Entrepreneurs and Their Communities

Maps, Apps and Mobile Media Marketing!

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**Housekeeping Details**

- If you haven’t already done so, enter your name/email address into the chat box
- Session will be recorded
- Feel free to type questions/comments at any time
- Evaluation @ [http://is-nri.com/take?i=170502&h=LyCyBQM4jMDslk3JEXQV_g](http://is-nri.com/take?i=170502&h=LyCyBQM4jMDslk3JEXQV_g)
Maps, Apps & Mobile Media Marketing
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EMPOWERMENT THROUGH EDUCATION

Overview

• Internet Maps
• GPS Systems
• Mobile Apps
• Mobile Marketing

• Other: mobile payments, QR codes…
• Resources
Poll #1: You and your mobile

Mobile Visibility & Findability

- Location-based marketing
- Geo-marketing
- Mobile marketing (+more interaction)
- LoSoPhoMo - mobile marketing enhanced by the location, social and camera features of mobile devices

Similar terms all offering new ways to connect with customers.
Internet Maps on computers & mobile devices

- Current listings on:
  - Google Maps / Google Places
  - Yahoo Maps
  - MapQuest
- Listed? Accurate? Enhance?
- Are customer comments posted?
- How can you use map?

(embed Google Maps into website)
http://code.google.com/apis/maps/index.html

Example

Google Places
GPS Maps

- Garmin, TomTom and Magellan, … (cars, handheld, smartphones)
- Get directions and find local food, local fun and other places
- Points of interests (POI)
- NAVTEQ, http://mapreporter.navteq.com

Example
Car & Handheld Devices

Points of Interest (POI)
Mobile Apps

• iPhones, Android, Blackberry, Windows
• Smartphones, iPads/Tablets, …
• Nearly all adults in the U.S. now have cellphones, with one in four having smartphones (The State of Mobile Apps, Nielsen, 2010).
• Most popular categories of app downloads include games, weather, maps/navigation and social networking.

Geosocial Apps

• One in five smartphone users currently use location-based “check-in” services on their phones, such as Facebook Places, Foursquare and Gowalla, representing 16.7 million U.S. mobile subscribers (comScore, May, 2011).
• Many marketers earn trust and reward consumers for sharing their location with loyalty points, discount coupons, or other promotional “badges” and benefits (Nielsen, 2011).
Mobile Web

- Users “search” on their mobile device, visit a business’ website and automatically connect to:
  - Phone number to call the business.
  - GPS program to find the location.
  - Social media links.
  (Android, Google browser)

Best Practices – Mobile Web

- Design for "Getting to the Point" Quickly
- Design for Finding Information Efficiently – phone, address, ...
- Design for Easy Interaction – ‘click’
- Call to Action - Make it Easy

Most people read a mobile site from the top then scroll down to the bottom of the site, quickly. If you have a primary call to action, place this at both the top and bottom of the website.
Mobile Web – What to Avoid

• Don't Forget the Variations of Handsets: There are around 5,200 handsets in the world today (6/2011) + operating systems, browsers, ..
• Small screens & Tiny ‘input’
• Don't Use Heavy or Many Pictures

Mobile Payments

• Square
• Intuit, GoPayment
• Verifone, Payware Mobile
• Financial services, device makers, software companies
• An industry group of nearly 800 carriers recently announced an initiative to create a standardized mobile-payments system
• Google, Apple and Research in Motion have also shown interest in mobile payments.
Maps & Apps

• Each month, online consumers perform over 3 billion local searches for nearby products and services, according to Localeze, www.localeze.com

• Use traditional media (printed promotions, signage, merchandising, packaging) and new media (social media, text campaigns, mobile apps and the mobile web) to connect.

• Use tools to create awareness, generate trial, convert visitors to customers, develop relationships and reward loyalty.

Examples

• **Four Square** (or other location-based mobile app)
• **Groupon** (or other ‘deal of the day’ program)
• **QR codes**
  www.google.com/help/maps/favoriteplaces/business/barcode.html
• **Audience-driven App**
• **Other – games, videos, texting,…**
Help Your Customers Find Your Mobile Site

• Use automatic detection and redirection code on your desktop site (when a mobile user uses the desktop URL, it will automatically display the mobile site.)
• Use a custom domain such as "m.mofuse.com" to better direct traffic to mobile.

Resources

• Comscore, http://www.comscore.com/Press_Events/Press_Releases/2011/5/Nearly_1_in_5_Smartphone_Owners_Access_Check-In_Services_Via_their_Mobile_Device
Resources

- The Social Media Examiner reports on the future of geolocation in an April article http://www.socialmediaexaminer.com/the-future-of-geolocation-what-is-coming/
- Google Maps - www.google.com/local/add
- MapQuest - http://help.mapquest.com/jive/mqfeedback.jspa
- Yahoo Local - http://local.yahoo.com (if you find something wrong with your listing, go to http://listings.local.yahoo.com/csubmit/index.php)
- Yellow pages – http://listings.yellowpages.com
- Localeze – http://webapp.localeze.com/bizreg
- Earth Tools - http://www.earthtools.org
  (find your GPS coordinates)
Resources


Resources

• [http://aaea.execinc.com/resources/](http://aaea.execinc.com/resources/)
Inspired By …

• https://sites.google.com/a/umn.edu/adeelahmed/digital-maps
• http://www.extension.umn.edu/Retail/RoadsideAdvertising.html

Think Like a Mobile Customer
How To…
Crawl, Walk, Run…

• Establish online presence
  – Look & Listen
• Enrich content
  – Photos, Videos, Links,…
• Engage online influencers
  – Special offers, social media links
• Embrace mobile community

Poll #2: Action
Thank You!

• Mark your calendars for the upcoming webinars of this season – 2nd Thursday, 2:00pm (ET)
  – February: Direct Marketing of Specialty Food Products
  – March will be on Security and Operational Risk Planning.

• Evaluation @ http://is-nri.com/take?i=170502&h=LyCyBQM4jMDslk3JEXQV_g