

# Mobile-First Digital Marketing

GIM

Κάρολος Τσιλιγκιριάν

# Γιατί Είναι Τόσο Σημαντικές Οι Mobile Συσκευές;

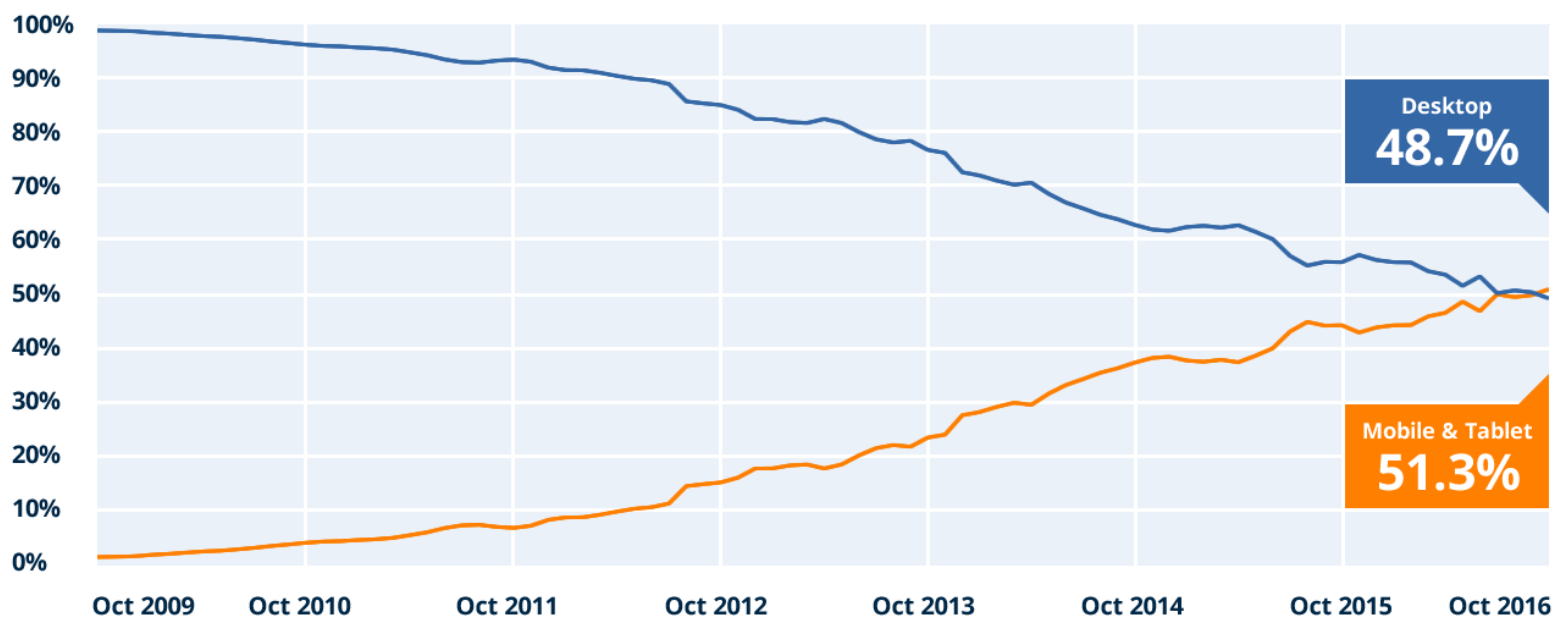
# Χρήση Internet



## Internet Usage Worldwide

October 2009 – October 2016

■ Desktop ■ Mobile & Tablet



# Mobile Applications

- Δημιουργία
- Διαφήμιση

# Starbucks Case Study (USA)



Starbucks

Starbucks Coffee Company Lifestyle

★★★★★ 372,878

PEGI 3

✕ This app is incompatible with your device.

Add to Wishlist

Install

Collect Stars and  
earn Rewards



# Starbucks Case Study (USA)

- Πάνω από το 21% συναλλαγών
- Freebies
- Loyalty program
- Push Notifications
- Surveys
- Mobile pay
- Music personalization

# Mobile SEO

- Mobile-first Index
- Mobile-Friendly Sites
- Local SEO
- Voice-Search Optimized
- Google AMP

Is your web page mobile-friendly?



www.greekinternetmarketing.com|



RUN TEST



# Mobile Advertising

- Google AdWords
- Facebook Ads
- Mobile Ad Networks
- Mobile-friendly ads & content



Chartboost

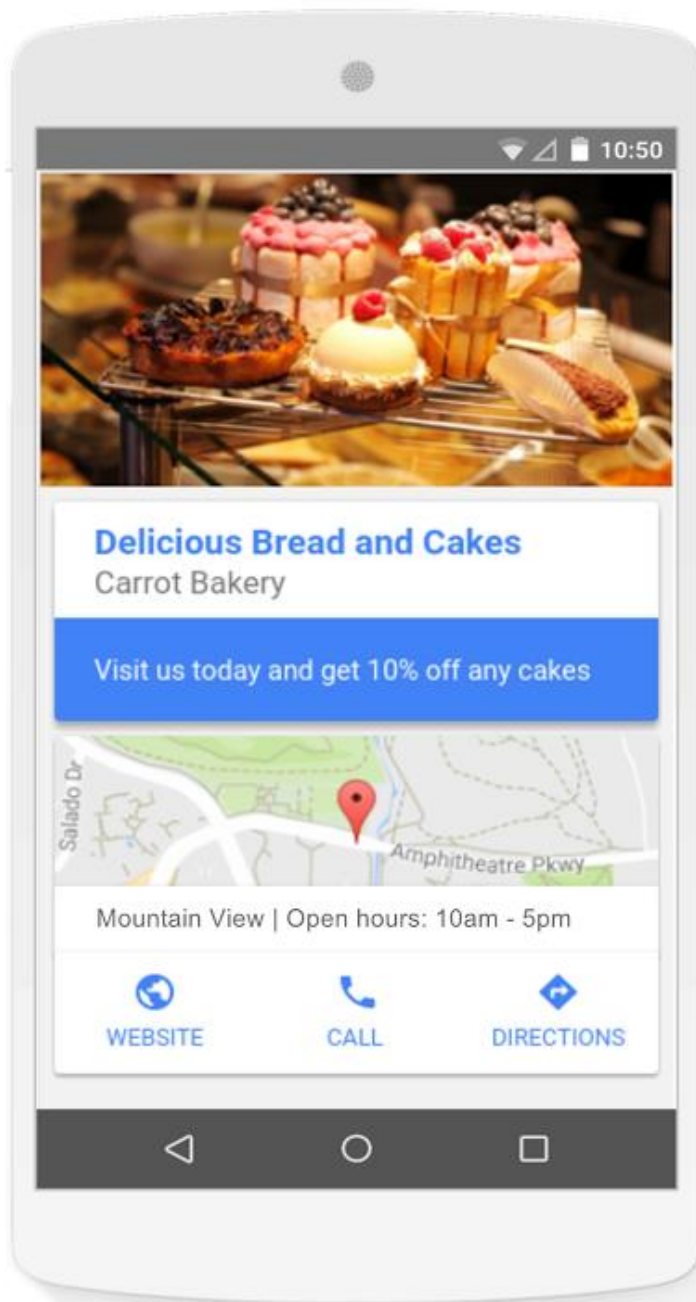
inMOBI



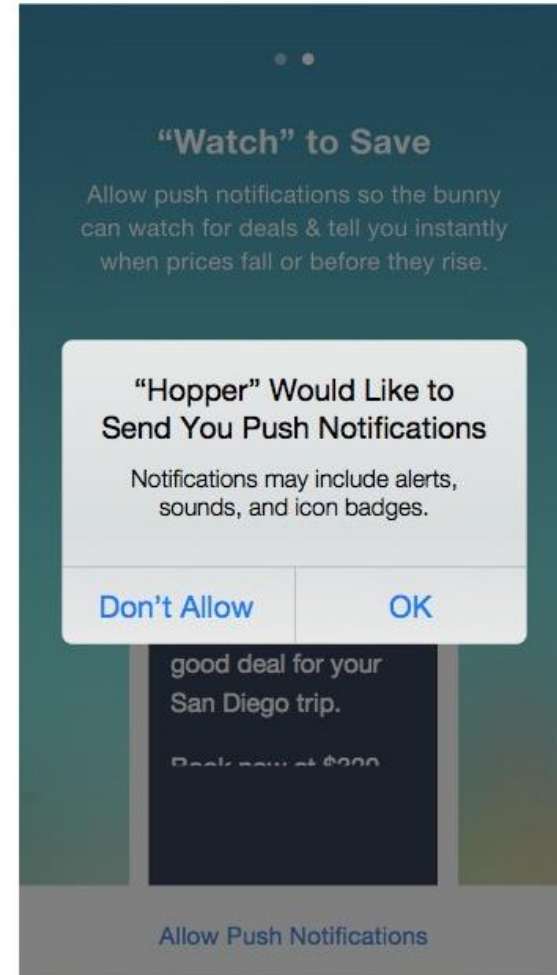
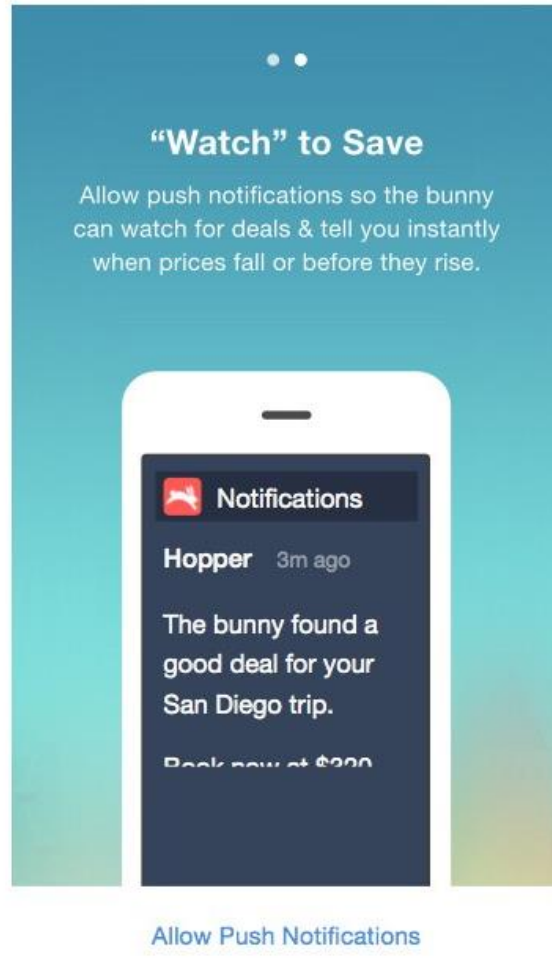
Tapjoy

# Location-Based Ads

- Εξατομικευμένη εμπειρία
- Real-time
- Πρακτικό & άμεσο
- Search & Display

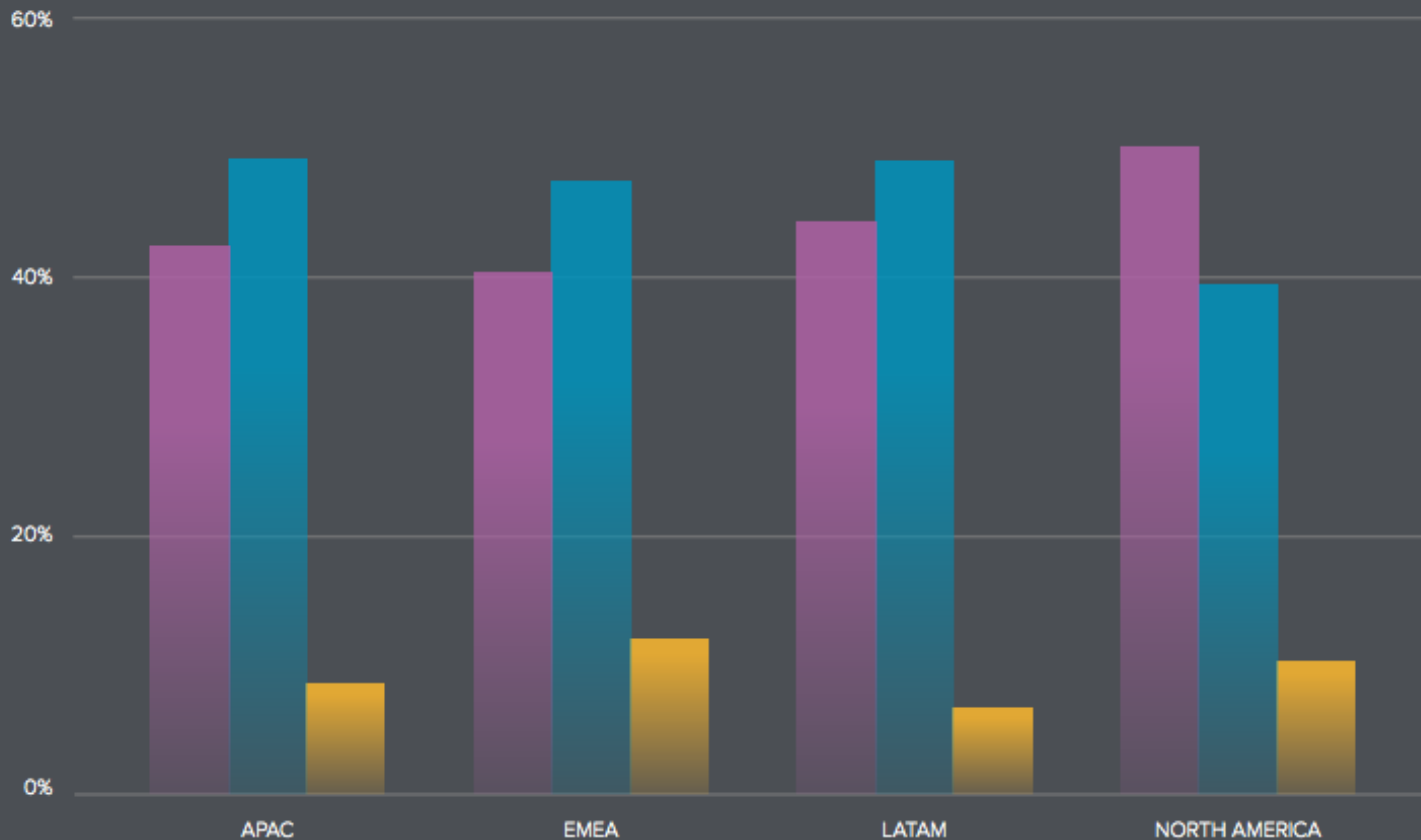


# Push Notifications



# Mobile Video

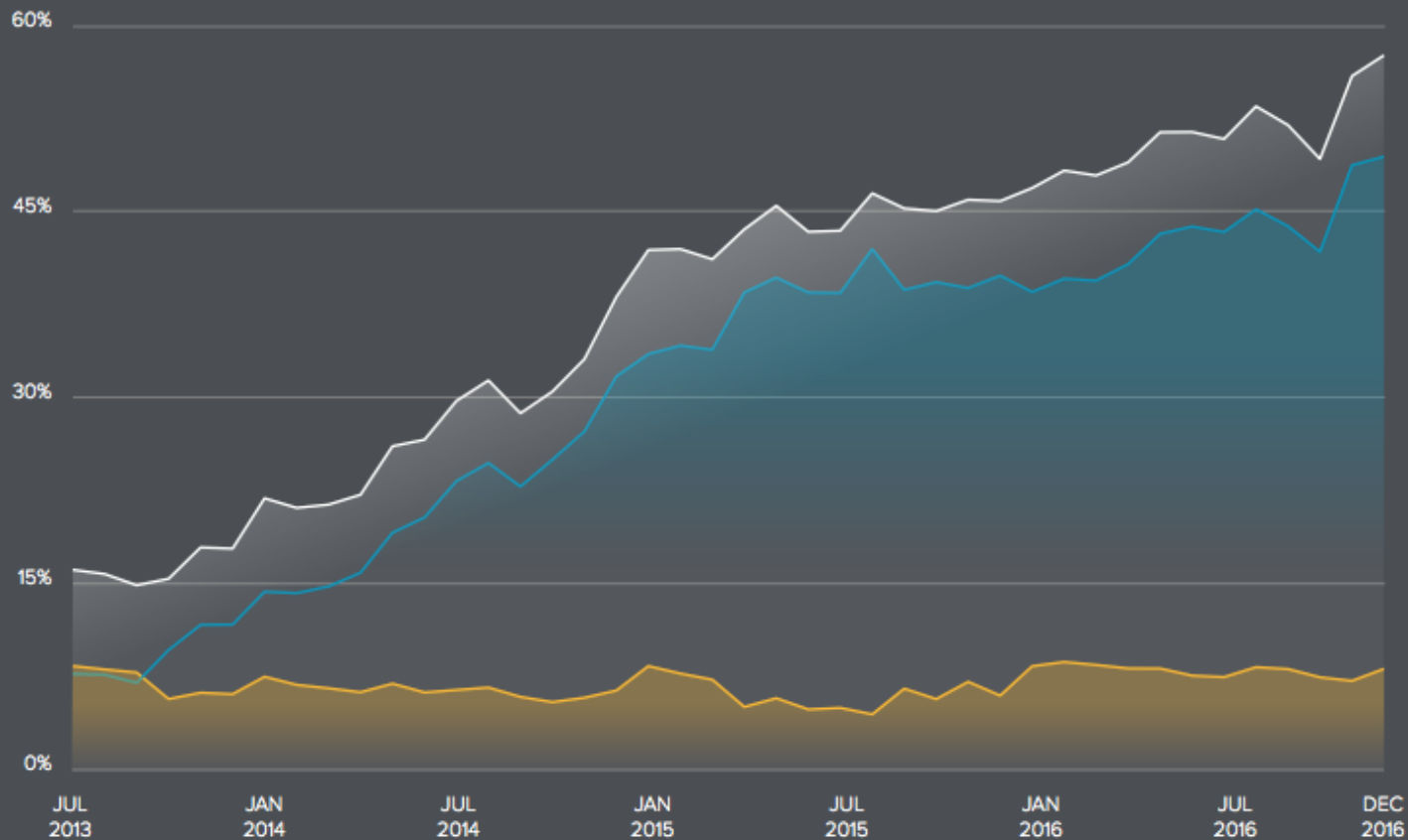
- Publishing
- Advertising
- YouTube, Facebook, Instagram



CONTENT CONSUMPTION:  
A DIFFERENT PROFILE IN EVERY REGION  
Q4 2016

OOYALA

PC  
PHONE  
TABLET



## THE RISE OF MOBILE VIDEO Q4 2016

OOYALA

SHARE OF PHONE VIDEO PLAYS ■  
 SHARE OF TABLET VIDEO PLAYS ■  
 SUM OF PHONE + TABLET VIDEO PLAYS ■



# Speed

- Adaptive & mobile version VS Responsive Design
- Mobile UX/UI
- Google AMP

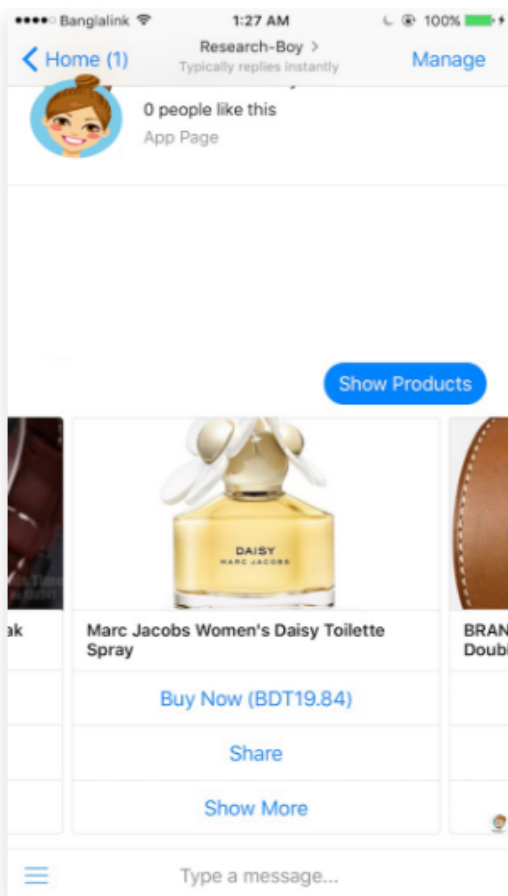
AMP provides a great user experience across many platforms

PLAY VIDEO ►

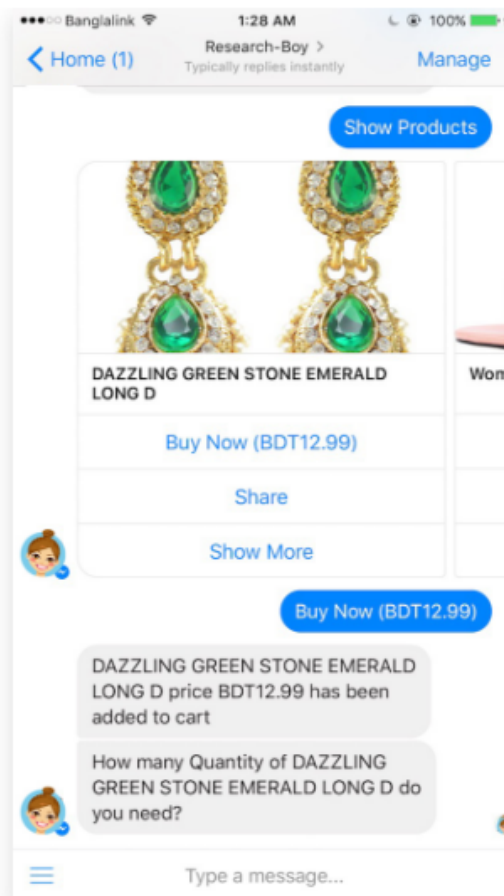


# Digital Marketing in Near Future

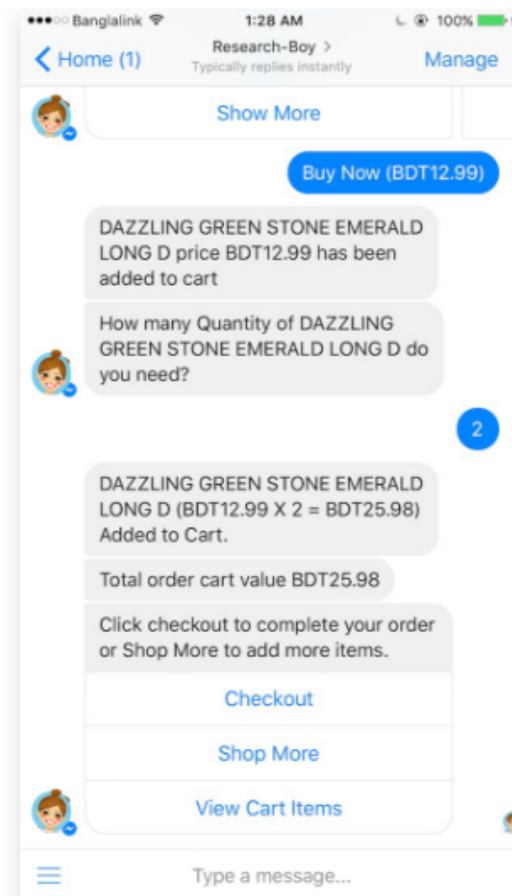
- Augmented reality
- VR
- IOT
- AI (Chatbots e.t.c.)



View Items



Order Quantity



Checkout

# Workshop!

- Περισσότερα στο Workshop στην αίθουσα Πέλλα στις 15:00