## What is Mobile Marketing?

Personal engagement with consumers on their mobile device

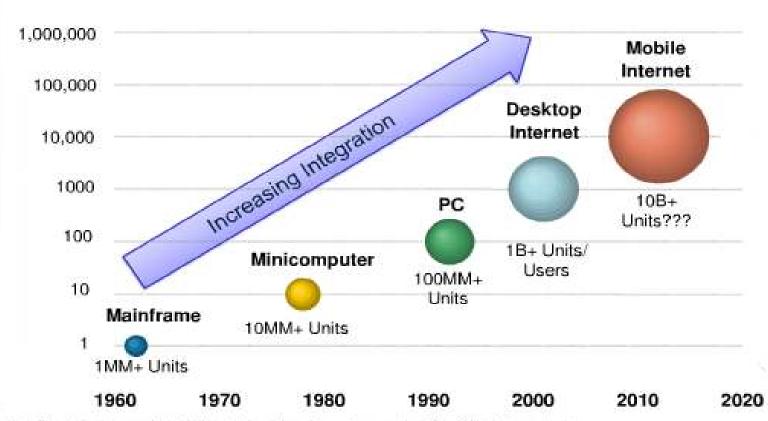
What type of customer reacts to mobile marketing?

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.

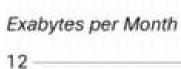
Overall by 2016, Forrester expects advertisers to spend \$77 billion on interactive marketing. The consultancy broke out spending estimates in 2016 versus 2011 in these categories:

- \* **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

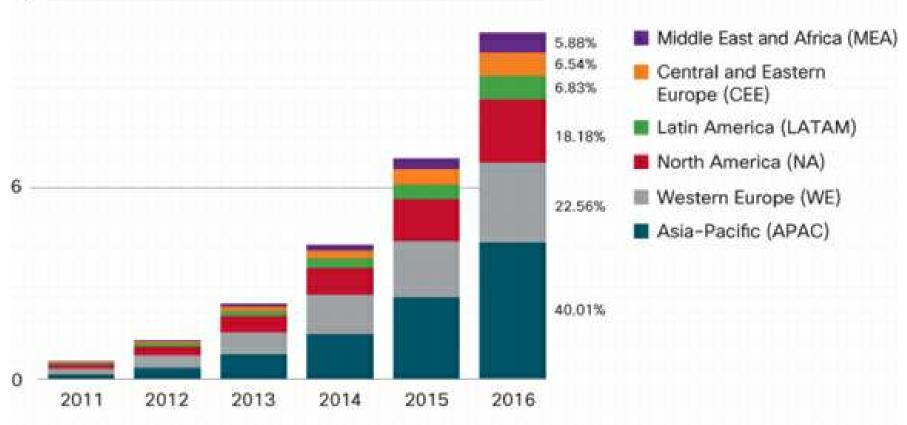
## Global Trends Between 2011-2016 For Mobile Traffic Data

- 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.

<u>Source: http://www.cisco.com/web/solutions/sp/vni/vni\_forecast\_highlights/index.html</u>



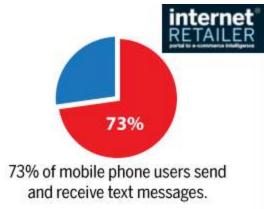
78% CAGR 2011-2016



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? <u>SMS Text Messaging</u>

## 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



## **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? <u>Mobile Web Sites</u>

- 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 <a href="www.">www.</a></a><a href="www.">google.com</a> on a mobile device...

But...mobile search:

**QR** Codes

Tag reader from a ISBN

number

GPS location –

"proximity" marketing

Google Goggles







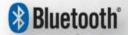




Source: <a href="http://www.flickr.com/photos/sackwitzfoto">http://www.flickr.com/photos/sackwitzfoto</a>







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



C

Source: <a href="http://www.mobiquitynetworks.com/sites/32/Mobiquity">http://www.mobiquitynetworks.com/sites/32/Mobiquity</a> Presentation.

## **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



Help us improve your next shopping trip.

Scan his QR code with your smart phone to start now!



or text GUEST127 to 74666

to provide your feedback.

www.simon.com/feedback/shopsatsunsetplace



#### Wells Fargo Bank Teller Area

## ExpressSend

Receive more than satisfaction with your ExpressSend® remittances

The Promotion runs from October 1 to December 31, 2012

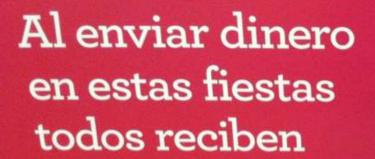
 Send a remittance of \$300 or more to any participating country, and the transfer fee will be refunded directly to your account. Simply visit expressend ronindev.com or call 1-888-553-6122.

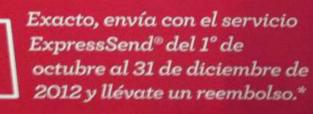
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## **Mobile Ad Networks**

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



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



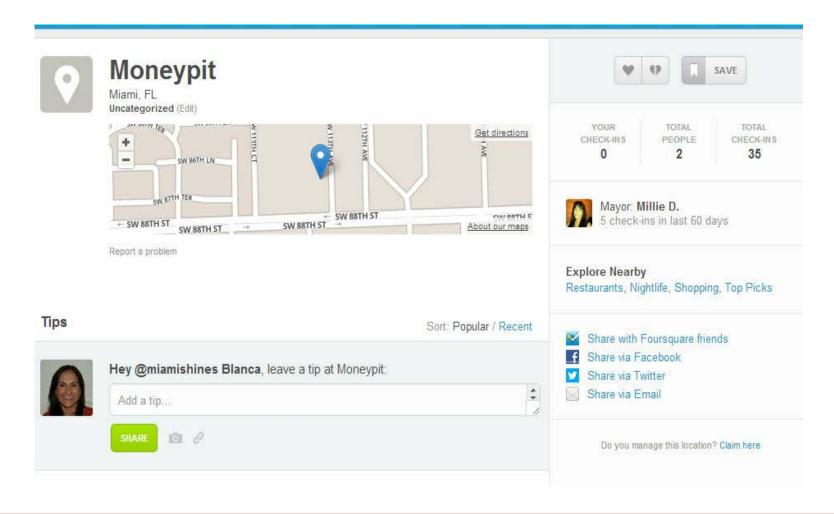
How do you save money?
Share your tips with your friends.
The one who shares the most-creative tip-will-receive another special promo code.



http://vizred.com/saveadollar/

http://www.facebook.com/vizRED/app 267030536700984

## **Foursquare**





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 20,000,000strong 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.

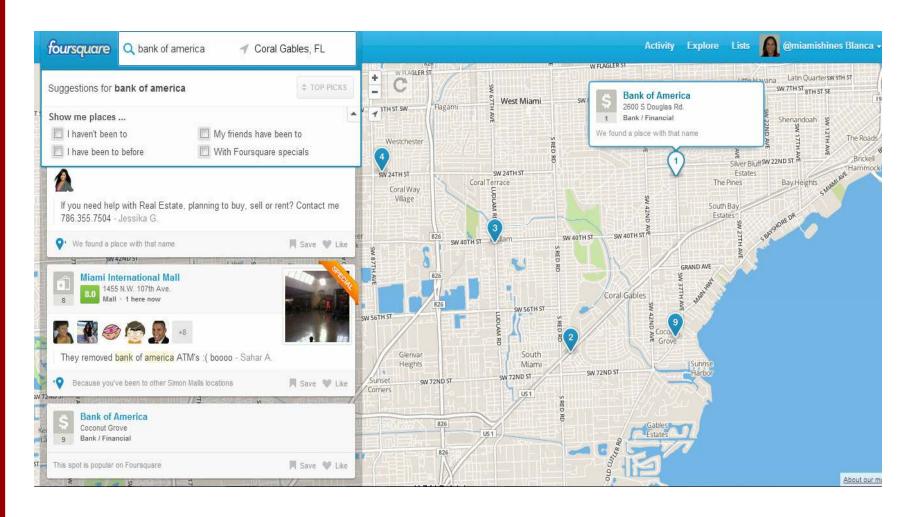


I'm the owner (or working on behalf of the owner) and I agree to the Venue Platform Terms of Use

**Get Started** 

Step 1 Terms of use Step 2 Confirm phone number Step 3 Final verification

## **Search For Bank of America**





#### Miami International Mall



1455 N.W. 107th Ave.

Mall - 1 here now













They removed bank of america ATM's :( boood - 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







#### Bank Of America

8648-8698 SW 136th St

Bank / Financial



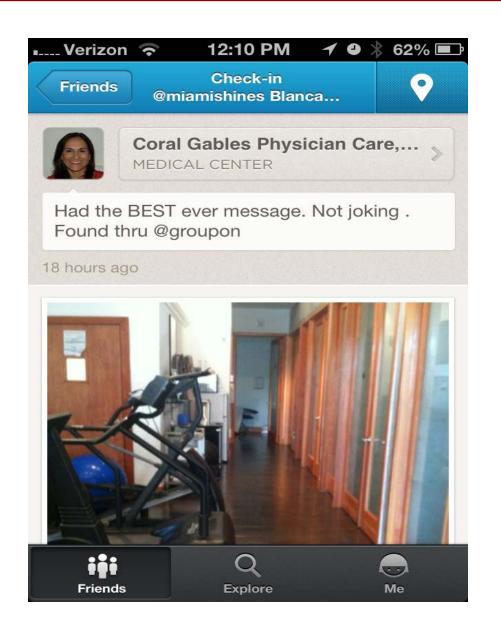
People are nice here, but BOA in general are crooks! -@rollyp66



This spot is popular on Foursquare









#### 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



> Follow

6,483 TWEETS

1,386 FOLLOWING

2,037 FOLLOWERS





Blanca Stella Mejia checked in at Coral Gables Physician Care, LLC on Foursquare. 18 hours ago 14

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





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











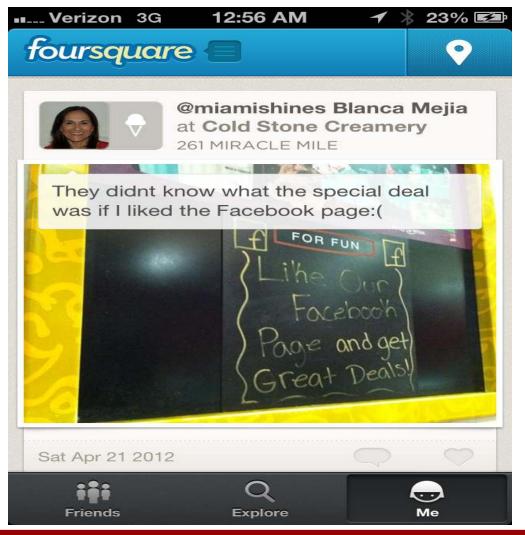








## Don't Forget To Tell Your Employees About Your Special Deals!



- 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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WHAT WE DO

INSIGHTS

GLOBAL NETWORK

**CULTURE & CAREERS** 

## GLOBAL CITIZENSHIP

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#### A Declaration of Interdependence

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,

Please visit our FY12 Citizenship Microsite for more information.

#### Read More



#### **Engaging Our World**

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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Jakarta: Social Media as a Daily Way of Life

#### 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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# 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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