

*take  
the*  *lead*

**CONVENTION 2013**



# The Mobile Firestorm A Red-Hot Opportunity



# David Robidoux

Vice President, Marketing

**6.8 billion** mobile  
subscribers worldwide



**141 million**  
smartphone users  
in the US

*2013 ComScore*



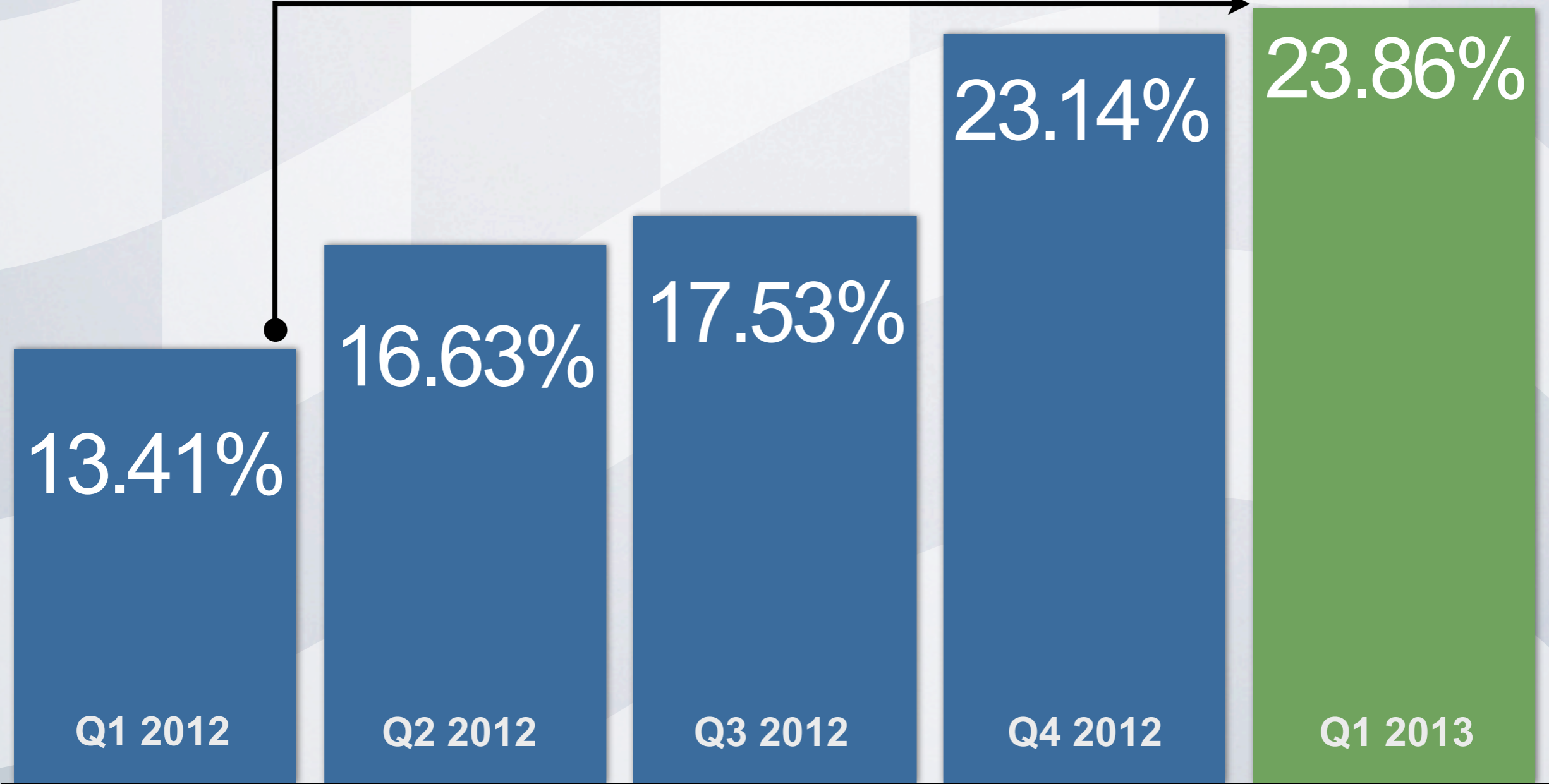


**Mobile first**

is the new mindset

# PERCENTAGE OF WEBSITE TRAFFIC COMING FROM MOBILE DEVICES

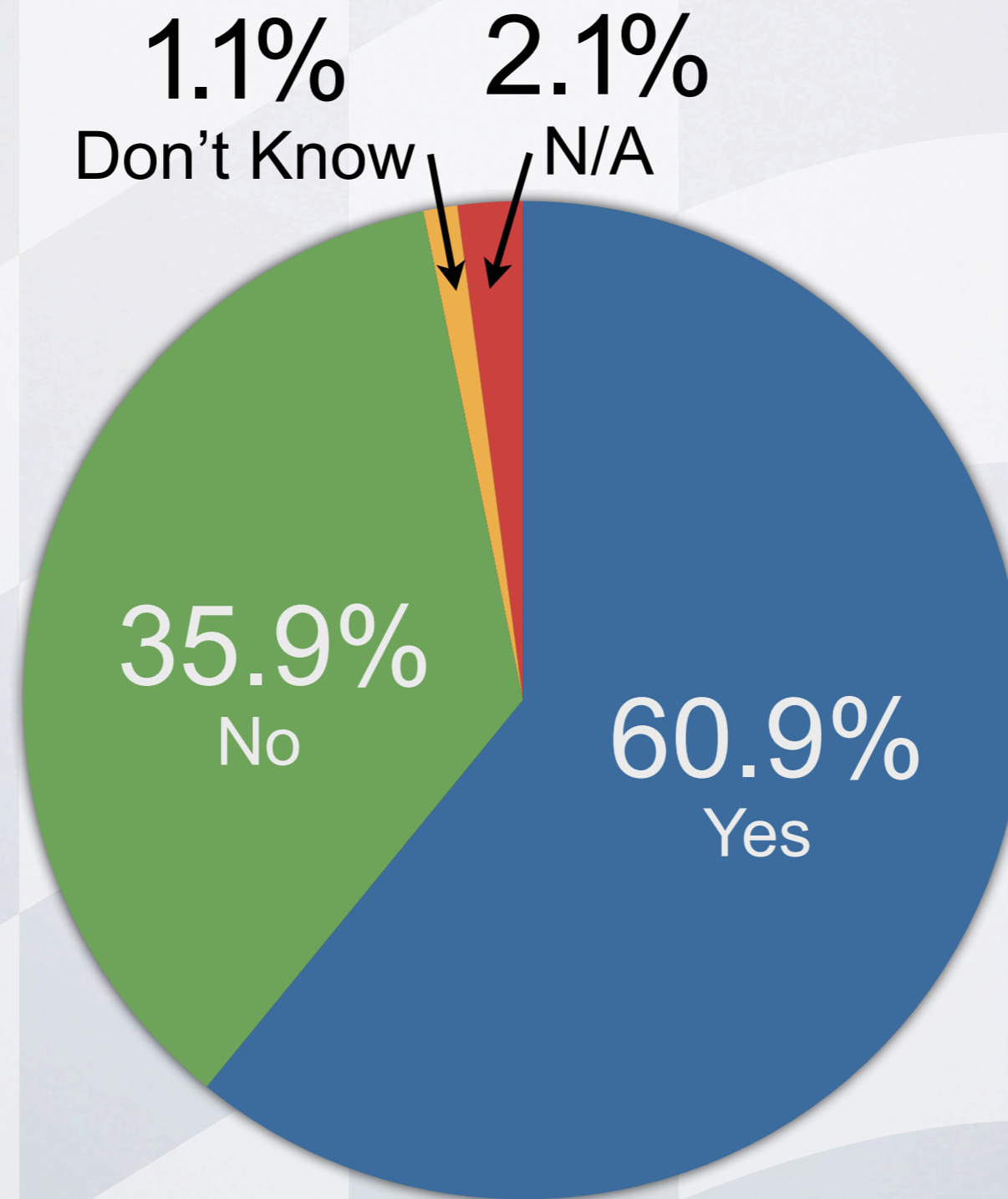
78% INCREASE Q1 2012 – Q1 2013



*Chief Marketer – 2013 Mobile Marketing Survey*

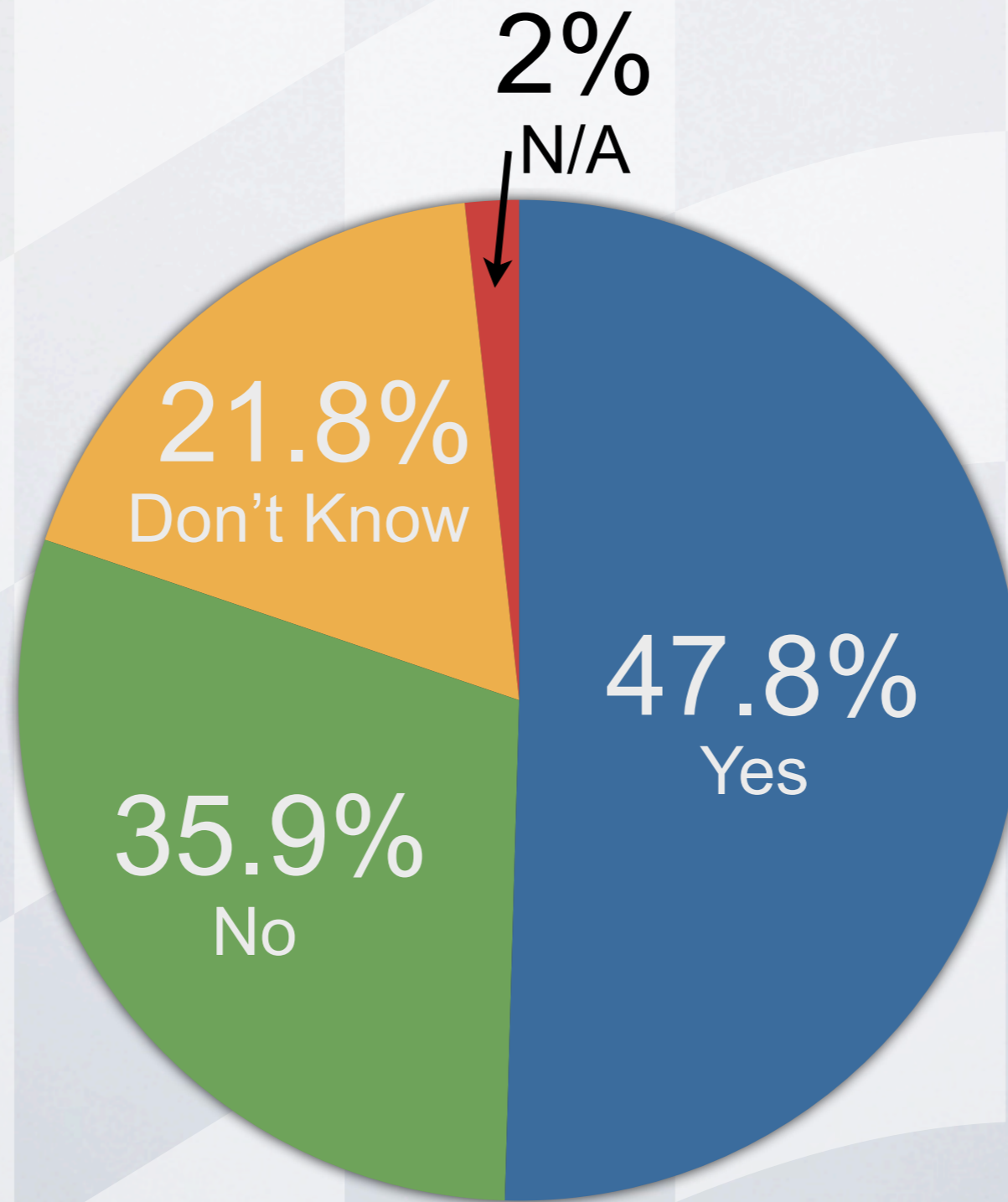


# DO YOU INTEGRATE MOBILE INTO YOUR MARKETING MIX?



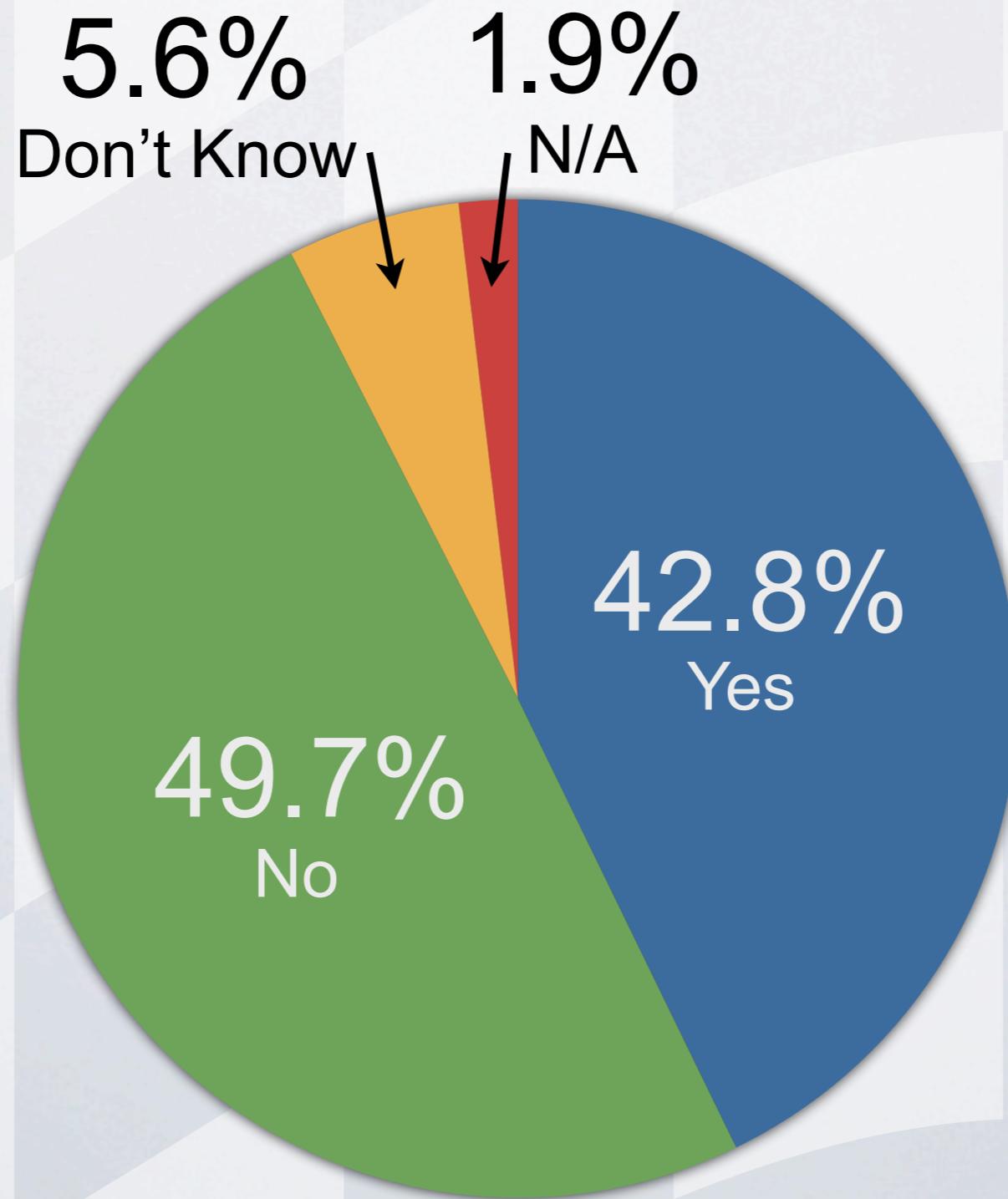
*Chief Marketer – 2013 Mobile Marketing Survey*

# WILL YOU RUN MOBILE-SPECIFIC CAMPAIGNS IN 2013?



*Chief Marketer – 2013 Mobile Marketing Survey*

# HAVE YOU RUN A QR CODE CAMPAIGN IN THE LAST YEAR?



*Chief Marketer – 2013 Mobile Marketing Survey*

# Mobile Activities

**74.3%**  
Sent Text Messages

**35.3%**  
Accessed Social  
Networking/Blogs

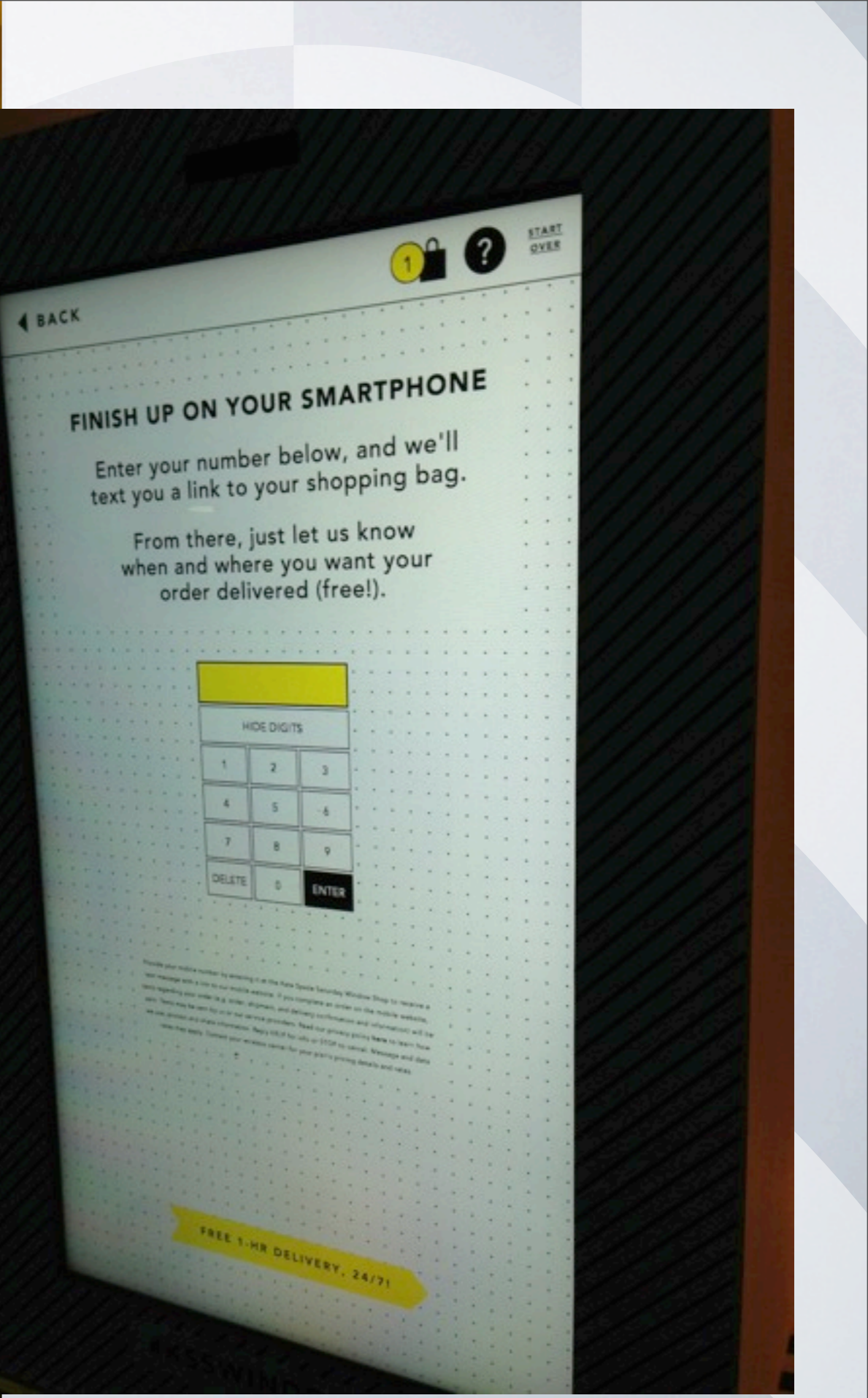
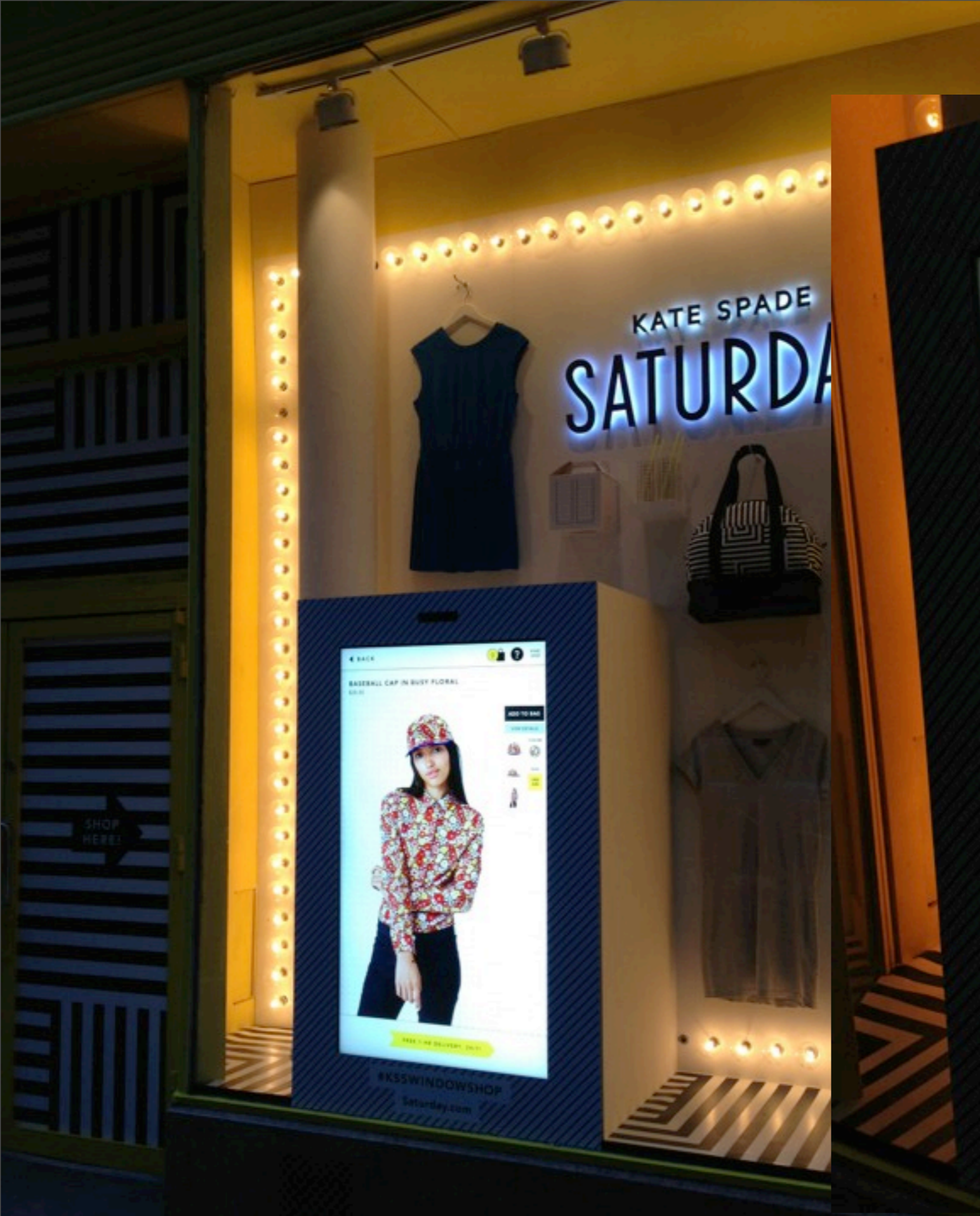
**26.5%**  
Accessed Maps

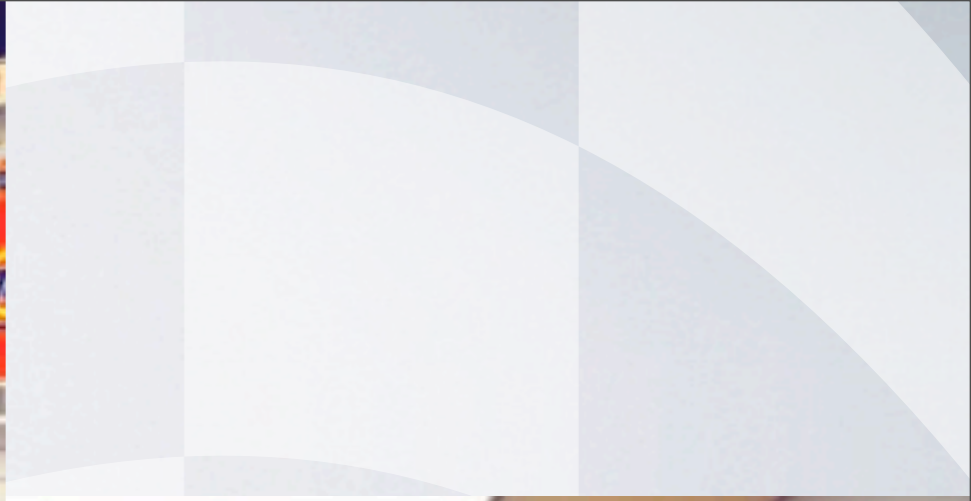


**40.8%**  
Used Email

**29.5%**  
Accessed Search

**12.2%**  
Accessed Online  
Retail





Multimedia Service (MMS)



Mobile Web Design

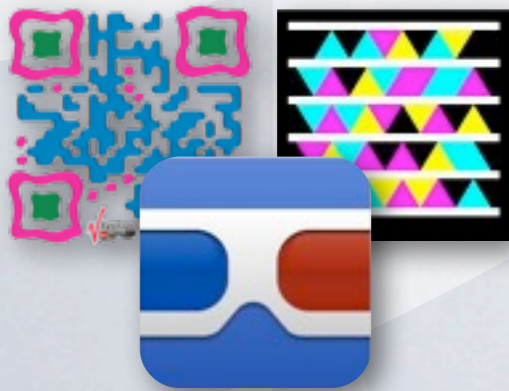


Location-Based / Geo-Fencing

foursquare



Mobile Tagging



Short Message Service (SMS) Text



# Mobile

Near Field Communications (NFC)



Augmented Reality



Applications



# A Red-Hot Opportunity

- Engage Your Prospects/Customers
  - ▶ Mobile is too hot to be ignored
  - ▶ Center your conversations around the mobile evolution and ask open-ended questions—get them to talk
  - ▶ Mobile discussions should focus on the behavior and mobile activity/habits of the end customer



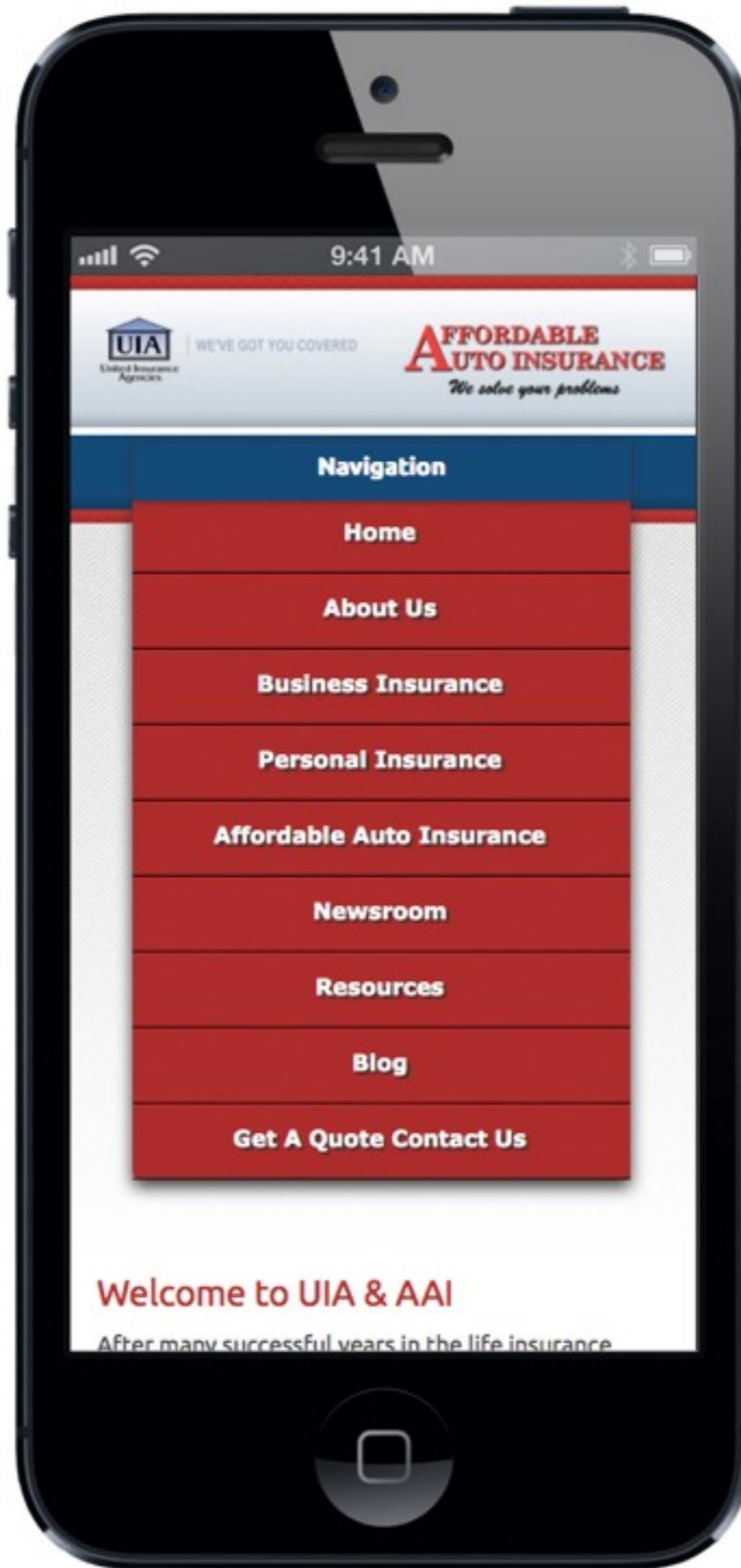
# Mobile Web Design

# Website Type

- A mobile version of a website is an expectation of today's smartphone-enabled consumers
- Mobile campaign landing pages can lead to higher response
- eCommerce via smartphone is growing rapidly

# Development Options

- **Standard**—Utilizes online software to generate a mobile website
- **Custom**—Custom designed to customers' specifications
- **Responsive**—Websites build to scale to the display screen size



WE'VE GOT YOU COVERED

**AFFORDABLE  
AUTO INSURANCE**  
*We solve your problems*

**Navigation**

**Home**

**About Us**

**Business Insurance**

**Personal Insurance**

**Affordable Auto Insurance**

**Newsroom**

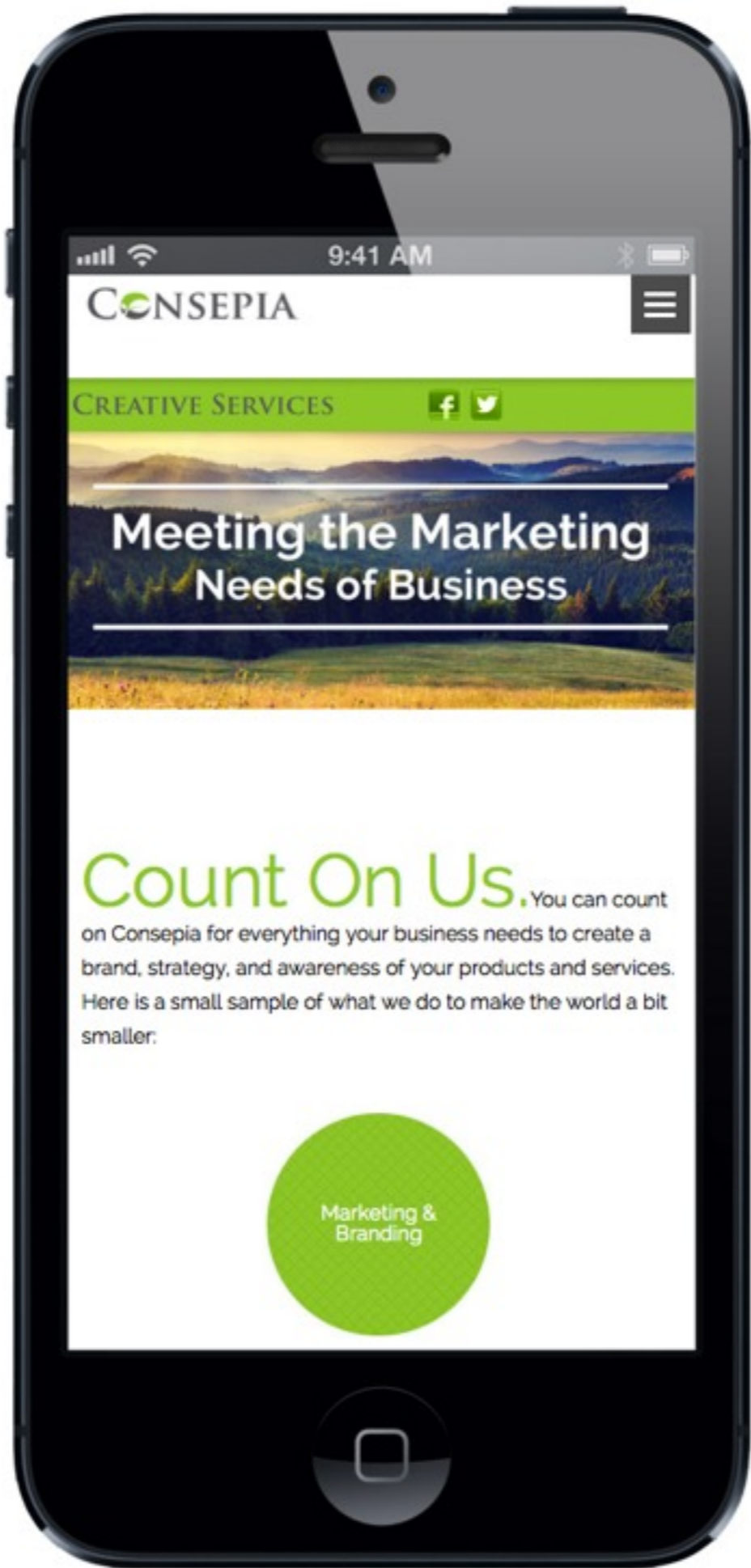
**Resources**

**Blog**

**Get A Quote Contact Us**

**Welcome to UIA & AAI**

After many successful years in the life insurance



CONSEPIA



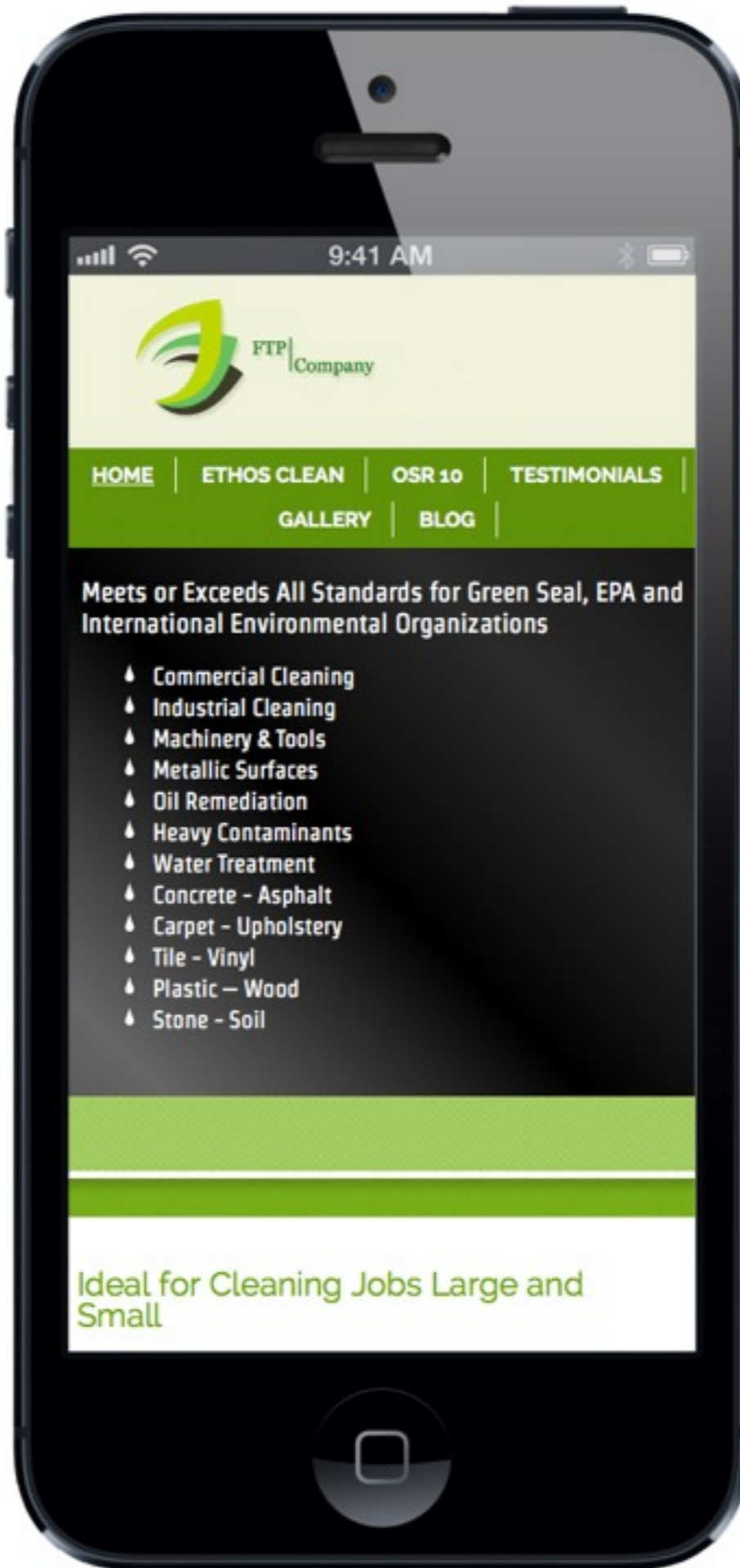
CREATIVE SERVICES



## Meeting the Marketing Needs of Business

**Count On Us.** You can count on Consepia for everything your business needs to create a brand, strategy, and awareness of your products and services. Here is a small sample of what we do to make the world a bit smaller:

Marketing & Branding



9:41 AM

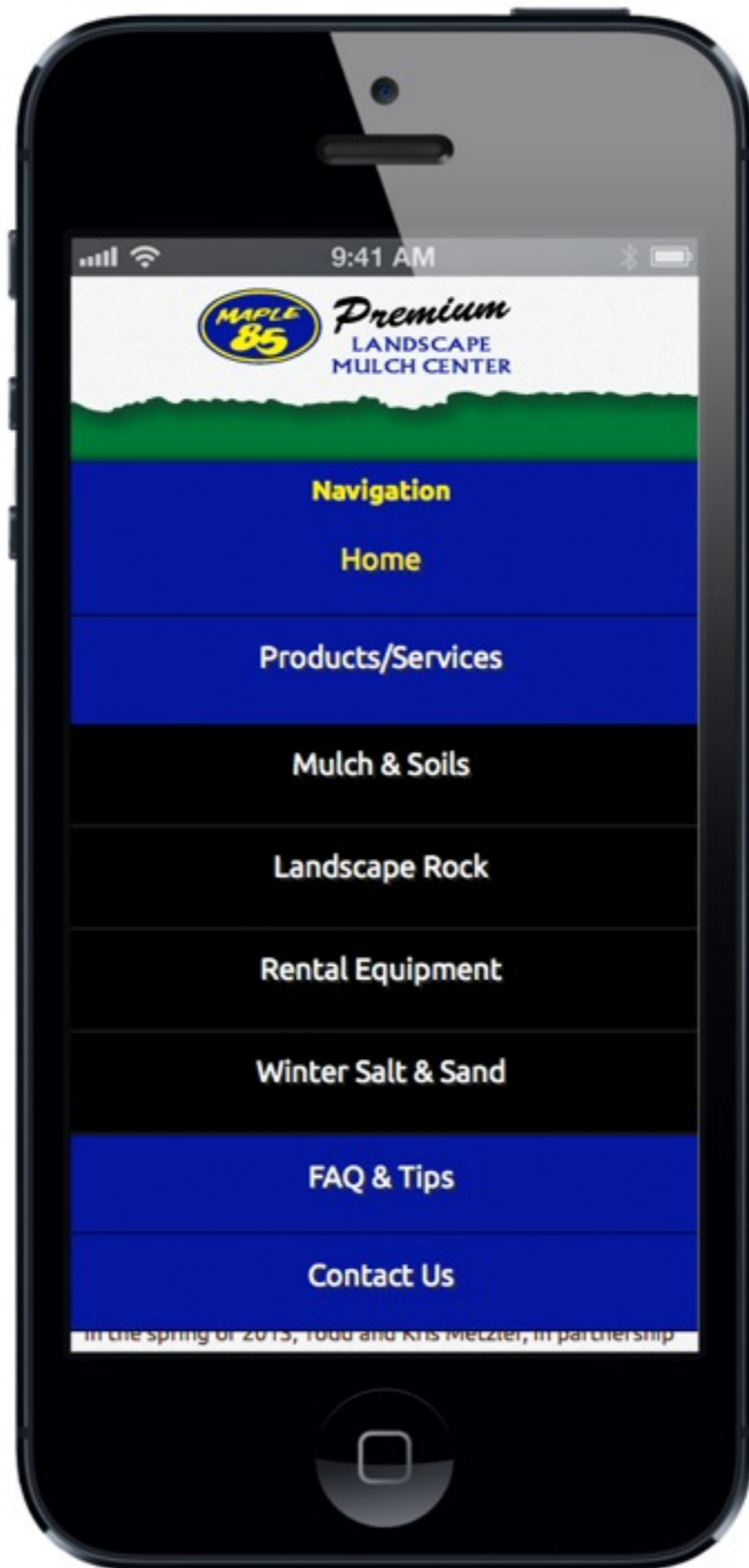


- HOME
- ETHOS CLEAN
- OSR 10
- TESTIMONIALS
- GALLERY
- BLOG

Meets or Exceeds All Standards for Green Seal, EPA and International Environmental Organizations

- Commercial Cleaning
- Industrial Cleaning
- Machinery & Tools
- Metallic Surfaces
- Oil Remediation
- Heavy Contaminants
- Water Treatment
- Concrete - Asphalt
- Carpet - Upholstery
- Tile - Vinyl
- Plastic - Wood
- Stone - Soil

Ideal for Cleaning Jobs Large and Small



Premium  
LANDSCAPE  
MULCH CENTER

Navigation

Home

Products/Services

Mulch & Soils

Landscape Rock

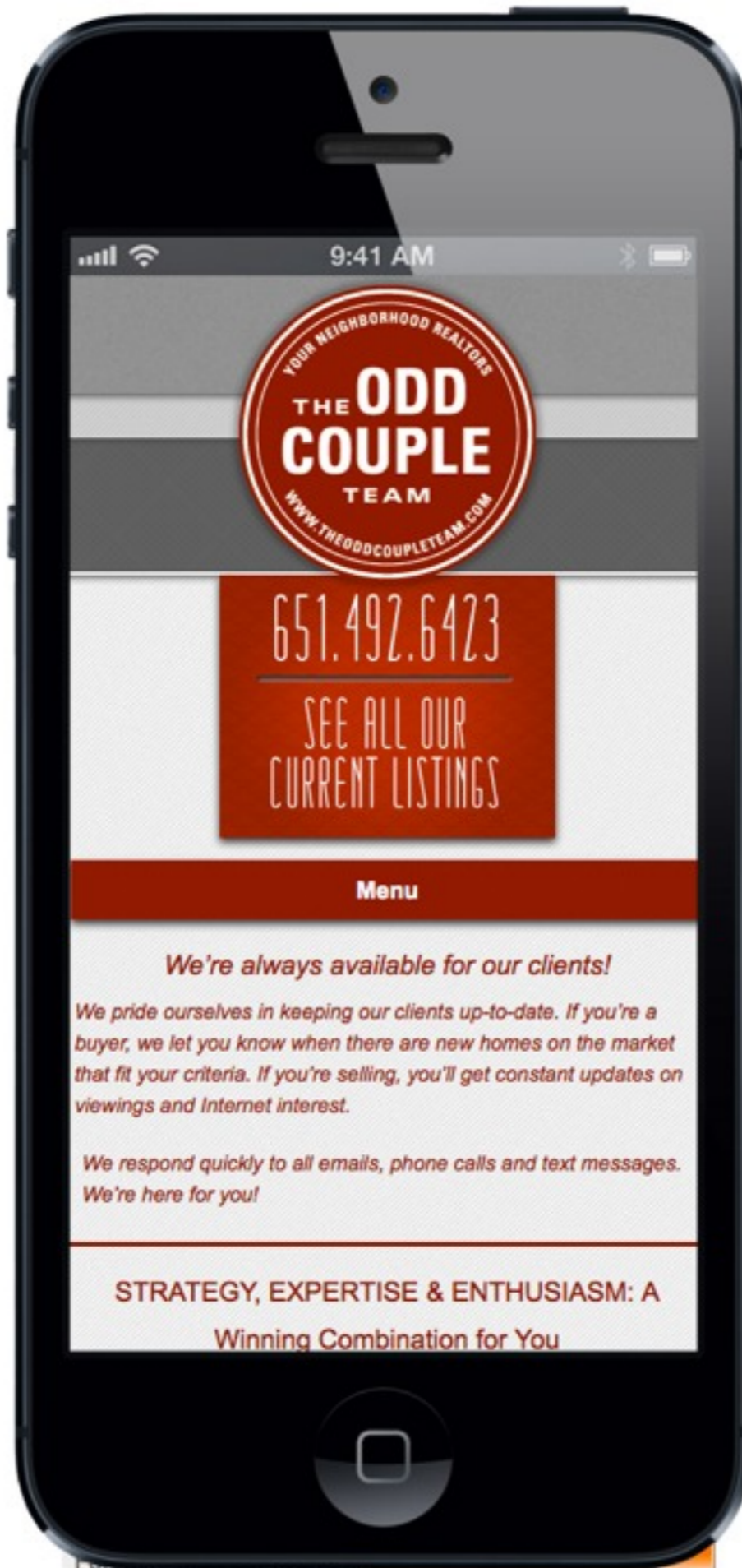
Rental Equipment

Winter Salt & Sand

FAQ & Tips

Contact Us

In the spring of 2015, Todd and Kris Metzler, in partnership



9:41 AM



651.492.6423  
SEE ALL OUR  
CURRENT LISTINGS

Menu

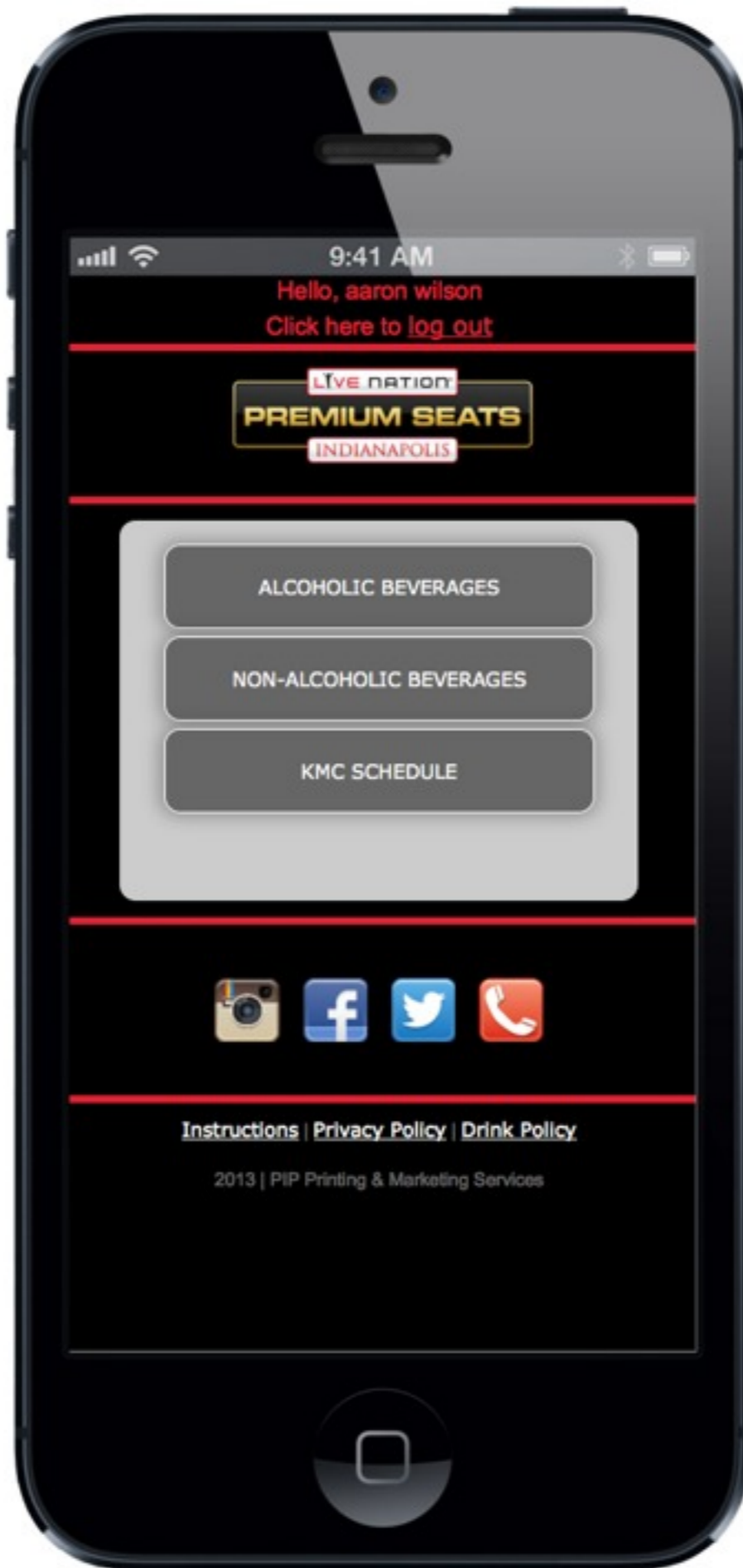
*We're always available for our clients!*

*We pride ourselves in keeping our clients up-to-date. If you're a buyer, we let you know when there are new homes on the market that fit your criteria. If you're selling, you'll get constant updates on viewings and Internet interest.*

*We respond quickly to all emails, phone calls and text messages. We're here for you!*

STRATEGY, EXPERTISE & ENTHUSIASM: A  
Winning Combination for You





9:41 AM

Hello, aaron wilson  
Click here to [log\\_out](#)

LIVE NATION  
**PREMIUM SEATS**  
INDIANAPOLIS

ALCOHOLIC BEVERAGES

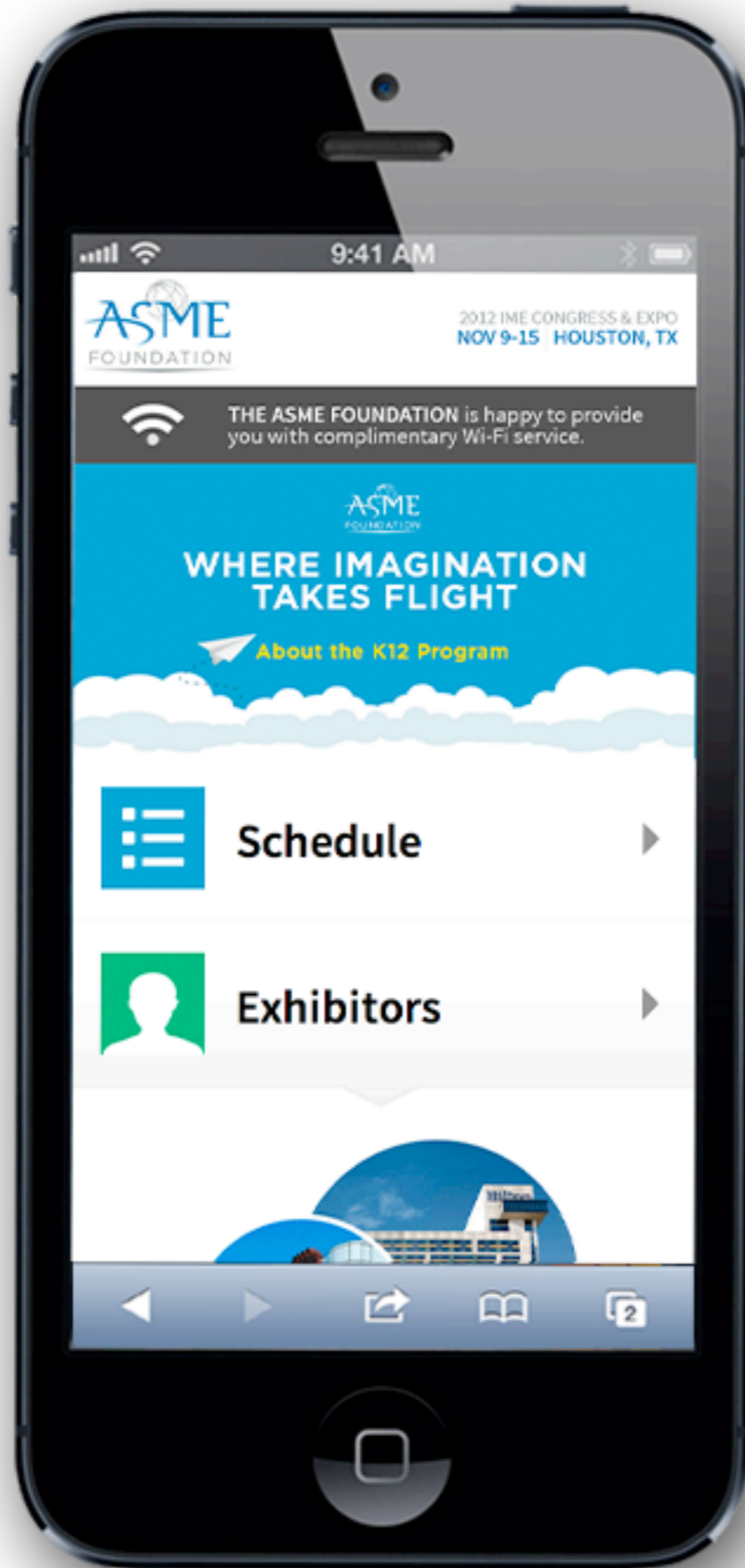
NON-ALCOHOLIC BEVERAGES

KMC SCHEDULE



[Instructions](#) | [Privacy Policy](#) | [Drink Policy](#)

2013 | PIP Printing & Marketing Services



9:41 AM



2012 IME CONGRESS & EXPO  
NOV 9-15 HOUSTON, TX



THE ASME FOUNDATION is happy to provide you with complimentary Wi-Fi service.



# WHERE IMAGINATION TAKES FLIGHT

 [About the K12 Program](#)



Schedule



Exhibitors



# FOREFATHERS

ESTB 2011



## WORKSHOP

The prodigy of all collective exhibitions

## SPECIALTIES

Design of the first water is our cup of tea

## JOURNAL

A genuine exposition of our traveling tales

## ORIGINS

How we gathered the force of a freight train

WEBSITES

DEVELOPMENT

BRANDING

ILLUSTRATIONS



LEARN MORE

# BEHOLD!

## THE DESIGN FRONTIER

A DESIGN COMPANY THE LIKES OF WHICH YOU'VE NEVER SEEN

*Witness this never before seen revelation of beauty and wonder! Enlivened by mirth, provoking surprise and marvelous feats, the Forefathers design group fashions the world's most electrifying brands, websites and illustrations.*

# Sell Responsive Design

- Educate your customers about mobile becoming the marketplace
  - ▶ Recommend updating their website to one that is responsively designed
    - ▶ Creative Services is a great resource for design and development of responsive websites
  - ▶ Website/mobile projects place you at the center of a companies marketing

# SMS Text Messaging



FIELD OF DREAMS



TEXT "PEPSIMAX" TO

710710

FOR YOUR CHANCE

TO LIVE THE GAME

HUNTINGTON PARK | COLUMBUS, OH | MAY 12, 2012





# SMS Text Messaging

- Consider a mix of offline and online opt-in text messaging for relevant clients
- Because respondents opt-in, they're more likely to engage
- Follow best practices—NO SPAM! Break the rules...pay dearly



# Mobile Tagging



# 1 in 5

Smartphone users in the US have  
scanned a QR code

*ComScore – 2012 Mobile Future in Focus*

# What Are They Scanning?

**73.3%**

Product  
Information



**32.2%**

Coupon  
or Offer

**25.1%**

Event Information

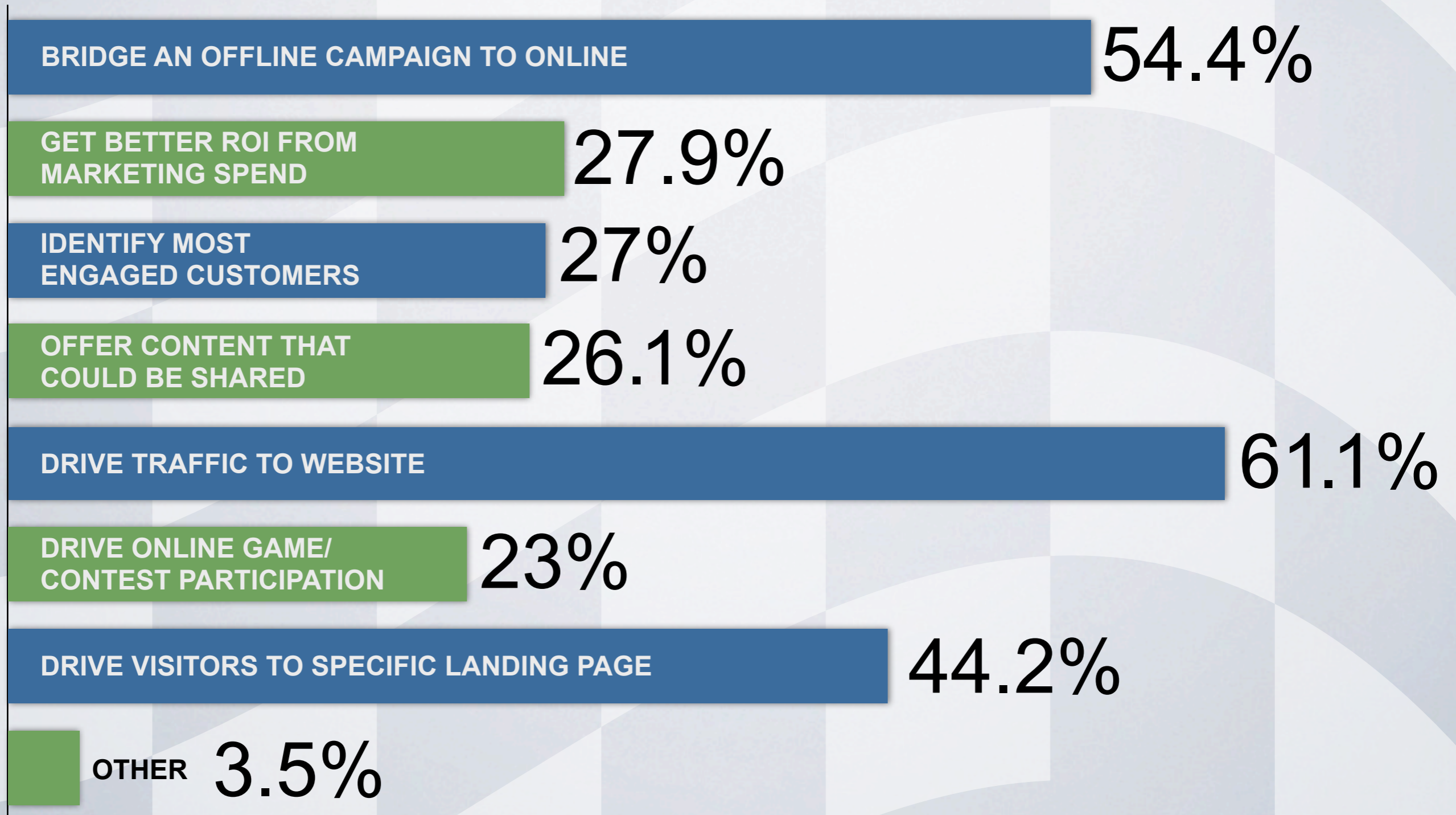
**12.7%**

Charity/Cause  
Information

**10.9%**

Application  
Download

# WHAT WAS YOUR STRATEGIC AIM IN USING A QR CODE?



# QR Codes

- Bridge offline and online. Does it link to a mobile-optimized page?
- Does the experience after scanning the code provide value (information, offer, etc.)?
- Don't oversell it—response varies, A LOT!

# Mobile Applications



# Mobile Applications

- If done right, mobile applications are great for retaining and growing relationships
- A mobile application should “do something,” otherwise, it’s not an application



# Mobile Applications

- Think value to the end user. Does the application perform a function that is useful, informational, entertaining, etc?
- Consider of our several mobile apps providers

# Near Field Communications & Augmented Reality

Mill Lane



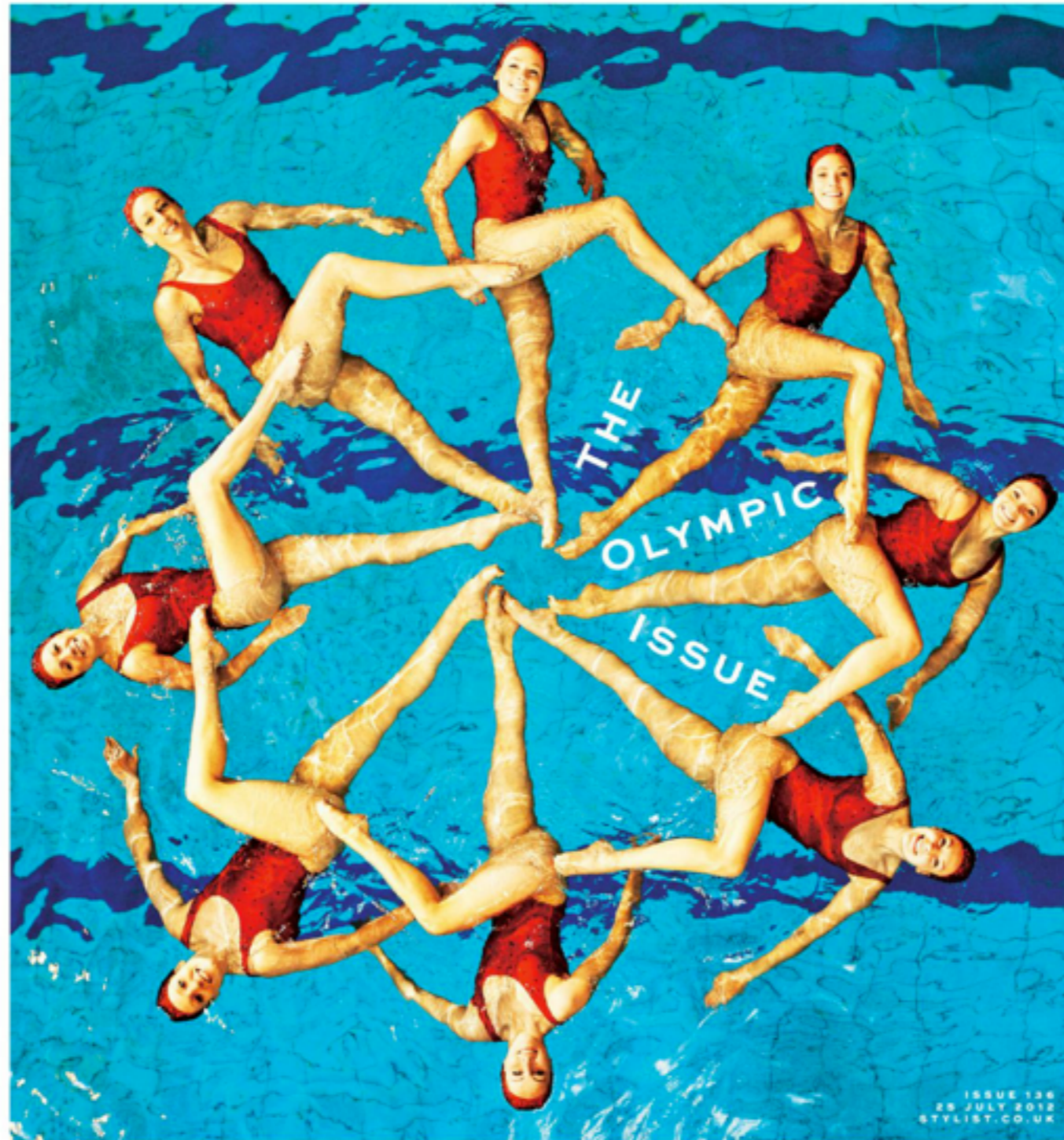
Tap your NFC-enabled  
phone or scan this QR code  
to discover more.

rediscover

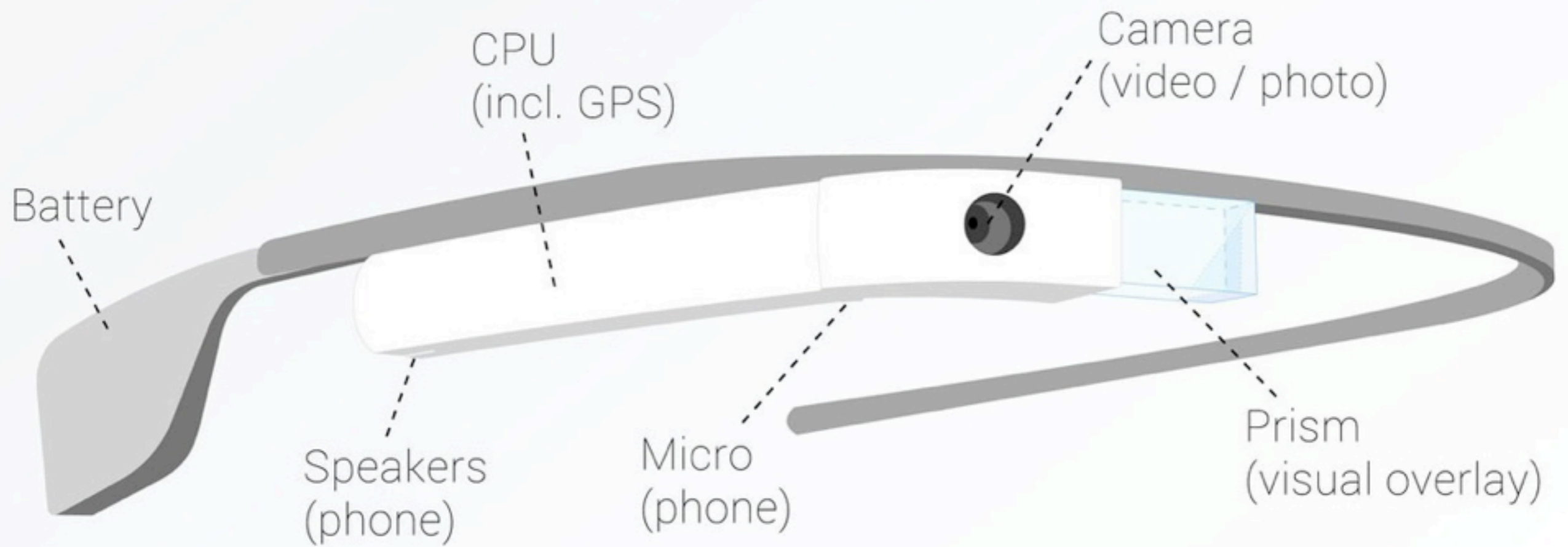
*The Rocks*

SPECIAL EDITION WATCH THE COVER MOVE 

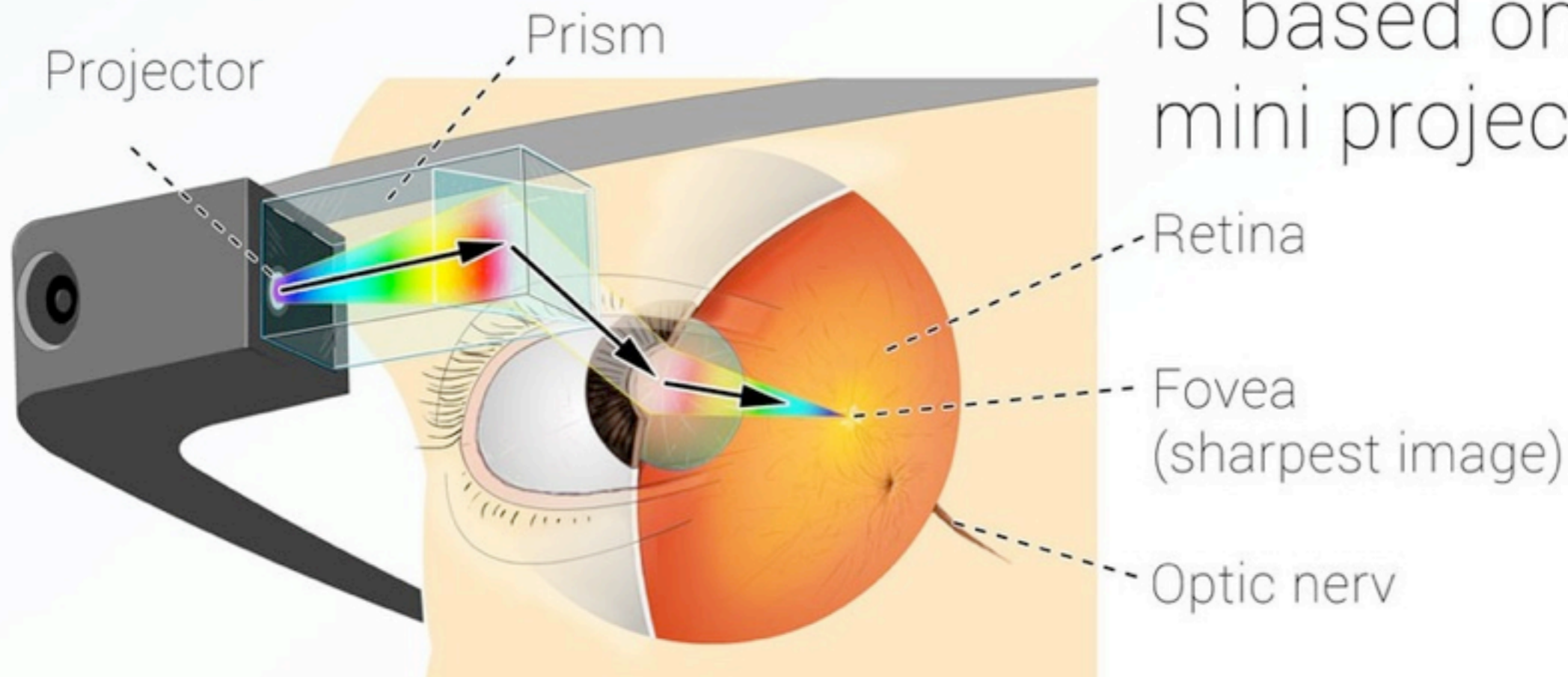
# STYLIST







The main function is based on a mini projector.



# NFC & Augmented Reality

- NFC being largely driven by the digital wallet
- Mobile augmented reality gaining traction where dimensional images, video and information overlay, providing added value
- No specific action today - emerging technology, but you need to be aware

Multimedia Service (MMS)



Mobile Web Design

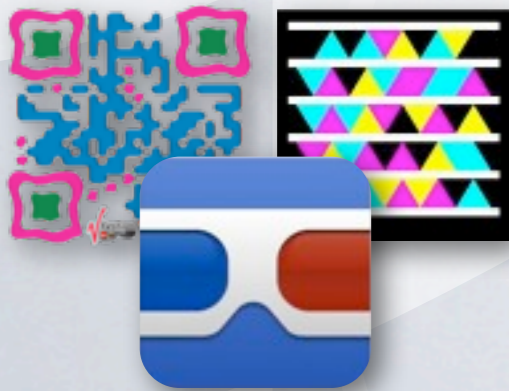


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foursquare



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# Key Take-Aways

- Talk to all of your prospects & clients about mobile—you can't sell'em if you don't tell'em!
- Key areas of opportunity are:
  - ▶ Web design (responsive design / landing pages)
  - ▶ Mobile tagging
  - ▶ Text messaging (opt-in only!!!)
  - ▶ Applications
- Keep up on mobile trends, it's moving fast!

# Q&A

*take  
the*  *lead*

**CONVENTION 2013**