

Introduction

Mobile phones have reached higher penetrations than the Internet. There are currently more than 4.6 billion devices¹. This is more than three times the number of PC's, and twice the number of credit cards on a global basis. Current estimates are that over 91% of the US population use their mobile phones² and 11% of all web traffic is from a mobile device³. Increasing functionality in SmartPhones and improvements in wireless networks make Mobile Marketing an essential element to your marketing mix.



Mobile Technologies used in Marketing

Features & Functions	Mobile Technologies						
	IVR	SMS/TXT	.mobi	Proximity	Tags	Mobile Ads	Custom App
Audio Tour	Full Support						Support via Link
Augmented Reality				Full Support			Support via Link
Business Cards (vCard)		Support via Link	Support via Link		Full Support		Support via Link
Click to Dial/Chat		Full Support	Full Support		Full Support		Support via Link
Commerce		Full Support	Full Support				Support via Link
Coupons/Offer		Full Support	Full Support	Full Support	Full Support	Full Support	Support via Link
Educational Content	Full Support	Support via Link	Full Support		Full Support		Support via Link
Event Calendar/Reminders		Full Support	Full Support				Support via Link
Gaming/Rewards				Full Support			Support via Link
Lead Generation		Full Support	Full Support			Full Support	Support via Link
Leverage Social Graph			Full Support			Full Support	Support via Link
Loyalty/Frequency Rewards				Full Support			Support via Link
Mapping/Wayfinding				Full Support			Support via Link
More Details	Full Support	Support via Link	Full Support		Full Support	Full Support	Support via Link
Passes for Entry		Support via Link	Full Support	Full Support			Support via Link
Polls/Voting	Full Support	Full Support	Full Support			Full Support	Support via Link
Proximity Marketing				Full Support			Support via Link
Real Time Information		Support via Link	Full Support		Full Support	Full Support	Support via Link
Ringtones		Full Support					Support via Link
Tips		Full Support	Full Support	Full Support	Full Support		Support via Link
Translated Content	Full Support	Full Support	Full Support		Full Support		Support via Link
Video		Support via Link	Full Support		Full Support	Full Support	Support via Link

■ Full Support ■ Support via Link

IVR (Interactive Voice Response): IVR technology is making a comeback in automobiles and hands-free systems. It's low-tech but effective, as it tells users to call a number and enter an extension to hear a recording with the information they are looking for. Many companies already have IVR setup, so this costs very little to get going and can be very effective.

SMS/TXT Messaging: This allows users in your SMS database to get a TXT message for more information, discounts and specials, event reminders, news and alerts. Try it: text ETIPS to 24-7-365 to get a TXT each time we publish a new eTip. If you don't have an SMS database, it's time to start building one.



IVR

Mobile Technologies used in Marketing *(continued)*

.mobi (Mobile Web Sites): This is a web site designed specifically for a mobile device. Typically, it includes designing for a smaller screen with larger type for easy reading. That means eliminating large file sizes for quicker load time, along with “hover” mouse states, Flash and navigation bars. It may also mean enabling mobile specific functionality when possible (such as tap to dial, and device location information). All of these optimizations allow for a better user experience.

Proximity Marketing: This is the wireless distribution of advertising content associated with a particular place. Transmissions can be received by individuals in that location who wish to receive them and have the necessary equipment to do so⁴. This category includes mobile applications like Gowalla, Loopt, Whrrl, BrightKite, Layar and Foursquare. These apps can be used to offer specials, tips and rewards, and are great for loyalty programs (people always have their mobile phone on them, but they may not always have your loyalty card on them). Plus, the reporting and metrics can be fantastic. Other large networks that are adding proximity to their offerings include Yelp, Urban Spoon, Twitter, Facebook, and Google. See our blog post for more information about Foursquare.

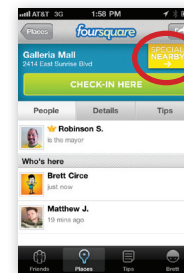
Mobile Tagging: Mobile tags are like barcodes that you can place anywhere, so users can “snap” them with their mobile phone camera. When they do, the tag typically links to online information such as a web page, where they can play a video, download a vcard, or link to real-time information. These can be tracked and redirected like a URL or 800#, and even report where the user was when they snapped your tag. The major players are Microsoft Tag, QR (quick response) Code, DataMatrix and some that use pattern recognition such as SnapTell. The uses for this are endless, so expect to see them more and more in places like magazines, billboards and mall posters.

Mobile Advertising: Mobile advertising is another medium to add to your arsenal to target the right consumer⁵. Mobile ads can appear on mobile web sites, in mobile applications (on all platforms), in mobile videos and more. And, there are mobile ad networks that make buying mobile ads just like any other online buy. The IAB has finally released ad standards for mobile ads (July 2010) making the process even easier for advertisers.

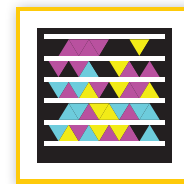
Custom Applications: These are specific applications developed for the iPhone, Android Blackberry (and soon Windows 7 Mobile) devices. With a dedicated application, you can provide a much richer mobile experience for a user. You get access to the entire mobile device, the user’s location, motion detection, the camera and everything else. You can include larger, media-rich files in the application, a database of information, custom interface options, etc. But it will cost more, as you have to develop and support each platform.



.mobi Site



Proximity Marketing



Mobile Tag

Learn more with your mobile phone:
gettag.mobi

Glossary

Short Message Service (SMS): A communications protocol allowing the interchange of short text messages (typically 160 characters) between mobile telephone devices.

Text Message (TXT): The 160 character message that is sent via the Short Message Service (SMS).

Multimedia Messaging Service (MMS): An extension of the SMS system, this allows multimedia, most commonly photos, ring tones and videos to be sent, but it can also be used to send longer messages over 160 characters.

Short Codes: Also known as short numbers, they are special telephone numbers, significantly shorter, which can also be used to address SMS and MMS messages from mobile phones or fixed phones.

Mobile Associations

CTIA (Cellular Telephone Industries Association): The International Association for the Wireless Telecommunications Industry, CTIA is a nonprofit membership organization that represents all sectors of wireless communications, as well as service providers, manufacturers, wireless data and Internet companies. CTIA advocates on its behalf before the Executive Branch, the Federal Communications Commission, Congress and state regulatory and legislative bodies. www.ctia.org

MMA (Mobile Marketing Association): The MMA is a global non-profit industry trade group established to lead the growth of mobile marketing and its associated technologies. www.mmaglobal.com



branding
advertising
interactive
public relations
custom media

FORT LAUDERDALE, FL
CELEBRATION, FL
WASHINGTON, DC

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¹ http://en.wikipedia.org/wiki/Mobile_phone

² http://en.wikipedia.org/wiki/List_of_countries_by_number_of_mobile_phones_in_use#cite_note-3

³ <http://mobileanalyticssimplified.com/>

⁴ http://en.wikipedia.org/wiki/Proximity_marketing

⁵ http://www.iab.net/iab_products_and_industry_services/508676/mobile_guidance/mobile_buyers_guide