

Mobile vs. Social: The Status Of Marketing Integration

Contributed by eMarketer
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Email has best integration with mobile and social tactics

Integration has been a buzzword for social media marketers for a while now. As efforts and budgets in social media evolve from experimentation toward more serious campaigns, questions of how well social is fitting into the marketing mix abound, and true integration can seem distant.

According to research from marketing software solutions company Unica, marketing integration is very much a work in progress, and for more than just social media.

Adopting cross-channel campaigns is a challenge, and many barriers remain to integrating online and offline data. And for social media and mobile, tactical integration with the rest of the marketing department is often a ways off.

The Q4 2010 survey of marketers in Europe and North America found that social sharing links in emails and web offers were the best-integrated social media marketing tactic, with 62% of respondents saying the sharing links were run as part of integrated campaigns.

A majority of respondents were also integrating applications and widgets, social media advertising and location-based games into the rest of their efforts.

For mobile marketing tactics, the picture was similar. Again, email was best-integrated: 64% of respondents said mobile versions of email messages were part of integrated marketing campaigns. Mobile messaging, location-based targeting and mobile websites were also integrated by a majority of marketers.

Mobile applications, which marketers are often warned to avoid if they don't have a clear connection to the rest of a company's marketing, were most likely to be discrete from other campaigns.

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