



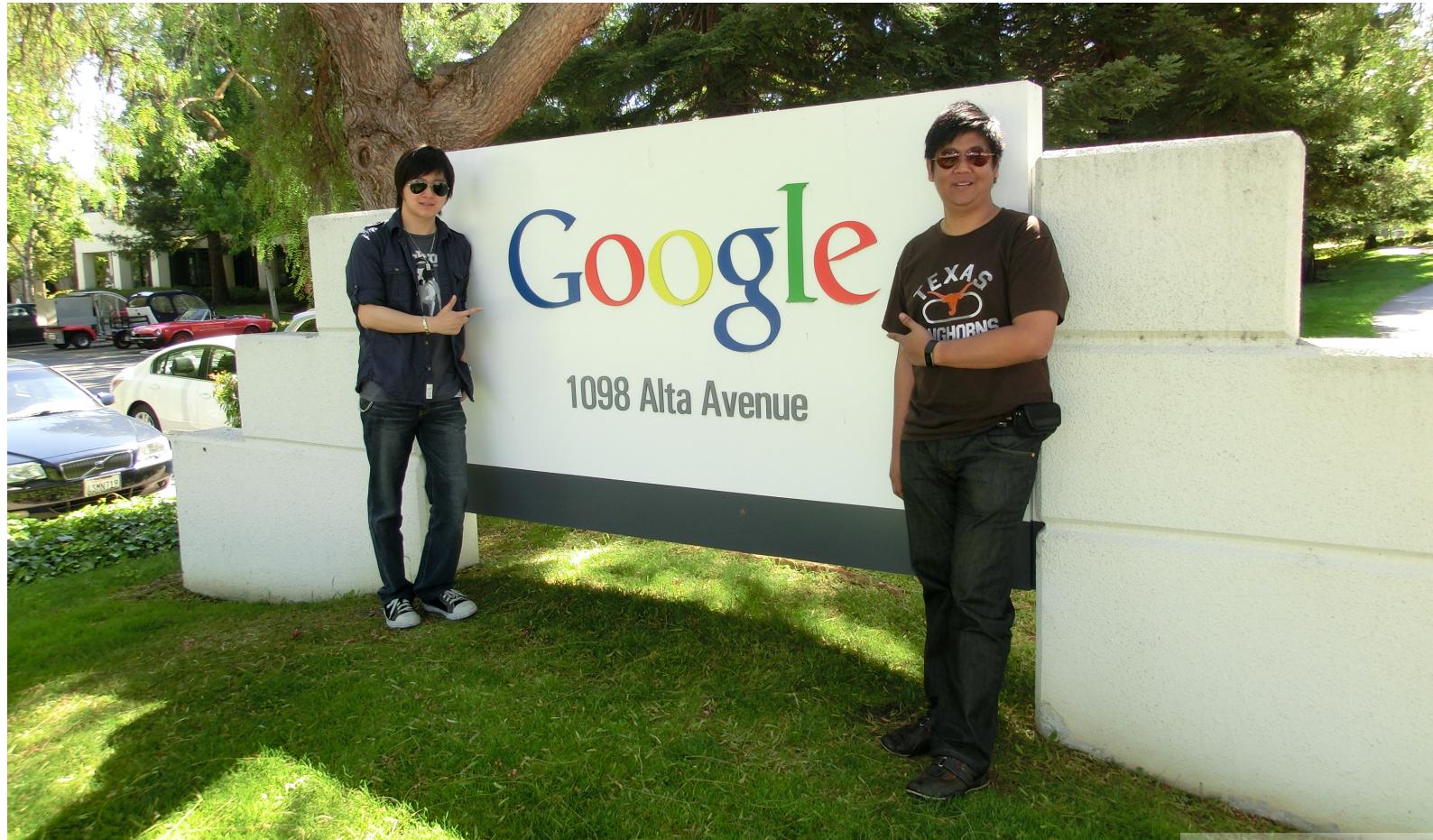
Local Marketing Coaching

Mobile Marketing Basics

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Recent Visit To Google's HQ in Mountain View, California





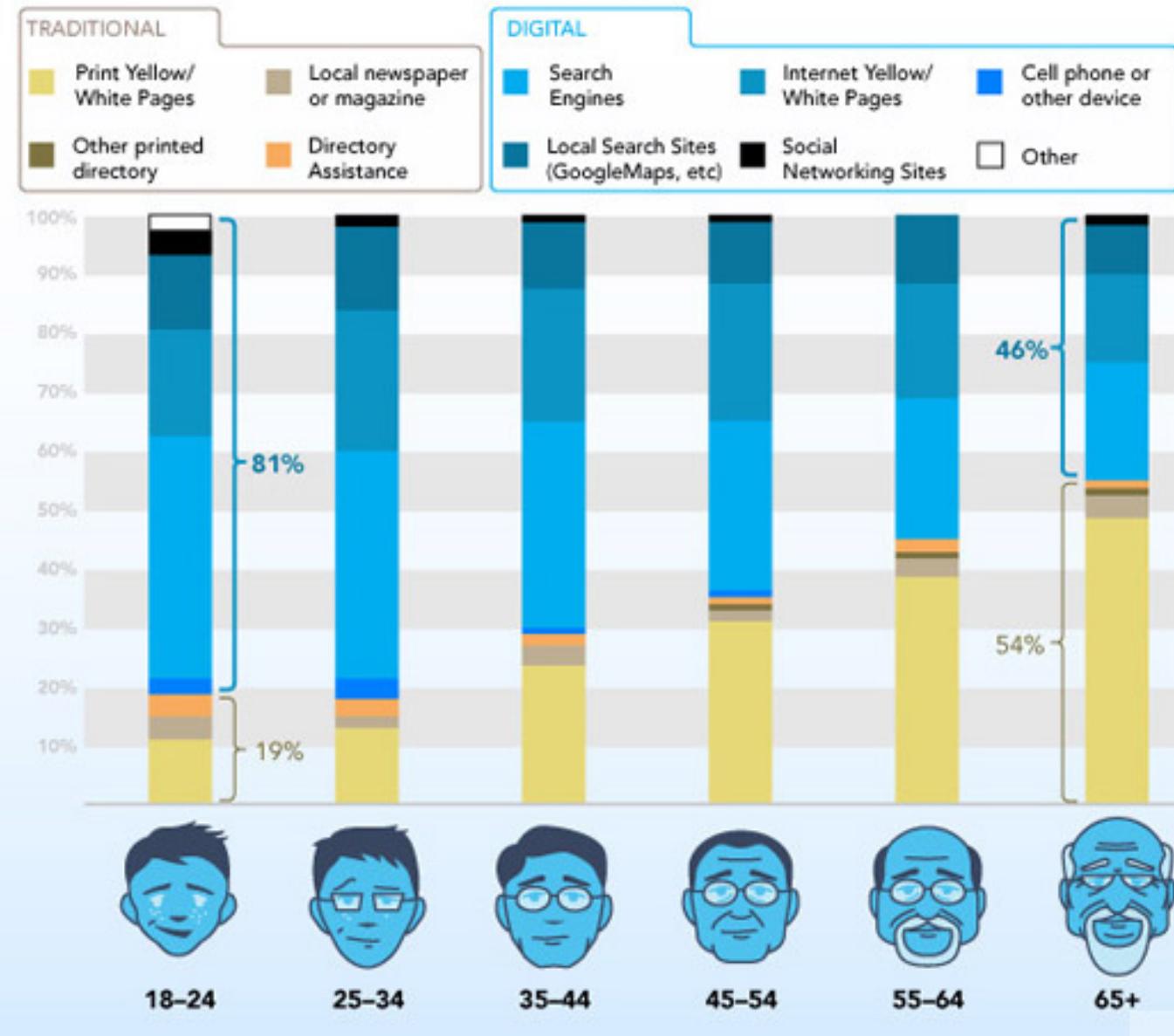
Local Marketing Basics



Introduction

- Today, more than ever, local businesses have to compete in the crowded marketplace in order **GENERATE LEADS & INCREASE SALES**
- On the other hand, customers are using ‘new media’ to search for local products and services
 - ✓ ‘New Media’ includes new online channels (e.g. search, social media, mobile) previously non-existent just a couple of years ago
- The lack of awareness and understanding of ‘new media’ creates a **HUGE OPPORTUNITIES** for both business owners & marketing consultants to utilize these under-tapped channels to **DOMINATE** the local market

Local search method by demographic, 2009





Local ‘New Media’ Channels

- Search Engines
 - ✓ Google, Yahoo, Bing
- Social Media
 - ✓ FaceBook, Twitter, YouTube
- Mobile
 - ✓ Mobile Web, QR Codes, Coupons



Mobile Marketing



The Mobile Media Revolution



- Mobile Phone Market
- **4 TIMES** as many mobile phone users as internet users
- **33% of phones use high speed data services**
- iPhone, Blackberry and Android



Mobile Marketing

- The number of people who sought local information on a mobile device grew 51 percent from March 2008 to March 2009.
- The mobile browser is the leading access method for seeking local information, with 20.7 million users in March 2009, up 34 percent versus year ago.
- Among the various local content categories, the number of people accessing online directories has seen the greatest increase during the past year (73 percent), followed by restaurants (70 percent), maps (63 percent) and movies (60 percent).
- Source: ComScore Findings



The Mobile Boom for Local Search

- U.S. mobile advertising revenues (search and display) will grow to \$3.1 billion in 2013, from \$160 million in 2008
- Mobile local search advertising revenues will increase from \$20 million to \$1.3 billion
- The percentage of mobile searches that have local intent will increase from 28% in 2008 to 35% in 2013.
- Currently there are 54.5 million mobile Internet users in the United States, representing 25% of online users.
- Approximately 15% of iPhone applications are local.



Mobile Marketing Technologies

- Mobile Website Solution
- QR Code Technology
- Location-Based Marketing



Mobile Website Solution



Mobile Website Service



The image shows the Onbile mobile website service interface. At the top left is the "onbile" logo. To the right are language links: English, Español, Italiano, Deutsch, Français, 日本語, and Português. Below that is a "Sign in" button. The main visual is a smartphone displaying a mobile website template with sections like "WELCOME OUR WEBSITE", "ABOUT US", and "SERVICES". A large green arrow points from the phone screen towards the right side of the page. On the right, there's a call-to-action section with the heading "Create a **free** mobile version for your website". It explains that Onbile is a free platform for creating and managing mobile website versions for iPhone, Android, and BlackBerry users, and that it can be done in just 5 minutes with 3 steps. Below this are three steps: "Customize your design" (with a paintbrush icon), "Add / Remove sections and pages, pictures, etc..." (with a document icon), and "Paste a code in your index page" (with a document and plus sign icon). At the bottom of this section are two buttons: "Get started now" and "Online video demo". Below these buttons is a "Compatible with" section showing icons for various platforms: WordPress, Joomla, Drupal, Android, iPhone, Windows Mobile, and BlackBerry.

Create a **free** mobile version for your website

Onbile is a free platform for creating and managing your Mobile Website version for iPhone, Android and BlackBerry users. *In just 5 minutes in only 3 steps:*

- Customize your design
- Add / Remove sections and pages, pictures, etc...
- Paste a code in your index page

[Get started now](#) [Online video demo](#)

Compatible with

WordPress Joomla Drupal Android iPhone Windows Mobile BlackBerry

<http://www.onbile.com>



Mobile Website Service



Get Started

Pricing

Contact Us

703-234-5334

Sitename

Forgot your password?

Go

Mobile on the Go!

Mobeezo's easy-to-use interface lets both local businesses and individuals create their mobile presence. Whether it is a mobile site, resume, profile or coupon, Mobeezo makes going mobile easy. Start your free mobile site today!

Create your mobile site:

.mobeezo.com

Get Started with FREE Trial ►



Generate and point
your QR code
to your Mobile page



<http://www.mobeezo.com>



How To Detect Mobile Devices

- For WordPress websites, install a browser-detection plugin
- For other websites, consider using WURFL (Wireless Universal Resource File) resource
 - Works by installing a WURFL file onto the server
 - WURFL Resources:
 - <http://wurfl.sourceforge.net/>
 - <http://wurfl.thesedays.com/>



WordPress PHP Browser Detection Plugin

PHP Browser Detection

PHP Browser Detection is a WordPress plugin used to detect a user's browser.

Description Installation Changelog Stats

PHP Browser Detection is a WordPress plugin used to detect a user's browser. It could be used to send conditional CSS files for Internet Explorer, display different content or custom messages anywhere on the page, or to swap out flash for an image for iPhones.

<http://wordpress.org/extend/plugins/php-browser-detection/>



These Days WURFL Service



These Days Tera-WURFL Webservice

Welcome to the These Days implementation of Tera-WURFL — a remote service for identifying the devices used by visitors to your website.

What is it for?

Some websites have different interfaces for desktop, touch mobile, non-touch mobile, iPad, etc. [Tera-WURFL](#) is a tool for detecting the capabilities of devices so you know which version of your website to serve to each visitor. It is not feasible to write a device detection script for every project, because there are already thousands of User Agent strings in use and new devices are being released all the time. A much easier solution is to call the Tera-WURFL webservice remotely.

How does it work?

- Your serverside code sends the User Agent string to the Tera-WURFL webservice.
- The webservice looks up the User Agent string in the [Wireless Universal Resource File \(WURFL\)](#).
- The webservice returns information about the device to your server.
- Your server displays the correct interface for the device ([here's a really simple example](#)).

<http://wurfl.thesedays.com/>



QR Code Technology



QR Code For Local Marketing



- QR (or Quick Response) Code holds 4 times more data than a standard bar code
- Popularized in Japan and Korea – Now gaining popularity all over the World
- Use to store Website URLs, Coupon info, Address info etc.
- Easily decoded by prospects using SmartPhones and free apps



5 QR Code Examples

- QR Code on ALL business-related collaterals
 - ✓ Business cards, brochures, stationeries, website
- QR Code on actual products
- QR Code Promotions, Discounts, Coupons
 - ✓ Redirect customers to special offer landing pages
- QR Code at Retail Locations
- QR Code Phone Number and SMS



QR Code Example

The image shows a green SharesXpert promotional brochure. At the top left, there's a section titled "Best of all, with SharesXpert:" followed by a bulleted list of benefits:

- ✓ NO MORE Complicated Technical Analysis
- ✓ NO MORE Spending Tedium Hours Reading Financial News
- ✓ NO MORE Browsing Company Annual Reports
- ✓ Know EXACTLY When to ENTER and EXIT Trades With Laser Precision!

Below this is a photograph of three business professionals (two men and one woman) looking at a laptop screen together. To the right of the photo is a large green background area with stock market tickers and a QR code. The SharesXpert logo and website address "www.SharesXpert.com" are visible. The main headline reads "SharesXpert.com Trade Stocks Like A PRO - The Easy Way!". Below it, it says "PERFECT for BEGINNERS and EXPERTS!". There's also a screenshot of a trading chart and the text "BUY On Green SELL On Red". A product image of the SharesXpert software box is shown, along with the text "SIMPLE 1-CLICK Functionality. Screen HIGH PROBABILITY Stocks with 1-CLICK Ease!".



Location-Based Marketing



Location-Based Marketing



The screenshot shows the Chalkboard website homepage. At the top, there's a navigation bar with links for Home, Businesses, Developers, FAQ, About, and Sign in. Below the navigation is a large image of a hand holding a smartphone displaying a mobile application interface. The app shows a business profile with a storefront icon, address (118 Mount Sophia UNIT #01-10 Singapore 239468), phone number (+65-6336-4611), and a call button. Below the phone number are buttons for Direction and Share, and social sharing options for Facebook, Twitter, and Email. A promotional message for a Karaoke machine is shown with a 10% off offer. The app also displays operating hours from Monday-Friday 10am-1pm and Saturday 11am-1pm. To the right of the phone image, the text "Get More Customers - Don't Be Left Behind" and "Join the thousands of other businesses using Chalkboard" is displayed. Below this is a large green "Sign Up Today" button with a white arrow, and smaller links for "Watch the video" and "Learn more". At the bottom left, it says "Local Businesses Connected: 4,371". On the bottom right, there are contact details: a phone icon followed by "+65 6336-4611", an email icon followed by "sales[at]yourchalkboard.com". Below the main content area, there are three testimonial snippets with quotes from Berita Harian, Penn Olson, and Marketing Interactive, each accompanied by a small profile picture. At the very bottom, there are three service icons: a bar chart for "Increase Sales", a lightning bolt for "Instant Updates", and a laptop and smartphone for "Mobile, Web & Social".

Local Businesses Connected: **4,371**

"Attracts young customers"
- Berita Harian

"The Future of Advertising Technology"
- Penn Olson

"Alliance aligns with Chalkboard"
- Marketing Interactive

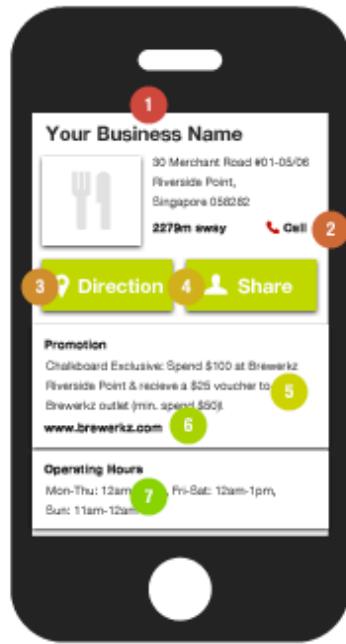
Increase Sales Instant Updates Mobile, Web & Social

<http://www.yourchalkboard.com>



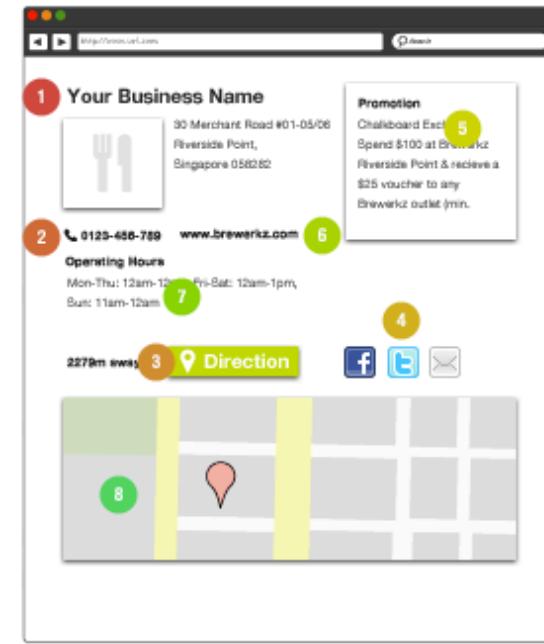
Location-Based Marketing

How are your promotions displayed on mobile and web?



Mobile

- 1** Business Name & Address
- 2** Business Phone with 1-Touch Dial
- 3** Get Directions Map to Business Location
- 4** Social Media Sharing
- 5** Business Promotion in 160 Characters
- 6** Business Website Link
- 7** Business Operating Hours
- 8** Location Map



Web

<http://www.yourchalkboard.com>



Location-Based Marketing

Why we work?

Local & Relevant

Chalkboard is as local as your business is. Consumers are interested in good deals happening around them. Why wait for them to go home to see your newspaper advertisement or coupon? With Chalkboard, they can easily see your promotions and specials.

Instant

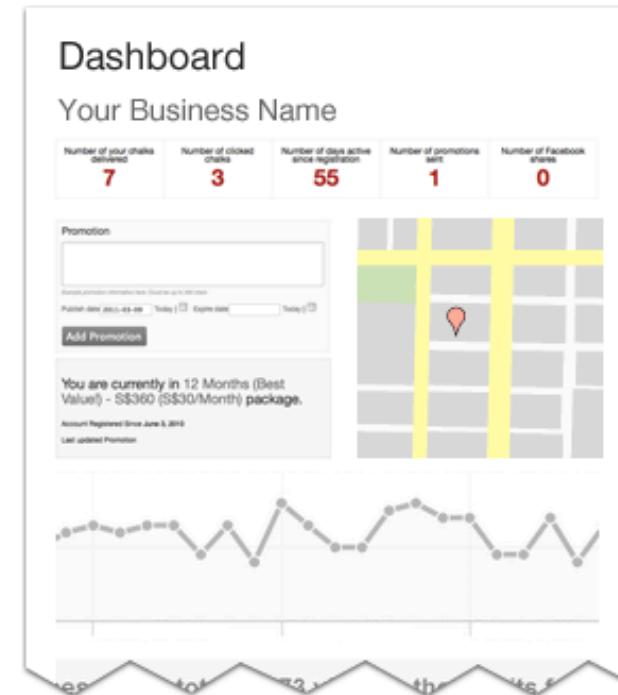
Your breakfast special, lunchtime promotion or new dinner menu will be sent to shoppers all around your business less than one minute after you've posted it. Yes we are that fast! You don't have to wait around for hours to see results.

Social Media

You don't have to worry about managing technology and reaching out to social media - we have it figured out for you. We make sure all your promotions can be shared on the best social media sites like Facebook and Twitter.

Real-time Shoppers' Stats

Do you know which areas your shoppers are coming from? Do you know which promotions have been most popular? We will make you the smartest business by providing you with this intelligence and more.



<http://www.yourchalkboard.com>



Location-Based Marketing

- Geo-targeting marketing is the next wave in local & mobile marketing
- It opens up a new frontier in local marketing possibilities
- Retail local businesses will need assistance in navigation to the new media channels, including implementation of location-based marketing solutions
- The local marketing consultant's role is to provide a mix of local marketing strategy along with appropriate marketing platform
- The key in differentiation is being able to track and measure these local marketing campaigns