

Intro to Mobile Media

Emerging trends in mobile and location-based marketing present unique opportunities and risks for entrepreneurs. An increasing number of people are using smartphones, tablets, and other mobile devices to find and interact with businesses. Constantly connected consumers are living in a multiscreen world and engaging in new methods to find local business, products and services. With mobile, the consumer may be in their car, waiting alone at a store, sharing with friends at an event, or sitting on their couch multi-tasking with various devices.

In some cases, you as the business owner or manager may provide online information for these mobile browsers or shoppers. In other cases, your customers are 'checking in,' adding photos, sharing reviews, posting on blogs, and creating other content where you have less control. Begin by knowing what mobile viewers see and creating consistent branding and positive mobile experiences for your prospects, customers, friends and influencers.

Quick Tip

While technology advances rapidly with new apps, wearable devices, and converging interests, remember that it's not just about the technology; it's about communications, relationships and creative marketing strategies which entrepreneurs have always mastered.

Getting Started

Know what consumers find when they search for you

Search for your business, using various mobile devices and search tools, such as Google, MapQuest, YouTube, and specialized mobile applications (apps) or directories based on your customers, industry or location. Search using your business name, keywords and location. Using different search terms or combinations of search terms, make notes about what appears or does not appear in search results.

Claim, verify, and correct listings with consistent NAP Hours

Make sure your business name, address, phone number and hours of operation are consistent on your website, in search engines, in directories, on social media sites and other places where your business appears online. Mobile device users report the most critical information continues to be business Name, Address, Phone number (NAP) and hours of operation (comScore, 2012).
www.localsearchstudy.com

If you are not listed, claim, verify or add your listing. (See resources on final page of this document).

If you are listed, but the information is incomplete or inaccurate, correct, add or request improvements to the listing. If you find information or a review that is less than flattering, learn what you can and then you have the option of making an online comment, making contact offline, reporting an abusive comment, requesting a change, or taking other actions based on the particular situation.

Resources

Claim your business on Google and benefit from all they have to offer,

<http://plus.google.com/pages/create>

MapQuest,

<https://listings.mapquest.com/apps/listing>

Yahoo Local,

<http://listings.local.yahoo.com>

Bing,

www.bing.com/businessportal

Yellow Pages,

www.bizyellow.com

Social on mobile – Check out and enhance your Facebook presence for mobile devices,

www.facebook.com/business.

Twitter,

<https://business.twitter.com>

YouTube,

<http://socialmediatoday.com/sendible/104483>

[1/8-effective-ways-use-youtube-business](http://socialmediatoday.com/sendible/104483)

Pinterest,

<http://business.pinterest.com>

Instagram,

<http://help.instagram.com/454502981253053>

LinkedIn,

<http://learn.linkedin.com/company-pages>

Yelp,

<https://biz.yelp.com>

Know what people are saying about you by registering with

www.google.com/alerts &

<http://socialmention.com>

Focus on your Search Engine Optimization (SEO) strategies, such as keywords in your url, title tags, headlines, subheads and hyperlinks, as well as creating valued content, easy refer-ability, tactical links and other approaches based on your analytics.

Search Engine Watch,

<http://searchenginewatch.com>

Search Engine Land,

<http://searchengineland.com>

Search Engine Roundtable,

www.seroundtable.com

Develop 2-D (two dimensional) codes to quickly link customers to value-added content, <http://tag.microsoft.com/my-tags/home.aspx>.

Explore geocaching as a way to offer onsite adventure to today's explorers.

www.geocaching.com &

www.opencaching.com/en

ID your business location GPS coordinates, using a gps unit or app (iPhone, Where Am I?).

NavTeq, <http://mapreporter.navteq.com>

Tele Atlas,

<http://mapinsight.teleatlas.com/mapfeedback>

InfoUSA,

<http://leads.infousa.com/Landing/UpdateListing.aspx>

Make it easy for customers to pay through m-commerce. Stay in touch with the trends through www.mobilecommercedaily.com &

www.mobilepaymentstoday.com

Stay current with mobile media marketing trends

Social Media Examiner,

www.socialmediaexaminer.com

Mobile Marketer,

www.mobilemarketer.com

Mobile Marketing Association,

www.mmaglobal.com

Mobile Marketing Magazine,

<http://mobilemarketingmagazine.com>

Location-based Marketing Association,

www.thelbma.com

Street Fight Magazine,

<http://streetfightmag.com>

Getting Started (Continued)

Know how you look on mobile devices from a customers' point of view and enhance the mobile experience

Whether searching or shopping, 90% of people move between devices to accomplish a goal (Google, 2012, <http://googlemobileads.blogspot.com/2012/08/navigating-new-multi-screen-world.html>). Connect with others in your business or network to access a variety of devices and see how your website and other listings look on smartphones, tablets (small and large), automobile screen systems and other mobile devices with touch screens.

With the mobile experience, customers want fast loading (5 seconds or less), mobile-friendly features (large buttons, easy search and limited scrolling and pinching), and quick access to business information (phone number with click to call, address with click to directions).

Not all customers are the same. With marketing, customers move from prospects, to trial, to customer and on up the 'loyalty ladder'. Make it easy for all of them by enhancing your website and listings with keywords, photos, videos, customer incentives and other mobile-friendly content or features.

Explore new mobile tools

Website - If your website is not mobile-friendly, new programs make it easier than ever to design device-responsive websites that offer a consistent and mobile-friendly experience, from first-impression to easy functionality and refer-ability.

Your Apps - In addition to your website, you may also be interested in developing a native app or web app for your business. These place your business image on the screen of mobile devices. Native apps are developed for each operating systems (Apple, Android, Windows) and web apps are designed to work on all platforms.

About the Author

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As an Ohio State University (OSU) research and Extension state specialist with the College of Food, Agricultural & Environmental Sciences, Dr. Julie Fox focuses on working with food and agricultural entrepreneurs interested in improving their marketing practices and community leaders interested in improving market conditions.

Explore new mobile tools (Continued)

Social Media Apps – Apps, such as Facebook, now include opportunities for customers to share their locations, search for local businesses, 'check-in' and post reviews. Use mobile devices to see how your customers are seeing you and interacting with you. More information on specific social media programs can be found in this e-biz publication series.

Other Apps – Identify a few apps that are specific to your customers, your industry and your location. For example, if you have a tourism business, trip advisor and your local tourism organizations will be good places to make sure you have a mobile-friendly experience.

Other mobile tools include:

- Quick-Response (QR) codes, Microsoft Tags, Near-Field Communications (NFC) and others quickly navigate customers to incentives, videos or other value-added mobile content.
- Texting (Simple or Multimedia Message Services, SMS or MMS campaigns) can be used to communicate with existing customers.
- M-commerce (mobile commerce transactions now occur through apps, commerce-enabled websites and devices added to a mobile devices, such as the Square that allows small businesses to swipe credit and debit cards to accept payments for a small processing fee.
- Geocaching (treasure hunt, using Global Positioning Service - GPS technology).
- GPS Points of Interest (make sure you are listed in GPS programs that customers use on a variety of hand-held, wearable, in-car and in-device GPS units).

Adopt a mobile mindset

See your business from a mobile customers' point of view. Get engaged with mobile devices to search for and interact with businesses. Then, plan your mobile strategy for your prospects, new customers, loyal customers, and other influencers. Track and measure your mobile activity. Have fun.



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