

# ELS and Mobile: Opportunity or Threat?

English UK ELT Marketing Conference 2012

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**Let's get disruptive!**

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Disruptive technology offers us a choice,  
to ignore or embrace?

scope and scale

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in the 90's, AOL achieved 8 million subscribers within its first 3 years

in the 00's, Apple brought mobile internet to 85 million users in the same time span

**say hello to the mobile revolution.**

the iPhone sold 2 million units within 3 quarters of launch

the iPad sold 15 million

the 4S? 4 million in 48 hours

web traffic from mobile has risen from 3% to 10% this  
year

11% of our business is from mobile 6 months after launch  
we've reduced our customer service cost by 70%  
13 times ROI within 2 months ... what's not to like!  
mobile purchases in Q1 '11 equal 2010 total

feedback from the cutting edge ...

How does this affect English Language Schools?

## Conclusion 1:

Schools that embrace new technology  
will gain a competitive advantage

Those that don't will get left behind.

**general observations**

## Conclusion 2:

Mobile cannot be treated as a supplemental activity  
It is part and parcel of every decision made

**general observations**

## Conclusion 1:

ELS audiences are mobile by nature

many people are new to the UK and their smartphone is  
their only form of web access

**audience**

## Conclusion 2:

learning English is a personal experience  
there's no more personal medium than mobile

**audience**

## Conclusion 3:

English language students are also interested  
in learning about the country and culture

**audience**

## Conclusion 4:

Audience is not limited to students

But also includes teachers, parents, and support circle

**audience**

## Conclusion 1:

Over 600,000 English language students  
come to the UK each year

their devices are varied and changing frequently

**platform considerations**

## Conclusion 2:

ELS can't alienate any segment of their audience

any offering must cover all platforms

**platform considerations**

## Conclusion 3:

Native app development has a high TCO

ELS will have to pursue mobile web or hybrid apps

**platform considerations**

## Conclusion 4:

Any development will need to be backend centric

**platform considerations**

## Conclusion 5:

A persistent data connection is unlikely and expensive

**platform considerations**

## Conclusion 6:

Smartphone and Tablet serve different use cases

**platform considerations**

## Conclusion 1:

Students will have varying degrees of English ability

Navigation should be both visual and written

**navigation**

## Conclusion 2:

Students will not necessarily understand cultural references

Navigation should be “sense checked” and culture neutral

**navigation**

## Conclusion 1:

Mobile is about convenience

The information they need, when they need it

**content**

## Conclusion 2:

Different audiences have different needs

generality isn't always king

**content**

## Conclusion 3:

Different audiences speak different languages

Does your content need to be multi-lingual

**content**

## Choice 1:

Are you building an acquisition tool or a operational tool?

Is there actually any difference?

**viable app offerings**

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App 1:

country / cultural information

GPS enabled “guide” book

currency converter

cuisine tutorial

SOS card

**viable app offerings**

## App 2:

Mini quizzes / multi player

Module companion

Word speaker

Phrase book

Flashcards

**viable app offerings**

## App 3:

Course Content / Required Materials

School & Tutor Information

Timetables & Alerts

Group forums

Live FAQ's

**viable app offerings**

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thank you