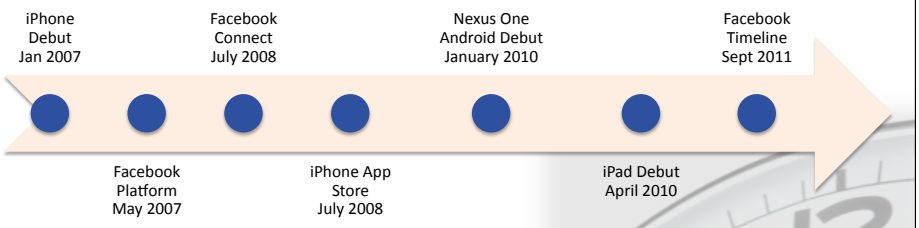
Social and Mobile – Where are we headed?

Presented by Drew McLellan

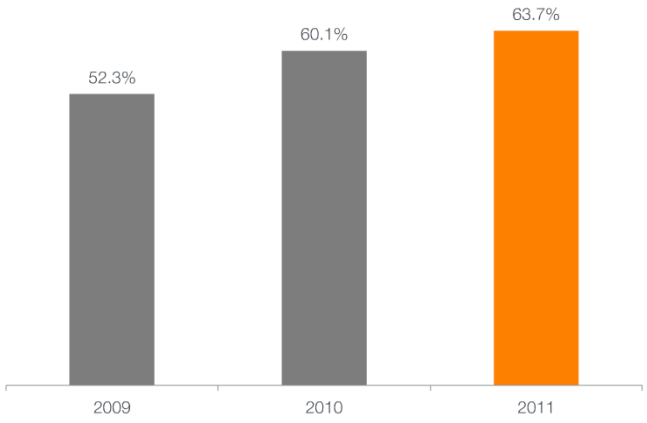
Monitoring/Listening
Emailing customers regularly
Facebook fan page
Tweeting
Text messaging
YouTube channel
Groupon
Location based
QR codes

How Time Flies

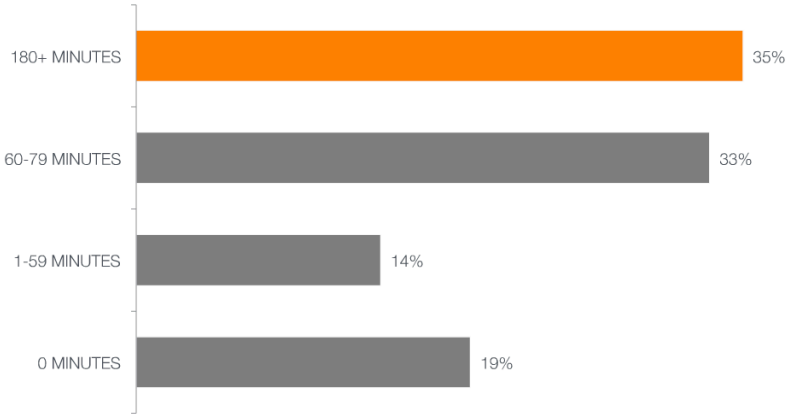


Who is really using social media?

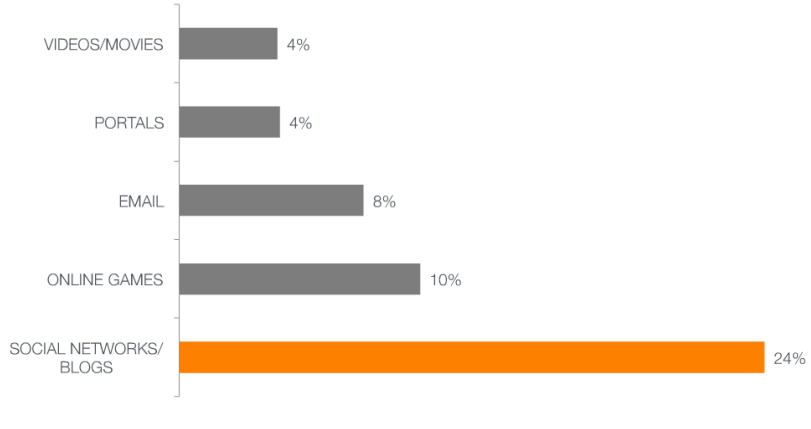
Nearly 2/3 of US Internet users regularly use a social network.



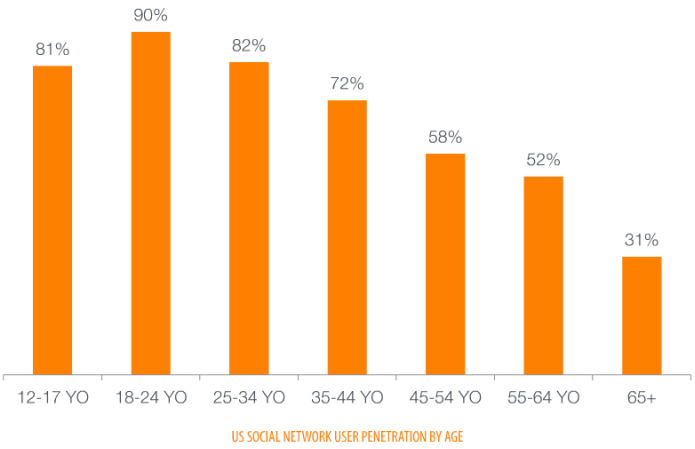
One third of US consumers spend ≥**3 hours** online **every day.**



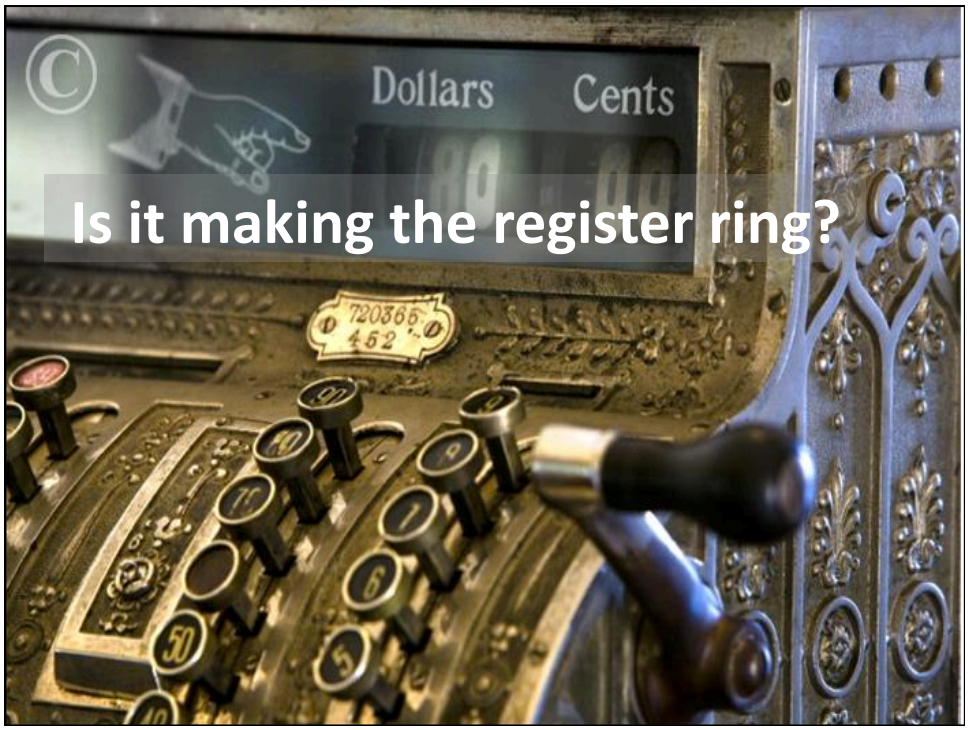
US Internet users spend **3x more** minutes on blogs & social networks than on email.



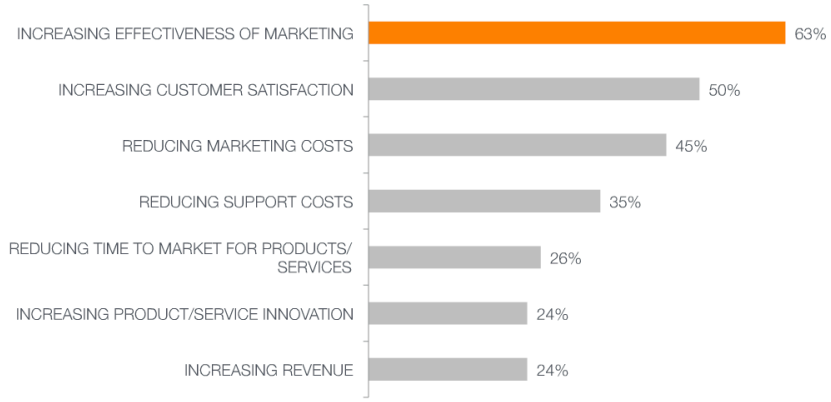
Regardless of age, we're social networking.



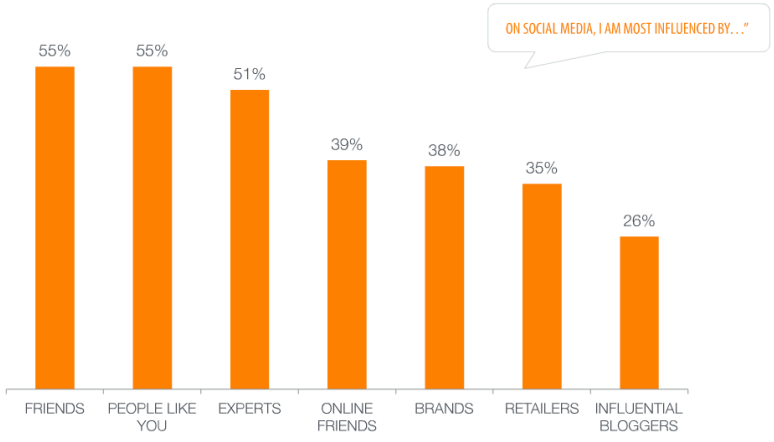
US SOCIAL NETWORK USER PENETRATION BY AGE



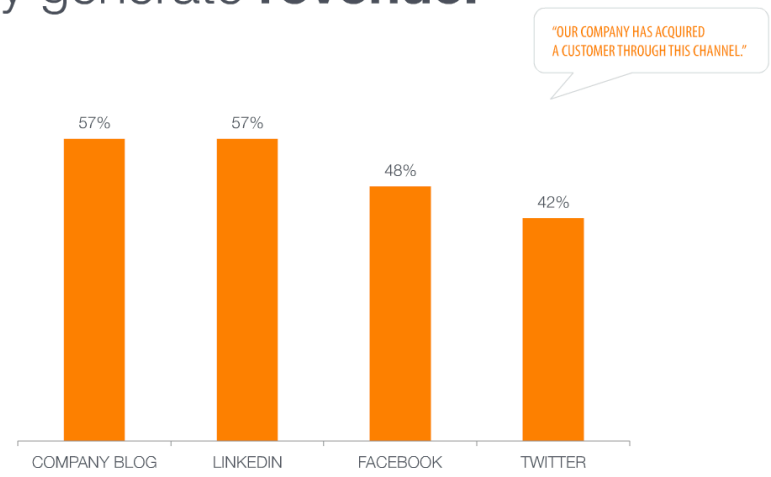
63% of companies using social media say it has **increased marketing effectiveness**—among other benefits.



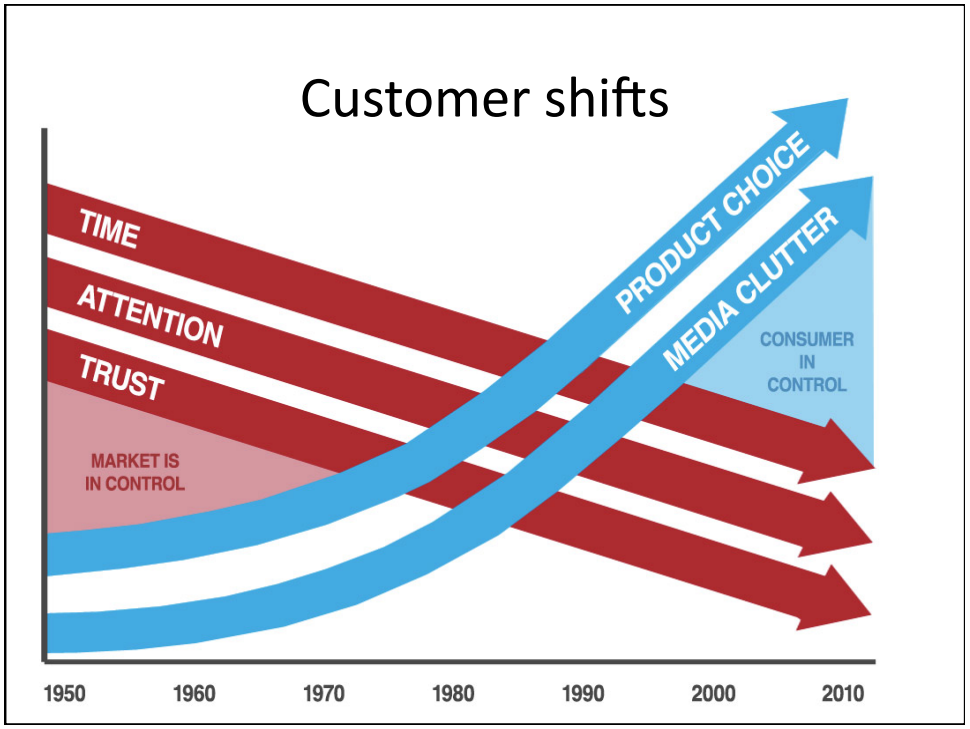
Social media conversations actively influence purchases.

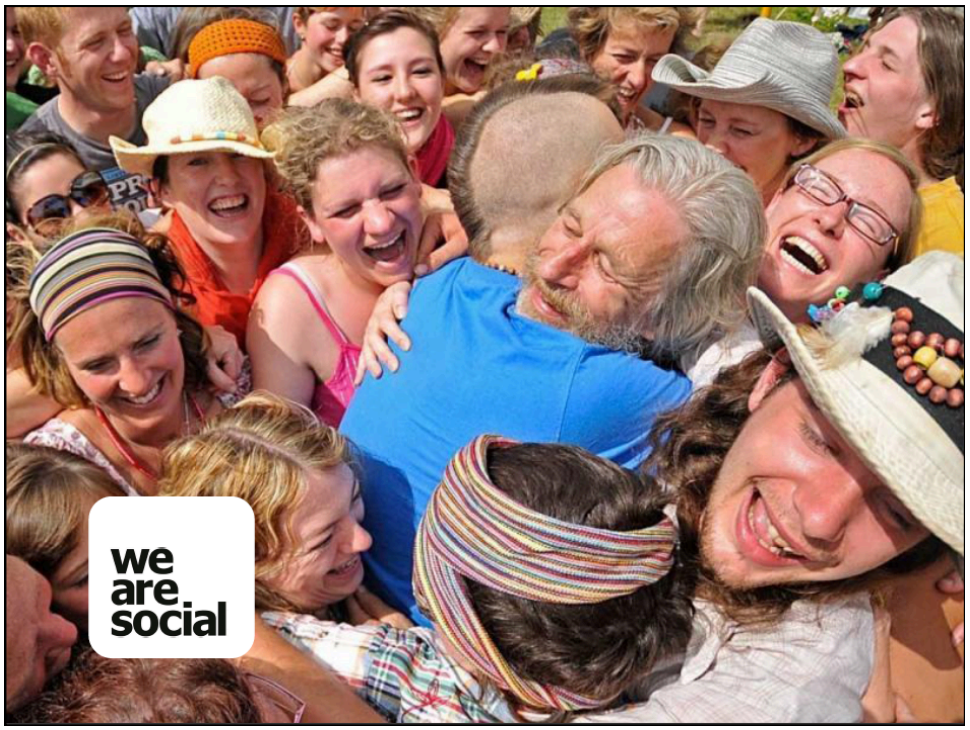


Inbound marketing tactics don't just generate leads. They generate **revenue.**



Inbound marketing costs **62% less** per lead than traditional, outbound marketing.


Customer shifts
TIME
ATTENTION
TRUST
MARKET IS IN CONTROL
PRODUCT CHOICE
MEDIA CLUTTER
CONSUMER IN CONTROL
1950
1960
1970
1980
1990
2000
2010


we are social

We've gone from this to…

Jill Fleming commented on her own status.
Does anyone know any good brick layers?
8 minutes ago · Comment · Like
Jill Fleming In central Iowa
Monday at 9:38pm · Like
Jennifer Eldridge Marinangeli will inbox you with some ideas
Monday at 9:43pm · Like
Randy Milder What all are you needing? I know of a few masons.
Monday at 10:01pm · Like
Phil Keller Is that like a texture layer in Photoshop?
Monday at 10:52pm · Like
Tanner Urich my uncle is a mason... bartelson masonry
Monday at 11:39pm · Like
Jill Fleming I have a friend of mine that is building a brick house and is looking for a good mason. @Jennifer – thanks for the contacts. @Randy – I'll be in touch :) @Tanner – does he live around Des Moines or is he in Northern IA?
8 minutes ago · Like
Write a comment...

Drew McLellan
45 minutes ago
Do you have a favorite grocery store? If so...what do you love about it?
Like · Comment · Share
View all 12 comments
Connie Reece Gross! LOL Like tortillas made locally, my favorite Raspberry Chipotle Sauce from a Texas company -- https://www.jelly.com/product/1055/the-original-roasted-raspberry-chipotle-sauce
ADD TO CART
The Original Roasted Raspberry Chipotle Sauce®
www.jelly.com
FISCHER & WIESER
20 minutes ago · Like · Remove Preview
Joe Cheray Drew McLellan think about wht it feels like to go into farmers market that is how it feels in the produce area
12 minutes ago · Like
Write a comment...
Friends
1,938
Cindy Brooke Todd
Ann Moorhead Forney
Likes
July
HyVee

73% of consumer decisions are primarily influenced by word of mouth.
McKinsey 2009

90% of customers identify word of mouth as the best, most reliable and trustworthy source about ideas and information on products and services.
NOP World

People are the "new" media:
Which is why the grocery industry must get social

Email marketing, 1996

Web marketing, 1997

"BUT I DON'T HAVE TIME FOR ONE MORE THING."

Telemarketing, 1977

Computer-based graphic design, 1986

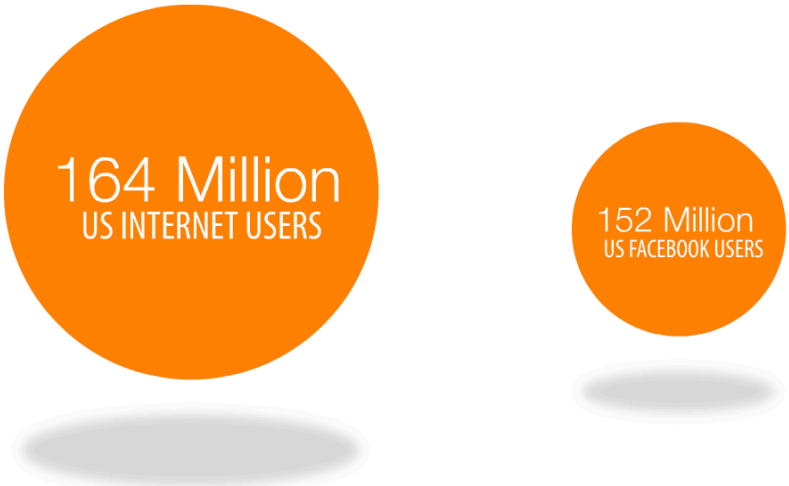
66%

PERCENTAGE OF BRAND TOUCHPOINTS NOW GENERATED BY CUSTOMERS

MCKINSEY QUARTERLY, JULY 2009

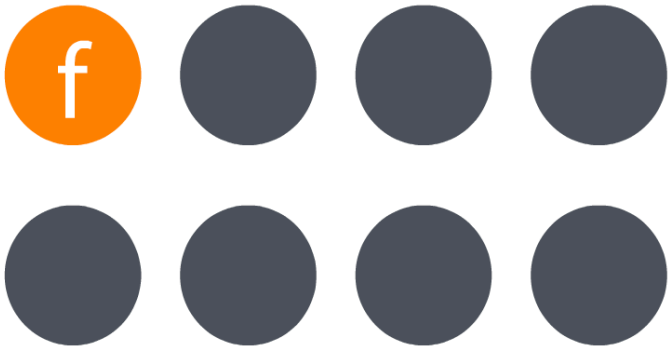
You simply cannot ignore the giant in the room

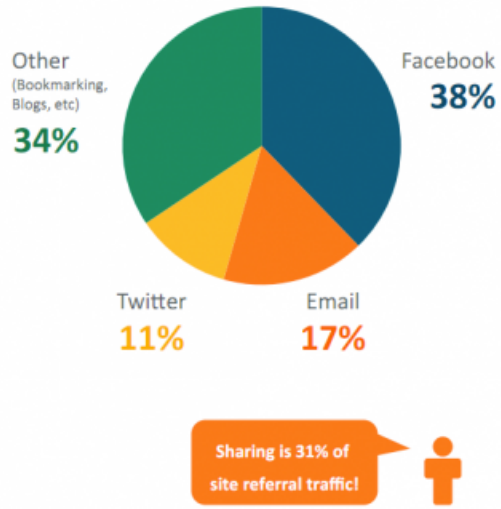
93% of US adult Internet users are on Facebook.

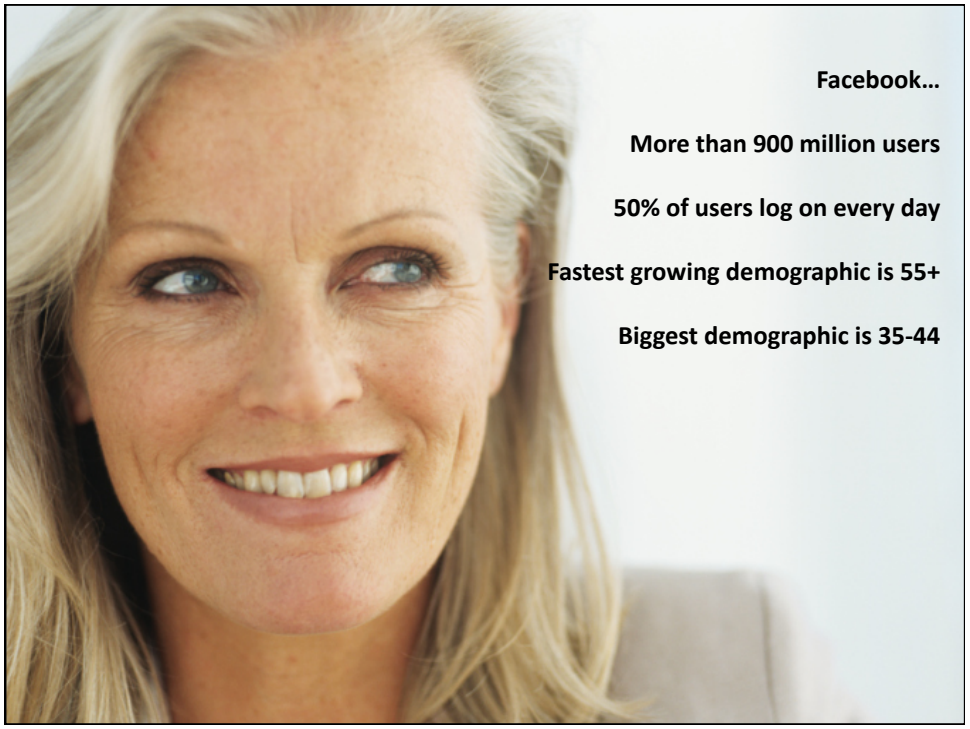


1 out of every 8 minutes

online is spent on Facebook.

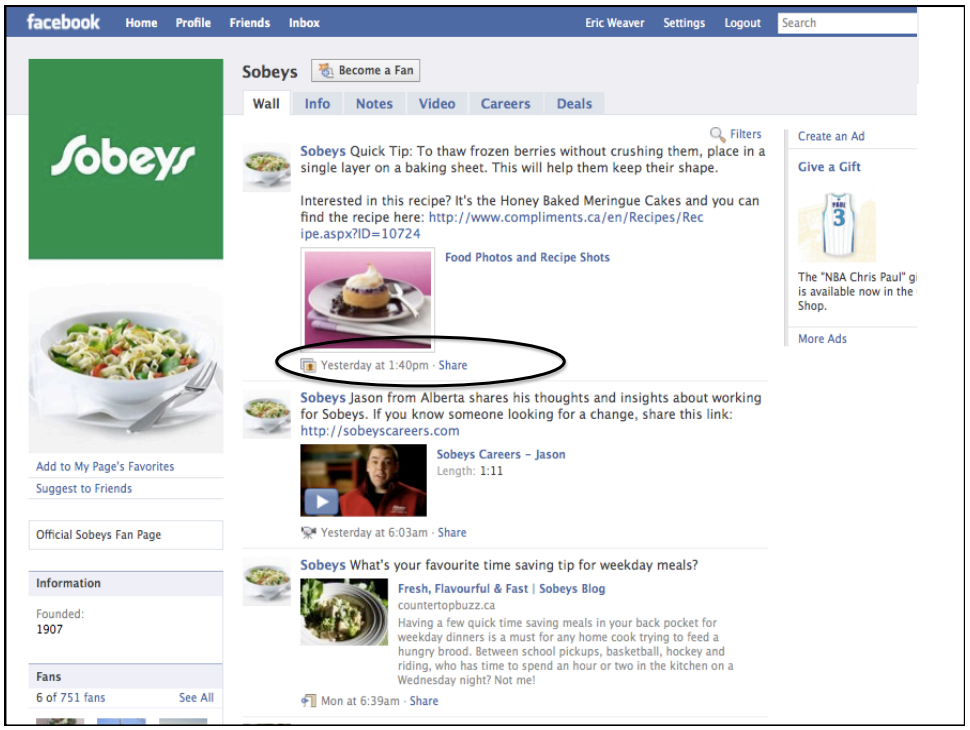





Facebook…
More than 900 million users
50% of users log on every day
Fastest growing demographic is 55+
Biggest demographic is 35-44

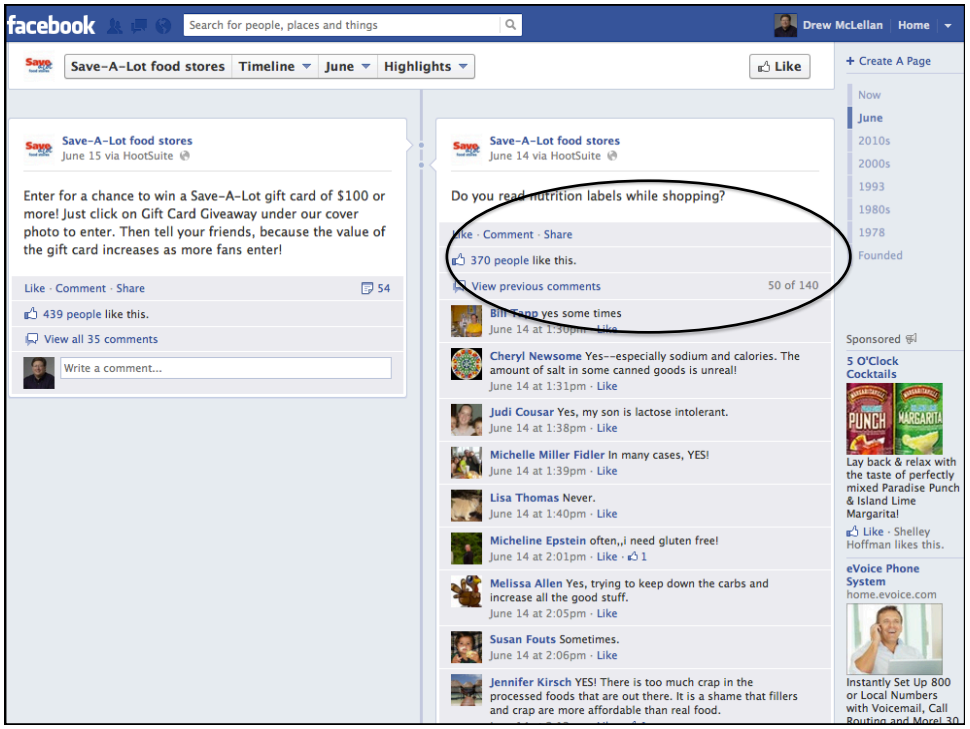
She is your customer

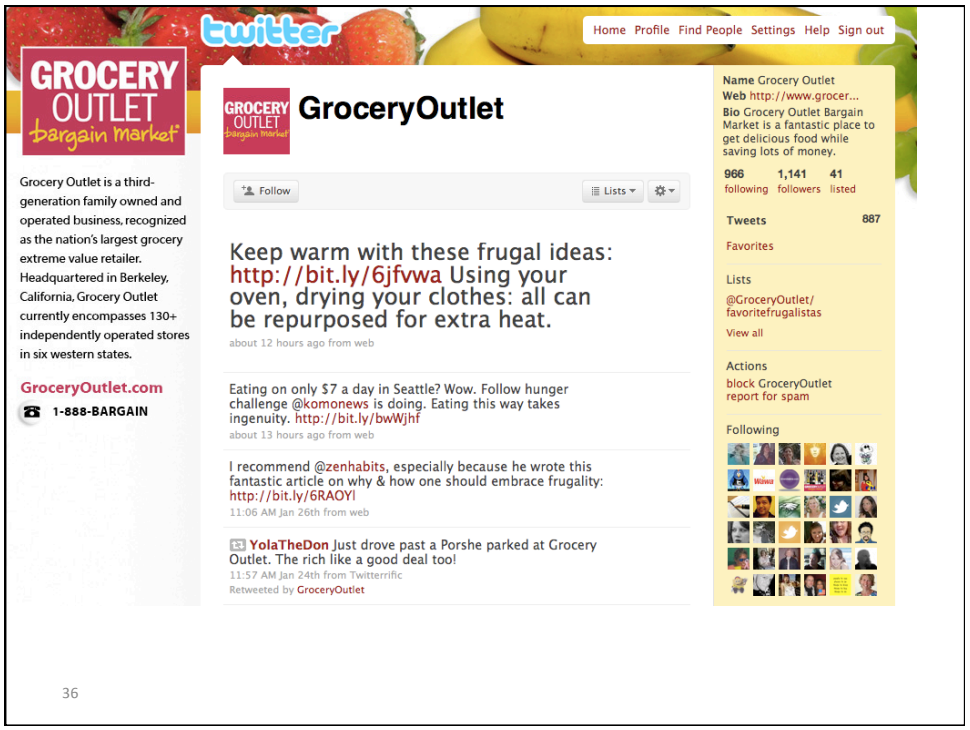
48% of 18-34 year olds log into FB as soon as they get up.
28% before they leave their bed.

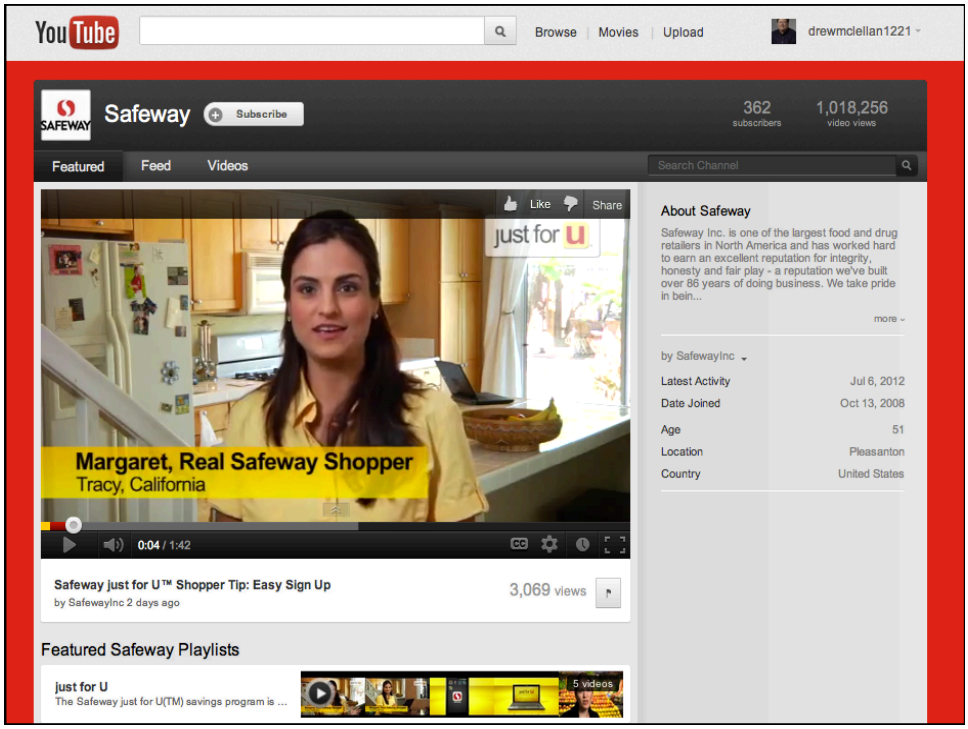

facebook
Home
Profile
Friends
Inbox
Eric Weaver
Settings
Logout
Search
Sobeys
Become a Fan
Wall
Info
Notes
Video
Careers
Deals
Filters
Sobeys Quick Tip: To thaw frozen berries without crushing them, place in a single layer on a baking sheet. This will help them keep their shape.
Interested in this recipe? It's the Honey Baked Meringue Cakes and you can find the recipe here: http://www.compliments.ca/en/Recipes/Recipe.aspx?ID=10724
Food Photos and Recipe Shots
Yesterday at 1:40pm · Share
Sobeys Jason from Alberta shares his thoughts and insights about working for Sobeys. If you know someone looking for a change, share this link: http://sobeyscareers.com
Sobeys Careers – Jason
Length: 1:11
Yesterday at 6:03am · Share
Sobeys What's your favourite time saving tip for weekday meals?
Fresh, Flavourful & Fast | Sobeys Blog
countertopbuzz.ca
Having a few quick time saving meals in your back pocket for weekday dinners is a must for any home cook trying to feed a hungry brood. Between school pickups, basketball, hockey and riding, who has time to spend an hour or two in the kitchen on a Wednesday night? Not me!
Mon at 6:39am · Share
Create an Ad
Give a Gift
More Ads
Add to My Page's Favorites
Suggest to Friends
Official Sobeys Fan Page
Information
Founded:
1907
Fans
6 of 751 fans
See All

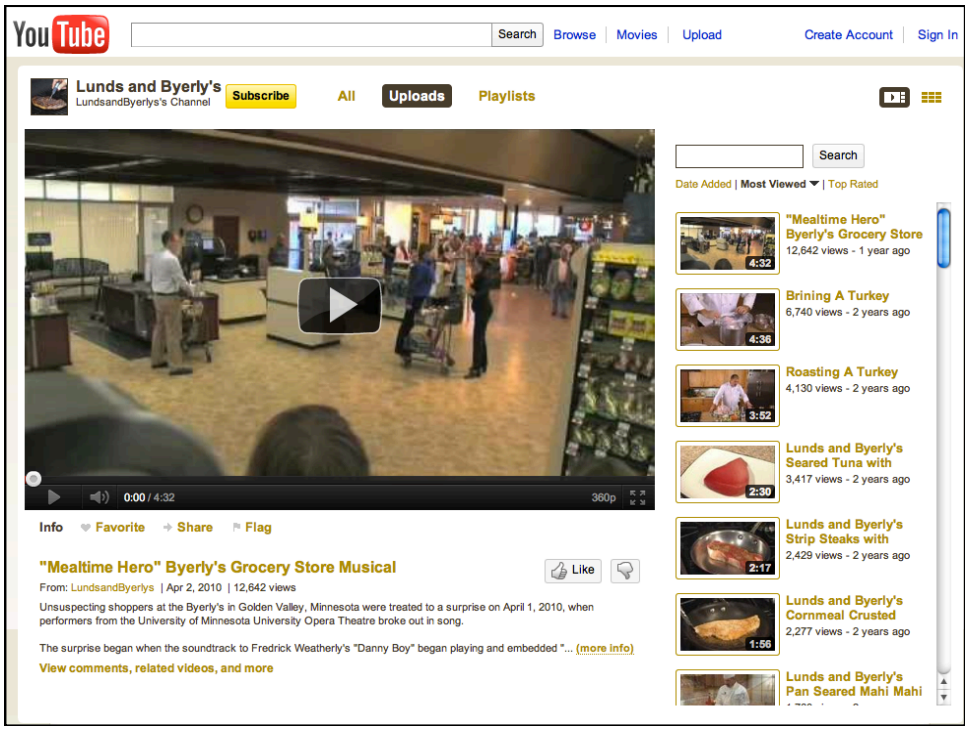
facebook
Search
Home
Export friends!
Profile
Account
Greenlife Grocery
Like
Create a Page
Food/Grocery · Asheville, North Carolina
7o Merrimon Avenue
Asheville, NC
Wall
Info
Friend Activity
Events
Newsletter Sign-up
Photos
Discussions
About
Official page for Greenlife Grocery store in Asheville, NC.
3,097
like this
122
were here
Likes
See All
Whole Foods Market Durham
Homeward Bound of Asheville
Brasstown Beef
Wall
Greenlife Grocery · Everyone (Top Posts)
Greenlife Grocery
Broo will be having a party in the store! Come by for samples and swag 3-7 today!
17 hours ago
2 people like this.
Greenlife Grocery They are also bringing live jazz music around 5pm, come check it out!
17 hours ago
Greenlife Grocery added a new photo.
Wall Photos
17 hours ago · Share
Valli Smith likes this.
Greenlife Grocery Broo will be having a party in the store! Come by for samples and swag 3-7 today!
16 hours ago
Greenlife Grocery
interested in a local tour of greenlife? free samples, goodie bags and coupons? laura.vincent@wholefoods.com to sign up for Tues Aug 30 2pm
August 23 at 6:30am via Twitter · @GreenlifeAVL on Twitter
Recommend This Place
Help your friends discover great places to visit by recommending Greenlife Grocery.
Write a recommendation...
Duplicate Places
Help improve Facebook Places. Which of the following are the same place as Greenlife Grocery?
bing
Whole Foods Market – Greenlife Grocery Asheville
via SCVNGR
1 was here · 0 likes
Save
Friends' Events
See All
Social Health Summit (SXSH)
Monday, September 19, 8:30am-5:30pm
RSVP: Yes · No · Maybe
Event Invitations
See All
LIGHT THE NIGHT WALK ~ Taking step...
Saturday, October 8, 5:30pm-8:30pm

facebook
Search for people, places and things
Drew
Happy Fourth!
Community Markets
2,607 likes · 56 talking about this
Liked
Message
Grocery Store · Specialty Grocery Store
Findlay, Ohio
1 (419) 422-8090
Always open
About
Photos
Your Local Market
Tweet Us
Shopping Spree
Highlights
Post
Photo / Video
Write something...
Community Markets
Friday
Is anyone barbecuing this weekend? Stop by Community
Recent Posts by Others on Community Markets
See All
Anderson Robertson Marketing
Have you seen the billboards we designed for Com...
8 · June 29 at 9:15am
Paula Porter
I NEED THE COMMUNITY MARKETS IN PLYMOUTH STO...
3 · June 28 at 9:50am
Matt Brown


facebook
Search for people, places and things
Drew McLellan
Home
Save-A-Lot food stores
Timeline
June
Highlights
Like
+ Create A Page
Now
June
2010s
2000s
1993
1980s
1978
Founded
Save-A-Lot food stores
June 15 via HootSuite
Enter for a chance to win a Save-A-Lot gift card of $100 or more! Just click on Gift Card Giveaway under our cover photo to enter. Then tell your friends, because the value of the gift card increases as more fans enter!
Like · Comment · Share
54
439 people like this.
View all 35 comments
Write a comment...
Save-A-Lot food stores
June 14 via HootSuite
Do you read nutrition labels while shopping?
Like · Comment · Share
370 people like this.
View previous comments
50 of 140
Bill Tapp yes some times
June 14 at 1:30pm · Like
Cheryl Newsome Yes--especially sodium and calories. The amount of salt in some canned goods is unreal!
June 14 at 1:31pm · Like
Judi Cousar Yes, my son is lactose intolerant.
June 14 at 1:38pm · Like
Michelle Miller Fidler In many cases, YES!
June 14 at 1:39pm · Like
Lisa Thomas Never.
June 14 at 1:40pm · Like
Micheline Epstein often,,,i need gluten free!
June 14 at 2:01pm · Like · 1
Melissa Allen Yes, trying to keep down the carbs and increase all the good stuff.
June 14 at 2:05pm · Like
Susan Fouts Sometimes.
June 14 at 2:06pm · Like
Jennifer Kirsch YES! There is too much crap in the processed foods that are out there. It is a shame that fillers and crap are more affordable than real food.
Sponsored
5 O'Clock Cocktails
PUNCH
MARGARITA
Lay back & relax with the taste of perfectly mixed Paradise Punch & Island Lime Margarita!
Like · Shelley Hoffman likes this.
eVoice Phone System
home.evoice.com
Instantly Set Up 800 or Local Numbers with Voicemail, Call


twitter
Home
Profile
Find People
Settings
Help
Sign out
GROCERY OUTLET
bargain market
GroceryOutlet
Follow
Lists
Grocery Outlet is a third-generation family owned and operated business, recognized as the nation's largest grocery extreme value retailer. Headquartered in Berkeley, California, Grocery Outlet currently encompasses 130+ independently operated stores in six western states.
GroceryOutlet.com
1-888-BARGAIN
Keep warm with these frugal ideas: http://bit.ly/6jfvwa Using your oven, drying your clothes: all can be repurposed for extra heat.
about 12 hours ago from web
Eating on only $7 a day in Seattle? Wow. Follow hunger challenge @komonews is doing. Eating this way takes ingenuity. http://bit.ly/bwWjhf
about 13 hours ago from web
I recommend @zenhabits, especially because he wrote this fantastic article on why & how one should embrace frugality: http://bit.ly/6RAOYl
11:06 AM Jan 26th from web
YolaTheDon Just drove past a Porshe parked at Grocery Outlet. The rich like a good deal too!
11:57 AM Jan 24th from Twitterrific
Retweeted by GroceryOutlet
Name Grocery Outlet
Web http://www.grocer...
Bio Grocery Outlet Bargain Market is a fantastic place to get delicious food while saving lots of money.
966 following
1,141 followers
41 listed
Tweets 887
Favorites
Lists
@GroceryOutlet/favoritefrugalistas
View all
Actions
block GroceryOutlet
report for spam
Following
36


YouTube
Browse | Movies | Upload
drewmclellan1221
Safeway
Subscribe
362 subscribers
1,018,256 video views
Featured
Feed
Videos
Search Channel
Like
Share
just for U
Margaret, Real Safeway Shopper
Tracy, California
0:04 / 1:42
Safeway just for U™ Shopper Tip: Easy Sign Up
by SafewayInc 2 days ago
3,069 views
About Safeway
Safeway Inc. is one of the largest food and drug retailers in North America and has worked hard to earn an excellent reputation for integrity, honesty and fair play - a reputation we've built over 86 years of doing business. We take pride in bein...
more
by SafewayInc
Latest Activity Jul 6, 2012
Date Joined Oct 13, 2008
Age 51
Location Pleasanton
Country United States
Featured Safeway Playlists
just for U
The Safeway just for U(TM) savings program is ...
5 videos


YouTube
Search
Browse | Movies | Upload
Create Account | Sign In
Lunds and Byerly's
LundsandByerlys's Channel
Subscribe
All
Uploads
Playlists
Search
Date Added | Most Viewed | Top Rated
"Mealtime Hero" Byerly's Grocery Store
12,642 views - 1 year ago
4:32
Brining A Turkey
6,740 views - 2 years ago
4:36
Roasting A Turkey
4,130 views - 2 years ago
3:52
Lunds and Byerly's Seared Tuna with
3,417 views - 2 years ago
2:30
Lunds and Byerly's Strip Steaks with
2,429 views - 2 years ago
2:17
Lunds and Byerly's Cornmeal Crusted
2,277 views - 2 years ago
1:56
Lunds and Byerly's Pan Seared Mahi Mahi
0:00 / 4:32
360p
Info
Favorite
Share
Flag
"Mealtime Hero" Byerly's Grocery Store Musical
Like
From: LundsandByerlys | Apr 2, 2010 | 12,642 views
Unsuspecting shoppers at the Byerly's in Golden Valley, Minnesota were treated to a surprise on April 1, 2010, when performers from the University of Minnesota University Opera Theatre broke out in song.
The surprise began when the soundtrack to Fredrick Weatherly's "Danny Boy" began playing and embedded "... (more info)
View comments, related videos, and more

WFM HOME
STORES
PRODUCTS
RECIPES
HEALTH STARTS HERE
VALUES
COMPANY
FORUMS
SUBSCRIBE VIA RSS
WHOLE STORY
the official whole foods market® blog
Contact Us | RSS Feeds | Meet Our Contributors
Email Subscriptions
SEARCH
Our First-Ever Pop-up Pops Up in the Hamptons
by Michael Sinatra, July 8, 2012 | Permalink | Email this
Michael Sinatra serves as the Public Relations and Public Affairs Manager for Whole Foods Market's Northeast region, based in New Jersey. Michael is exceptionally passionate about food and documents his eating and foraging adventures via twitter @iateitmyway. Michael has been with Whole Foods Market® for 3 years.
You've heard about people spending the summer in the Hamptons. Well, what about a Whole Foods Market®?
FARMstand
For years, shoppers from Long Island and New York City who spend their summers at the beach, as well as year-round residents of the Hamptons have asked Whole Foods Market to consider a new location on Eastern Long Island, more than an hour and a half from our current eastern-most store on Long Island in Lake Grove, NY.
Read the rest of this entry »
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View our growing library of video content.
BE GOOD TO YOUR WHOLE BODY
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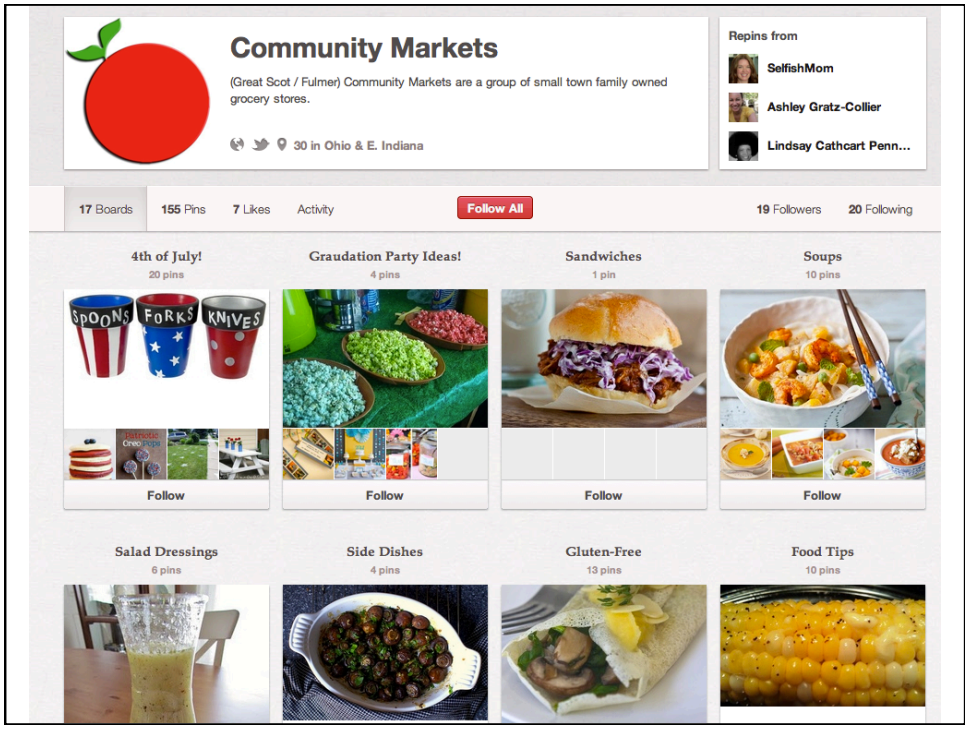
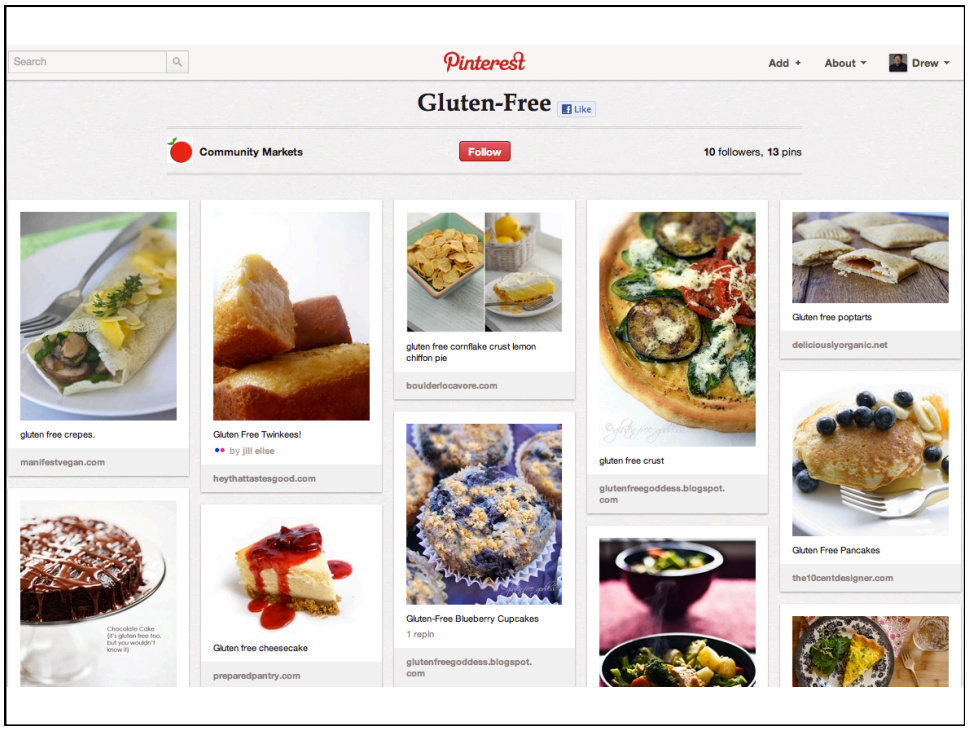
RECENT POSTS
ARCHIVES
BLOGROLL
Our First-Ever Pop-up Pops Up in the Hamptons
10 Chilly Summer Treats
Vitamin Angels Around the World
Summer Entertaining: Presto Antipasto!
Classic Baked Beans and Beyond
Notes from a Backyard Beekeeper
Chef Marcus Samuelsson Shares His Story With Us
Peak Pick: Cherry Tomatoes
Happy Trails Mix
Truck Farm and King Corn: Do Something Reel™ Film Festival

blogtalkradio
Michelle Oliver
Getting the most out of your Grocer...
your Grocery Stores an
00:38
Fav
Share
RSS
iTunes
Open in your default player or in new window
iPod
9:42 AM
Sales Training Series
When a Pitch Goes South
Tierra DelFuego, VP Sales


Community Markets
(Great Scot / Fulmer) Community Markets are a group of small town family owned grocery stores.
30 in Ohio & E. Indiana
Repins from
SelfishMom
Ashley Gratz-Collier
Lindsay Cathcart Penn...
17 Boards
155 Pins
7 Likes
Activity
Follow All
19 Followers
20 Following
4th of July!
20 pins
Graudation Party Ideas!
4 pins
Sandwiches
1 pin
Soups
10 pins
Follow
Follow
Follow
Follow
Salad Dressings
6 pins
Side Dishes
4 pins
Gluten-Free
13 pins
Food Tips
10 pins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Add +
About
Drew
Gluten-Free
Like
Community Markets
Follow
10 followers, 13 pins
gluten free crepes.
manifestvegan.com
Gluten Free Twinkees!
by jill elise
heythattastesgood.com
gluten free cornflake crust lemon chiffon pie
boulderlocavore.com
gluten free crust
glutenfreegoddess.blogspot.com
Gluten free poptarts
deliciouslyorganic.net
Gluten Free Pancakes
the10centdesigner.com
Gluten free cheesecake
preparedpantry.com
Gluten-Free Blueberry Cupcakes
1 repin
glutenfreegoddess.blogspot.com

- Go slowly…. you don't have to tackle it all at once
- Don't fall for the "custom" social networks
- Do not start, stop and start
- Get some help on the front end with the strategy
- Experiment

Ready or not… here comes mobile

In 1983, the first commercial wireless call was placed with a Motorola DynaTac. The phone cost $3,995, weighed over 2.5 pounds, and was 10 inches tall (without the antenna).

Mobile has come a long way…

Are we typical?

Mobile phone?

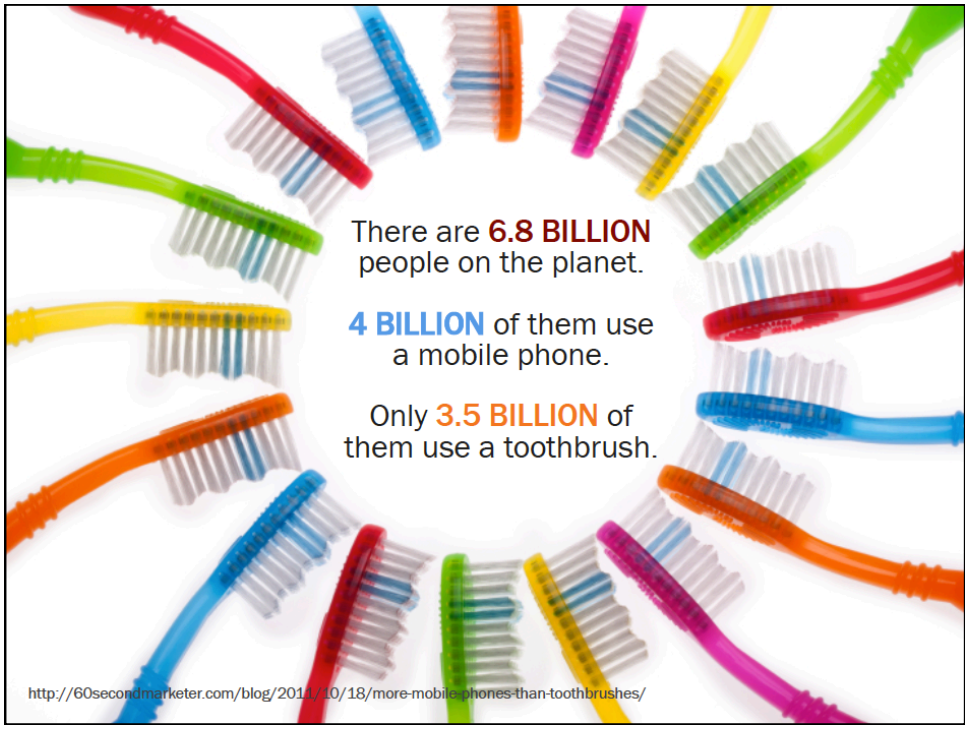
87% of Americans do.

Smart phone?

44% of Americans do.

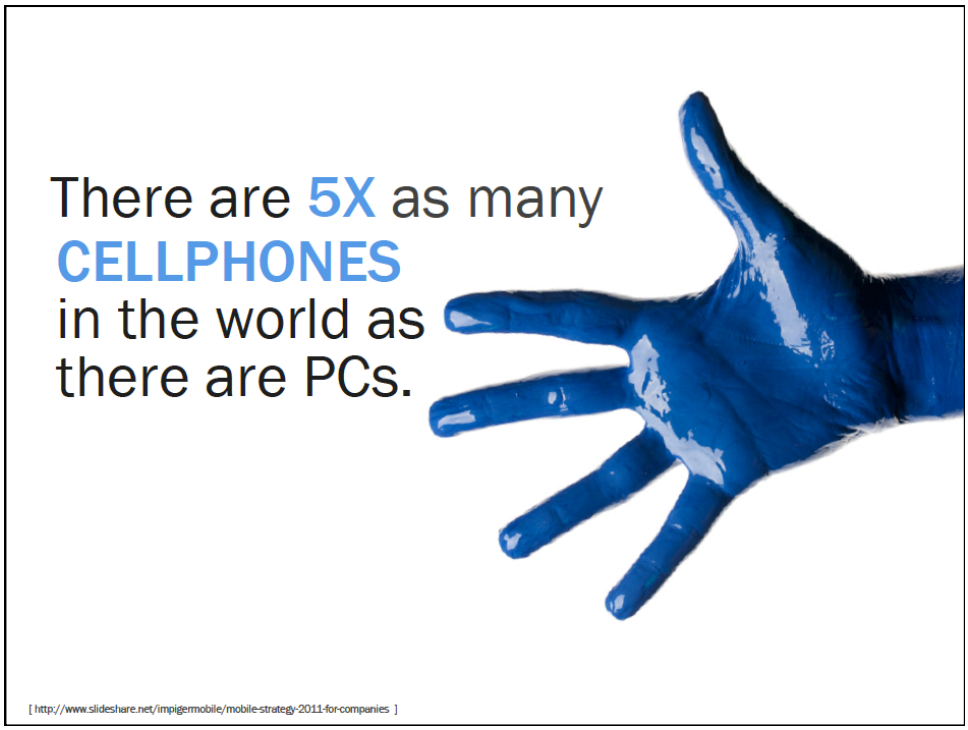
Accessed the web with your smart phone this week?

84% of smart phone owners did.

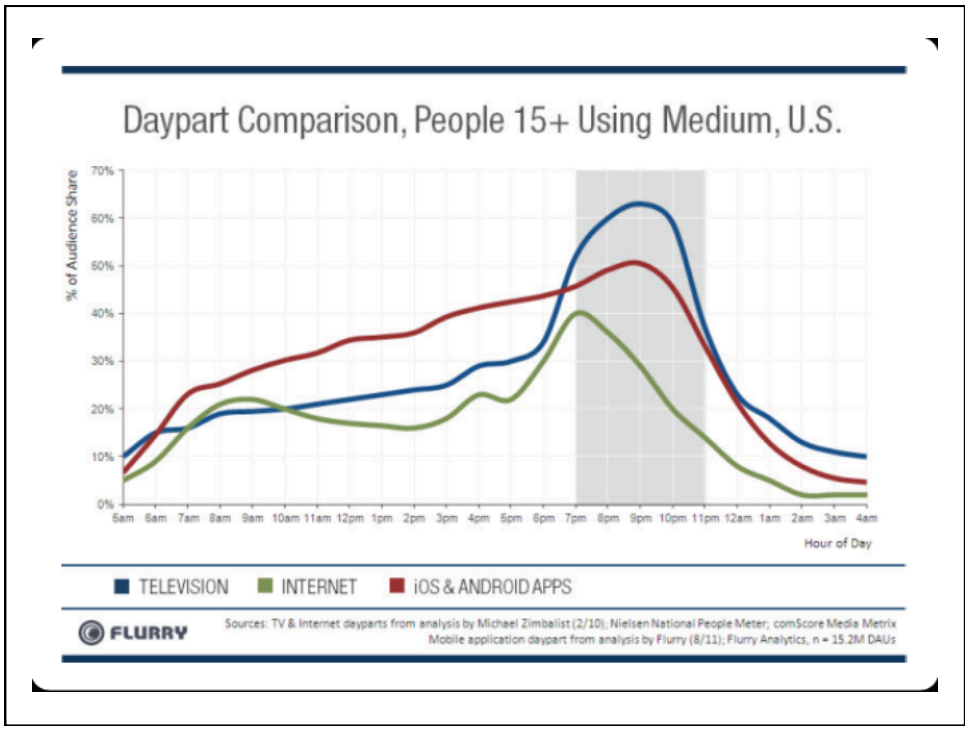

There are 6.8 BILLION people on the planet.
4 BILLION of them use a mobile phone.
Only 3.5 BILLION of them use a toothbrush.
http://60secondmarketer.com/blog/2011/10/18/more-mobile-phones-than-toothbrushes/

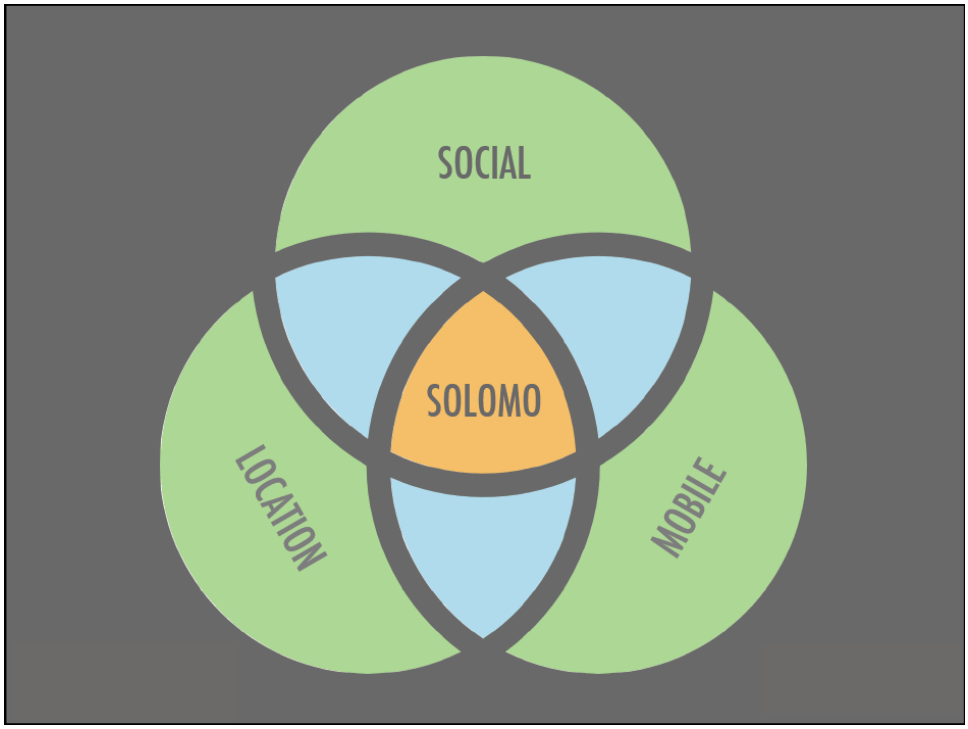
91% OF ADULTS
have their mobile phone within arm's reach
24/7.
[Morgan Stanley, 2007]

25%
of Americans use *only* mobile devices to access the INTERNET.
[http://www.gomonews.com/mobile-web-growth-1-in-5-internet-users-dont-use-a-computer/]


There are 5X as many CELLPHONES in the world as there are PCs.
[http://www.slideshare.net/impigermobile/mobile-strategy-2011-for-companies]

By 2013, mobile phones will overtake PCs as the most common Web access device worldwide.
[http://www.gartner.com/it/page.jsp?id=1278413]

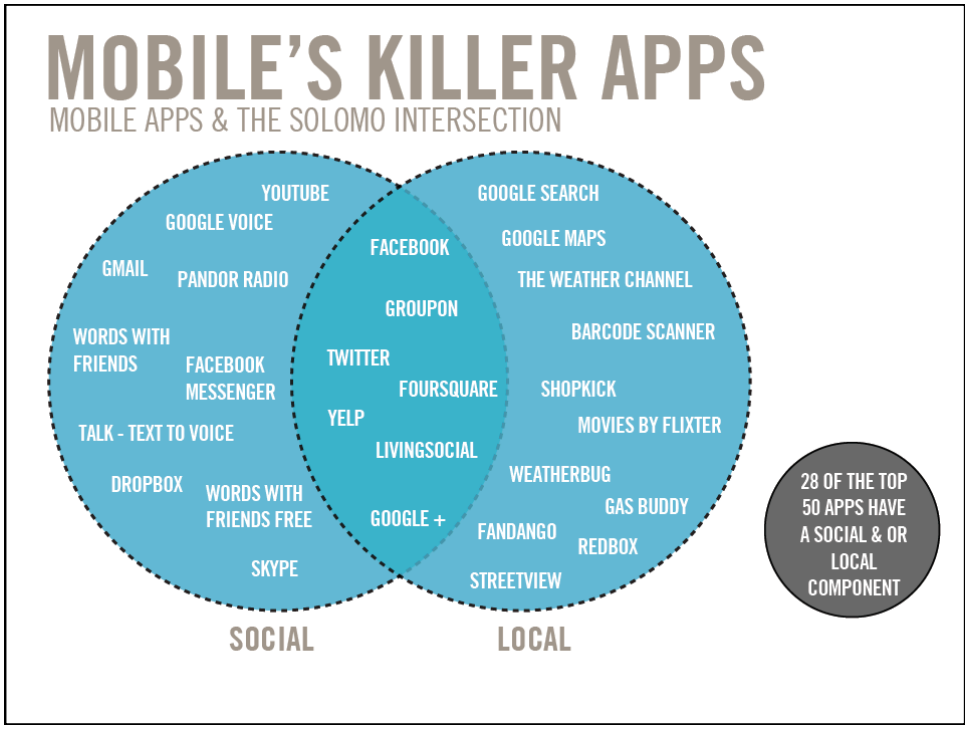

Daypart Comparison, People 15+ Using Medium, U.S.
% of Audience Share
70%
60%
50%
40%
30%
20%
10%
0%
5am 6am 7am 8am 9am 10am 11am 12pm 1pm 2pm 3pm 4pm 5pm 6pm 7pm 8pm 9pm 10pm 11pm 12am 1am 2am 3am 4am
Hour of Day
TELEVISION
INTERNET
iOS & ANDROID APPS
FLURRY
Sources: TV & Internet dayparts from analysis by Michael Zimbalist (2/10); Nielsen National People Meter; comScore Media Metrix
Mobile application daypart from analysis by Flurry (8/11); Flurry Analytics, n = 15.2M DAUs

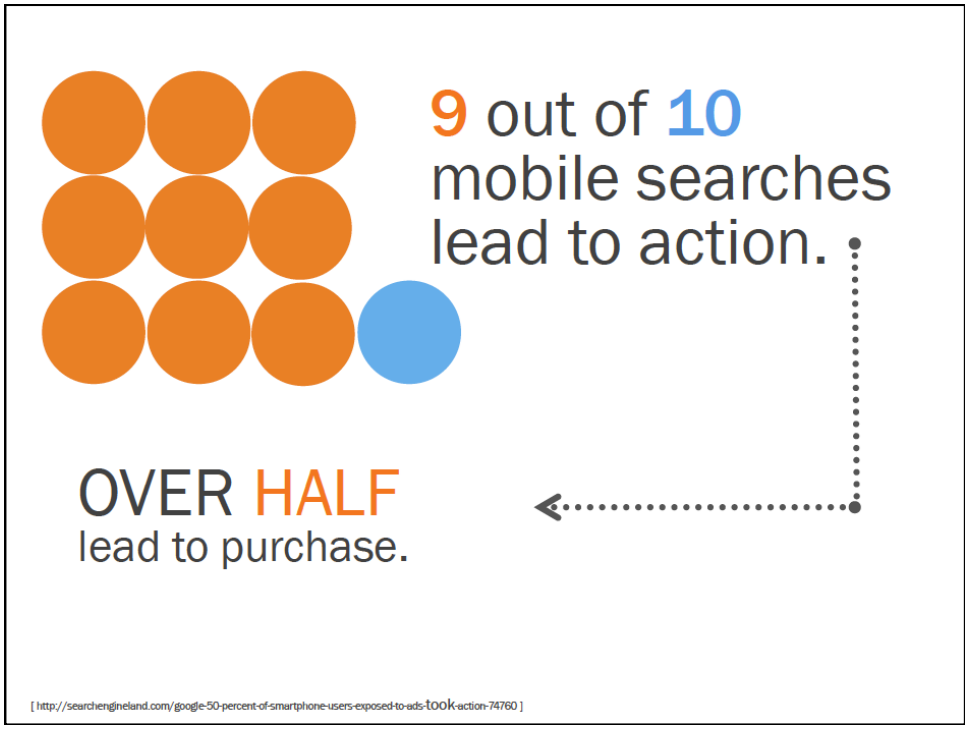

SOCIAL
SOLOMO
LOCATION
MOBILE

"SoLoMo will encompass every industry on the planet.
The future will see the integration of location-enabled features and insights into every product you touch and every process you engage in during the course of your life."
FastCompany

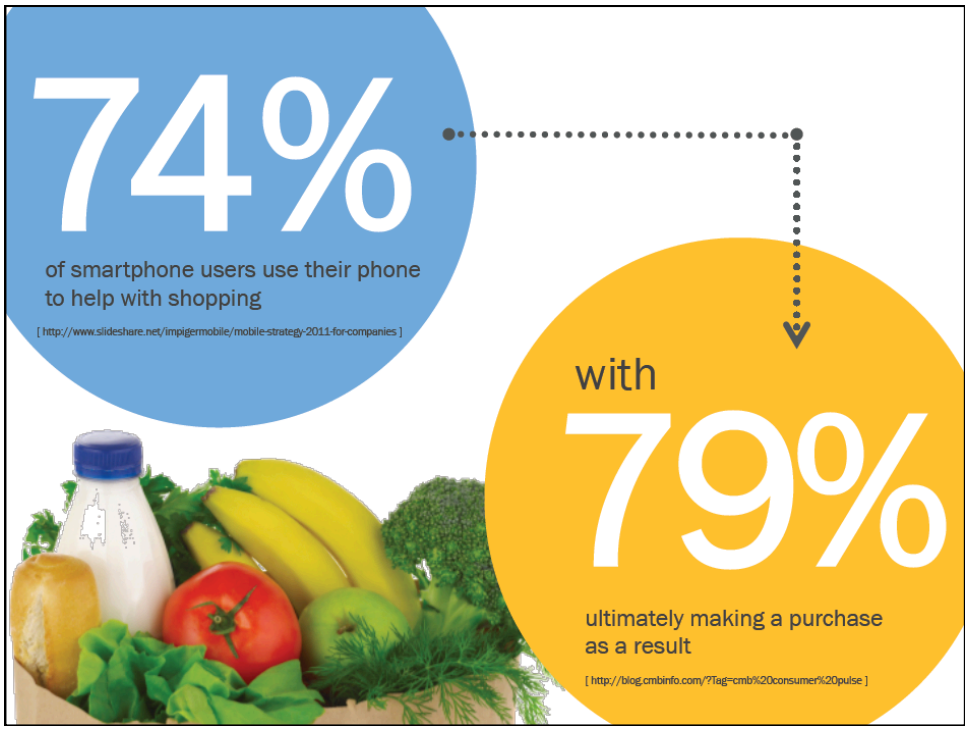
SoLoMo = real life x the internet x real time

The combination of time and context, directing people towards a deal when they can easily redeem it – unlocks a powerful tool for marketers to develop precise targeting approaches.
James Ferguson, TNS

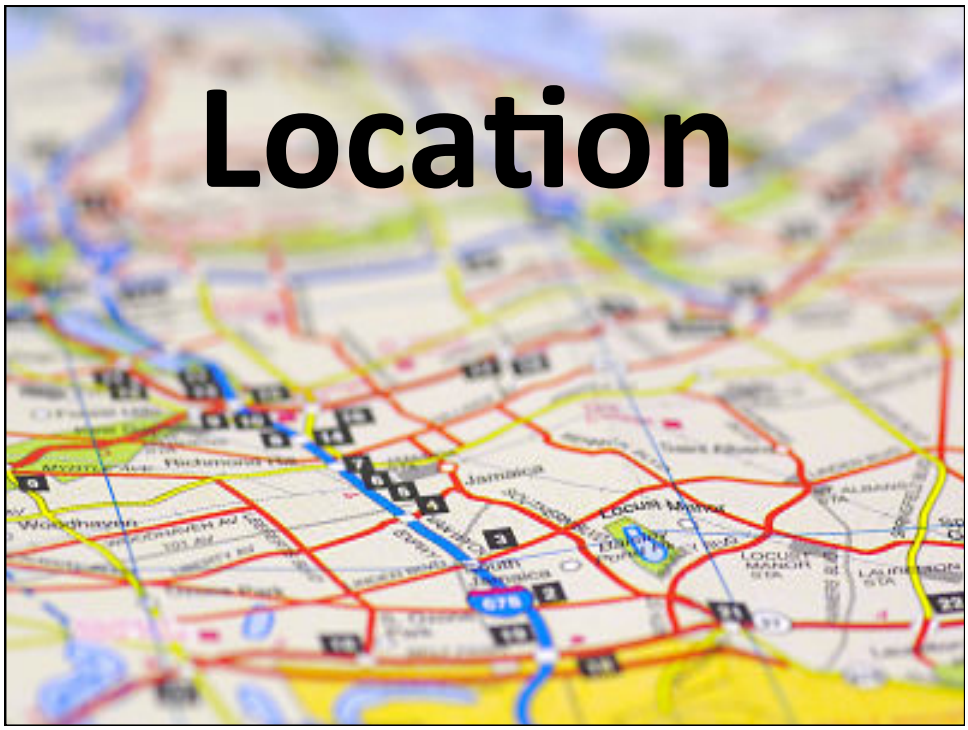

MOBILE'S KILLER APPS
MOBILE APPS & THE SOLOMO INTERSECTION
YOUTUBE
GOOGLE VOICE
GMAIL
PANDOR RADIO
WORDS WITH FRIENDS
FACEBOOK MESSENGER
TALK - TEXT TO VOICE
DROPBOX
WORDS WITH FRIENDS FREE
SKYPE
FACEBOOK
GROUPON
TWITTER
FOURSQUARE
YELP
LIVINGSOCIAL
GOOGLE +
GOOGLE SEARCH
GOOGLE MAPS
THE WEATHER CHANNEL
BARCODE SCANNER
SHOPKICK
MOVIES BY FLIXTER
WEATHERBUG
GAS BUDDY
FANDANGO
REDBOX
STREETVIEW
28 OF THE TOP 50 APPS HAVE A SOCIAL & OR LOCAL COMPONENT
SOCIAL
LOCAL

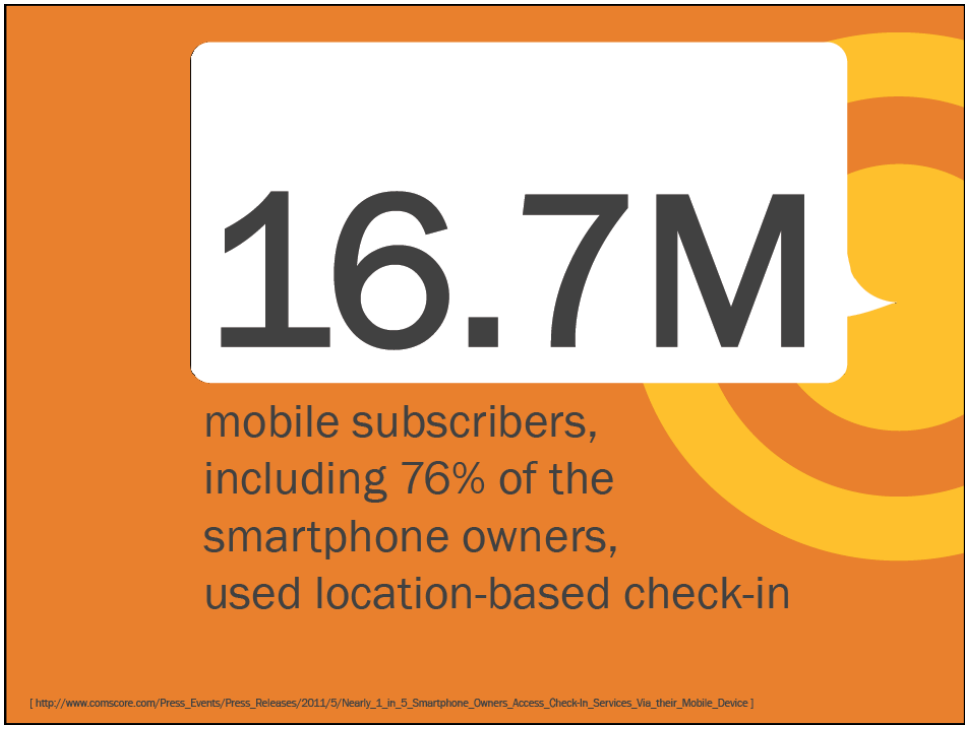

9 out of 10 mobile searches lead to action.
OVER HALF lead to purchase.
[http://searchengineland.com/google-50-percent-of-smartphone-users-exposed-to-ads-took-action-74760]

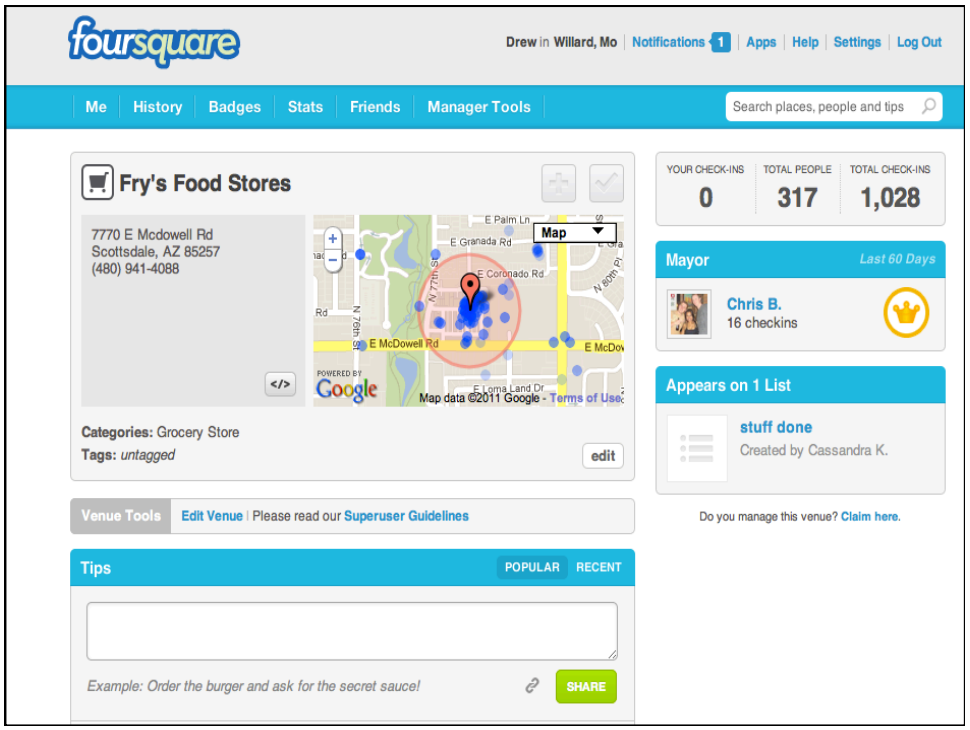
70%
of mobile searches lead to action within one hour.
(It takes one month for the same percentage of desktop users to catch up.)
[http://www.mobilemarketer.com/cms/opinion/columns/8188.html]

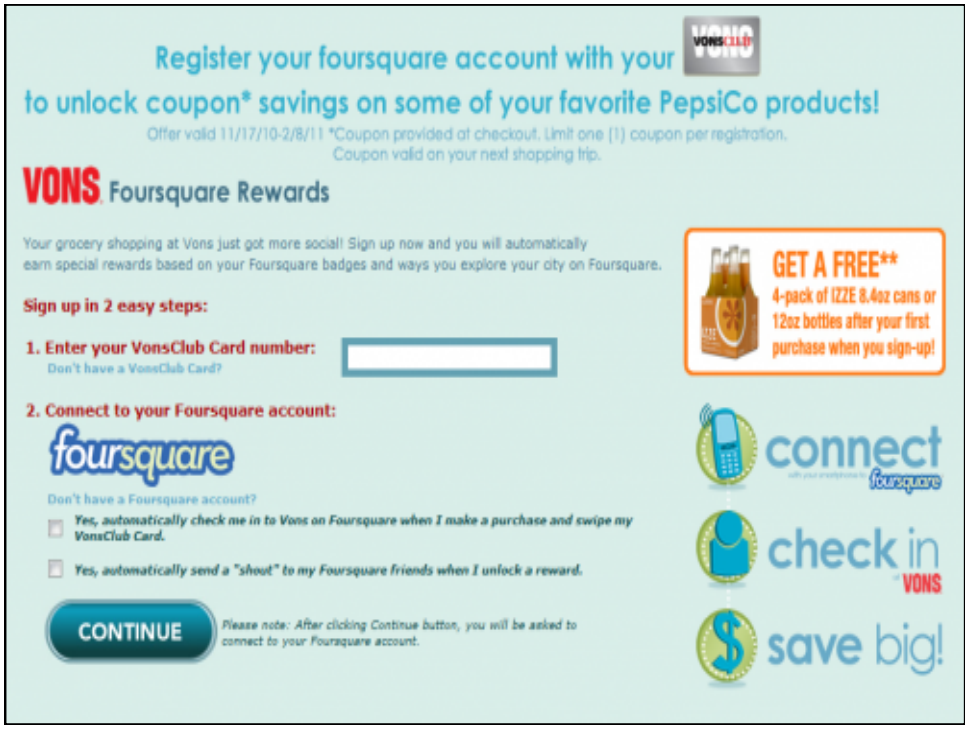

74%
of smartphone users use their phone to help with shopping
[http://www.slideshare.net/impigermobile/mobile-strategy-2011-for-companies]
with
79%
ultimately making a purchase as a result
[http://blog.cmbinfo.com/?Tag=cmb%20consumer%20pulse]

Mobile coupons receive
10 times higher redemption rates
than print coupons.




16.7M
mobile subscribers,
including 76% of the
smartphone owners,
used location-based check-in
[http://www.comscore.com/Press_Events/Press_Releases/2011/5/Nearly_1_in_5_Smartphone_Owners_Access_Check-In_Services_Via_their_Mobile_Device]


foursquare
Drew in Willard, Mo | Notifications 1 | Apps | Help | Settings | Log Out
Me | History | Badges | Stats | Friends | Manager Tools
Search places, people and tips
Fry's Food Stores
7770 E Mcdowell Rd
Scottsdale, AZ 85257
(480) 941-4088
Map
E Palm Ln
E Granada Rd
E Coronado Rd
E McDowell Rd
Google
Map data ©2011 Google - Terms of Use
Categories: Grocery Store
Tags: untagged
edit
YOUR CHECK-INS 0
TOTAL PEOPLE 317
TOTAL CHECK-INS 1,028
Mayor
Last 60 Days
Chris B.
16 checkins
Appears on 1 List
stuff done
Created by Cassandra K.
Venue Tools
Edit Venue | Please read our Superuser Guidelines
Do you manage this venue? Claim here.
Tips
POPULAR
RECENT
Example: Order the burger and ask for the secret sauce!
SHARE

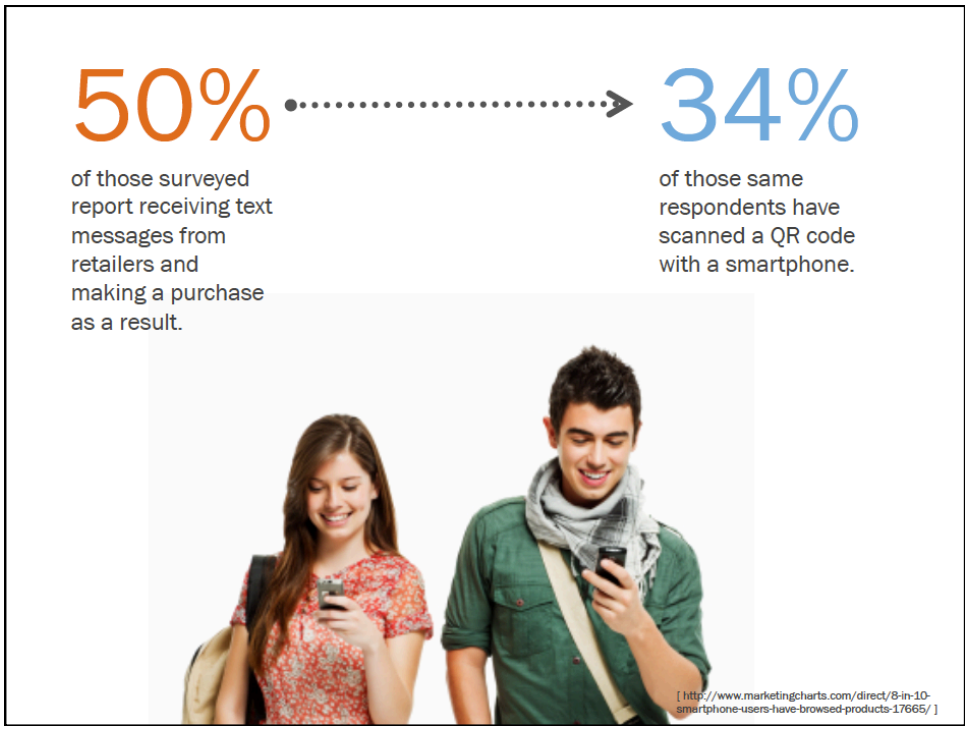

Register your foursquare account with your VONS
to unlock coupon* savings on some of your favorite PepsiCo products!
Offer valid 11/17/10-2/8/11 *Coupon provided at checkout. Limit one (1) coupon per registration.
Coupon valid on your next shopping trip.
VONS Foursquare Rewards
Your grocery shopping at Vons just got more social! Sign up now and you will automatically earn special rewards based on your Foursquare badges and ways you explore your city on Foursquare.
Sign up in 2 easy steps:
1. Enter your VonsClub Card number:
Don't have a VonsClub Card?
2. Connect to your Foursquare account:
foursquare
Don't have a Foursquare account?
Yes, automatically check me in to Vons on Foursquare when I make a purchase and swipe my VonsClub Card.
Yes, automatically send a "shout" to my Foursquare friends when I unlock a reward.
CONTINUE
Please note: After clicking Continue button, you will be asked to connect to your Foursquare account.
GET A FREE**
4-pack of IZZE 8.4oz cans or 12oz bottles after your first purchase when you sign-up!
connect foursquare
check in VONS
save big!

Text
BlackBerry
9856 0113 3788 2355 0483 5930 55
MOBILE COUPON EXPIRES 12/1/09
It's your time to pay less.
Up to $12.50 in savings below
Tide
Venus Embrace

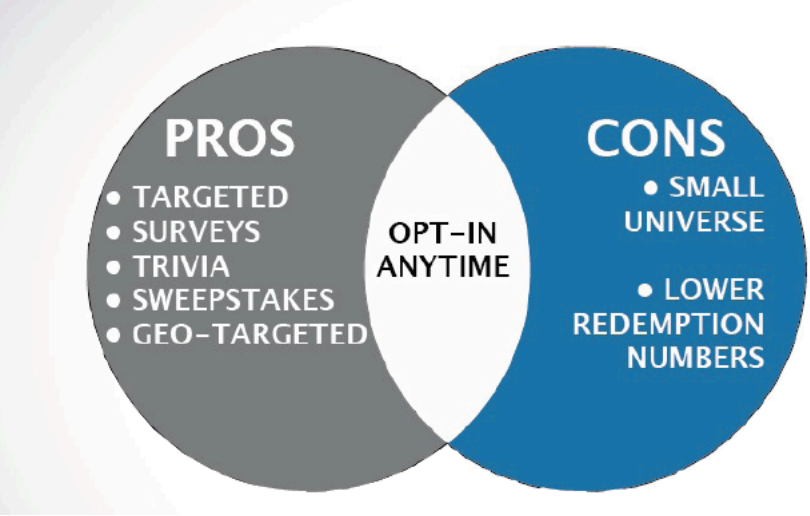
33%
of US mobile customers prefer offers via text message to those via mobile Web (21%), apps (11%), and voice mail (8%).
[http://www.dma.org.uk/sites/default/files/toolkit_files/velti_report_2011.pdf]

Brands USING SMS to reach customers connect with
95%
of all smartphone & non-smartphone users.
[http://www.gomonews.com/mobile-web-growth-1-in-5-internet-users-dont-use-a-computer/]

90%
of text messages
are read within
3 MINUTES
of being delivered.
[http://www.slideshare.net/impigermobile/mobile-strategy-2011-for-companies]

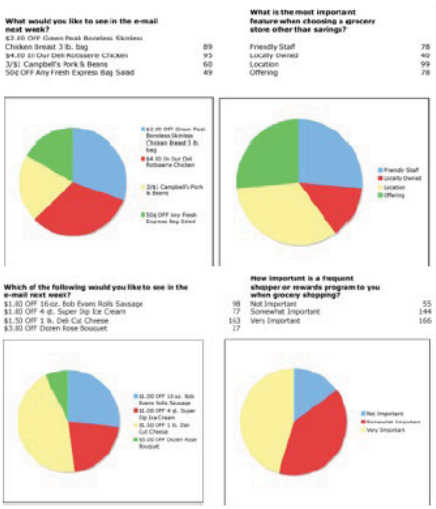

50%
of those surveyed report receiving text messages from retailers and making a purchase as a result.
34%
of those same respondents have scanned a QR code with a smartphone.
[http://www.marketingcharts.com/direct/8-in-10-smartphone-users-have-browsed-products-17665/]

The good and the bad – Mobile vs. Email



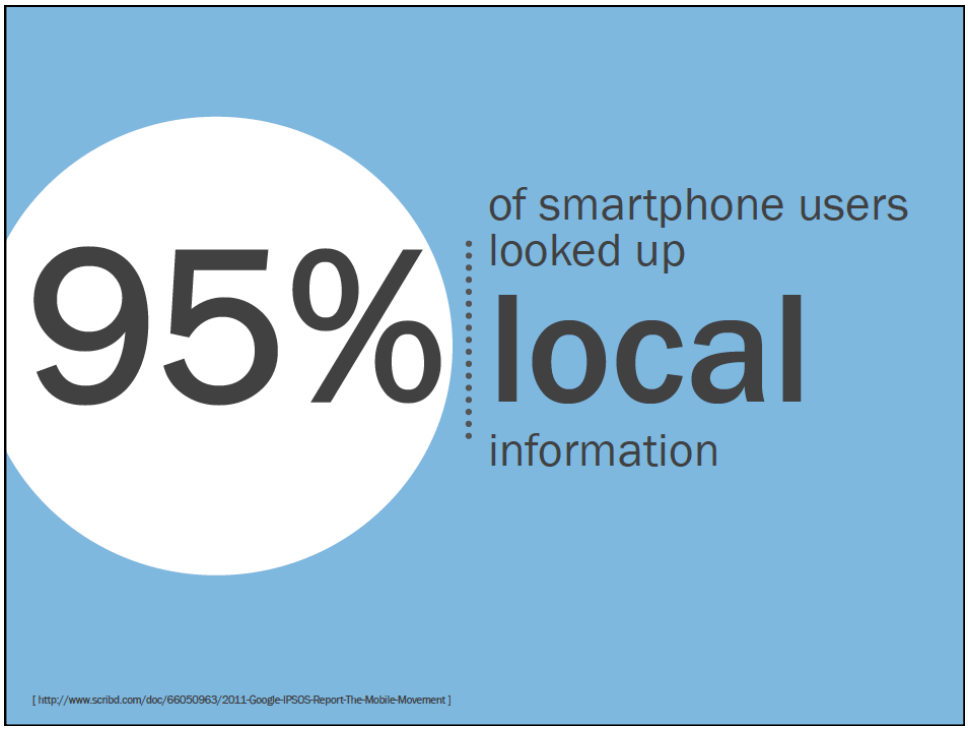
95% message open rate
8% coupon redemption rate

The good and the bad – Mobile vs. Email



25% email open rate
50% coupon open rate

Local
LOCALNews
Child-care information improving


95%
of smartphone users looked up
local
information
[http://www.scribd.com/doc/66050963/2011-Google-IPSOS-Report-The-Mobile-Movement]

Of the 95% who looked up local information...

61% called

[http://www.scribd.com/doc/66050963/2011-Google-IPSOS-Report-The-Mobile-Movement]

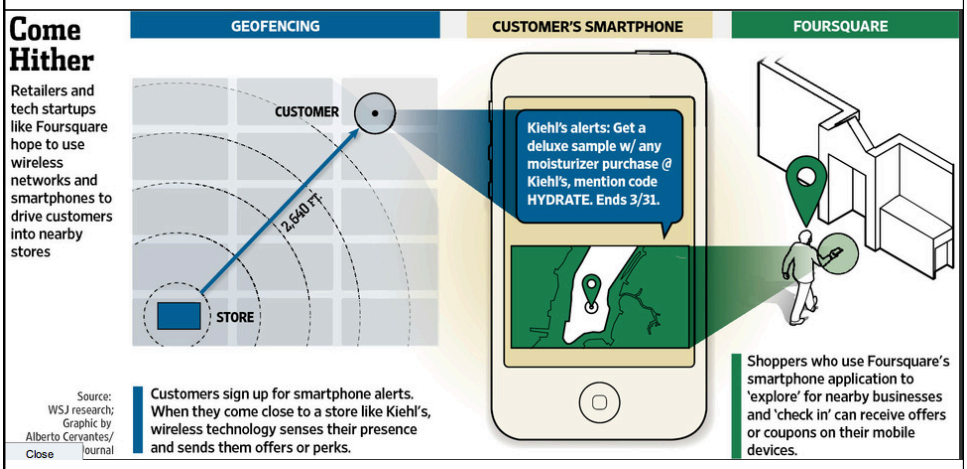
Of the 95% who looked up local information...

59% visited

The store knows it's me

- Social check-ins (Four Square, Yelp, Facebook Places)
- Near Field Communications/Geofencing

Geofencing



And connect my phone to in-store GPS shopping cart

Native App or Mobile Website?

73%

Of smartphone users said they used the Mobile Web to shop rather than an app.

[http://l.yimg.com/a/i/us/ayc/pdf/mobile_modes_whitepaper.pdf]

Native App or Mobile Website?

Native App	Mobile Web
Download to your phone	Access via browser
Interactive interface	Static, navigational interface
Touch optimized	Click and keypad
Available offline*	Must be online

Compatibility/Cost

- Mobile websites work across platforms and devices
- Mobile apps only work for their specific operating system

Availability
• Mobile websites are instantly available
• Mobile apps must be downloaded and installed
Upgrade
• Mobile websites can be upgraded quickly & easily, it's active instantly
• Mobile app upgrades have to be coded into the app and then they have to be downloaded and installed by the user

Sustainability
• Mobile websites are easy to support & add new content
• Mobile apps can be costly to fix bugs and to enhance features

Life Cycle

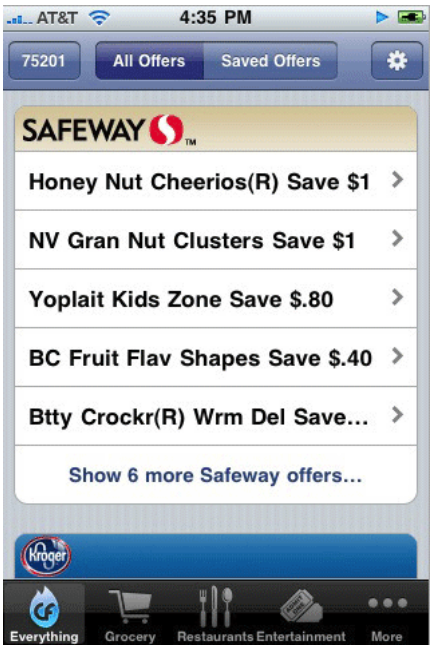
• Mobile websites are accessible to all users for as long as the Web is up

• Mobile apps are accessible for as long as the user keeps the same phone or re-downloads app to new phone

Web can't be owned or controlled like a native app.

Web is cheaper and easier than an app but with limitations.

For many, it's a stepping stone.



Over 2,000 recipes
Searchable by ingredient, special diets, budget etc.
On Hand feature

87%

Of smartphone users asked why they would scan a QR code, 87% said to get a coupon, discount or deal

[http://mghus.com/assets/managed/QR%20code%20Stats%203%2021%2011%20FINAL.pdf]

Start with people, not technology – choose audience carefully (not on size)

Sharing must be about audience benefit
(Must find it valuable)

Add value through utility

Keep a simple focus. Build relationships, not spectacle

Consumers are being taught that their phone is $.

BUSINESS INSIDER

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Dwolla Has A Secret Investor, And He's From Iowa

Alyson Shontell | 6 hours ago | 806

Recommend | Share 24 | Tweet 46 | +1 0 | Email | A A A

Based in Des Moines, Iowa, Dwolla is a lean startup that wants to kill credit cards. It's doing so well, it had investors squabbling over its latest round of financing.

In the end, Union Square Ventures swooped in to lead it. Josh Kushner of Thrive Capital got a

They'll expect to be able to pay with a different kind of swipe soon.

43% of marketers currently use mobile technology

Another 25% plan to do so within the next 12 months, and 16% plan to do so in more than 12 months.

Only 15% of marketers have no plans to use mobile technology.

[http://www.unica.com/uk/about/Unica_Releases_The_State_of_Marketing_2011_Survey_Results.htm]

Questions?

Drew's marketing minute
Create a love affair with your customer.
HOME
ABOUT DREW
SPEAKING
WORK WITH US
NEWSLETTER
BLOGROLL
CONTACT
IAGrocer
Tuesday presentation on social media/mobile:
Download presentation here
Link to Social Media Policy Examples:
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Subscribe
Delivered by FeedBurner
To get the RSS feed, click the button below:
What is RSS?
7169 readers
BY FEEDBURNER
CONNECT WITH DREW
http://www.drewsmarketingminute.com/iagrocer
I Recommend
The New Community Rules: Marketing on the Social ...
Tamar Weinberg (P...
$16.44
Marketing in the Groundswell
Charlene Li, Josh B...
$16.66
The Social Media Marketing Book
Dan Zarrella (Pape...
World Wide Rave: Creating Triggers that Get Millions of
DOWNLOAD DREW'S APP
DOWNLOAD DREW'S IPHONE/DROID APP AND CARRY A LITTLE DREW IN YOUR POCKET!
Enjoy exclusive podcasts, Marketing Minute and personal blog posts, tweets, and more.

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drew@mclellanmarketing.com
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