

Entrepreneurs and Their Communities

Maps, Apps and Mobile Media Marketing!

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January 12, 2012

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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





Maps, Apps & Mobile Media Marketing

Julie Fox, Ph.D.

The Ohio State University
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

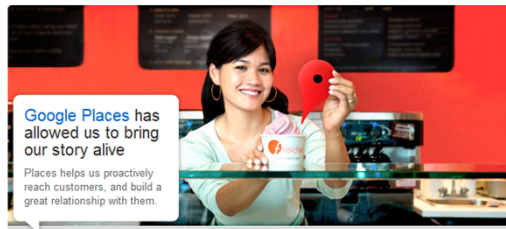
- Current listings on:
 - Google Maps / Google Places
 - Yahoo Maps
 - MapQuest
- Listed? Accurate? Enhance?
- Are customer comments posted?
- How can you use map?
(embed Google Maps into website)

<http://code.google.com/apis/maps/index.html>



Example

Connecting your business with local customers



Google Places

Overview	Get found on Google for free
Success stories	97% of consumers search for local businesses online. Be there when they're looking for you with Google Places for business - a free local platform from Google.
FAQ	Help your business stand out
Promote your business	Add photos, videos, and offers to show customers why they'll want to choose you. Highlight special promotions, post live updates, and respond to reviews from your Places for business account.
	Discover insights about your business



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>
- Teleatlas, <http://mapinsight.teleatlas.com/mapfeedback/index.php>
- GPS Data Team, <http://www.gps-data-team.com/listingstep1.php>
- Others, www.expressupdateusa.com/home.aspx



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



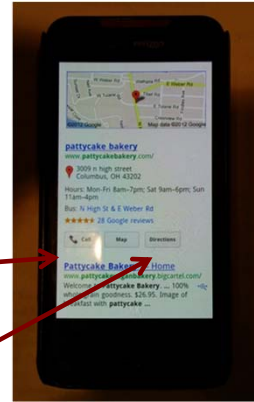
- One in five smartphone users currently use location-based “check-in” services on their phones, such as Facebook Places, Foursquare and Gowalla, representing 16.7 million U.S. mobile subscribers (comScore, May, 2011).
- Many marketers earn trust and reward consumers for sharing their location with loyalty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





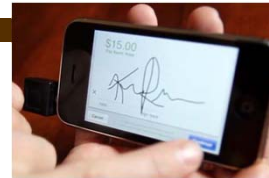
Mobile Web – What to Avoid

- 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
- Don't wait. Your customers are ready.
<http://www.foliomag.com/2011/best-practices-mobile-web>



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/favorites/places/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



- The State of Mobile Apps, <http://www.nielsen.com/us/en/insights/reports-downloads/2010/The-State-Of-Mobile-Apps.html>
- Privacy, http://blog.nielsen.com/nielsenwire/online_mobile/privacy-please-u-s-smartphone-app-users-concerned-with-privacy-when-it-comes-to-location
- 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](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


- Pew Internet, <http://www.pewinternet.org/Reports/2010/Mobile-Access-2010.aspx>
- 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/>











Resources

- Google Maps - www.google.com/local/add
- Microsoft Bing maps – www.bing.com - <https://ssl.bing.com/listings/ListingCenter.aspx>
- 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



- <http://www.socialmediaexaminer.com/how-mobile-is-changing-social-media/>
- <http://blog.hubspot.com/blog/tabid/6307/bid/14207/The-25-Most-Important-Mobile-Media-Apps.aspx>

HubSpot Blog Inbound Internet Marketing Blog
SEO, Blogging, Social Media, Landing Pages, Lead Generation and Analytics

Inbound Marketing Social Media Search Engine Optimization Twitter Lead Generation Public Relations Web Analytics Web Design

How to Use Google+ For Business Get the Most Comprehensive Guide to Google+ for Business Download Free Ebook

The 25 Most Important Mobile Media Apps

Posted by Joanna Higgins
Wed, May 19, 2014 @ 07:30 AM

Comments

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extension more mind reach



Resources

- <http://aaea.execinc.com/resources/>

AAEA
Agricultural Extension & Support

My Account Login
Username: Password: Remember Me Login

About AAEA Membership Meetings Publications Outreach AAEA Trust Career Opportunities

Outreach

Shared Outreach Materials

- Shared Outreach Materials Home
- Search
- Submit Materials

Looking for something specific? (Place search criteria)

Keyword(s): social Search

Using Social Media to Learn About Consumer Needs and Preferences Downloads: 5
Published by: Joe Parrel, Nery Hendrickson, Alice Roach and Jill
Published on: 05/03/2012
Publication: 2012 (5)
Social-media refers to a suite of online communication tools that enable people to easily share information and network with like-minded others on the Internet. From a marketing perspective, social media are useful tools for promoting products, ...
[See More...](#)

Promotional Media Use by Missouri Farmers Market Organizers Downloads: 5
Published by: Joe Parrel, Nery Hendrickson, Alice Roach and Jill
Published on: 05/03/2012
Publication: 2012 (5)
Farmer market organizers face the challenge of developing a marketing plan that reaches their core audience segments and communicates meaningful messages to them. When selecting marketing tools, farmers market organizers should consider the ...
[See More...](#)

Social Media Use and Purchase Patterns of Missouri Farmers Market Consumers Downloads: 4
Published by: Joe Parrel, Nery Hendrickson, Alice Roach and Jill
Published on: 05/03/2012
Publication: 2012 (7)
Social media is the collective term for online engagement tools such as social networks, blogging and microblogging. These tools enable people to easily share information and network with like-minded others on the Internet.
Understanding social ...
[See More...](#)

Social Networking and Marketing for Colorado's Agricultural Producers Downloads: 76
Published by: M. Phillips, D. Thimney McFadden, and M. Sullivan
Published on: 12/20/2009
Publication: 2010 (10)

Inspired By ...

UNIVERSITY OF MINNESOTA | EXTENSION
Adeel Ahmed - Extension Educator - Center for Community Vitality

Digital Maps & Business

Does your business have a sign on the digital superhighway?

Can people find your business when they search an online map like Google Maps, or on their iPhone or Android device, or on their GPS receiver (Garmin)? These are all examples of location-based services and tools the use of which has exploded. Nielsen Media estimates there are currently (2010) 100 million active users of mobile cellular / internet devices like the iPhone. This technology makes it very easy for people to search for goods and services based on their location. Techno savvy businesses are leveraging this technology to get more customers and make more money.

The question is that when these people search for goods and services does your business come up? For example, if you run a cafe or a diner and someone nearby searches for "coffee" is your business one of the choices?

University of Minnesota Extension can help you assess, fix, and maximize your business or organization through in person workshops or online electron resources available through this site.

Benefits

- Learn how to maximize your business or organization on a variety of digital sources
- Good info for local businesses to utilize.
- "It's easier and free to learn"

- <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



Contact

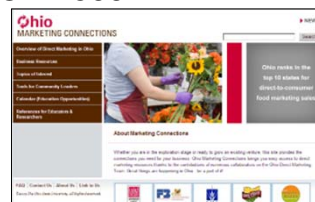
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<http://directmarketing.osu.edu/>



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=LyCyBQM4jIMDsIk3JEXQV_g

