

# bigmouthmedia reveals most UK brands don't understand the value of mobile visitors

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A bigmouthmedia survey has revealed that more than three quarters of the UK's big brands do not understand the value of a visitor via mobile compared to other digital channels

The research, which polled the views of key decision makers at a raft of leading UK companies, shows that despite a significant 89.2% of respondents sharing the belief that mobile marketing will become increasingly important over the next 12 months, very few have fully embraced the channel. Reflecting the uncertainty with which many businesses regard the emerging the field, 70.3% of those surveyed currently don't have any engagement with mobile marketing at all.

"We are at a critical point in the evolution of mobile marketing. A growing group of organisations are starting to derive competitive advantage from their early mover status in the channel, yet the vast majority of companies have yet to gauge the impact it is likely to have on their business," said Simon Heyes, Head of International Sales Operations at Bigmouthmedia.

"There are no benefits to be derived from being slow on the uptake. With the mobile channel set to become increasingly influential over the next few years, companies need to move now, engage with the medium and start building the campaigns that are going to keep them ahead of the game."

Despite an apparent lack of engagement with the channel the research revealed a keen awareness of the potential advantages, with 75.7% of respondents citing increased brand awareness as the main benefit of undertaking mobile marketing, and 67.6% believing increased customer engagement to also be a major benefit. Over 60% also believed that increased traffic, leads and sales were also a major driver.

Bigmouthmedia's survey - conducted amongst a large group of large and medium sized enterprises - showed that just 5.4% companies describe themselves as being "heavily involved" in mobile marketing at the current time. Another statistic to emerge is that while they considered the channel increasingly influential, 75% of the respondents claimed not to know the relative value of a visitor from mobile compared to other channels.

"What is clear from our research is that while the vast majority of businesses accept that mobile is going to become a critical part of the marketing mix, there is a great deal of uncertainty over how to approach the channel, and in particular how to get buy in from the wider organisation. Companies know they need to get on board the mobile bandwagon, but a lack of clear understanding is holding many back from exploiting its potential," said Heyes.

Another recent forecast from Morgan Stanley found that at the rate its usage is accelerating, mobile internet use will overtake desktop internet use by 2015.

"In many ways the UK is behind many other markets when it comes to mobile adoption, with territories like Japan, the Philippines and Thailand already using mobile internet services much more than their European counterparts. In many organisations mobile has taken a back seat because the focus is still on

mainstream digital strategy, but British companies can't afford to make the same mistakes they did with the social media revolution, which commerce has only just got to grips with after three long years. This time, the winners will be those who are quickest off the mark," added Heyes.

About bigmouthmedia (<http://www.bigmouthmedia.com/>)

Founded in 1997, bigmouthmedia is Europe's largest digital marketing agency. With a team of over 200 staff located across 13 offices in 10 countries on 3 continents, the company maximises exposure for major brands online through a variety of fully integrated digital marketing channels: search engine optimisation ([http://www.bigmouthmedia.com/products\\_services/search\\_engine\\_optimisation/](http://www.bigmouthmedia.com/products_services/search_engine_optimisation/)), PPC, online media planning, affiliate marketing ([http://www.bigmouthmedia.com/products\\_services/affiliate-marketing/](http://www.bigmouthmedia.com/products_services/affiliate-marketing/)), social networking, brand monitoring, online PR and web analytics. Bigmouthmedia also provides up to date daily digital marketing news ([http://www.bigmouthmedia.com/news\\_information/industry\\_news/](http://www.bigmouthmedia.com/news_information/industry_news/)) to ensure clients are fully informed and aware of all industry developments.

For further media information please contact:

Iain Bruce  
Media Strategist  
bigmouthmedia  
51 Timberbush  
Edinburgh  
EH6 6QH  
(44) 131 555 4848  
@bigmouthmedia