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RETAIL'S DIGITAL SUMMITDallas, TX | September 26-28 | [#shoporg16](#)

MOBILE STRATEGY

prioritizing mobile by combining
corporate strategy with
consumer behavior

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Overview



- Strategy?
- 5 rules of strategy
- Case study
- Q&A

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strat·e·gy



'stradəjē/

noun

a careful plan or method for achieving a particular goal usually over a long period of time

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NOT strategy!

“If you build it, they will come...”



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5 Rules of Strategy

Thou must...

- know thy facts
- understand thy customer
- know thy ecosystem
- map out thy game plan
- know what success is - fail fast & learn!

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Case study



**Acquire first
time millennial
moms with kids
9-18 months**

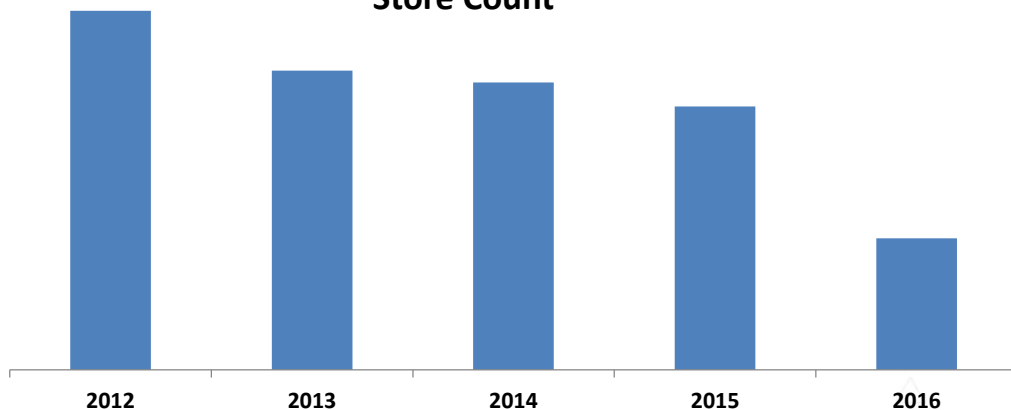
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Case study – know thy facts

Store Count

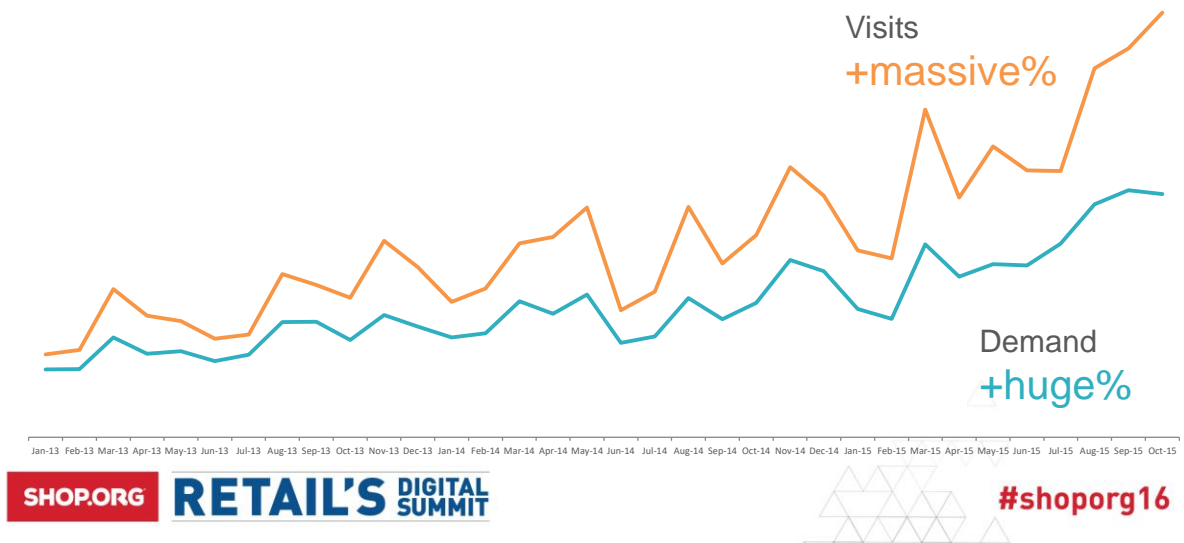


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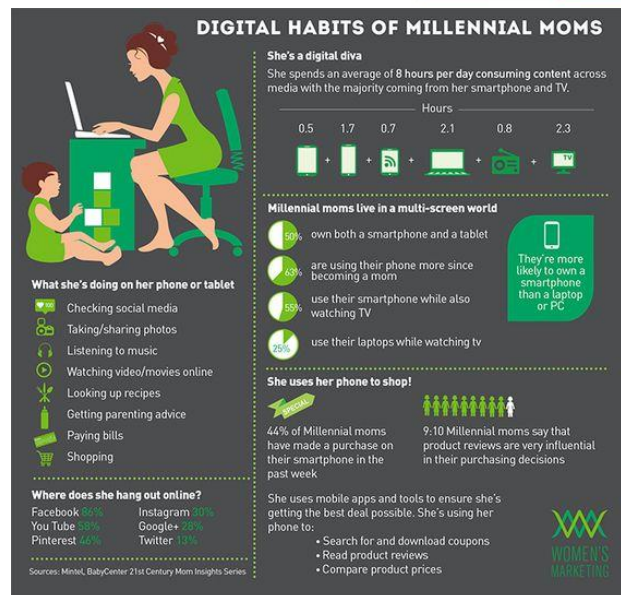
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Case study - know thy facts



Case study - know thy customer

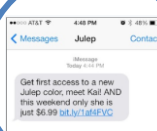
- 1.1hrs more online than GenX
- 44% made a purchase on their phone in the past week.
- 8 of 10 US use phone for shopping while in-store



Case study - know thy ecosystem & map out thy game plan

mobile tactics

- marketing (SEM)
- commerce/brand site
- QR codes
- apps
- beacons
- SMS
- payment

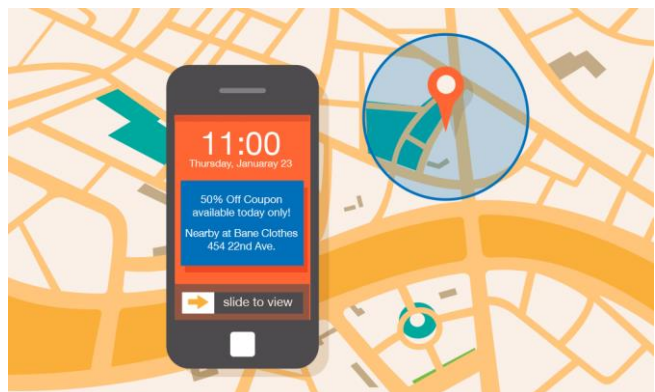
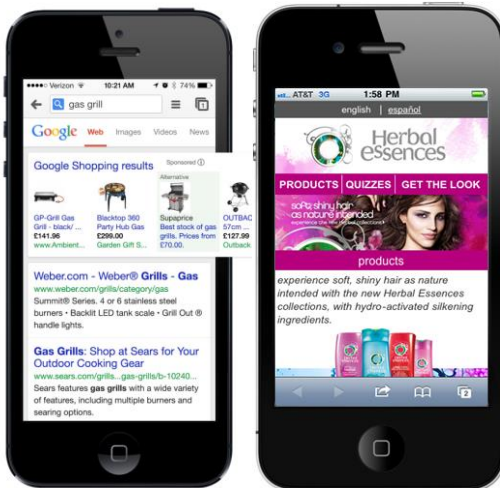


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Case study – leverage thy ecosystem



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Case study – Success? Fail fast & learn!

	Loyalty App	Engagement App
Strategy	Capture customer data in California for customer acquisition	Acquire customers and drive engagement by allowing parents to measure kids feet at home
Features	Join Loyalty, check balance, view purchase history, report missed credit	Measure child's feet, save sizing info and track foot growth, fit reminders, link to shopping based on child's foot size and width, virtual shoe try-on, child art activity
Adoption	Medium	Low

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To recap

- Strategy
- 5 rules of strategy – thou must...
 - know thy facts
 - understand thy customer
 - know thy ecosystem
 - map out thy game plan
 - Know what success is - fail fast & learn!
- Case study

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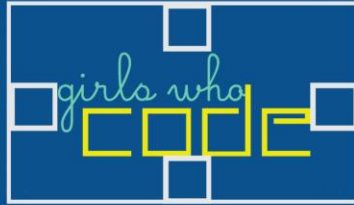
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Questions?

GIVE BACK WITH FEEDBACK!

Rate this session in the mobile app and
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Girls Who Code is a national non-profit organization dedicated to closing the gender gap in technology.

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