search engine returns after a user submits a search query. In addition to organic search results, search engine results pages (SERPs) usually include paid search and pay-per-click (PPC) ads.

Mobile Marketing Compliance



Organizations can enjoy many benefits from mobile marketing, but it's essential to comply with [related regulations](#) as marketing campaigns are deployed.

In the U.S., [mobile marketing laws](#) include the Telemarketing Sales Rule (TSR) and Telephone Consumer Protection Act (TCPA). The [CAN-SPAM Act](#) ("Controlling the Assault of Non-Solicited Pornography and Marketing Act") also applies when it comes to commercial email messages. [Additional rules may apply](#)—such as HIPAA—depending upon the content and type of mobile marketing involved.

In addition to official guides from the FTC and FCC, there are many resources available to help explain the TSR and TCPA in more straightforward terms. As conversational commerce software provider CM.com says in its [Guide to Mobile Marketing Compliance in the U.S.](#), "Customer consent is the key to mobile marketing compliance."



Mobile marketing laws protect consumers from unwanted message blasts and define the requirements for customer consent," CM.com explains. "According to federal regulations, consent for commercial text messaging must be given in writing."



For more details, please access the [full guide](#).



Law firm Hinch Newman LLP, which specializes in telecommunications and marketing law, also describes some of the [requirements of mobile marketing regulations](#). The following are snippets from the descriptions and not the complete summary. For more comprehensive guidance, please see [the article](#).



“The TCPA requires any entity that calls or texts consumers for commercial marketing purposes to obtain unambiguous, prior express written consent.”



“Specific guidelines must be adhered to in order for consent to be deemed acceptable.”



“The TSR includes the Federal Trade Commission’s version of Do Not Call rules and restrictions on the use of prerecorded message calls.”



“However, unlike the TCPA, the TSR imposes various requirements for inbound and outbound calls, including disclosure and upsell requirements.”


Informing Your Mobile Marketing Strategy

To help inform marketing strategies, Smart Insights included seven topics in its compilation of **mobile marketing statistics for 2021**. Here's a synopsis of what they uncovered for each topic.

Time spent using mobile media

Noting that mobile media use “varies throughout the day,” Smart Insights underscored the importance of knowing when consumers are most active on which devices to inform “**dayparting**” strategies regarding the purchase of AdWords and display media.

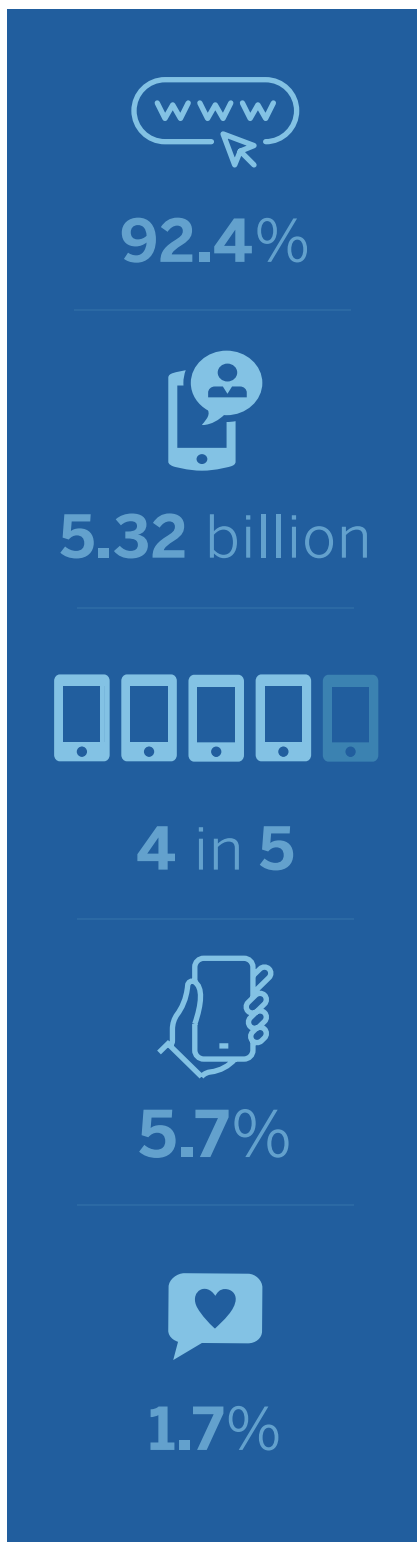
Citing data from **comScore**, Smart Insights said prior to the pandemic, desktop use had been prevalent during the day for those who work, but mobile devices were used more in the evening. But since the pandemic upended everything, that's not necessarily the case anymore. According to recent data from Wordstream, user behaviors have changed—which includes an increase in the number of people conducting late-night searches. In a **November 2021 post**, Wordstream explained some of the dynamics involved.



“As many of us shelter in place or otherwise commute less during the pandemic, we’re staying up and online later than we normally would,” Wordstream said. “That coupled with this unusual late night COVID-19 search habit has fundamentally changed when we’re searching online. Even in industries not immediately impacted by the coronavirus-related searches, we’re still seeing large spikes in late night searches and ad impressions in their PPC campaigns.”

Percentage of consumers using mobile devices

Smart Insights also cited recent data from [Datareportal](#), which demonstrated the ubiquitous nature of mobile and its growing popularity:



"The vast majority of the world's internet users – **92.4 percent** – use a mobile phone to go online at least some of the time, and mobile phones now account for more than half of our online time, and more than half of the world's web traffic."

"The latest data reveal that more than two-thirds of the world's total population now uses a mobile phone, with the number of 'unique' mobile users reaching **5.32 billion** in April 2022."

"The number of cellular connections associated with smartphones continues to increase, and the latest figures indicate that smartphones now account for roughly **4 in 5** of the mobile phones in use around the world today."

"The number of smartphones in use is growing at an annual rate of **5.7 percent**, with an average of close to 1 million new smartphones coming into use every day."

"Unique mobile users are currently growing at a rate of **1.7 percent** per year. However, hundreds of millions of people have also upgraded from 'feature' phones to smartphones over the past 12 months."

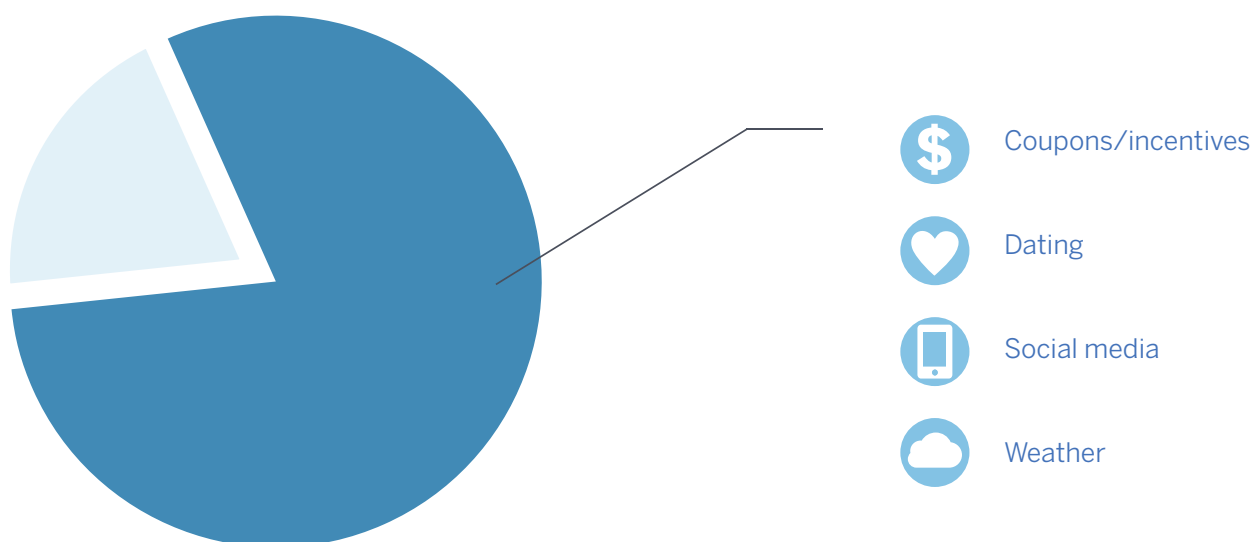
Website visits on mobile vs desktop devices

Citing mobile-first perspectives from Eric Schmidt, then Chairman of Google, Smart Insights said that although data about hours spent on mobile devices is important, it's equally important to understand what consumers are doing during that time.



The reality is that while smartphone use is overwhelmingly popular for some activities such as social media, messaging, and catching up with news and gossip, the majority of consumers in western markets also have desktop (and tablet) devices which they tend to use for more detailed review and purchasing,” Smart Insights said. “So we need to think about strategies to engage the multichannel majority, not simply ‘mobile first’ or ‘smartphone adoption.

Citing data from [comScore](#), Smart Insights listed the top mobile-access categories—all with more than **80%** mobile-only users—as:





Mobile conversion rates vs desktop and visit share for e-commerce sites

Using data from **Kibo Monetate** related to conversion rates for their retail clients, Smart Insights said smartphone conversion had jumped “dramatically” over the period measured.

“The latest quarterly update from 2020 shows, particularly in the States, there is now only a very small difference between desktop and mobile conversion rates,” Smart Insights said. “Interestingly, global tablet conversion rates are even higher than desktop!”



In addition to conversion rates, order value was also analyzed. In this context, Smart Insights said desktop was “still the top dog.”

Mobile media usage

Citing the **Ericsson Mobility Report 2020**, video accounted for 63 percent of mobile traffic at that time—and is predicted to increase to 76 percent by 2025.

“The main driver for this behaviour is the rapid diffusion of a wide range of video content such as embedded video in web browsing, social media, plus increased video streaming and sharing services,” Smart Insights said.

The impact of mobile ads

Citing **Statista data** that mobile ad spend was set to surpass desktop by 2022, Smart Insights said since the data was published, “we have seen more evidence for mobile ad spend victory” due to the impact of the pandemic.

“Mobile ad revenue and CMP proved much more resilient to the dramatic changes in March 2020 than desktop, laptop and tablet,” Smart Insights explained.

How consumers research products using mobile search and review sites

Citing data from **Bright Local**, mobile phone usage to search for reviews has increased, but still lags desktop when it comes to the number of searches conducted.

*“However, interestingly, it seems the value of mobile marketing comes into play later in the decision-making process,” Smart Insights said. “A recent retail report by eMarketer states that internet users looking for more information in-store **often skip approaching retail associates and go directly to their smartphones.**”*

Creating Your Mobile Marketing Strategy



There are many factors to consider when creating a mobile marketing strategy. [Marketo](#) underscores the importance of deciding “what success looks like” and gathering “key stakeholders” to assess current efforts, identify where improvements can be made, and map a mobile marketing strategy to deploy.

Ensuring responsive design is an important place to start.

“One of the first steps to creating a mobile marketing program is ensuring responsive design across your website, emails, and landing pages,” Marketo says. “By implementing responsive design, you ensure a seamless and easy-to-engage-with experience that will attract and retain users.”

When it comes to planning, implementing, and optimizing a mobile marketing program—Marketo lists **four key steps** to help you get started.

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|--------|---|
| Step 1 | Create mobile buyer personas: <i>“Understanding your audience is the first step to any marketing strategy, and buyer personas are a valuable tool to aid in that understanding. ...”</i> |
| Step 2 | Set goals: <i>“Before you launch a mobile marketing strategy, you’ll need to determine your goals and create a plan. ...”</i> |
| Step 3 | Establish KPIs: <i>“Just like your other marketing efforts, mobile marketing needs to be tested and optimized. Determine which realistic, measurable KPIs define your mobile campaign’s success.”</i> |
| Step 4 | Monitor mobile metrics: <i>“... Mobile behavior data reveals how well your mobile content engages your audience and conversion data indicates whether or not some of your key landing pages still need to be optimized for mobile browsing. ...”</i> |

For more details, please access [Marketo’s mobile marketing post](#).

Mobile Marketing for Healthcare



In healthcare, **digital health** is being applied in numerous ways to meet the **IHI Triple Aim**—which is a “framework developed by the Institute for Healthcare Improvement that describes an approach to optimizing health system performance.”

According to the IHI, “new designs must be developed to simultaneously pursue three dimensions, which we call the ‘Triple Aim’:

- 1 **“Improving the patient experience of care (including quality and satisfaction);**
- 2 **Improving the health of populations; and**
- 3 **Reducing the per capita cost of health care.”**

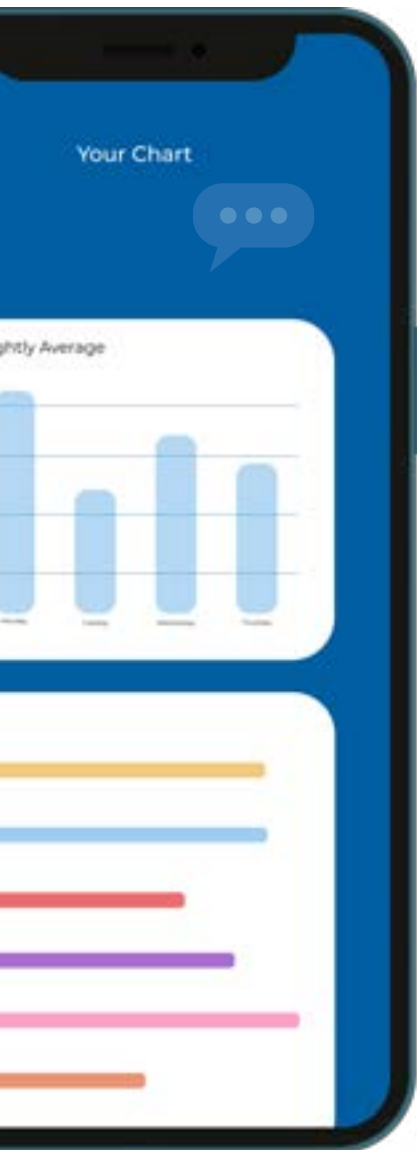
Mobile technologies are a key component of digital health—aka **mobile health, or mhealth**—and are being applied in a variety of ways in this context. Increasingly, healthcare consumers have become accustomed to using their mobile devices to meet their healthcare needs, especially in the era of COVID-19.

In an Inc. article, “**The Future of Health Care in the Post-Pandemic Era**,” Anis Uzzaman, General Partner and CEO, Pegasus Tech Ventures, describes some of the cutting-edge companies that have stepped into the care gap created by the pandemic.





These innovative companies highlight a permanent shift in patient behavior toward looking to online and mobile sources of trusted, crowdsourced, and AI-generated health care content, prior to talking to a doctor,” he writes.



In his conclusion, Uzzaman summarizes the changes that have taken place: *“There’s little doubt that 2020 marked the beginning of a massive and permanent shift in the way that people interact with and experience health care. Post-pandemic health care will be more personalized, will capitalize on artificial intelligence, and will focus more on preventative care to the benefit of consumers and providers.”*

It is at this crossroads—**where mobile health and mobile marketing meet**—that healthcare marketers may find unique opportunities to engage effectively with current and future patients. Quite possibly, the ongoing shift to mobile healthcare may help pave the way for healthcare organizations to optimize mobile marketing efforts.

By tapping into current trends, adhering to related regulations, and following the guidance of experts, healthcare marketers can create and deploy effective mobile marketing that enhances the overall healthcare marketing strategy.



As the information above underscores the importance of adding mobile to your marketing mix, we can help you put a game plan together to implement some mobile tactics that reach and engage your targeted populations and increase your patient acquisition.

Here's an overview of our approach:

- ✓ We build strategies centered around the prospects and audiences you need to attract.
- ✓ We use data to build custom search strategies and custom audiences.
- ✓ Ad creative and messages are engineered, tested and optimized to produce the results at the highest return.
- ✓ We deliver clear, concise reporting along with campaign reporting that you can take to the board room or your internal marketing partners.
- ✓ Each campaign is customized to fit your needs, meet your goals, and fit your budgets.

To learn more, please [**contact us**](#) today.