

What is Mobile Marketing?

Personal engagement with consumers on their mobile device

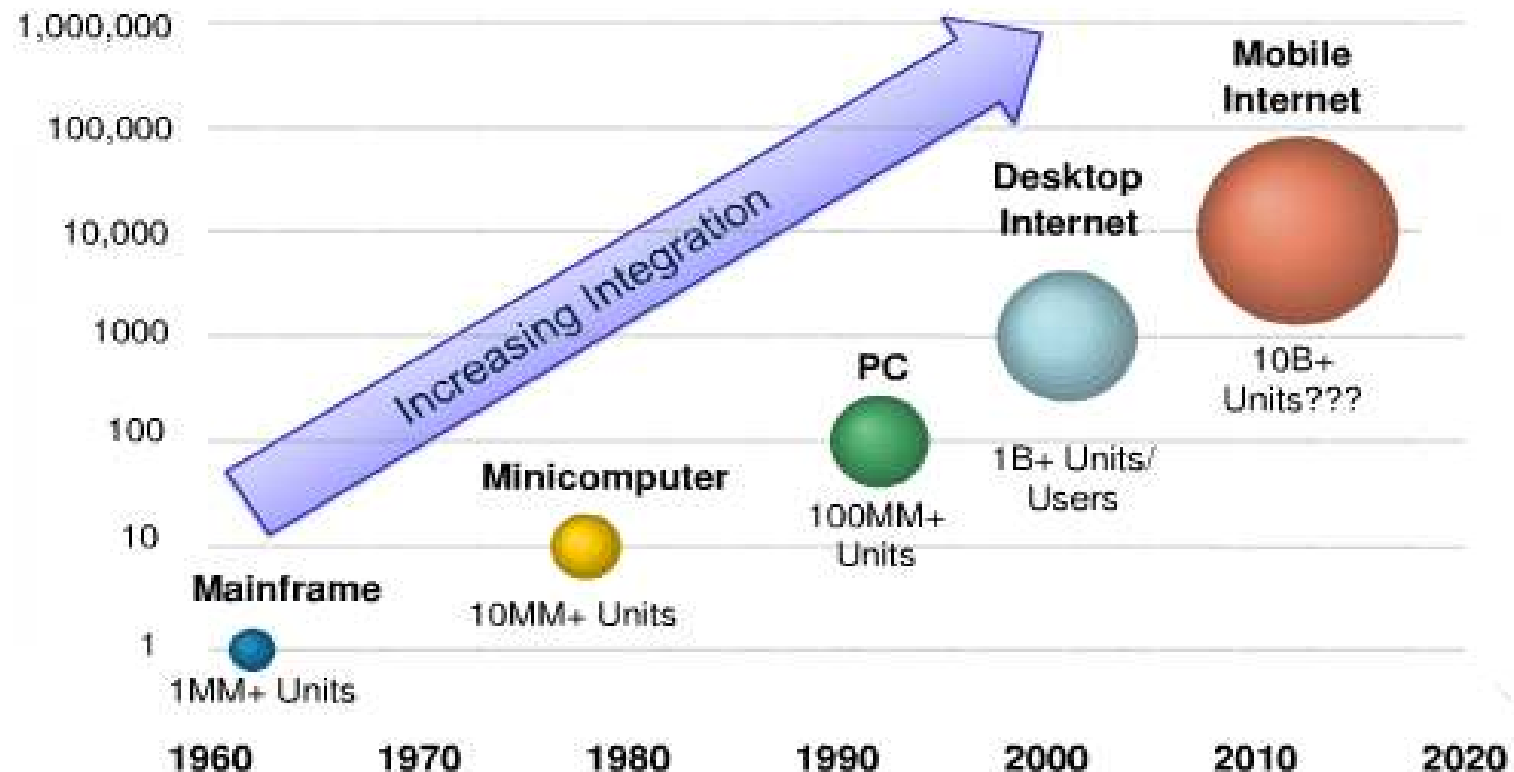
What type of customer reacts to mobile marketing?

All age bands <65 but still expanding

Mobile Marketing is a two-way communication with the customers via the device in their hands; one they cherish greatly.

Mobile Overtakes PC

Computing Growth Drivers Over Time, 1960-2020E



Note: PC installed base reached 100MM in 1993, cellphone/Internet users reached 1B in 2002/2005 respectively;
Source: ITU, Mark Lipacis, Morgan Stanley Research.

Overall by 2016, Forrester expects advertisers to spend \$77 billion on interactive marketing. The consultancy broke out spending estimates in 2016 versus 2011 in these categories:

- * **Search marketing:** \$33.3 billion, up 78 percent over the five-year period.
- * **Display advertising:** \$27.6 billion, up 152 percent.
- * **Mobile marketing:** \$8.2 billion, **up 399 percent.**
- * **Social media marketing:** \$5 billion, up 214 percent.
- * **Email marketing:** \$2.5 billion, up 63 percent

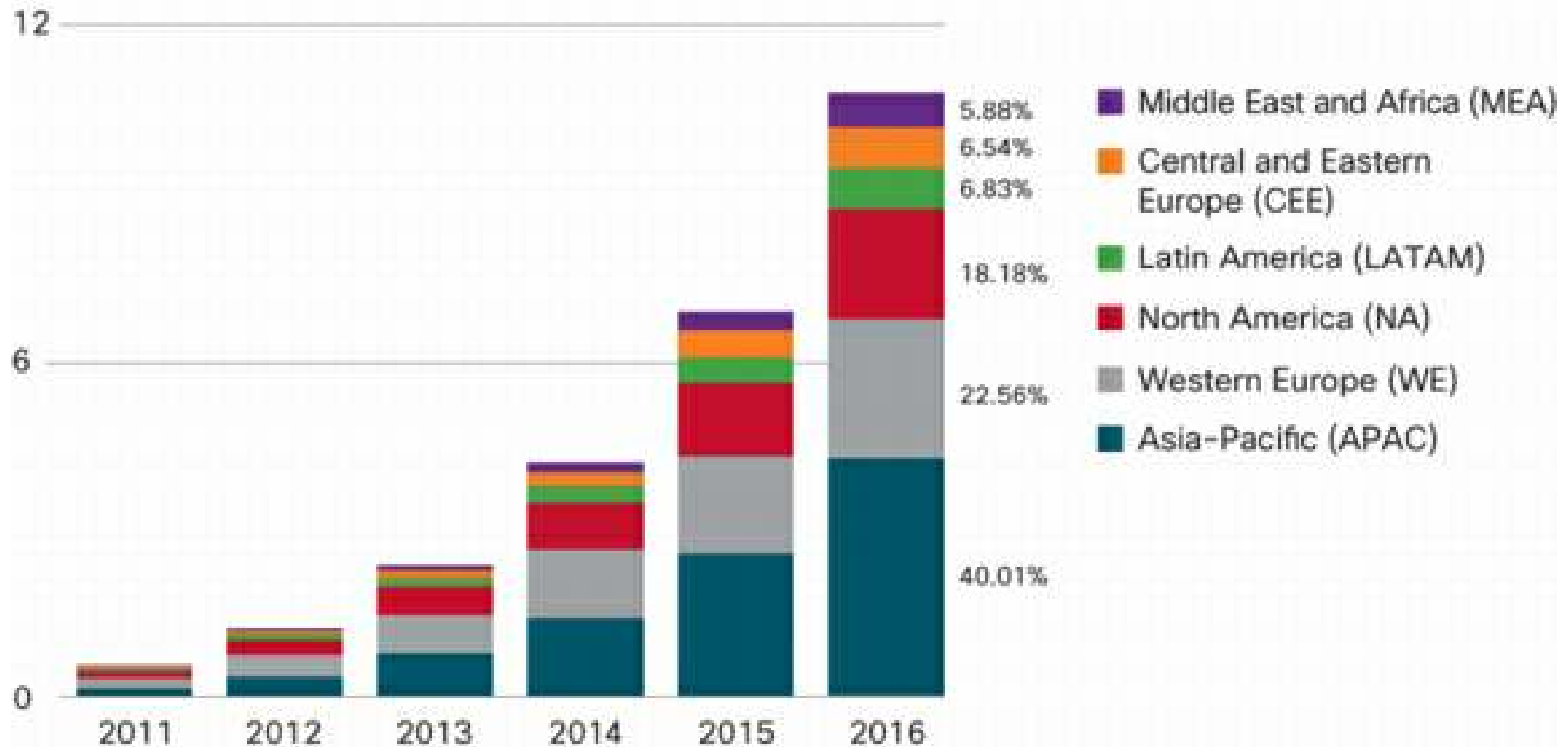
Global Trends Between 2011-2016 For Mobile Traffic Data

- Increase 18 fold, a compound annual growth rate of 78%.
- Will reach 10.8 Exabytes per month in 2016, up from 597 Petabytes per month in 2011.
- Will grow 3 times faster than Global fixed IP traffic.
- Global Mobile was 2% of total IP traffic in 2011, and will be 10% of total IP traffic in 2016.
- Mobile data traffic in 2016 will be equivalent to 5x the volume of the entire Global Internet in 2005.

Source: http://www.cisco.com/web/solutions/sp/vni/vni_forecast_highlights/index.html

Exabytes per Month

78% CAGR 2011-2016



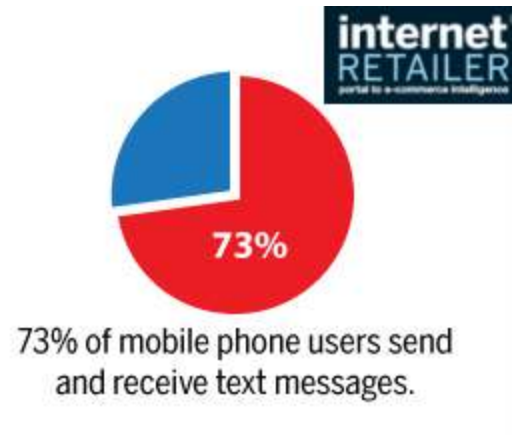
Source: Cisco VNI Mobile, 2012

Email is the new FAX

Open rates declining...

Text messaging has over
90% open rates

ONE company did a text
messaging campaign that got
\$100 revenue for EVERY
DOLLAR spent!



How can mobile marketing provide benefit?

By creating an emotional bond between the customer & brand

- Easy to Use:** Most interactions in one or two clicks
- Creates database:** Consumers opt-in to receive offers
- Customizable:** Limited only by creativity
- Instant Response:** Coupons, links, and codes acted upon
- Strong Delivery:** Messages delivered and read in < 24 hours
- Scalable:** Can use several platforms, with room for growth
- Cost Effective:** Cost of Entry in the \$\$\$, not the \$,\$\$\$

How can you get started with mobile?

SMS Text Messaging

- Users opt-in:

- On your website
- By texting a code & keyword

- Send specific special offers:

- Weekly
- Monthly Specials

- Engage with the customer:

- Feedback / Surveys
- Timed Promotions
- Coupon Redemption

First Name (*) Last Name

USA

+1 Mobile Phone

1 messages/mo
Message & Data Rates May Apply.
You will receive 1 Save A Dollar coupon
For help, text HELP to 69302
To stop messages, text STOP to 69302

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Other Marketing Channels

- MMS- Multimedia Messaging Service
 - Picture, images, audio, video
 - Tell a story, offer coupons with pictures, video, audio
- Email: Mobile email
- IVR- Interactive Voice Response
- Proximity Marketing
 - WiFi and Bluetooth
 - Localized distribution of content to a mobile device
- Apps
 - Sticky as prospects and customers download
- Mobile Ads
 - Paid ads on mobile sites your target visits

How can you get started with mobile?

Mobile Web Sites

- Optimized for mobile devices
Auto detects users
- Serves branded content
- Enhances users experience
- Builds customer database
 - Serves as the entry to your sales funnel



How to promote your mobile campaign?

Online

- Special Web Promotion
- Search Engine Marketing
- Broadcast to existing lists
- Social Media Channels
- Blogs & Forums
- Location Marketing



Offline

- QR Coupon
 - POS/Register
 - On receipt if capable
 - At entry & exit locations
- Existing direct mail campaigns
- Flyer insert / collateral



Mobile Marketing Is A Different “Search”

We are used to www.google.com on a mobile device...

But...mobile search:

- QR Codes

- Tag reader from a ISBN number

- GPS location –

- “proximity” marketing

- Google Goggles





Source: <http://www.flickr.com/photos/sackwitzfoto>



Call-To-Action

Download a FREE clip to your mobile phone
Turn on Bluetooth visibility or connect to "Bond007WiFi"

To receive exclusive FREE Bond007 content, turn your Bluetooth to "Discoverable" or connect to "Bond007 WIFI"



Consumer enters mall and spots Call-To-Action

- Consumer's mobile device prompted with an "opt in/out" message (e.g. "Would you like to receive a **FREE** James Bond video")
- Consumer selects "YES" and receives **FREE** content directly to mobile device



Consumer enters mall and spots Call-To-Action

- Consumer connects to branded WiFi network (e.g. "Bond 007 WiFi")
- Consumer opens browser, connects to any webpage and rich media content is viewed and/or downloaded to mobile device



QR Code Generators

Social QR Code – Free, links to your social accounts.

socialqr.com

BW Scan – Free, Creates coupons, analytics
bwscan.com

UQR - Free to \$5/mo for unlimited QR Codes
uqr.me

THE SHOPS AT SUNSET PLACE SHOPPERS, TELL US WHAT YOU THINK!

Help us improve your next shopping trip.
Scan this QR code with your smart phone to start now!



or text **GUEST127** to 74666
to provide your feedback.

www.simon.com/feedback/shopsatsunsetplace



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Receive more than
satisfaction with your
ExpressSend[®]
remittances

**The Promotion runs from
October 1 to December 31, 2012**

• Send a remittance of \$300 or more to any participating country, and the transfer fee will be refunded directly to your account. Simply visit expresssend.ronindev.com or call 1-888-553-6122.

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Al enviar dinero en estas fiestas todos reciben



*Exacto, envía con el servicio
ExpressSend® del 1° de
octubre al 31 de diciembre de
2012 y llévate un reembolso.**

Para calificar, debes realizar una transacción al extranjero durante todo el 1° de octubre y el 31 de diciembre de 2012. Para conocer más
visita www.wellsfargo.com o llama al 1-800-855-1111 antes de las 11 p.m. EST el 31 de diciembre de 2012. Una oferta por tiempo
limitado. Wells Fargo Bank, N.A. Servicio de dinero enviado fuera de EE.UU. por Western Union. *Una vez cumplidos los requisitos de elegibilidad por la oferta,
se emite un reembolso de un crédito de dinero en tu cuenta de crédito o débito de la siguiente manera:
al momento de la transacción.

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conveniencia y descuentos
para las fiestas*



Al enviar dinero en estas fiestas todos reciben



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*Para calificar, debes realizar una transferencia ExpressSend® de \$100 o más a un número de tarjeta de crédito de tu banco participante entre el 1° de octubre y el 31 de diciembre de 2012. Para calificar, debes enviar tu transferencia ExpressSend® a través de nuestro sitio web, MyWells Fargo. Una vez cumplidos los requisitos, recibiremos tu solicitud de reembolso por correo electrónico. El reembolso será de \$100 por transferencia calificada. El reembolso será enviado a tu tarjeta de crédito participante. El reembolso será válido hasta el 31 de enero de 2013. Para más detalles, visita www.wellsfargo.com/expresssend.

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conveniencia y descuentos
para las fiestas



Mobile Ad Networks

Blind Networks – For smaller publishers
No insight to publishers you're working with
Admob, In Mobie, Adfonic, BuzzCity

Premium Blind Networks - For medium sized publishers
Pay Per Click (CPC) and Pay Per Install
Millenial Media, Jumptap

Premium Networks - Work with few high quality publishers
or mobile operators
Microsoft, AOL, Nokia

Incentivized Networks Encourage users to install a mobile
app Cost per install or Cost Per Action
(CPA)



Steve Roitstein

July 4 · 🌐

New PALO! t-shirt: back. Available at our shows. — with PALO!, Ralf Gonzalez, Philbert Armenteros, Krysten Nikole Llamas, Leslie Cartaya, Ed Calle, Raymer Olalde and Phil Colodetti.

Like · Comment · Share

👍 4 people like this.

SMS Sign Up Form Embedded On Facebook

facebook 

Save A Dollar





Share

SAMPLE ONLY

Save A Dollar This Week

For our valued customers, we want to thank you for your business. We know how hard you work to send your loves one's money.

Simply text `saveadollar` to `69302` and you will receive an instant text message with the promo code.


Sign up for more coupon codes monthly!
Only 1 message per month.

<http://vizred.com/saveadollar/>

http://www.facebook.com/vizRED/app_267030536700984

SMS Sign Up Form Embedded On Facebook

Send a text to 69302 with the message: saveadollar



First Name (*) Last Name

USA

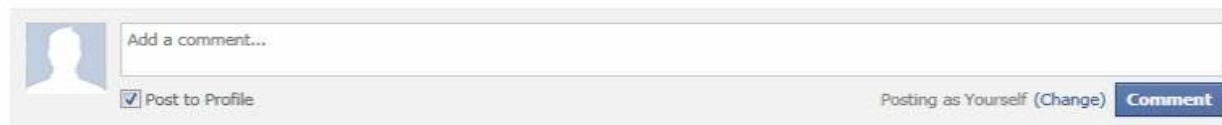
+1 Mobile Phone


1 message/mo
Message & Data Rates May Apply.
You will receive 1 Save A Dollar coupon
For help, text HELP to 69302
To stop messages, text STOP to 69302

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How do you save money?
Share your tips with your friends.
The one who shares the most creative tip will receive another special promo code.



 Add a comment...


☒ Post to Profile

Posting as Yourself (Change) [Comment](#)

<http://vizred.com/saveadollar/>


http://www.facebook.com/vizRED/app_267030536700984

Foursquare



Moneypit



Miami, FL
Uncategorized (Edit)




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 SAVE

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	2	35







Mayor: **Millie D.**
5 check-ins in last 60 days

Explore Nearby


[Restaurants](#), [Nightlife](#), [Shopping](#), [Top Picks](#)

Sort: Popular / [Recent](#)

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 [Share via Facebook](#)
 [Share via Twitter](#)
 [Share via Email](#)

Do you manage this location? [Claim here](#)



Tips



Hey @miamishines Blanca, leave a tip at Moneypit:

Add a tip...

SHARE





Share with Foursquare friends



Share via Facebook



Share via Twitter



Share via Email

Do you manage this location? [Claim here](#)

Claim Moneypit

Over 750,000 businesses are using foursquare's [free tools](#) to reach our 20,000,000-strong community. In just 90 seconds and for a one-time \$1 USD verification fee, you'll be able to:



Attract

customers with specials
and promotions



Analyze

real-time data about
your patrons



Update

information on your
business' page

Still not sure? [Learn more](#) about claiming your business.



I'm the owner (or working on behalf of the owner) and I agree to the [Venue Platform Terms of Use](#)

Get Started

Step 1
Terms of use

Step 2
Confirm phone number

Step 3
Final verification

Search For Bank of America

foursquare Activity Explore Lists @miamishines Blanca

Suggestions for **bank of america** TOP PICKS

Show me places ...

- ☐ I haven't been to
- ☐ My friends have been to
- ☐ I have been to before
- ☐ With Foursquare specials

If you need help with Real Estate, planning to buy, sell or rent? Contact me 786.355.7504 - Jessica G.

We found a place with that name Save Like

Miami International Mall
1455 N.W. 107th Ave.
Mall • 1 here now

They removed **bank of america** ATM's :(boooo - Sahar A.

Because you've been to other Simon Malls locations Save Like

Bank of America
Coconut Grove
Bank / Financial

This spot is popular on Foursquare Save Like

Bank of America
2800 S Douglas Rd.
Bank / Financial

We found a place with that name

Map view showing locations in Coral Gables, FL. Locations are marked with numbered pins (1-9) and labeled with names like West Miami, Coral Terrace, Coral Gables, South Miami, and Coconut Grove. The map also shows major roads like US 1 and SW 42nd St.



Miami International Mall

8

8.0

1455 N.W. 107th Ave.

Mall • 1 here now



+8

They removed bank of america ATM's :(boooo - Sahar A.



Because you've been to other Simon Malls locations




Save





Like

Reputation Management







Bank of America
5000 Biscayne Blvd.
Bank / Financial






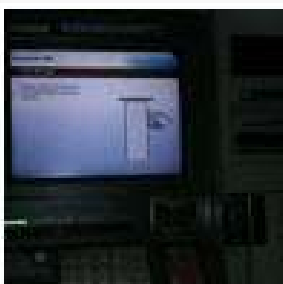
Come in the morning (never in the afternoon if you can avoid it). Also, don't bother calling this branch... They never answer the phone. - @MisterHirsch

 1 friend has been here  Save  Like






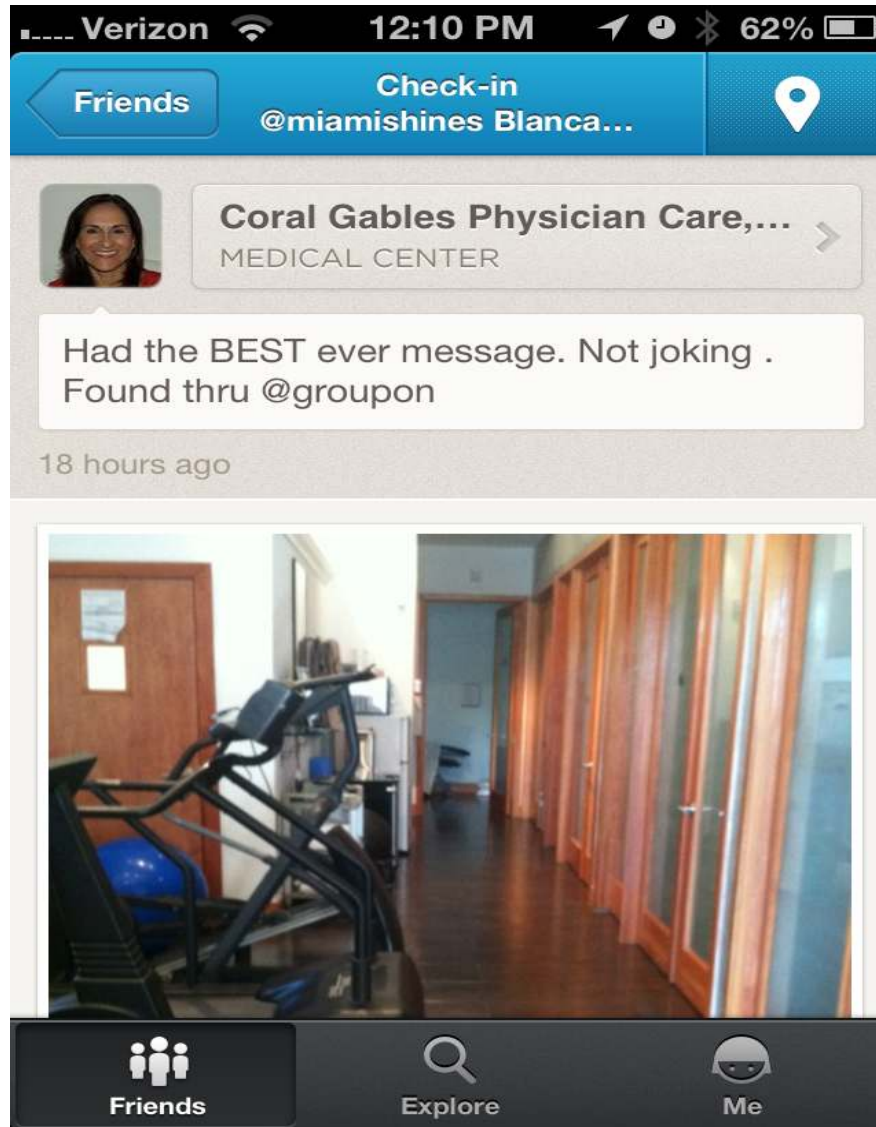
Bank Of America
8648-8698 SW 136th St
Bank / Financial





People are nice here, but BOA in general are crooks! - @rollyp56

 This spot is popular on Foursquare  Save  Like





Blanca Stella Mejia

@miamishines

Love the beach & butterflies. Founder of @micaminar & @vizred
Co-director @latism_sfl Board Member of #smcsf Community
Mgr @fuselabs for So.cl
Miami <http://www.vizred.com/blog>



6,483 TWEETS

1,386 FOLLOWING

2,037 FOLLOWERS

Tweet to Blanca Stella Mejia

@miamishines

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Following

Followers

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Lists

Recent images



Similar to Blanca Stella Mejia



Rafael Sangiovanni @RaphSangiov...
Follow

Tweets



Blanca Stella Mejia @miamishines

19h

Had the BEST ever message. Not joking . Found thru @groupon (@ Coral Gables Physician Care, LLC w/ 2 others) [pic]:
4sq.com/TywM4s

Hide photo Reply Retweet Favorite Buffer





Blanca Stella Mejia checked in at Coral Gables Physician Care, LLC on Foursquare.
18 hours ago

Had the BEST ever message. Not joking . Found thru @groupon



Like · Comment · Save This Place · Share



Blanca Stella Mejia shared a link.
Thursday near Miami

I'm going to speak at the Latinos In Social Media conference coming up next week, about Google places & G+, Tips for Small Businesses and also moderate a panel titled "Creating a New Education Culture across Generations" We're thinking of...



Photos
817 Photos



Likes
678 Likes



Don't Forget To Tell Your Employees About Your Special Deals!



- **Create a social culture within your organization.**
- **Create an empowering message.**
- **Have a voice that will make people want to talk about you.**

Edelman, A Company of Social Culture For Social Good



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We're committed to our world, our clients, our communities and each other. As the largest PR firm, we're increasingly interdependent – everything we do has an impact. It's up to us to determine how positive, and how powerful, that impact can be.

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We're committed. To our ethics. To sustainability. To suppliers, partners and clients. We band together. We're around the globe, making a world of difference.



Engaging Our Clients

Our global policies and practices align with our clients' expectations for high quality service, ethical standards for the firm and our business partners, and responsible procurement and



Engaging Our Community

We focus on public engagement that drives community engagement. We apply our talents where we live and work. We build on our interdependence to make the world a



Engaging Our People

Engaging our people is the key to our success. We are committed to creating a workplace that supports employee development, continuing education, wellness and work-life balance.

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Independent, Collaborative, Global

Bill Hewlett and Dave Packard, the founders of Hewlett-Packard, said "The best possible company management is one that combines a sense of corporate greatness and destiny with empathy for, and fidelity to, the average employee."

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Engaging our people is the key to our success. We are committed to creating a workplace that supports employee development, continuing education, wellness and work-life balance.

Trust in 5 Minutes

Share

▼ More info

Trust Barometer 2012

In its 12th year, our global study examines trust in the four key institutions of government, business, media and NGOs, as well as communications channels and sources.

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