

Are brands playing it too safe on mobile?

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Is a Mobile-First Approach Really Best?

It's not exactly clear when the Year of Mobile began for **marketing**. But after a half decade or more of mobile-boosters declaring it so -- and well after consumers made the switch -- it's here.

EMarketer predicts that 2016 will be the year that mobile ad spending eclipses desktop ad spending, and account for nearly a quarter of total media spending to boot. By 2019, the researcher predicts that mobile ad spending will rise to \$65.49 billion, or nearly 70% of total **digital** ad spending and close to 29% of total media spending.

Now "The Year of Mobile" has given way to another rallying cry: "mobile-first." But not only is it easier said than done, it's not always advisable. Putting mobile at the forefront of your strategy bears careful consideration over whether it is actually right for your **brand**. Here are just some of the things to keep in mind when going mobile-first: The screens are limiting and small; your **marketing** must be less interruptive and get consumers to opt in; if you're going with apps, they need to have utility; mobile must be regarded as part of a larger **marketing** whole; and most of all, your **brand** must be suited to a mobile-first approach.

What's a marketer to do?

Working with the giants

Many are handing the keys to their mobile efforts to the biggest **social** platforms that have either adapted successfully to mobile or were born there.

Marketers are funneling billions into **Facebook**, **Twitter** and, increasingly, **Instagram** and **Snapchat** -- platforms that are becoming more sophisticated and data-rich with video and useful attribution models. **Facebook** (which also owns **Instagram**) commands almost 20% of the \$42 billion in U.S. mobile ad revenue, according to [eMarketer](#); **Twitter**'s share is another 4%.

Facebook alone boasts more than 1 billion daily active users. **Twitter**, for all its Wall Street and user-growth pressures, still boasts 320 million monthly active users. **Instagram** says it has 400 million monthly active users. Bourgeoning **Snapchat** counts more than 100 million daily active

users and claims that more than 60% of 13-to-34-year-olds in the U.S. are **Snapchatters**.

U.S. MOBILE AD SPENDING, BY INDUSTRY, 2015

In billions and percentage of total

Retail