

MOBILE

## Mobile influences behavior ahead of point of purchase: exec

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A senior executive at Epsilon, the nation's leading email marketing and interactive services firm, has said that mobile and social media are an ideal fit for luxury brands.

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Former Bello executive Laurie Wallace, who was recently named solutions director for mobile and social networking at Epsilon, indicated that the demographics for today's luxury consumers were in sync with current digital media.

"The luxury brand consumer is more likely to have a smartphone as well as to purchase via a smartphone," Ms. Wallace said.

The 20-year veteran of mobile, retail, government and media was most recently at Bello Interactive Media, where she led the roll-out of the mobile marketing sales channel for the company's 15 television and three newspaper clients.

Ms. Wallace also served stints at Nokia and Handango, developing and launching mobile service programs nationwide and in Latin America.

In this Q&A, she discusses how luxury brands can incorporate mobile and social media into their multichannel efforts, customer engagement challenges and why mobile is key to in-store sales. Please read on.

Luxury brands have been slow to adopt interactive technology. What fear would you like them to dispel?



Luxury brands have a wonderful opportunity to engage a highly targeted and interactive user.

The luxury brand consumer is more likely to have a smartphone as well as to purchase via a smartphone.

Luxury brands have the opportunity to target their affluent consumers anywhere and anytime.

How would social media help luxury brands without lowering the mystique?  
Social media can certainly help luxury brands when using Epsilon's customer marketing experience approach.

In other words, luxury brands must first engage their consumers.

A social media network begins this dialogue which can evolve into a loyalty club environment. In this way the luxury brand can maintain its mystique.

Is the time ripe for luxury brands to undertake mobile marketing campaigns?  
They're still trying to figure out online.

Luxury brands, as with all brands and marketers, must first determine their marketing strategy and set goals and objectives.

I believe that mobile marketing campaigns are not standalone activities but must be integrated into the overall marketing plan.

So luxury brands need to ask themselves, how and where do I engage my customer?

If they know their customers are on-the-go, then mobile is one place to get their attention.

What would mobile offer luxury marketers that other mediums do not?  
Mobile offers direct interaction – a one-on-one dialogue with the luxury marketer's consumer anywhere and anytime. It is an opportunity to influence a consumer at that point of purchase.

Imagine, an already registered user walks into the store, checks in, the store recognizes the user and knows what she last purchased or the user's pre-identified preferences, the store sends that consumer an incentive on an item, the consumer purchases the item.

Now that's the influencing behavior before the point of purchase. That's what the power of mobile marketing and social media is.

Which luxury categories can easily adapt to mobile and social media?

I believe that travel and leisure are two categories that can easily adapt mobile and social media.

Additionally, luxury brands in the fashion industry can certainly apply mobile and social media services in maintaining customer engagement and growing customer loyalty.

I am sure that there are more that can take advantage and easily adapt to mobile and social media.

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