

Mobile Devices – Applications Working for You



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Welcome!

Agenda

- ***Breakout:
Extending Your Reach with Mobile***



Fort Yargo State Park | Winder, GA

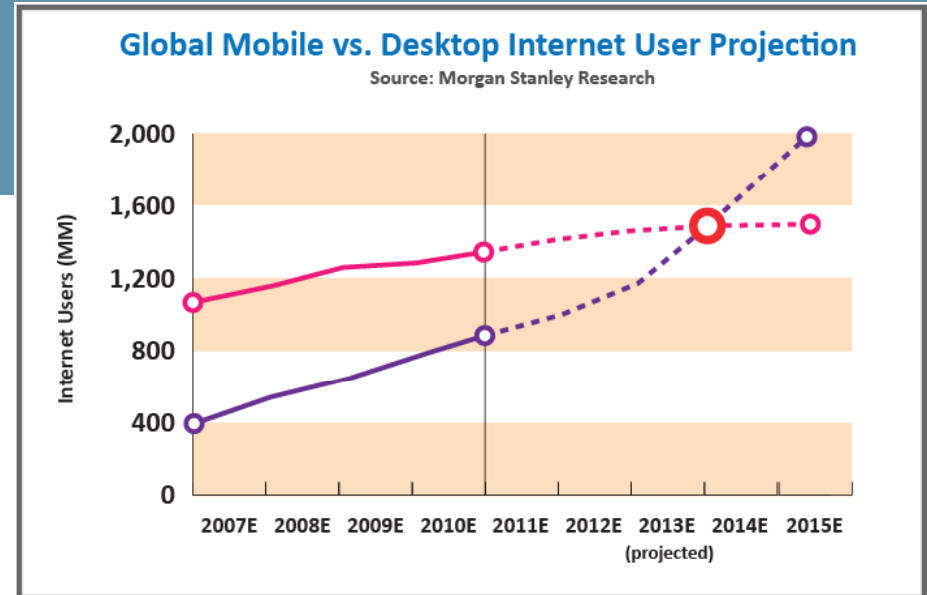
Extending Your Reach

Top 4
Questions...

- **What are the Mobile usage projections over the next 2 years?** (Mickey)
- Is Marketing/Advertising more effective on Mobile devices? (Dan)
- How could Barcode readers help a not-for-profit? (Russ)
- Is it necessary to create a downloadable app for our organization? (Chris)

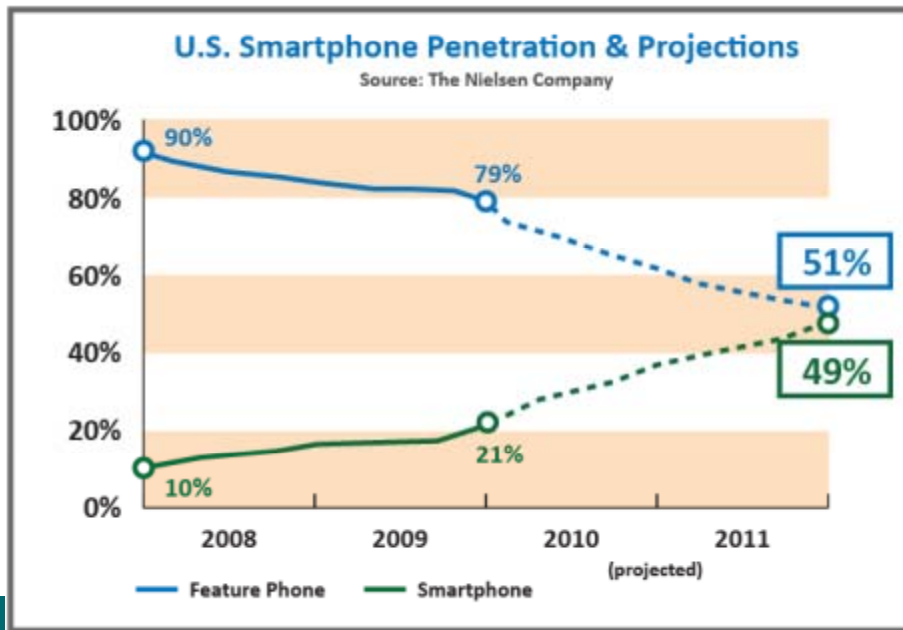
Mobility Trends

- By 2013, Mobile Internet usage will exceed PC based Internet usage (# of users)
- Mobile devices enable location based services...real time physical retail/ service opportunities
- Pricing...real time local & online comparison
- Knowledge/How-to...consumers equipped in aisle



Mobile Users > Desktop Users within 5 Years

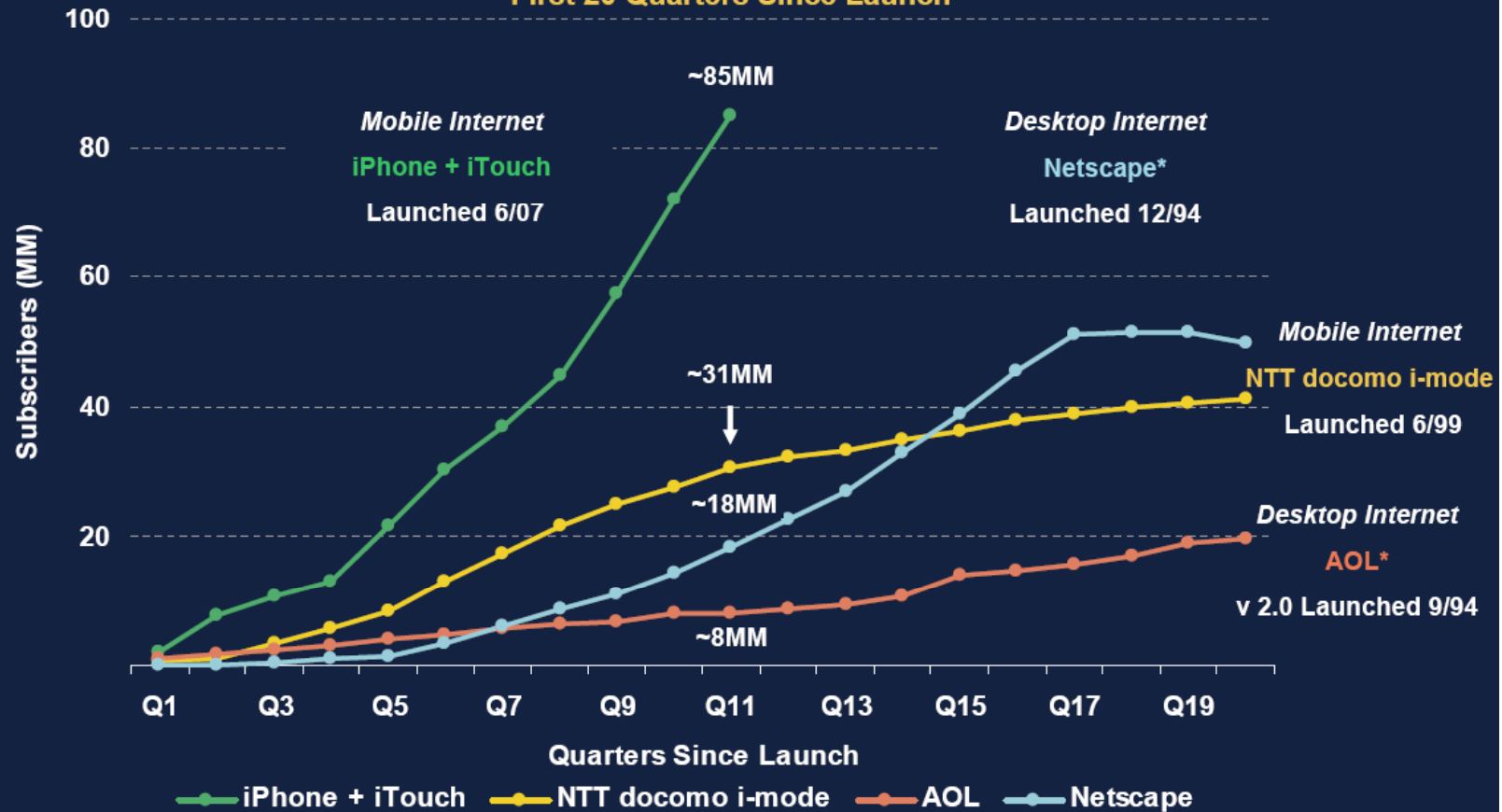
- Slightly more males (53%) than females (47%) use smartphones
- Two-thirds of smartphones are purchased for personal use
- Hispanic Americans and Asians are slightly more likely than other populations to have a smartphone
- By 2011, smartphones are expected to account for more than half of US Mobile Market



Mobility Trends

Mobile Internet Ramping Faster than Desktop Internet Did – Apple Leading Charge

iPhone + iTouch vs. NTT docomo i-mode vs. AOL vs. Netscape Users
First 20 Quarters Since Launch



Morgan Stanley

Note: *AOL subscribers data not available before CQ3:94; Netscape users limited to US only. Morgan Stanley Research estimates ~50MM netbooks have shipped in first 10 quarters since launch (10/07). Source: Company Reports, Morgan Stanley Research.



Mobile Projection

- **Smart mobile device adoption increasing**
(iOS, Android, Windows, other)
 - More high-end mobile browsers
 - Development tools evolving (*HTML 5 coming, perhaps Flash or Silverlight as well*)
 - Hybrid apps (*part native, part web*) may be best
- **Mobile Payment Solutions**
 - SMS offers immediate payment solutions
 - Native or web solutions may be viable
 - Mobile wallet coming soon

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Mobile Advertising

The Hype for Mobile Advertising

- Use Location to Push Localized, Personalized Ads
- Leverage a user's location to deliver location based ads

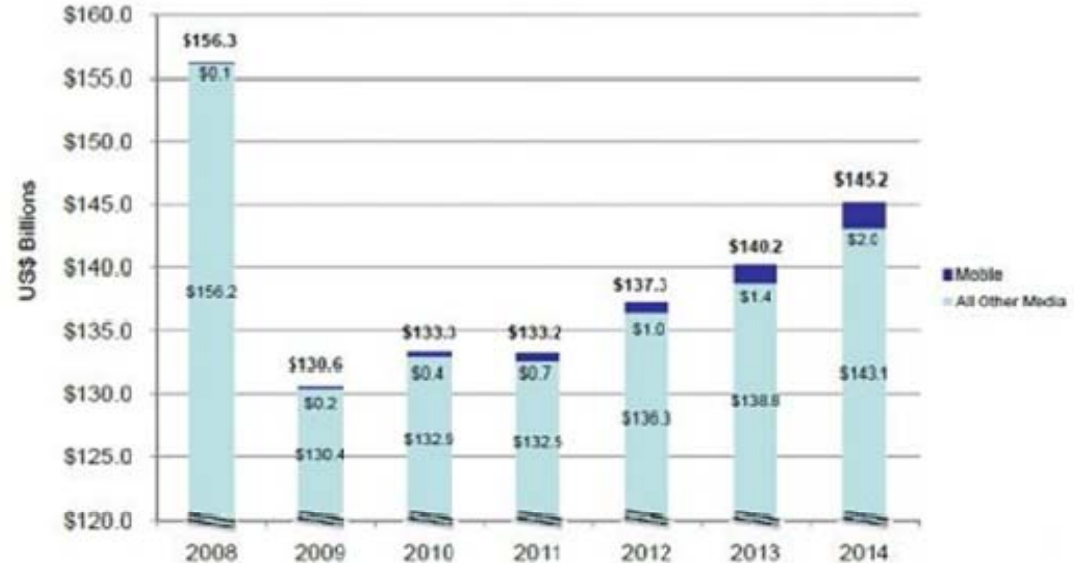
The Reality

- Projections are for mobile local ad revenue to increase from \$213MM in 2009 to \$2.02BN in 2014
- Even in 2014, mobile will represent only a sliver of total local ad spend—1.4% of all local media
- Old paradigm still holds—reach and frequency matter

The Opportunity

- Evaluate for fit, but could provide low cost, custom or tailored option for reaching a segment
- E.G. Petco: \$5,500 in media spend for \$4.3M total mobile impressions

Local Ad Spend: Five-Year Forecast



BIA Kelsey

Note: Numbers are rounded.

Mobile Marketing

- **SMS** sounds easy and effective, but laws are tough, it can get expensive, and works only in a CRM scenario
- **Paid Search** is probably the most effective use of mobile ad spend, but it becomes expensive and requires a lot of experimentation and analytics
- **Leverage the mobile strategy of publishers** that target your customers/donors
 - Perform a “technology audit” on the publishers you normally do business with
 - Understand their plans for mobile apps, mobile sites, and tablets like the iPad
 - Publishers are rushing to monetize content on mobile platforms, everyone from ESPN to Wired to ABCNews to the Economist are creating iPad-specific apps

Mobile marketing may not be a fit for your organization,
but leveraging your publishers is a great first step

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2D Bar Codes Everywhere



Bar Codes 101

- **What's in the Bar Code?**

- Up to 4000 Characters of Data! Examples: Internet URL, SMS Message, Instructions to Download an Application, Launch an Application such as GPS/Maps

- **How Do I make a Bar Code?**

- Free or inexpensive bar code generation software online

- **How Do Clients read a Bar Code?**

- Default Reader on Phone / Download Reader Software

- **Versions**

- 1D:



- 2D:



Many Formats:

QR, DataMatrix, JAG, Tag

Why Use 2D Bar Codes with Mobile?

- “A bar code is a **call-to-action**—it’s saying scan me, snap a picture of me. It’s a call-to-action that takes you straight up the marketing value chain.”
- “Bar codes can take consumers from awareness, interest and desire to action.”
- “Campaigns that harness 2D barcodes to get out the message and inspire people to action are proving to be hugely effective. Even more so if they are linked to live events.”

Real World Examples

- **09/20/2010 - American Cancer Society**

- <http://www.2dbarcodestrategy.com/2010/09/american-cancer-society-uses-qr-code.html>
- Billboards used in the campaign display a QR code which, when scanned, resolves to a page that provides additional event information



Real World Examples

- **03/30/2010 - Ottawa Heart Institute drives donations with mobile bar codes**
 - <http://www.mobilecommercedaily.com/ottawa-heart-institute-drives-donations-with-mobile-bar-codes/>
 - Real-time donation by scanning bar code on TV screen
 - Bar codes will be distributed in local publications, as well as over Twitter, Facebook and email for anytime donations before, during and after the event.
 - Once a custom bar code is created, it can be used indefinitely in everything from print, TV and out-of-home advertising to T-shirts and other collateral

Real World Examples

- **09/20/2010 - Ed Randall's Bat for the Cure**
 - http://www.m0b1le.net/index.php?template=get_article&articleid=104
 - Bar code scan allowed users to download application; campaign launched at minor league baseball parks
 - The application allowed users to interact with the non-profit in a variety of ways. They could view video content, navigate to the donations area and make a donation, and follow the cause via a live Twitter feed from @batfortheCure.
 - More importantly, the app let users add their names, addresses and emails to a petition demanding sweeping policy changes and governmental action in the U.S. to promote prostate cancer awareness, detection, treatment and ongoing research.
 - "People at these events don't have laptops; they have their mobile phones. They are outside and open to using some of their free minutes to interact with a campaign that speaks to their interests."

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Is there an App for that?

- **Mobile should not be a separate strategy, but an extension of your current strategy:**
 - What is the purpose of reaching your market via Mobile?
 - Awareness, connecting, donations, recruiting, etc
 - Is there a new market that Mobile devices could reach?
 - Generation Z, Affluent groups
 - How does your target market consume information?
 - “...research from The Nielsen Company suggests that e-mail represents 41.6% of mobile Internet time for users in the United States.” <http://mashable.com/2010/08/12/mobile-email/>
- **The overall goal should determine the technology employed**

Is there an App for that?

- Benefits to creating apps
 - Apps provide speed
 - Native devices controls and features
 - Short cuts and prominence on device
- Disadvantages
 - Complexity – build, deployment, user base
 - Costly to develop
- **Other options are available to ensure easy and consistent reach on mobile devices:**
 - Mobile Web, mobile optimized e-mail, SMS text, advertising within other apps

Q&A



Feedback and Comments



Wrap up is in the
auditorium

Stay tuned for the next seminar!



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Thank You!

