charityDYNAMICS

2014 Mobile Strategy Assessment

As your organization heads into 2014, assess your readiness for the building wave of mobile traffic. This will help you strengthen the online experience of your mobile visitors and uncover opportunities to acquire new supporters, mature existing relationships, and increase conversions for key activities.

Measurement Tool
Does your web measurement tool, such as Google Analytics, do the following tasks?

- Reports on the volume of mobile traffic
- Breaks down mobile traffic by operating system, e.g. iOS, Android, Windows, RIM/Blackberry
- Shows the chain of pages visited by mobile users
- Reports on where mobile users abandon the web site

Responsive Design
Can the following statements be accurately made about your website?

- Our major website uses responsive design.
- The most common search landing pages are responsive.
- Our email content uses responsive design to show well on mobile phones, tablets, and desktops.
- The landing pages for our email campaigns use responsive design.

Mobile Applications
If you have or are considering a mobile application, think through these activities:

- A mobile application for our most valued constituents to provide the effective and pleasant interaction with our organization.
- A mobile application that provides our most strategic functionality to supporters

After reviewing this list individually, review it with your teams. In terms of relative priorities, you first want to measure the behavior of your visitors. Next, set your relative priorities across responsive design and mobile applications.

Responsive design initiatives will strengthen your overall online strategy. If you combine it with your search and email marketing efforts, you will see improved conversion from your mobile users. Remember, more than 48% of email was opened on a mobile device in 2013 and you should expect that number to grow. For mobile applications, consider your strategic initiatives in 2014 and where you would like to accelerate overall program success. Statistics clearly show users prefer applications for their convenience and optimizations around frequent actions. This results in significant lift for programs or actions targeting a specific segment of your supporters or a high value set of actions that have a broad appeal to your constituents.

Contact Charity Dynamics for assistance with your assessment, to review of the results or for guidance with your priorities. We can help define the steps and scope of work for any of the above items and discuss expected outcomes based on our work with organizations much like your own.