

Exploration of Contextual Marketing Model Based on Mobile Apps

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ABSTRACT

With the development of mobile Internet technology and the explosion of the number of mobile terminals, the contextual marketing model of mobile apps have brought benefits to businesses and ultimate sense of experience to users that traditional business marketing models cannot create. And developers are paying more and more attention to the application of real-life context on mobile terminals. This article combines the Internet of Things (IoT), mobile technology, social networks and data analysis technologies to discuss how to improve the contextual marketing model from the aspects of theoretical methods, technical applications, and market advantages of contextual marketing.

Keywords: Mobile Apps, Contextual information, Ultimate experience, User care.

1. THE AGE OF CONTEXTUAL MARKETING

At the end of 1999, Motorola launched a mobile phone called A6188. It first proposed the concept of 'smart phone'. After two decades of rapid development, the lifestyle of people in the mobile Internet era is completely changed. Making friends, shopping, reading, traveling, entertaining... are all inseparable from smartphones. *'Mobile apps have experienced the development process from means of communications, entertainment, consumption to full time services. Mature apps with a large number of users have entered the real-life context based full-time services.'* The contextual marketing model based on mobile apps has brought a new method of information development and application with the help of various novel technologies, creating a new information interaction environment, and opened up an important channel for mobile application developers to make profits.

In the 21st century, mobile terminal devices have penetrated into people's daily lives. Smart phones have replaced paper media and PC terminals as the main information receiving terminals. Users are increasingly relying on mobile terminal devices and more concerned

about whether the product and services will meet their individual needs, and mobile app developers are also looking for the best mobile marketing method for themselves to obtain more loyal customers. For people working in the Internet industry, *it is the best of times and the worst of times*. As stated in the book *Age of Context*, *'The Internet competes for traffic and entrance, while mobile Internet era competes for scene*. The mobile apps turned shopping and entertaining in real life into trans-spatial context, and become the new norm in the era of mobile internet. You can use Yelp when you are hungry, Uber and Lyft if you need a ride, and etc. These apps are all developed for daily life context.

2. MOBILE CONTEXTUAL MARKETING

Mobile App is an interactive platform between business and consumers, and contextual marketing is to use different life scenes to enhance consumers' sense of real experience of the products or services, thereby enhancing their desire to purchase the products or services.

The scene in people playing Radio Himalaya in traffic jams is an experience centered human senses; The scene in Jingdong Daojia and WeChat QR codes

connecting people with discount activities is a connection method; The scene in rewarding families and friends through WeChat red envelopes or gifting in the Singing Bar is also a manifestation of value exchange and lifestyle.

Contextual Revolution defines contextual marketing as 'Using context to resonate between consumers and products to attract consumers to resonate with products. And the mobile app is a communication platform between businesses and consumers.' Professor Liu Xiang pointed out that 'Context is still a marketing tool and a marketing idea rooted in the past of mankind, but also an attempt to collect and analyze user information in the Age of Mobile Internet.' Maribel Lopez mentioned in her book, 'Many people thought that the context is nothing more than the location information under the mobile Internet, but the context actually includes the type of devices, behavior status, weather conditions and environmental conditions, social roles and social relations, time, movement status and current processing status.'

The contextual experience of the contextual marketing is to provide the right people with the most useful information on their devices at the right time. The traditional marketing model is to pick the products first then select target consumers later whereas contextual marketing is to customize products for specific consumers. The real contextual experience is born for the difference of users. When different individuals in different groups are connected by the context will create a unique value, and then form the contextual experience and give users the role of active consumption. The contextual marketing methods of mobile apps can give people an ultimate experience, because it knows one's needs well. The information and services it provides are intelligent and personalized, and will change appropriately according to occasion and time, helping people taking care of everything.

Contextual marketing in the future will have the adaptability to respond to the physical information and emotional state of the users. For example, when people enter their car, the music playing on the mobile phone app will automatically transfer to the car audio; the schedule app will set the destination on the navigation system of the car; and when people enter the conference room, the schedule app will automatically send the content of the agenda to every participant; enterprise App will integrate the work progress of all employees and report to the managers; When people stay in the dining area, the catering app will recommend the most suitable restaurant based on location information, people's past dining habits and restaurant queuing status. In short, mobile apps contracts all aspects of people's lives.

3. CREATING THE ULTIMATE EXPERIENCE OF MOBILE LIFE CONTEXT

Mobile Apps are the carrier of context, and the most popular Apps usually create a mobile life context. The contextual Apps are generally divided into two categories: one can provide users with multi-dimensional contextual experience services including social networking, shopping, games and etc., such as Alipay or WeChat to provide services for various life context where users are located. The other is the apps that focus on creating a certain context, such as Uber or Lyft is designed for ride share, Yelp is designed for dining or takeaway context, and Airbnb is designed for short rental context. Regardless of the type of mobile apps, you need to start with contextual thinking, analyzing and mining the real context of the user's life, and then use a variety of mobile Internet technologies to provide users with the ultimate contextual experience.

The contextual experience on the mobile apps can be a product, a service, or even a business process that can give the most needed information and services to the users when they need or want it most. When the service meets the timing and location or other needs of the users, the contextual experience service became the sense of ultimate experience. The ultimate sense of experience in mobile context is that both parties of the transaction can personally participate and enjoy it, and then complete their desired goals and get the best experience of the Social mode. The realization of the ultimate sense of experience is crucial to the impact of mobile apps, so it is necessary to create the ultimate scene experience.

To create the ultimate sense of experience, we need imagination and abilities to process contextual information. The developers must know this in mind, *what is interconnection, how to interconnect things, what to do after the interconnection, and what can be gained from it?* The enterprises collect and analyze contextual data to make business decision and predict users' potential needs. They should be able to learn and predict user behavior based on contextual information, and then provide the most accurate experience services; after that, they need to provide assistant-like services and appropriate value-added services. To think like your customers, remind and help them solve their problems, and properly develop and provide value-added services, or develop a new context and strengthen user stickiness and reputation. Furthermore, it is necessary to respond in real time and establish the concept of Service Sustainability. For contextual marketing, location and timing information is very important, the users will have different needs at different times. The mobile app needs to collect and integrate the user's timing and behavior data, and then select the best way and the best time for the information interaction in order to give the user the ultimate sense of experience, while adhering to the

concept of sustainable service and creating a seamlessly connected extreme contextual experience.

4. THE TECHNOLOGY APPLICATION AND INNOVATION USED TO CREATE CONTEXT

After knowing what is interconnection, then you must solve the problem of how to interconnect things and what to do after the interconnection. Sensors, GPS, mobile technology, social networks, data analysis, and other technical trends put together, providing a variety of possibilities for contextual marketing on mobile apps.

4.1. Full Integration of User's Contextual Information

Enterprises need to collect and analyze the user's information, including the user's location, time, past search information, historical transaction records, etc. The sensor is now a standard configuration of smart phones, which can collect a lot of physical information of the users, such as time, location, temperature, etc. in order to help the enterprises collect the user's contextual information.

When mobile apps of different business models use technology to create a new experience that combines information interaction and commercialization, they need to evaluate the surrounding environment based on the users' current location information in order to predict their needs, but the contextual information is not equivalent to location information, it still needs to combine other typical contextual information. When a user wants to eat, the restaurant found is not only the closest but also the most suitable for the user.

The supermarket Apps can combine the location information and action information to conduct the contextual marketing. Restaurant apps, movie ticket booking apps, schedule apps, etc. can combine location information and timing information for contextual marketing. If the movie tickets are not sold out before the movie is released, the movie ticket booking apps can send half-price discounts to fans who are dining nearby. The MUJI app will give out reward points as the users walk into their physical store and sign in on the app, and they can also record the purchase points using electronic membership card. When the users are not far from their physical store, the App will automatically push the information encouraging the users to go into the physical store and sign in to receive points. An app launched by Google can combine location information and historical search records to provide the users with the ultimate experience. This App can integrate and analyze data information such as the users' location, search records and schedules to provide effective guidance for actions. For example, if the user has a record of searching for Korean cuisine, the App will

push the information about all nearby Korean restaurants, including location, phone number, ratings, etc. to the user. And when the user's location changes, the App will also provide corresponding suggestions in real time.

4.2. The Context become More and More Portable and Mobile

Enterprises need to innovate new technology and create new services to comply with the trend of mobile internet, making full use of the advantages of mobile devices to meet the individual needs of the users, creating context that suits the users, and expand the commercial sales at the same time. Shopkick is an App which provides shopping service, information interaction and business service based on the users' current location. Its concept is same as MUJI's concept of rewarding consumers to check in in physical stores. The users can scan and store their favorite products in this App. And when the user is in or near by a physical store, the App will send a message saying that whether their favorite products are available or discounted at this moment. Within a year, Shopkick established partnerships with 64 major chain stores, 40 major brands, and 250,000 retail stores across the United States and has more than 3 million users, 6 million check-ins, 10 million scans and 1 billion product views, which brings great benefits to its partners and users.

Whether it is a B2B, B2C or O2O business model, the most indispensable mobile technology is the mobile payment system. The mobile payment technology makes it possible to carry out transactions in a mobile environment, and makes daily transaction trading context more and more portable. And Alipay is one of the most successful apps among them.

Alipay is based on the scenario where people pay after shopping and use it in different context such as consumption, financial management, and communication, the mobile technology is used to connect products to users to promote their independent use. In addition, Alipay also integrates the concept of humanistic care, introducing the 'friends' and 'pay on behalf' functions, providing users with a warm scene experience, and making payment more portable.

4.3. Contextual Sharing and User-to-User Recommendation

The development of mobile internet technology provides people with a new way of socializing. The social networks have changed the way people communicate, and at the same time have spawned a new marketing method of contextual sharing and user-to-user recommendation, providing new channels for marketing. At the end of 2015, the number of active Weibo users exceeded 200 million, while the number of

WeChat users exceeded 650 million. The rapid increase of WeChat users was after the launch of the 'WeChat Red Envelope'. Based on the red envelope context in life, the users can share WeChat red envelopes with family and friends. This kind of scene simulation makes WeChat the legend of social apps. WeChat obtains a batch of new users in a clever way through user red envelope sharing. Now WeChat has also become one of the channels for most apps to acquire new users. Various apps get more traffic through WeChat users sharing with friends or posting moments.

Furthermore, under the influence of social tools such as QQ group, Weibo, Wechat Moments, Douban, Zhihu, Tieba, etc., the traffic obtained by contextual marketing has skyrocketed. The sharing of social networks has become the main source of contextual dividends and through the entire activities of contextual marketing.

5. THE WINNING ADVANTAGE OF CONTEXTUAL MARKETING

5.1. Create Better, Faster and More Convenient Way of Information Interaction

The mobile app can use all kinds of scene information to determine when, where, how, and what kind of information should be interacted with the user. For example, some aviation apps combine the user's contextual data with third-party traffic status data. Based on the location information and traffic conditions, the user can know the time of arrival at the airport to avoid missed flights, and whether the flight is late, or which Boarding port should he go to. The rich information interaction experience benefits from the integration of data, the collection of airline's own system data, smartphone sensor data and third-party data.

Apps launched by the hotel industry can get the flight arrival time of the hotel guest. And when the users arrive at the hotel, the App will automatically complete the check-in for them and recommend a catering list according to the eating habits of the users, and reserve a place for them in nearby restaurants. It can also recommend local places worth playing in real time based on user location information, and even find like-minded travel companions on the App's social platform. Therefore, the aggregation of various data is the key to creating new information interaction methods for mobile apps. The timely information interaction is the core feature of the mobile app's contextual marketing model. It can improve the user's shopping experience, promote users' will to actively participate in marketing activities, and the achievement rate of business transactions.

5.2. Creating the Ultimate Humanistic Care and Improve User Service Level

To create the ultimate experience in contextual marketing, it is important to carry out humanistic care throughout the process. With the help of mobile Apps, enterprises can now provide one-on-one services to its customers at anytime and anywhere. The standard of contextual marketing user care is that the enterprises should consider all problems for users like a personal assistant, and prepare solutions for possible problems in advance. This kind of user care has a wide range of applications, from retail to healthcare industry, or general corporate business

One of the elements to realize user humanistic care is to respond to their problems in real time. The users will post their feelings and suggestions about the products and services on the social network. And the enterprises should collect and analyze this kind of user information in order to understand the experience the users have when using the products or services to build a more comprehensive user care model to improve the user experience.

In summary, the ultimate experience created by contextual marketing is to build a connection between the enterprise and the users in order to continue the conversation, and at the same time promote the users' active participation, so that their consumption becomes an active behavior.

6. CONCLUSION

The key to transforming into a contextual marketing company is *zero distance*, which means a zero distance and seamless connection to the users, using the mobile data to understand the users' demands and continue to integrate more technologies. The comprehensive application of contextual information, mobile technology and social network, has change the original information interaction mode and the user care mode, and create a "deep interaction", "customized service" and "inductive real-time response" context to give the users a multi-dimensional experience. If the enterprises want to remain competitive, they must keep up with the times and actively transform into a contextual marketing enterprise at these days.

The arrival of the *Age of Context* will realize the seamless connection between people and technology, people and enterprises, and people and products in the scene. It has a profound impact on the development of the entire marketing industry, and the battle fighting for the contexts has already begun between major Internet companies.

Contextual marketing has spawned a new marketing method of user-to-user recommendation, and greatly shortened the promotion time of mobile apps and gave

the users the ultimate service experience. The enterprises have also provided more information services contextual marketing, and completed their own transformation and upgrade at the same time, enabling them to maintain market control for a long time.

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