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MicroArts

Session III

Mobile for Merchants:

How to Take Retail to the Handset

July 14, 2011

SLIDES

- Available at <http://bit.ly/ecoastmobilewe>



REVIEW

**CONSUMER
ENGAGEMENT**



**Advertising
Media**



**Digital
Coupon
Guidelines**



**Text
Message
Marketing**



**Uses,
Pros &
Cons**

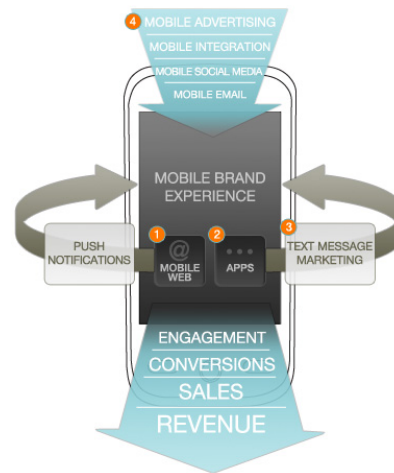
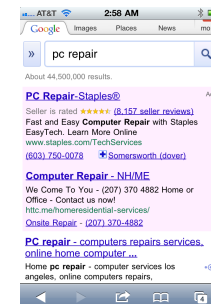


Bluetooth®

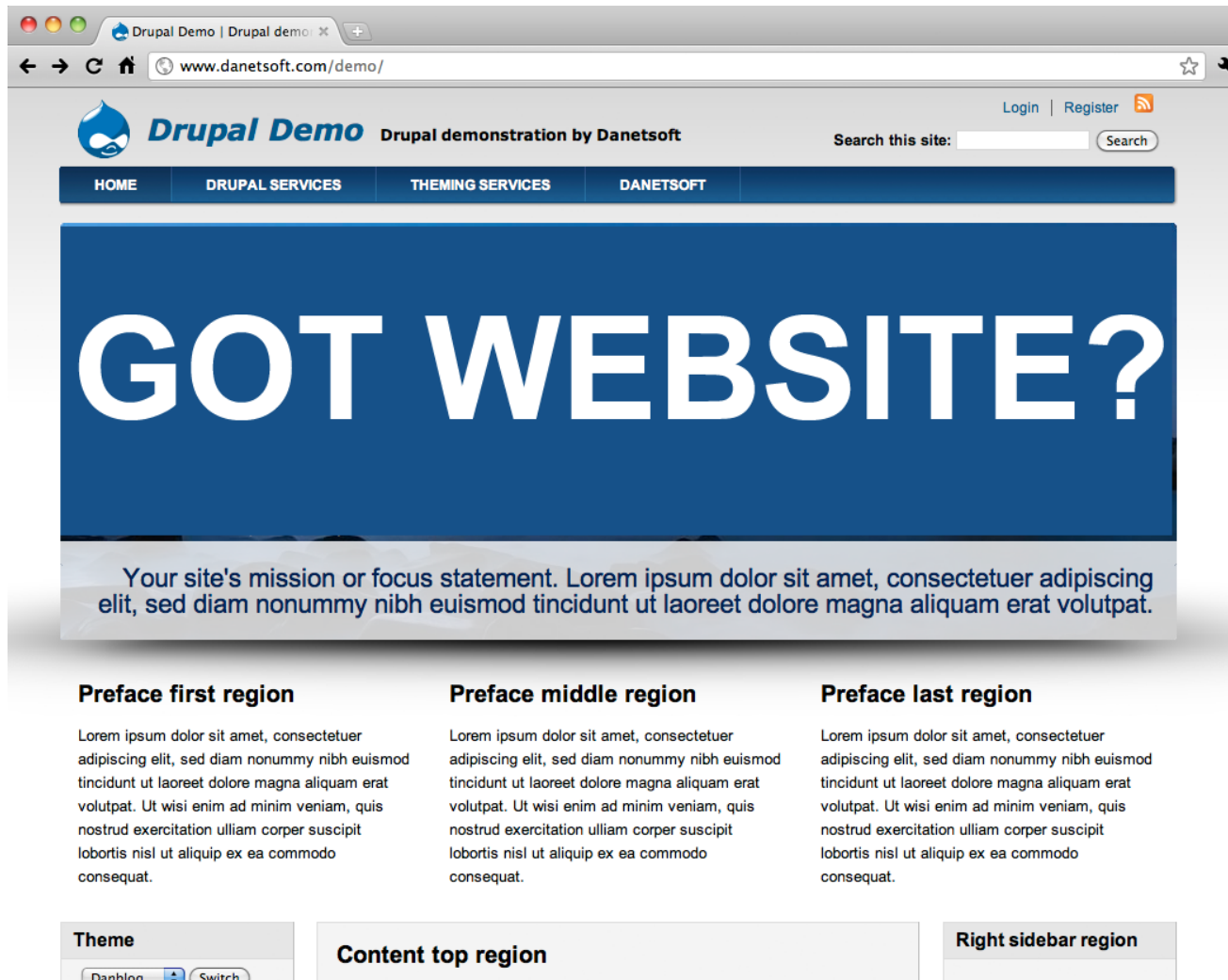


AGENDA

- Your presence on mobile
 - + Should your website be on mobile? Overview
 - + Mobile Web vs Apps Overview
- Boosting your mobile presence
 - + Existing Apps / Location-based Services Overview
 - + Mobile Advertising Overview
- Putting It All Together



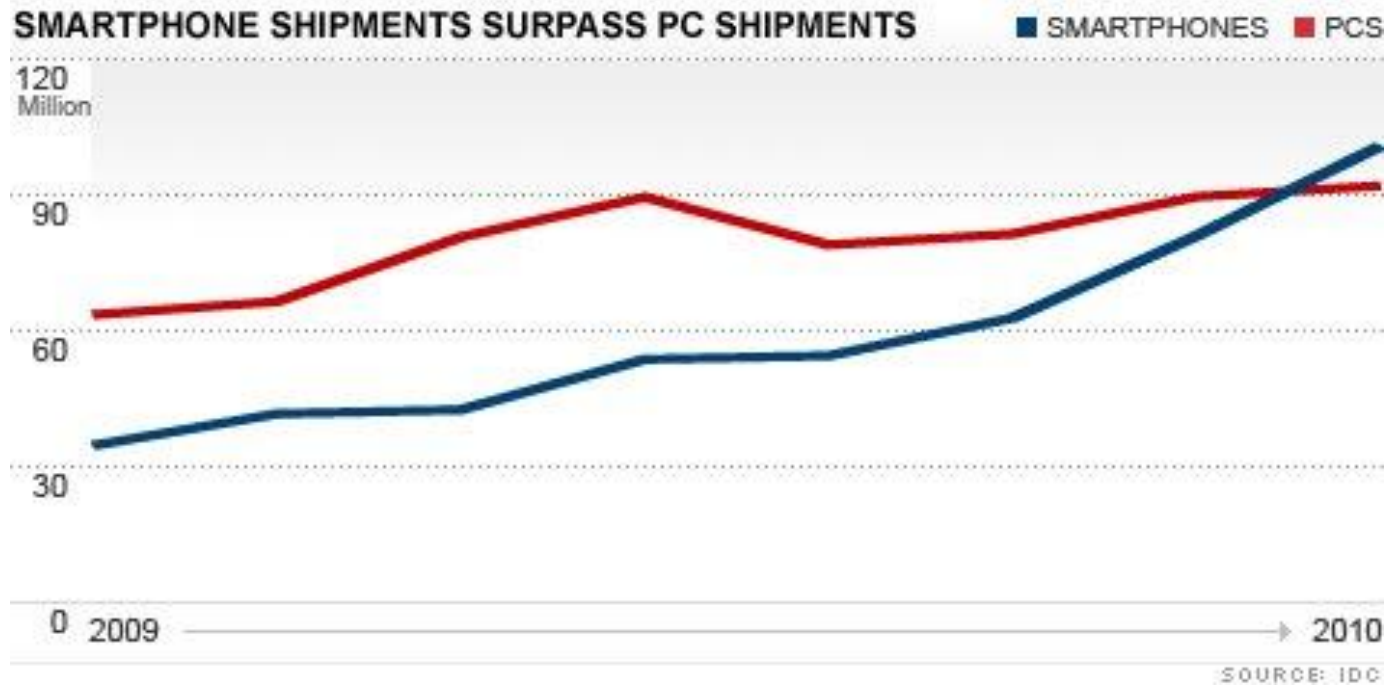
SHOULD YOUR WEBSITE BE ON MOBILE?



SHOULD YOUR WEBSITE BE ON MOBILE?

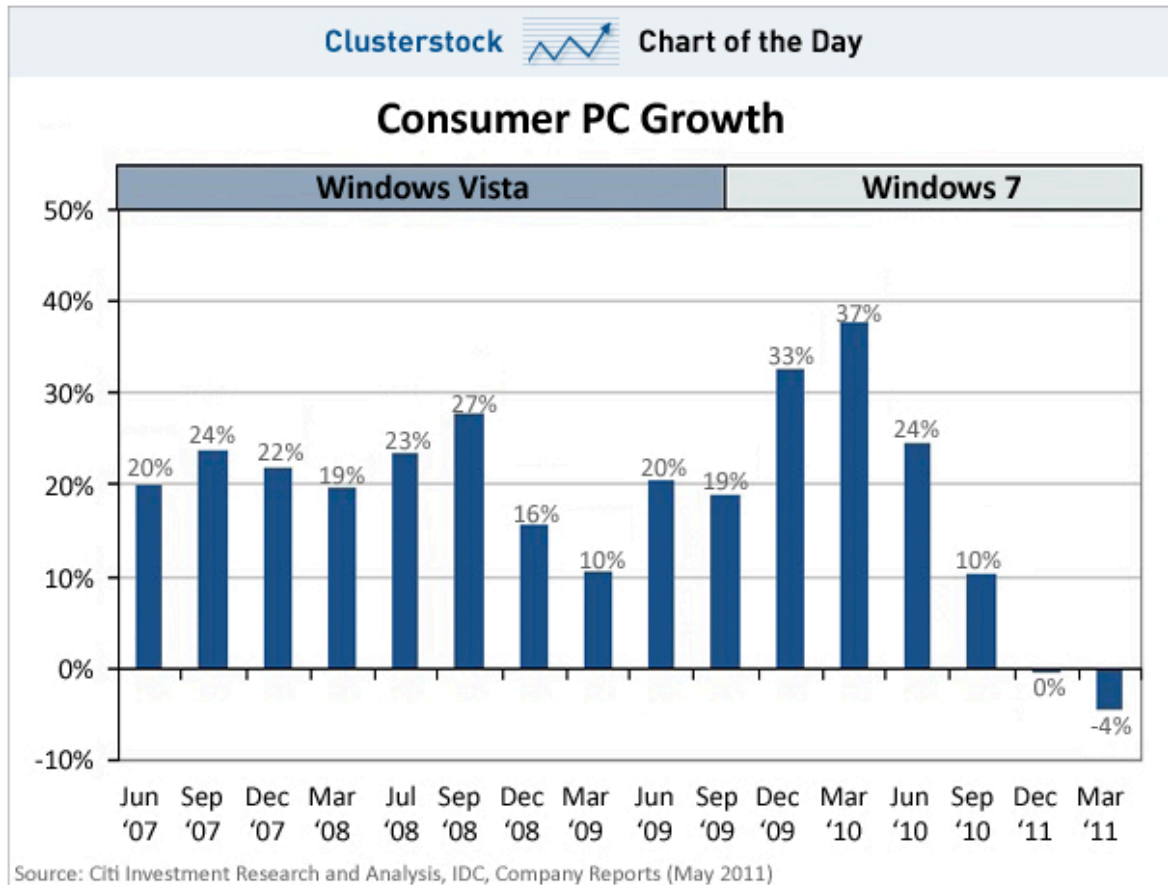


MOBILE WEB



- Almost 1 out of 10 are mobile

MOBILE WEB



- Almost 1 out of 10 are mobile
- Mobile to surpass desktop browsing by 2015

MOBILE WEB

- What to do about this?



MOBILE WEB

- Good news: most smartphones can see your site OK.
- Mobile compatibility checkup, decrease bounce rates



MOBILE WEB

- Mobile compatibility checkup



MOBILE WEB

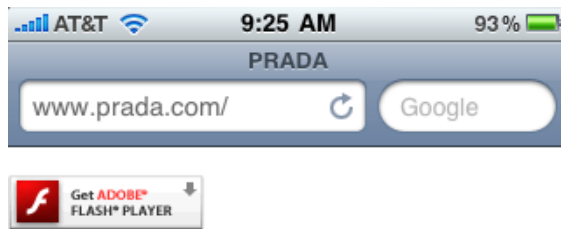
- Mobile compatibility checkup
- Pay special attention to usability for:

- + Rollovers
- + Hover states
- + Submenus



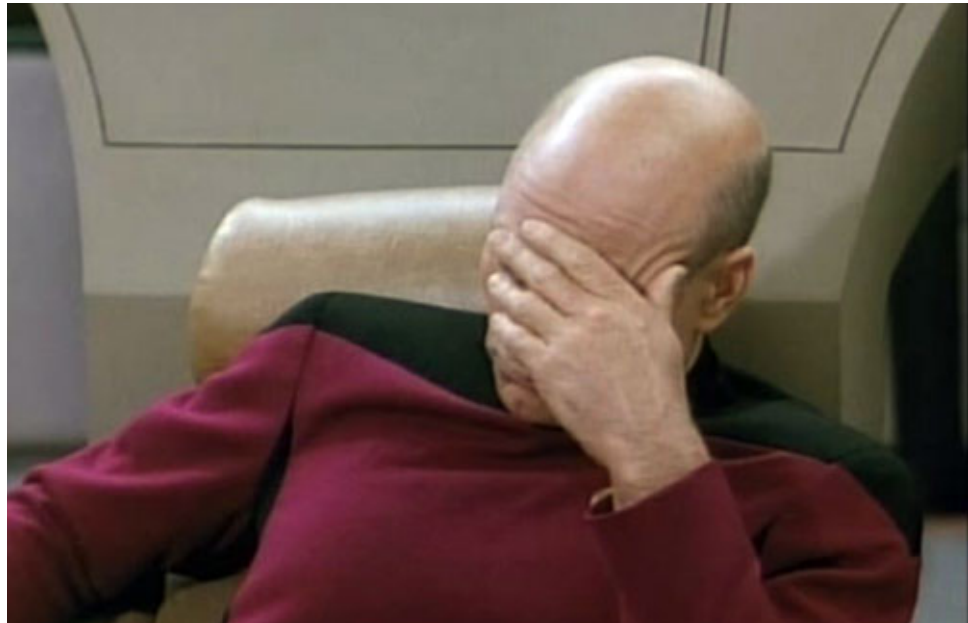
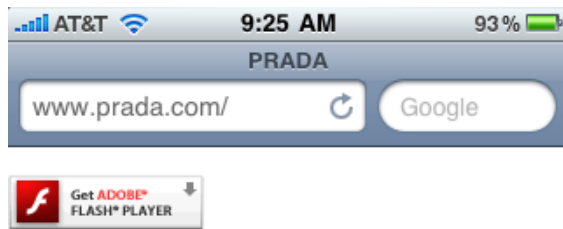
MOBILE WEB

- Mobile compatibility checkup



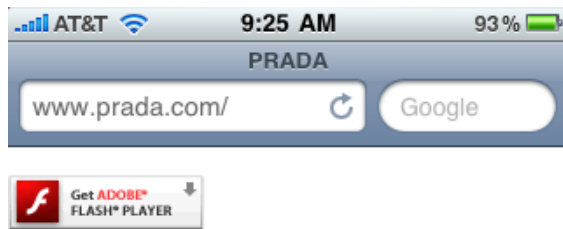
MOBILE WEB

- Mobile compatibility checkup



MOBILE WEB

- Mobile compatibility checkup



MOBILE WEB

- Mobile compatibility checkup
- Provide backup content for flash
- YouTube



MOBILE WEB

- Ensure compatibility with mobile



MOBILE WEB

- The next step, a mobile optimized site
 - + Browser detection and redirect from full HTML version
 - + Maximize the mobile opportunity



MOBILE WEB

- Optimize for screen size



VS



On smartphones it's pinch and zoom VS scroll and tap

MOBILE WEB

- Optimize for intentions & context



VS



Looking for contact info, directions, store hours, etc

MOBILE WEB

- Optimize for input options and features



VS



GPS, tap to call, tap to text, etc

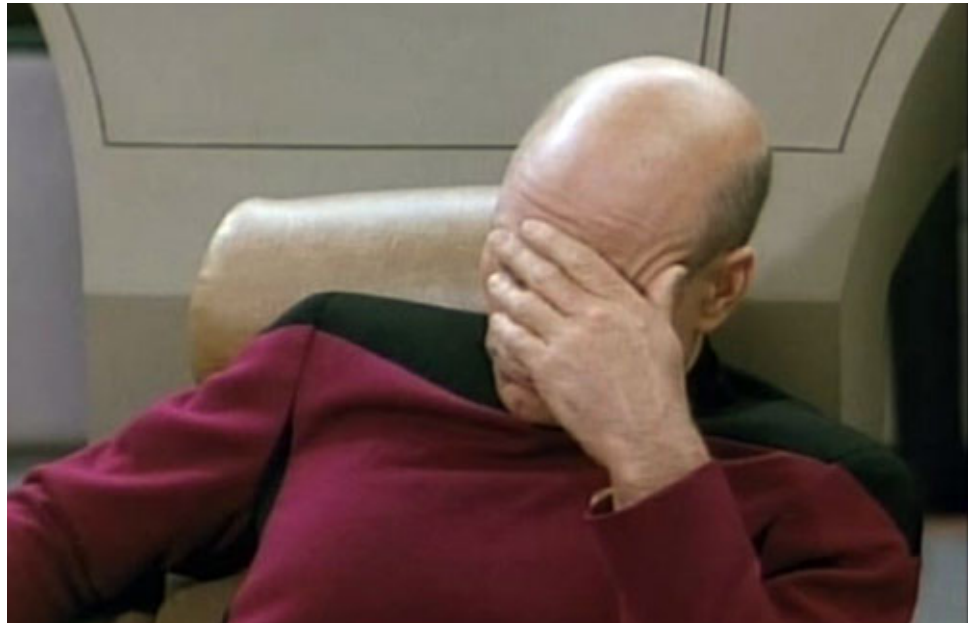
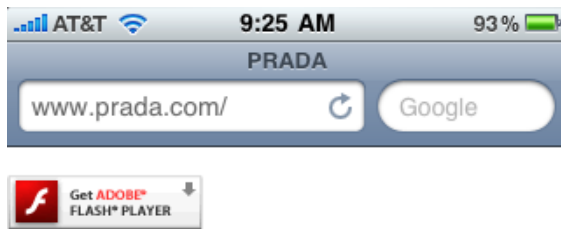
MOBILE WEB

- Mobile optimized site
 - + Provide link back to full HTML version



MOBILE WEB

- And don't forget to fix compatibility with your existing site!



MOBILE WEB



MOBILE WEB VS APPS

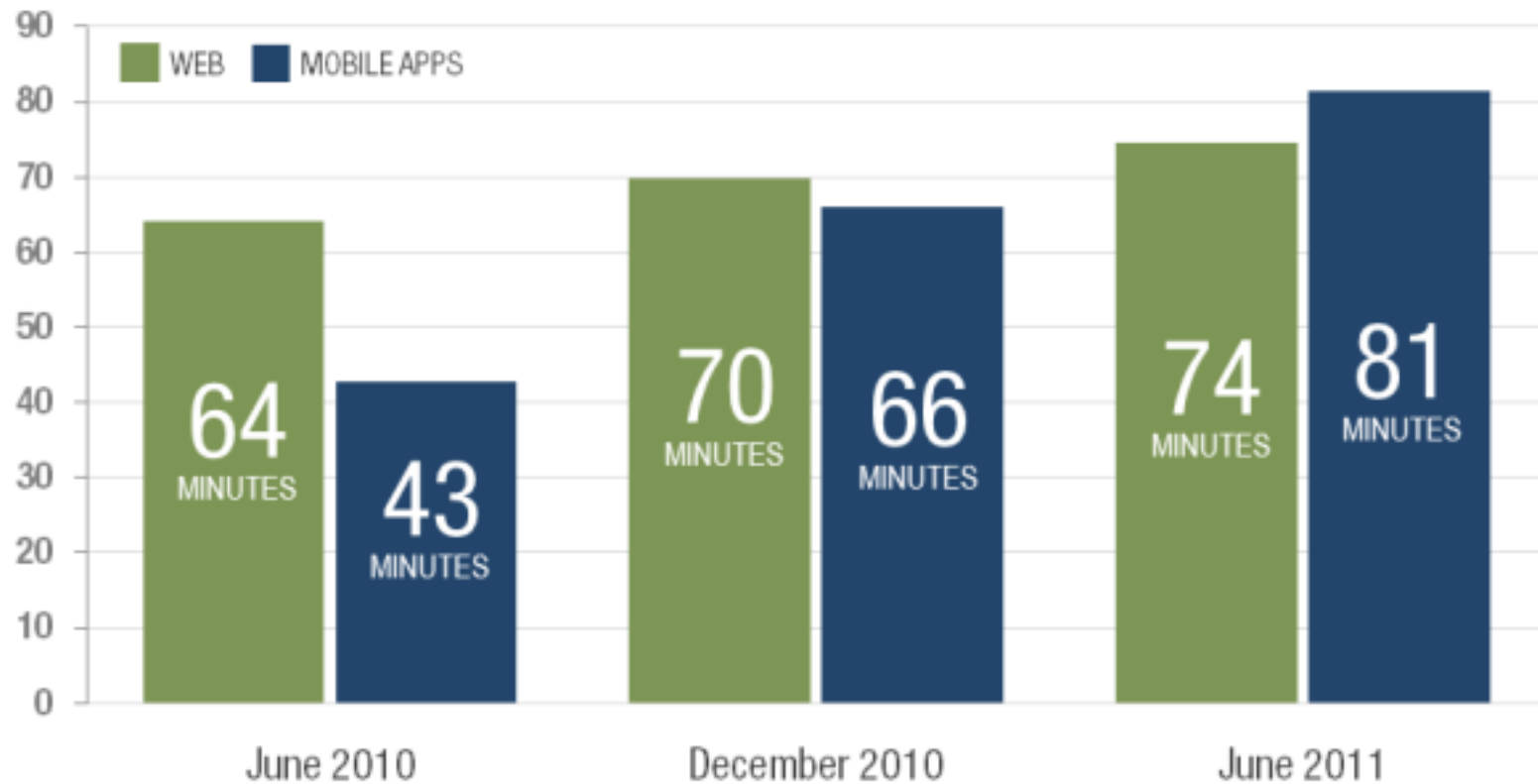


VS



MOBILE WEB VS APPS

U.S. Mobile Apps vs. Web Consumption, Minutes per Day

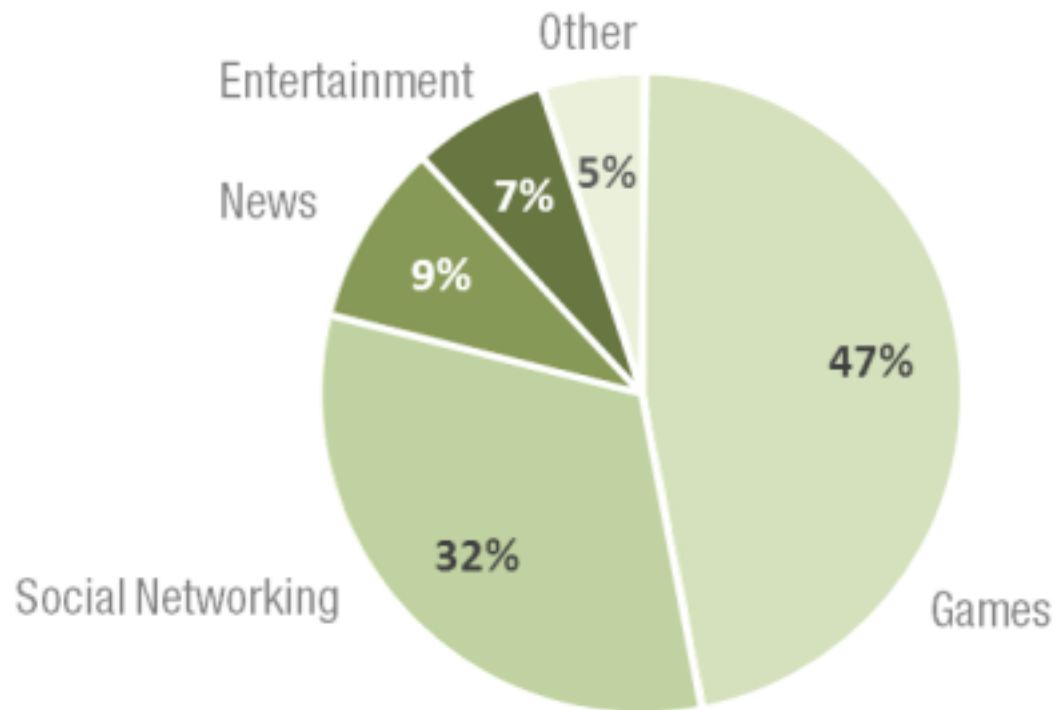


Sources: comScore, Alexa, Flurry Analytics

Apps are in use!

MOBILE WEB VS APPS

U.S. Mobile App Consumption, Time Spent per Category



But taken in context that's 74 mins web vs ~40 mins apps

MOBILE WEB VS APPS



Mobile web near identical on all devices

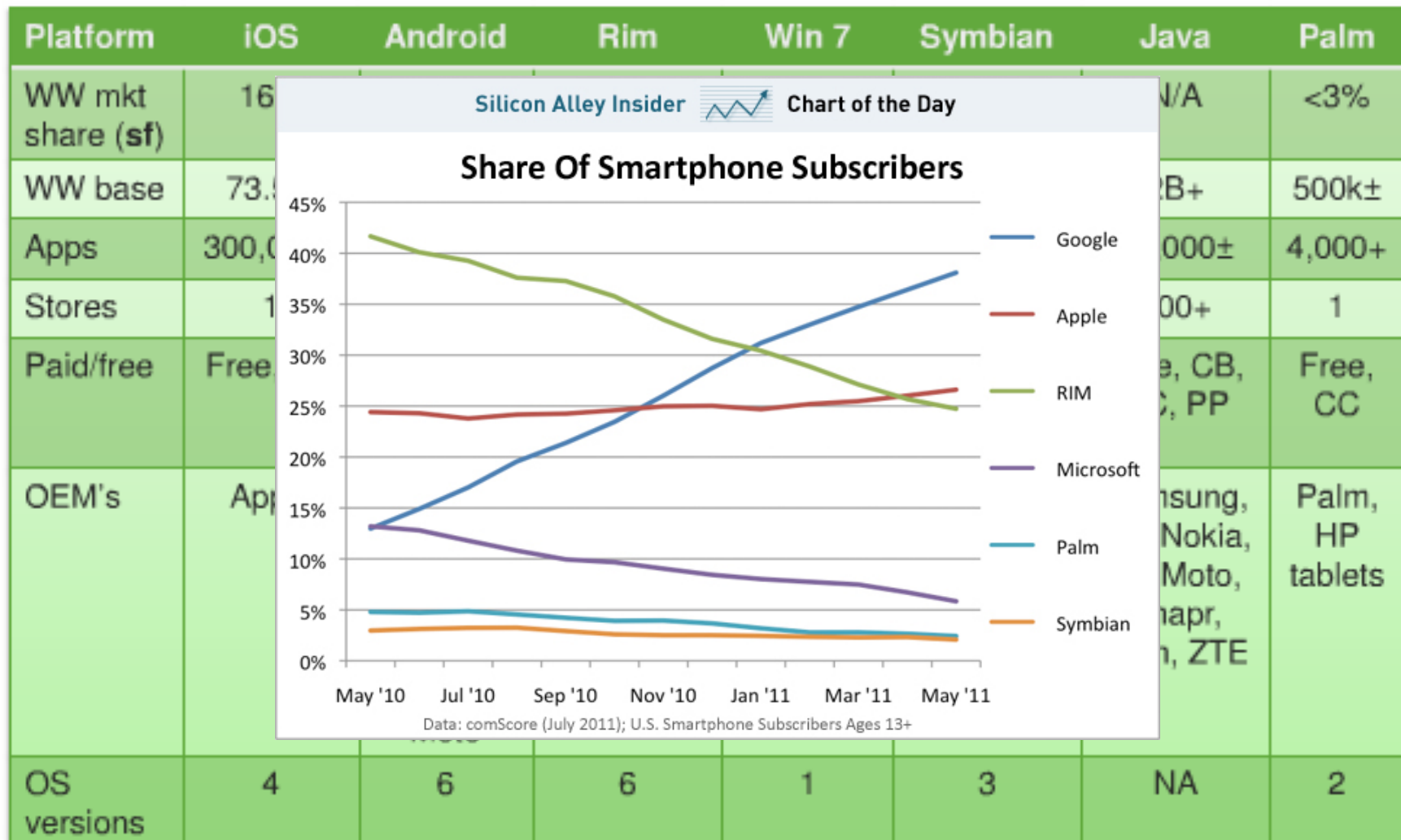
MOBILE WEB VS APPS

Platform	iOS	Android	Rim	Win 7	Symbian	Java	Palm
WW mkt share (sf)	16%	33%	14%	3%	31%	N/A	<3%
WW base	73.5M	40M±	80M±	2M	250M+	2B+	500k±
Apps	300,000+	200,000+	12,000±	8,000+	NA	70,000±	4,000+
Stores	1	7	5	1	100+	100+	1
Paid/free	Free, CC	Free, Checkout, CB*	Free, CC, PP, CB	Free, CC, Some CB	Free, CB, CC, PP	Free, CB, CC, PP	Free, CC
OEM's	Apple	HTC, Samsung, SE, LG, Sharp, Tosh, ZTE, Moto	Blackberry	Samsung, Nokia, HTC, Dell	Nokia (legacy SE, Samsung)	Samsung, SE, Nokia, LG, Moto, Shapr, Tosh, ZTE	Palm, HP tablets
OS versions	4	6	6	1	3	NA	2

Apps on the other hand...

(Source: getjar)

MOBILE WEB VS APPS



Apps on the other hand...

(Source: getjar)

MOBILE WEB VS APPS



But then...

MOBILE WEB VS APPS

Mobile Web Pros

- Write once, run many
- Live updates
- Smaller investment



App Pros

- Make use of all phone features
- Deeper experience
- Offline capability



BUT DO I NEED AN APP?



VS



Answer: depends – NEXT SESSION, but mobile web? YES.

BUT WAIT, YOU MAY ALREADY BE IN APPS

Mobile web déjà vu.

foursquare

yelp*

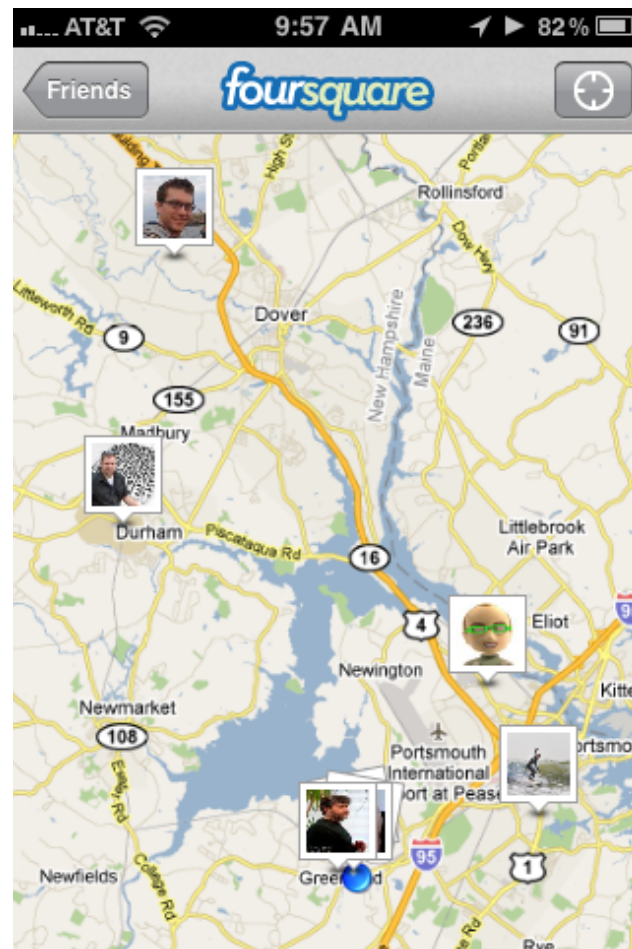
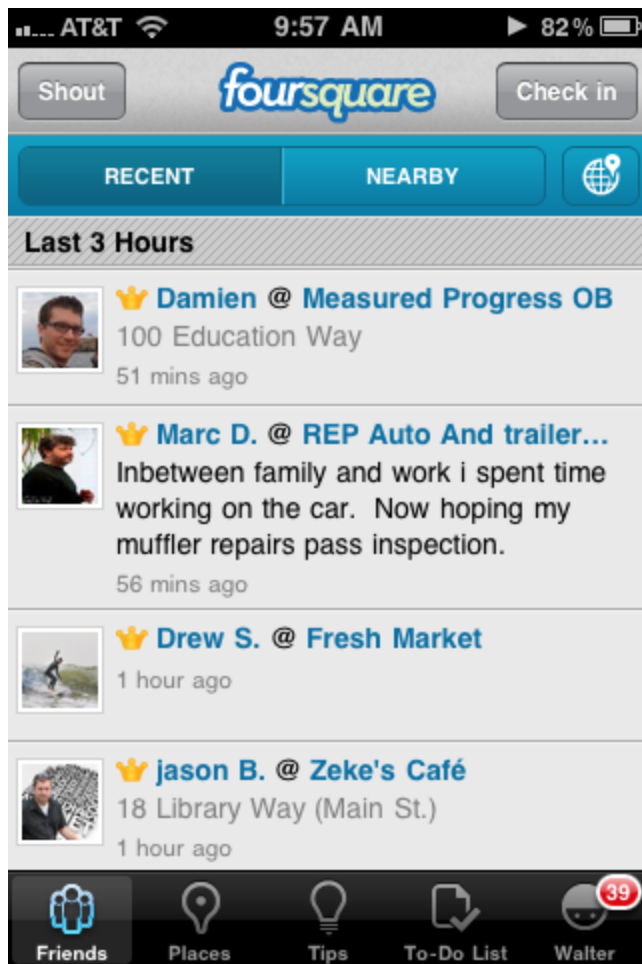
facebook®

Google™



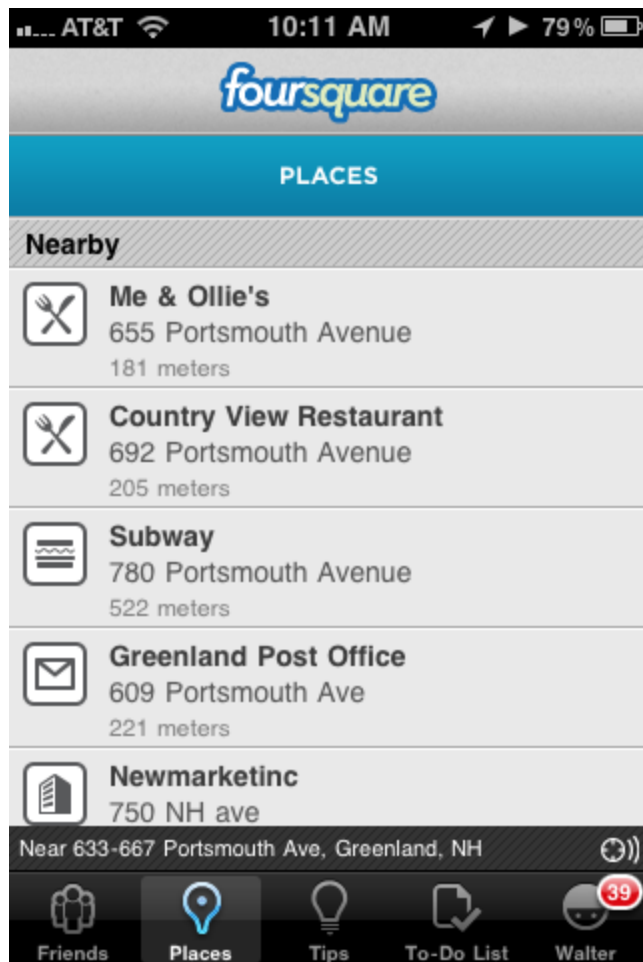
BOOSTING YOUR MOBILE PRESENCE

Location-based services
Huge “opportunity”

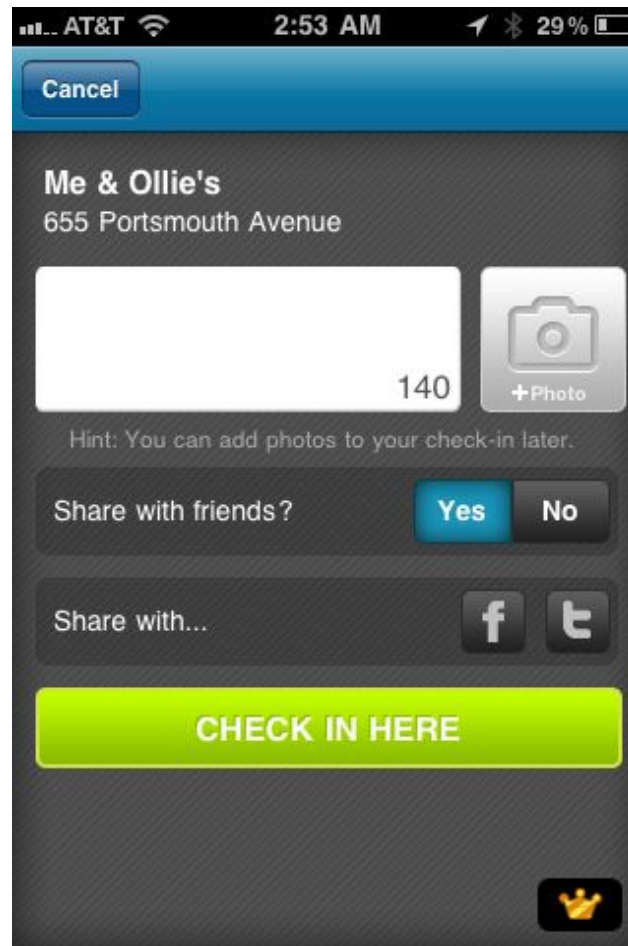


BOOSTING YOUR MOBILE PRESENCE

Location-based services



BOOSTING YOUR MOBILE PRESENCE



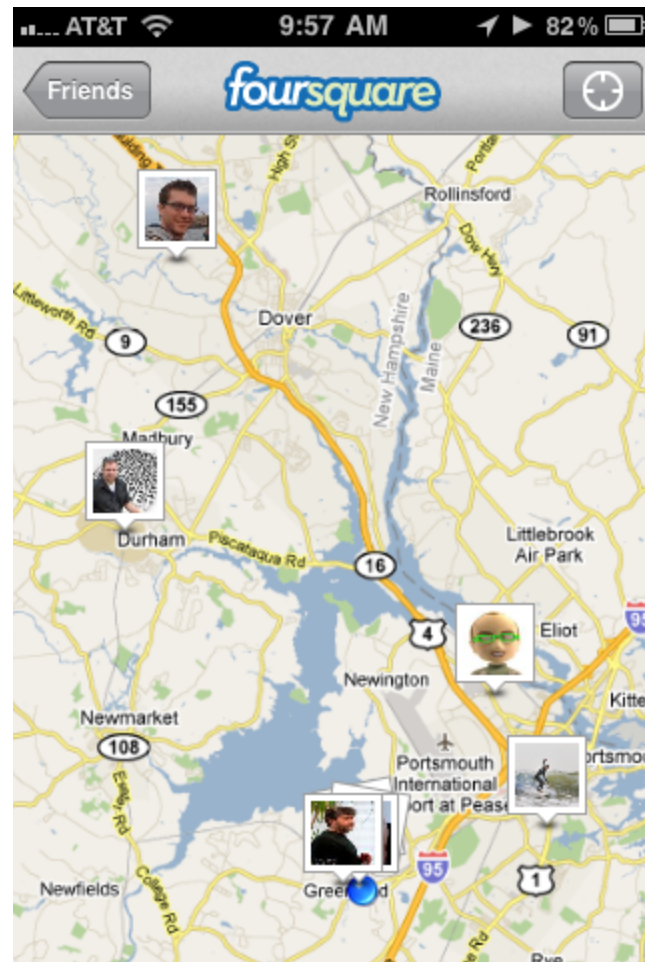
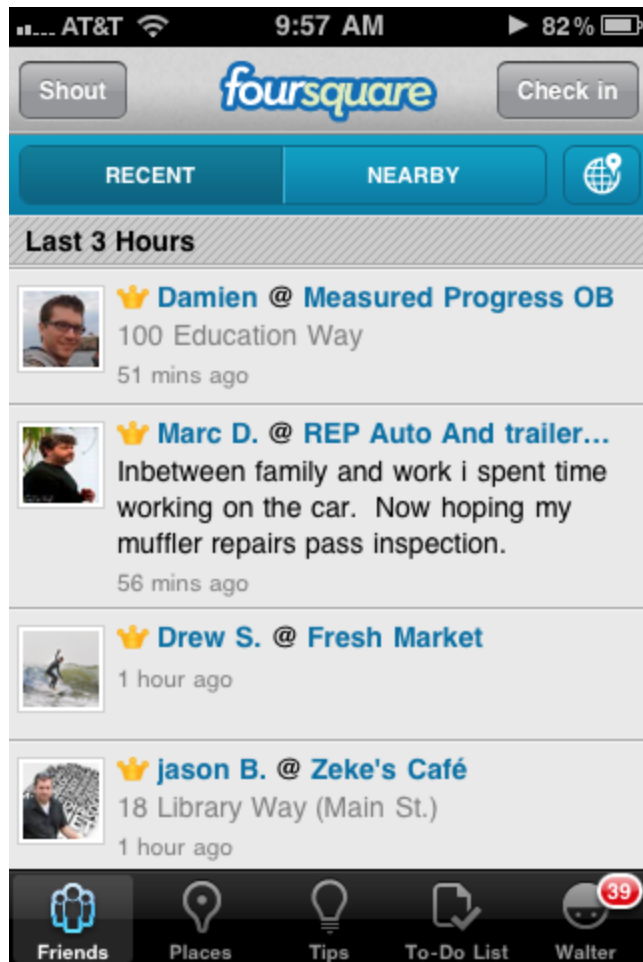
BOOSTING YOUR MOBILE PRESENCE



foursquare

Walter E. @ Me & Ollie's (655
Portsmouth Avenue) 10:09 AM

BOOSTING YOUR MOBILE PRESENCE



BOOSTING YOUR MOBILE PRESENCE



Do you manage this venue? [Claim here](#)

<http://foursquare.com/business/>

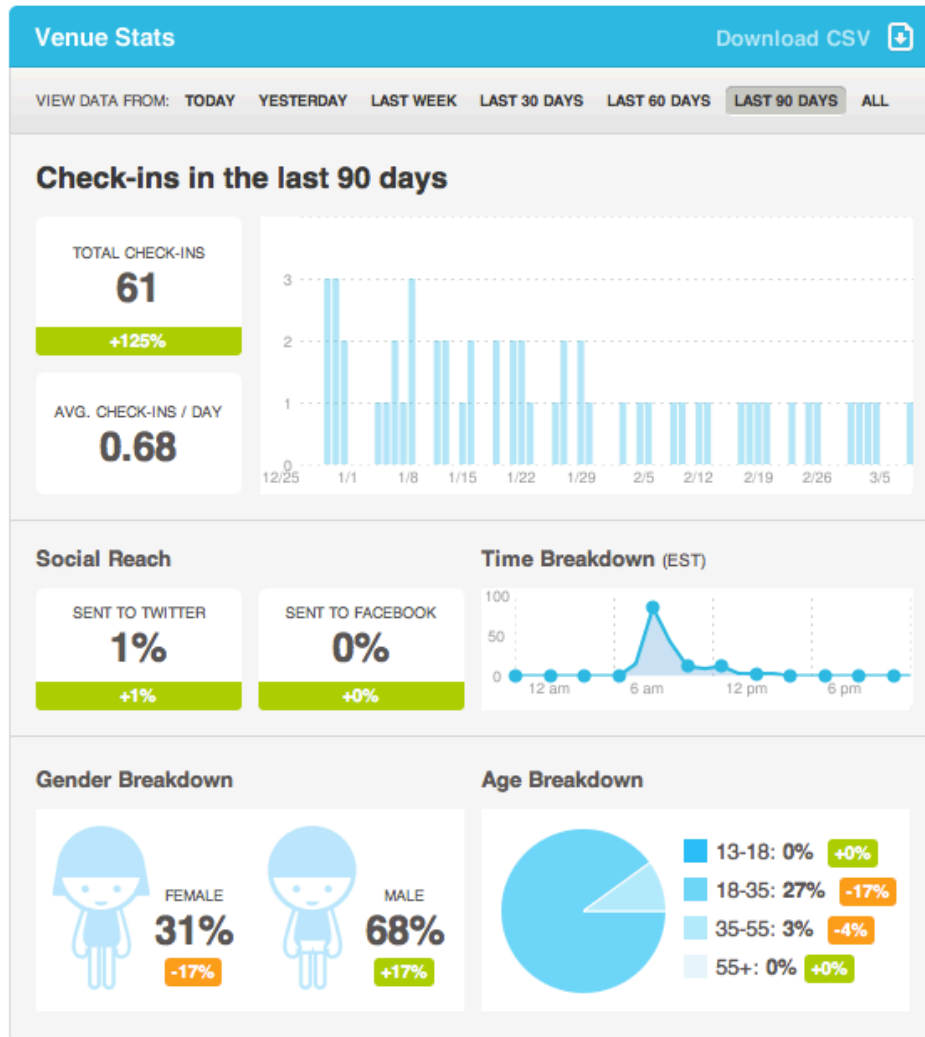


Is this your business?



Work Here? Unlock This Business Page

BOOSTING YOUR MOBILE PRESENCE



BOOSTING YOUR MOBILE PRESENCE



Add a Special

facebook



Reward your customers for checking in to Involver HQ by creating a deal.

[Create a Deal for this Page »](#)



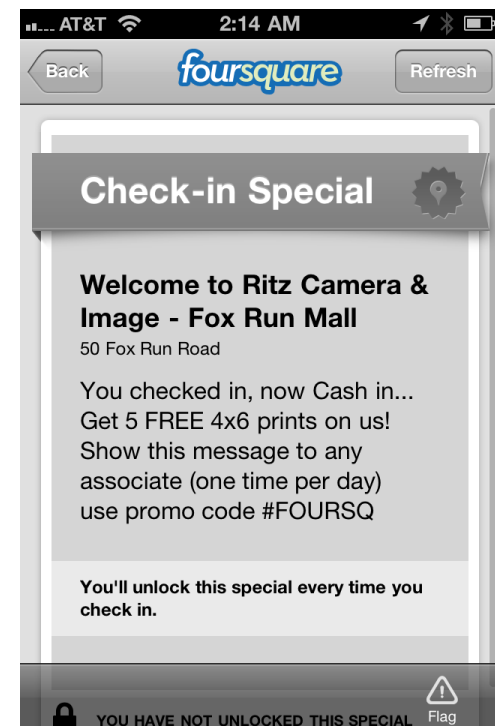
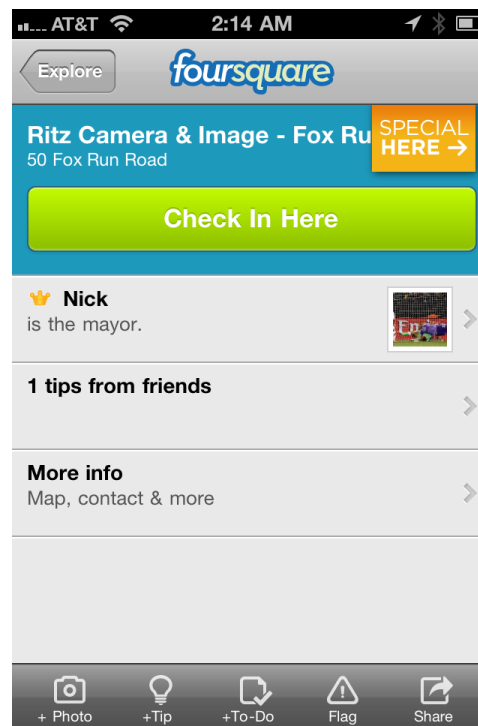
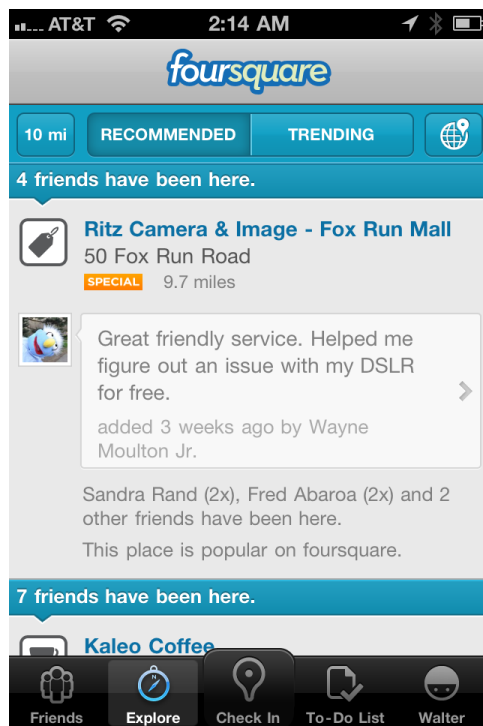
Create a Check-in Offer

BOOSTING YOUR MOBILE PRESENCE

- Highlighted in listings
- Users are notified when they check in nearby
- “Free” advertising



Add a Special

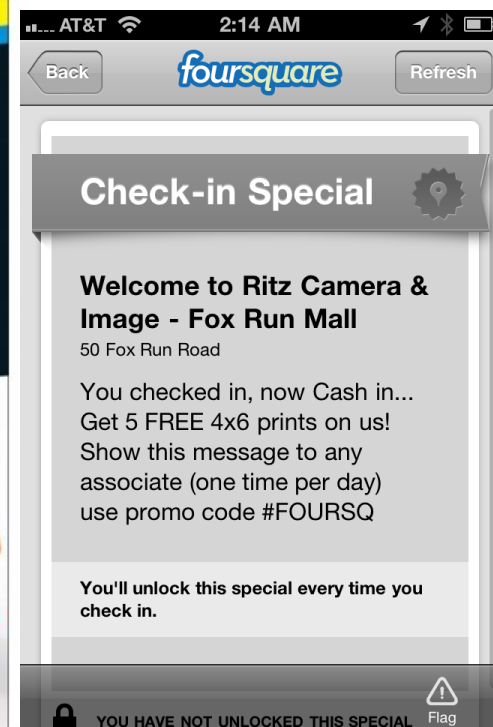
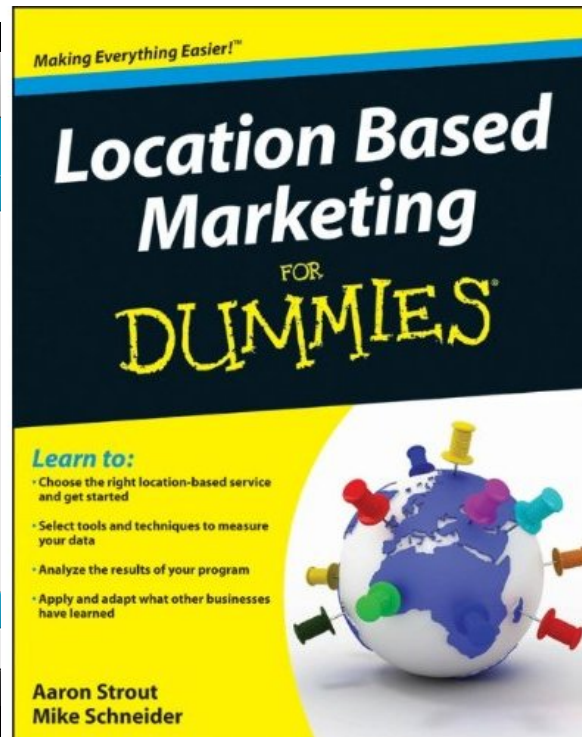
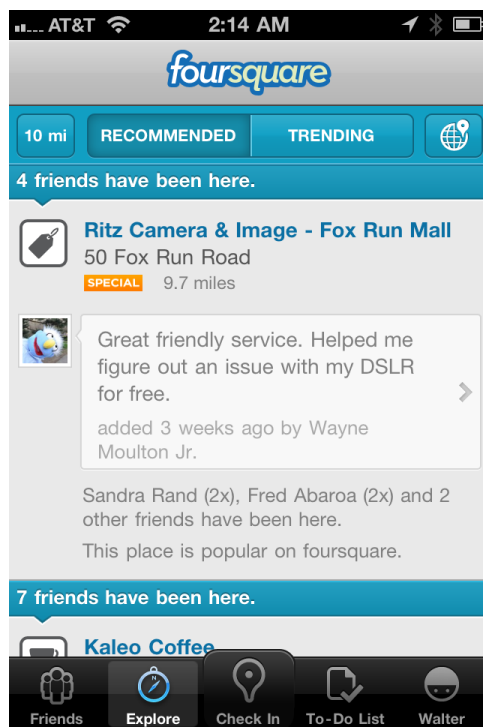


BOOSTING YOUR MOBILE PRESENCE

- Highlighted in listings
- Users are notified when they check in nearby
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Add a Special



BUT WAIT, YOU MAY ALREADY BE IN APPS

foursquare

yelp*

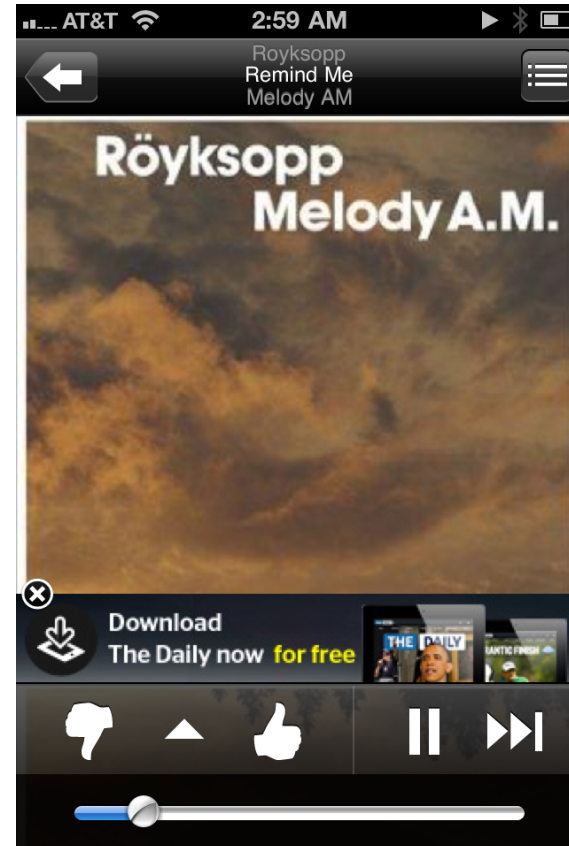
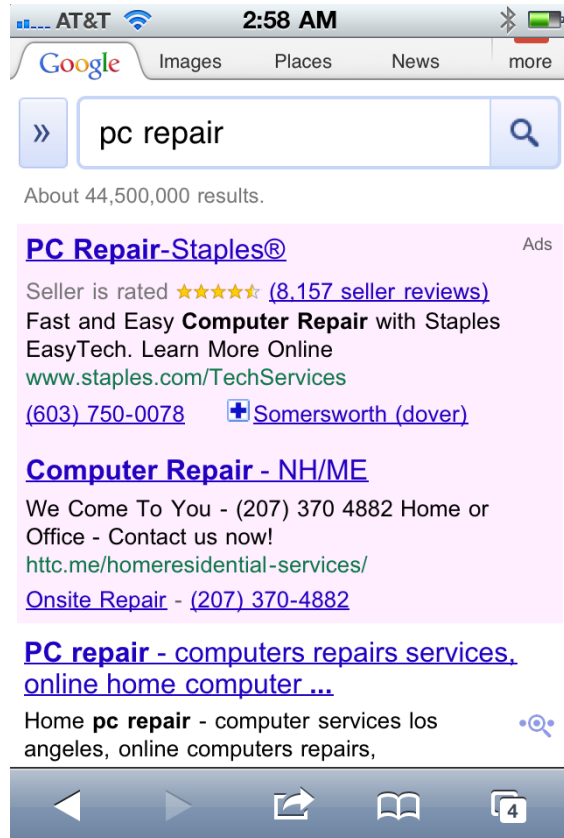
facebook®

Google™



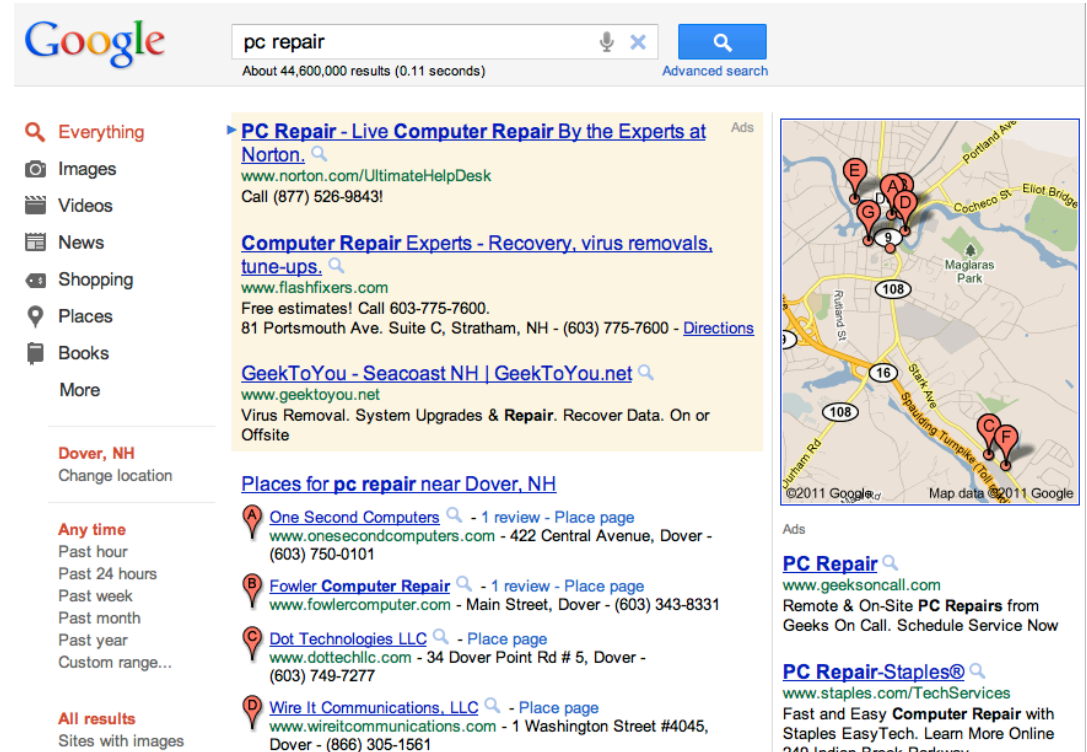
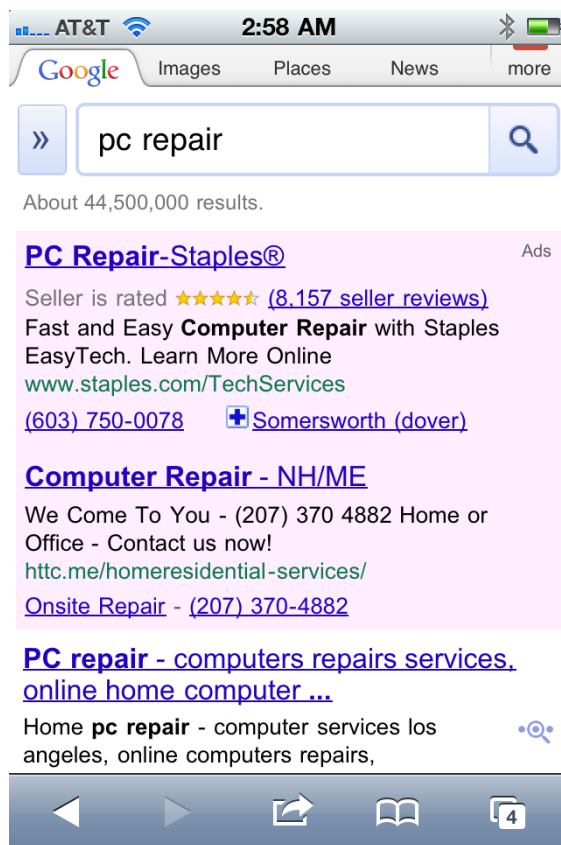
MOBILE ADVERTISING

- Mobile Search Advertising
- In-App Advertising



MOBILE ADVERTISING

- Mobile Search Advertising






MOBILE ADVERTISING

- Mobile Search Advertising



Select campaign settings

Load settings  Campaign type  or Existing campaign 


General


Campaign type

- Default
- Search Network only
- Display Network only (text ads)
- Display Network only (display ad builder)
- Mobile and tablet devices only
- Online video (in-stream)
- TV campaign

Locations and Language


Location

Locations  In what geographical locations do you want your ads to appear?

Call  ☒ Extend my ads with a phone number

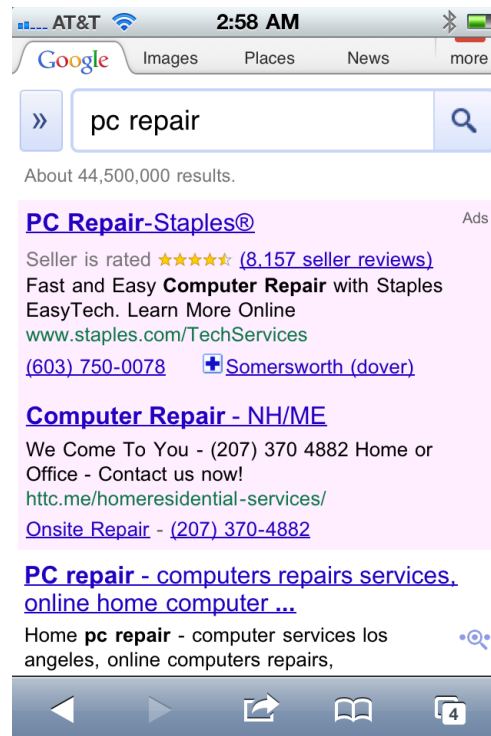
MOBILE ADVERTISING

- Mobile Search

FYI:  WAP mobile ad

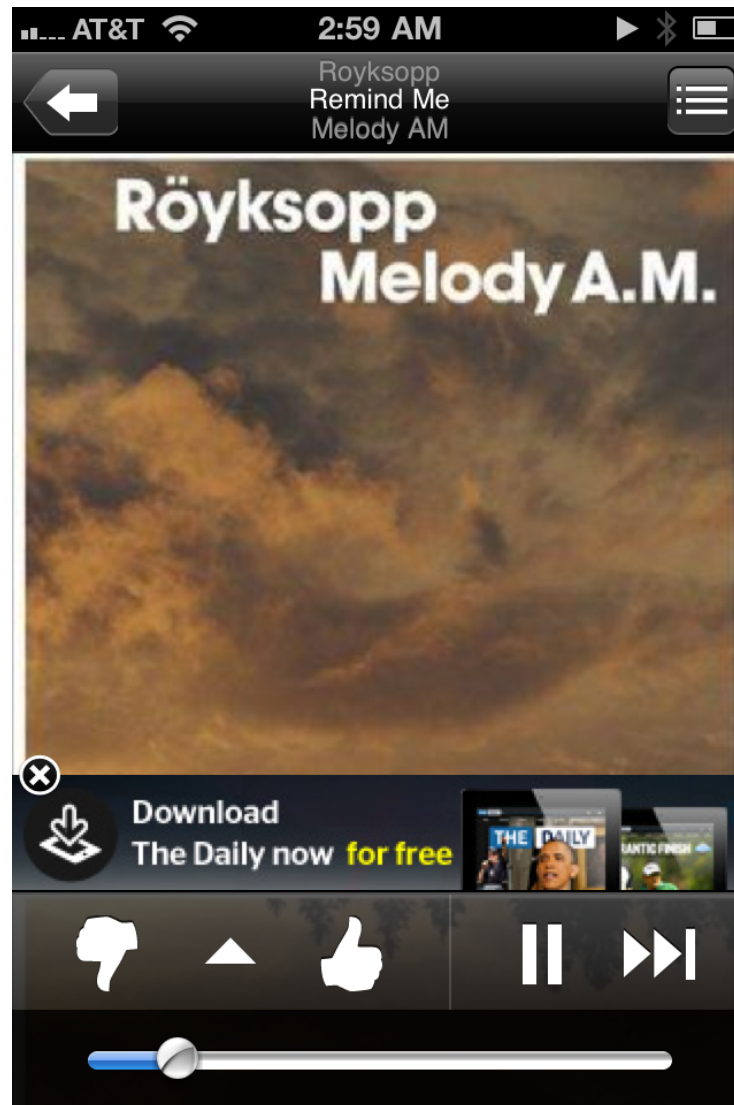


ALSO: Be sure to send ad to mobile compatible landing page!



MOBILE ADVERTISING

- In-App



MOBILE ADVERTISING

- In-App (\$10/day minimum with admob FYI)



Website

Drive traffic to your mobile website. For example: <http://m.google.com>, <http://m.cnn.com>, etc.



Application

Drive downloads of your app.



Media

Promote a video or iTunes Store listing (Music, TV, Movies, Books)

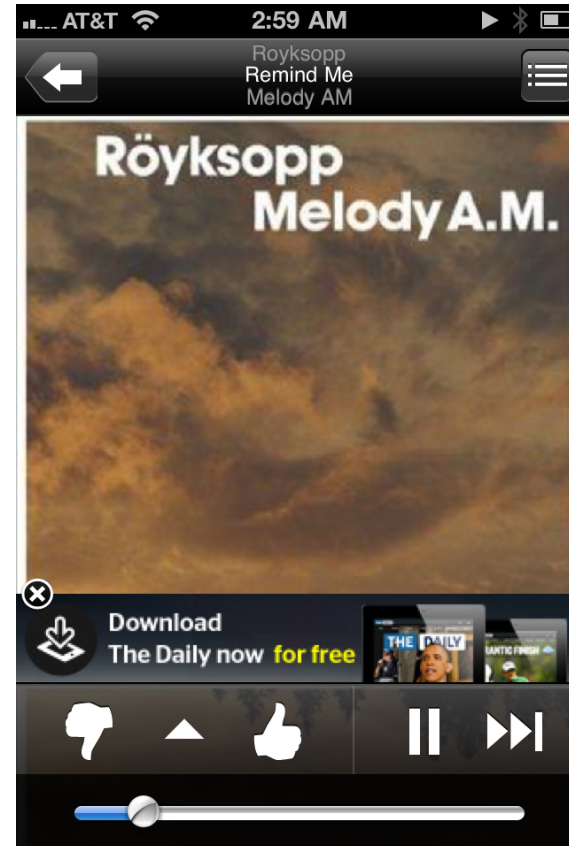
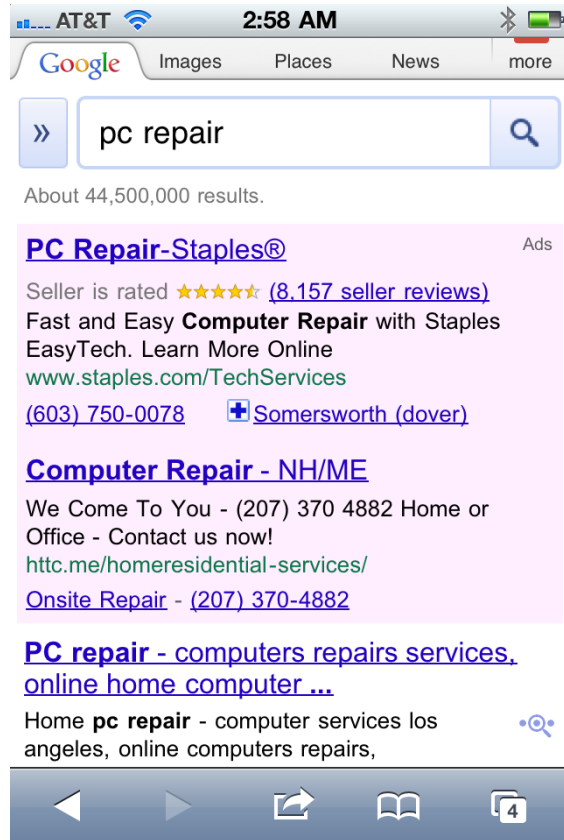


Location & Utilities

Promote a local business with Click-to-Call and Click-to-Maps ad types.

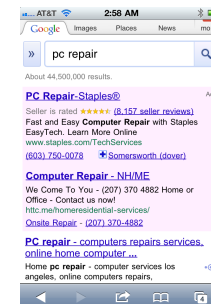
MOBILE ADVERTISING

- Mobile Search Advertising
- In-App Advertising



PUTTING IT ALL TOGETHER

- Your presence on mobile
 - + Should your website be on mobile?
 - + Mobile Web vs Apps
- Boosting your mobile presence
 - + Existing Apps / Location-based Services
 - + Mobile Advertising



PUTTING IT ALL TOGETHER



HOW TO TAKE RETAIL TO THE HANDSET

- Q&A

SLIDES

- Available at <http://bit.ly/ecoastmobilewe>

