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LEAD SPONSOR



SUPPORTING SPONSORS





Social Local Mobile

for netail

So Lo Mo

Social

Local

Mobile





MOBILE

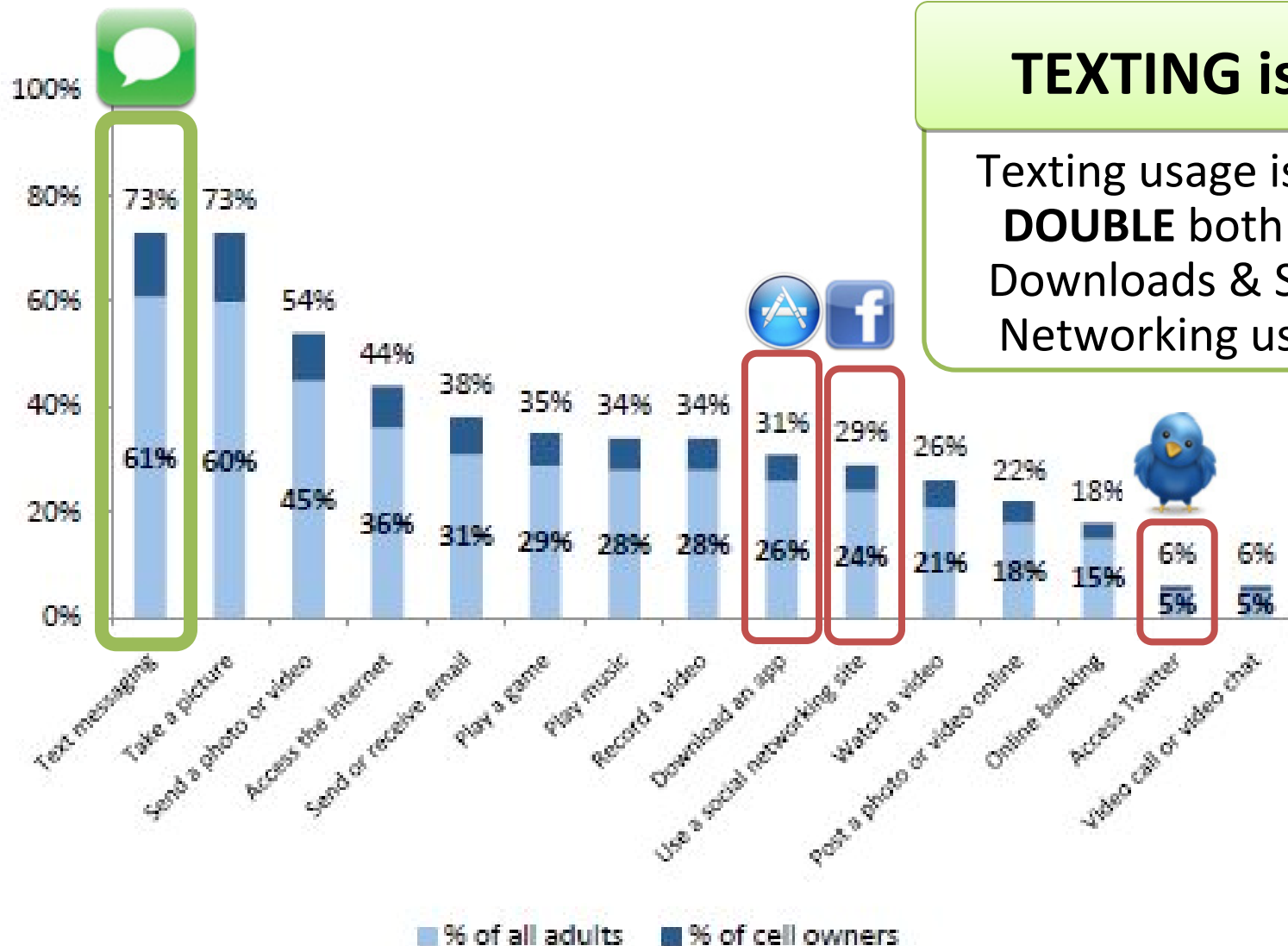
by the numbers

(lightening round)

How People Use their Phone

TEXTING is #1

Texting usage is over **DOUBLE** both App Downloads & Social Networking usage.



Source: Pew Research Center's Internet & American Life Project: Americans and Text Messaging, September 2011

STATS

“Twice as many people own a mobile phone than have access to the Internet”

Text Messaging is the #1 Use of the Cell Phone.

320+ million mobile phones are in use in the United States (CTIA, 2011)

210+ Billion Text Messages are sent/received every month in the US.
More than **7 Billion** - every day. (CTIA, October 2011)

38 years old is the median age of a text message user. (CTIA)

One in Four Households have cut their landline and only have mobile phones.
(CTIA, 2011)

A Mobile Phone is the most important device in an American's daily life
(Pew Research)

More texts than calls are placed every month. (Nielsen Mobile)
The average person sends 500+ texts each month versus 200 calls.

Texting Usage varies by Age

	18-29 (n=321)	30-49 (n=535)	50-64 (n=572)
Send or receive text messages	95%***	85%**	58%*
Take a picture	91%***	81%**	60%*
Access the internet	64%***	54%**	26%*
Send a photo or video to someone	72%**	65%**	40%*
Send or receive email	51%**	46%**	26%*
Download an app	49%***	37%**	17%*
Play a game	53%***	44%**	18%*
Play music	58%***	39%**	16%*
Record a video	53%***	42%**	19%*
Access a social networking site	50%***	36%**	13%*
Watch a video	44%***	32%**	10%*
Post a photo or video online	37%***	26%**	9%*
Check your bank balance or do any online banking	29%**	22%**	10
Participate in a video call or video chat	14%***	5%**	2
Mean (out of 14)	7.6	6.2	3.2

Texting by Age

18-29 = **95%**

30-49 = **85%**

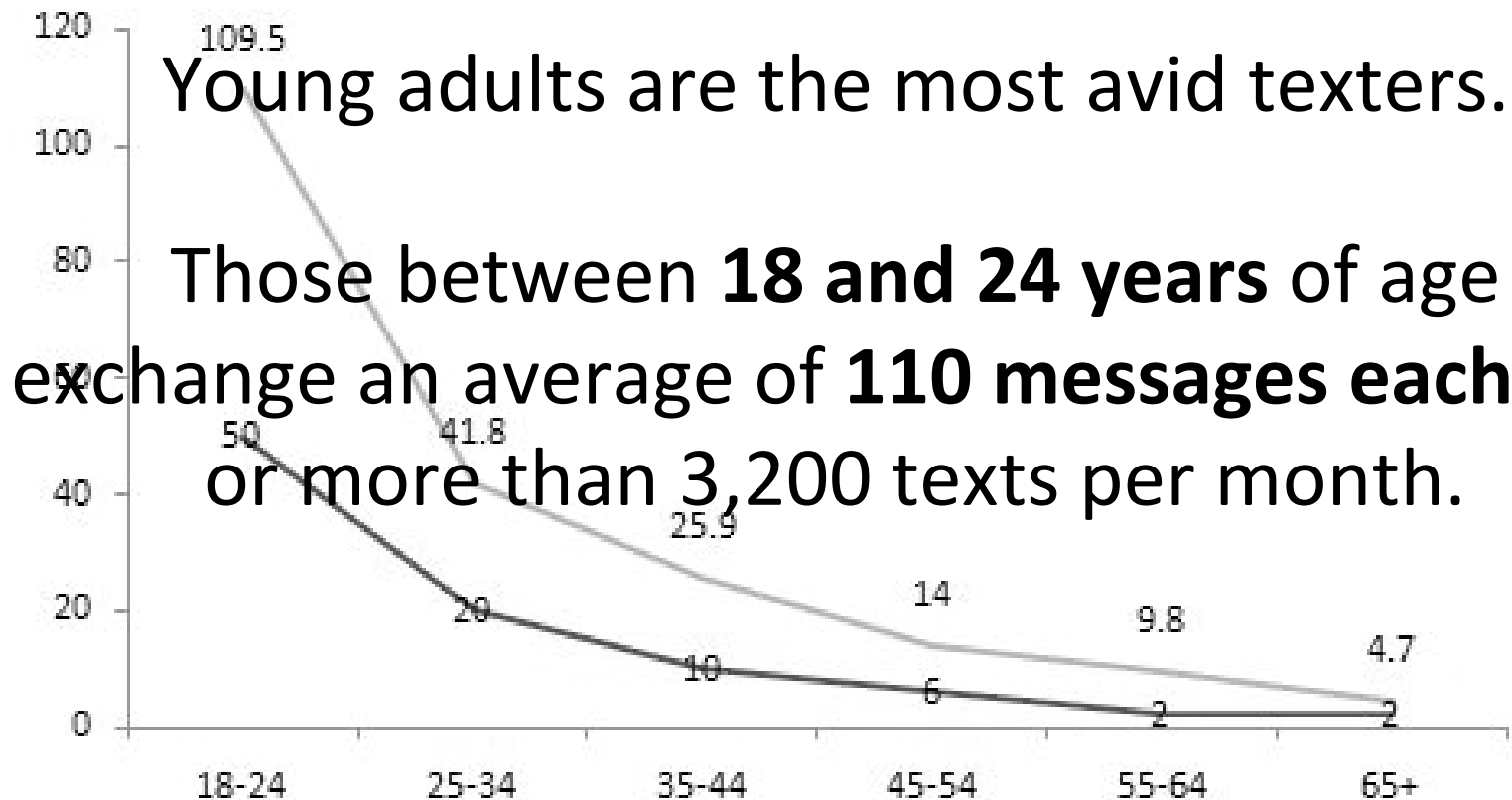
50-64 = **58%**

Source: Pew Research Center's Internet & American Life Project: Americans and Text Messaging, September 2011

of TXTs per Day

Number of texts sent/received per day, by age group

Based on adults who use text messaging on their cell phones



— Mean texts per day — Median texts per day

Source: Pew Research Center's Internet & American Life Project: Americans and Text Messaging, September 2011

Smartphone User Growth

Almost One-Half of American adults (48%)
own a smartphone (of some kind)
and they take advantage of a wide range
of their phones' capabilities. (Feb 2011)

Nine in ten (92%) smartphone owners
use text messaging.

Smartphone Users Text More

	Smartphone owners (n=688)	Other cell owners (n=1,226)
Send or receive text messages	92%	59%
Take a picture	92	59
Access the internet	84	15
Send a photo or video to someone	80	36
Send or receive email	76	10
Download an app	69	4
Play a game	64	14
Play music	64	12
Record a video	59	15
Access a social networking site	59	8
Watch a video	54	5
Post a photo or video online	45	5
Check your bank balance or do any online banking	37	5
Access Twitter	15	<1
Participate in a video call or video chat	13	1
Mean (out of 15)	9.0	2.5

**More text
Please.**

*Smartphone
users out-text
other cell
phone owners*

Source: Pew Research Center's Internet & American Life Project: Americans and Text Messaging, September 2011

Smartphone Users Text More

	<u>18-29</u> <u>(n=177)</u>	<u>30-49</u> <u>(n=256)</u>	<u>50+</u> <u>(n=240)</u>
Smartphone ownership	52%	45%	19%
% of smartphone owners who use their phone to:			
Send or receive text messages	99	95	78
Take a picture	98	93	83
Access the internet	94	87	66
Send a photo or video to someone	89	83	64
Send or receive email	82	78	62
Download an app	82	69	51
Play a game	76	67	41
Play music	83	63	39
Record a video	73	62	37
Access a social networking site	76	61	32
Watch a video	72	58	25
Post a photo or video online	58	47	24
Check bank balance or do online banking	46	38	24
Participate in a video call or video chat	25	9	7
Mean (out of 14)	10.5	9.1	6.3

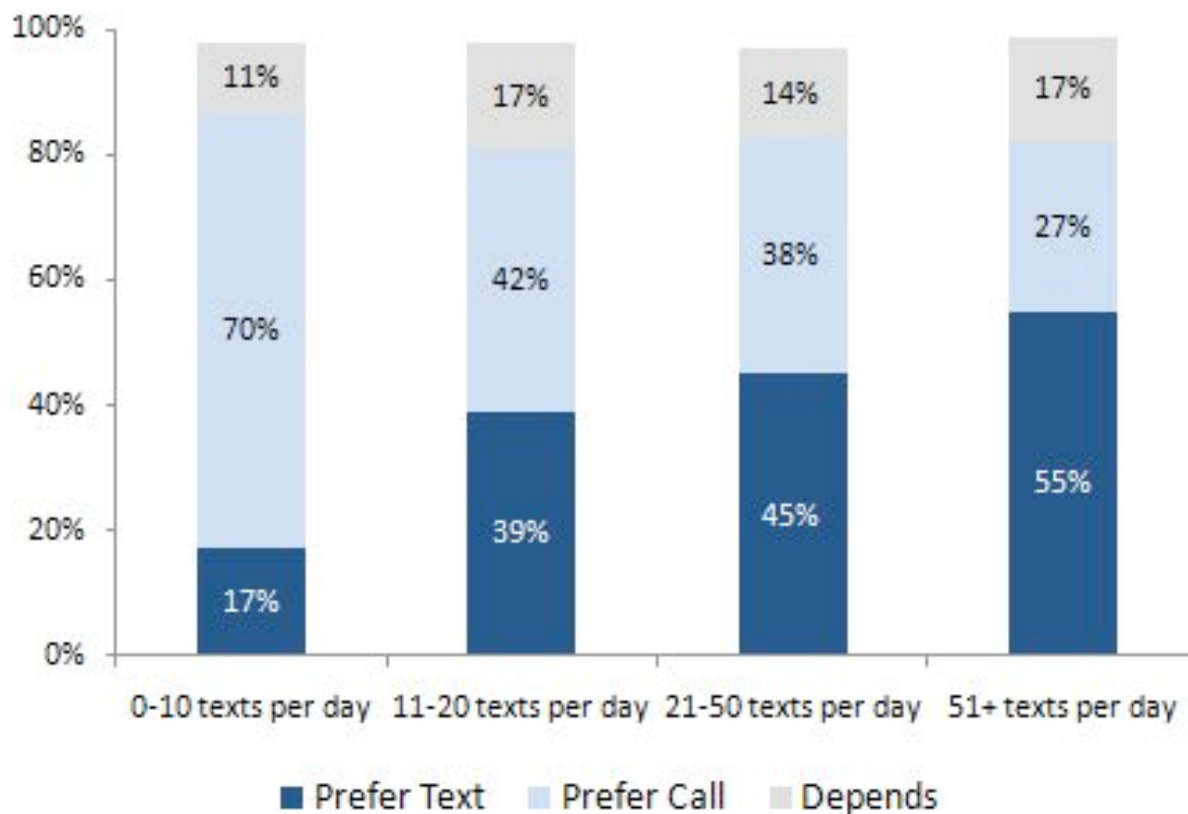
**Deadly
Combination**
*Biggest user
segment: 18-
49
Smartphone
Users*

Source: Pew Research Center's Internet & American Life Project: Americans and Text Messaging, September 2011

More Texting = Less Calls

Preferred contact method, by number of texts sent/received per day

Based on adult cell phone owners who use text messaging



FEWER CALLS

When a user becomes an active texter, they begin to prefer receiving fewer calls.

DID YOU KNOW?

Hmmmm...

13% of cell owners pretended
to be using their phone in order
to avoid interacting with the people
around them.

***What does all
this mean?***

*You need a
Mobile
Strategy*

MOBILE STRATEGY

To reach today's customer, companies must embrace mobile communication. Mobile brings together several key modes that create unique user experiences: **Messaging, Mobile Sites, Apps** and **Voice**.

A mobile strategy should embrace as many aspects of the mobile experience as possible – determined by the intended audience.

MESSAGING

Text (SMS) is the most used mobile feature. It also has one of the highest open and response rates Marketers desire.

Carrier-Grade MMS (Multi-Media Messaging) allows for Picture & Video delivery to non-data enabled phones.

MOBILE SITE

Mobile sites are optimized across multiple mobile phones and tablets. While the average cell phone user is only moderately engaged with the mobile web, tablet users are highly connected these days.

APPS

Mobile Apps are unique as they are designed specifically for the users device. Both *iPhone* and *Android* Apps are most popular. Consider other platforms such as *Windows Mobile* & *Blackberry*.

VOICE

Voice was originally the primary purpose of a cell phone. Today, voice is the *second* most popular feature on the phone – taking a back-seat to SMS (Text Messaging).



MOBILE MARKETING

PROMOTIONAL KEYWORDS

PROMOTIONAL KEYWORDS

Promote the KEYWORD and customers get your branded message. Ideal for attracting new customers. Increases awareness and sales efforts for seasonal and special events.



SMS is the Most Effective Way to reach a consumer.

A study by *Kavassalis* reports **mobile marketing is more effective over traditional media.**

The study also found that **SMS campaigns receive a 10~20% response rate**, as opposed to email (5%), direct mail (1~2%) & print (0.15~0.60%).

PROMOTE YOUR KEYWORD

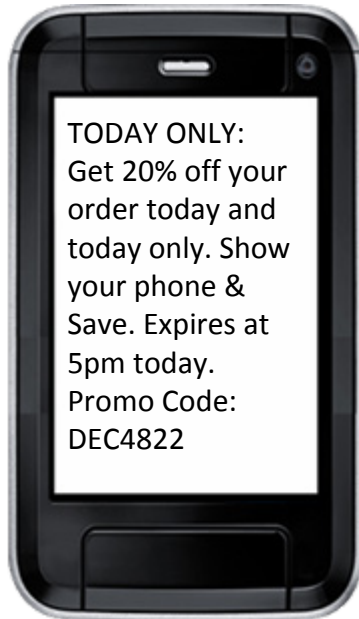
Users opt-in for mobile alerts via your KEYWORD.

Print your Keyword, promote it via circulars, inserts, statements, email, receipts, blow-ins, banners, television and radio spots and more.

TEXT BLASTS & ALERTS

TEXT ALERTS & NOTIFICATIONS

Mobile messaging provides the ability to send highly targeted messages to opt-in users via SMS. Drive loyalty, sales and a higher level of customer service.



SMS Alert



MMS Alert

Text Messaging : Positive Effect on Reach

***89% of all text messages
are read***

***86% felt “positively toward
the Brand” from the sms msg
and “more likely to purchase”***

SOURCE: Rettie, Grandcolas & Deakins

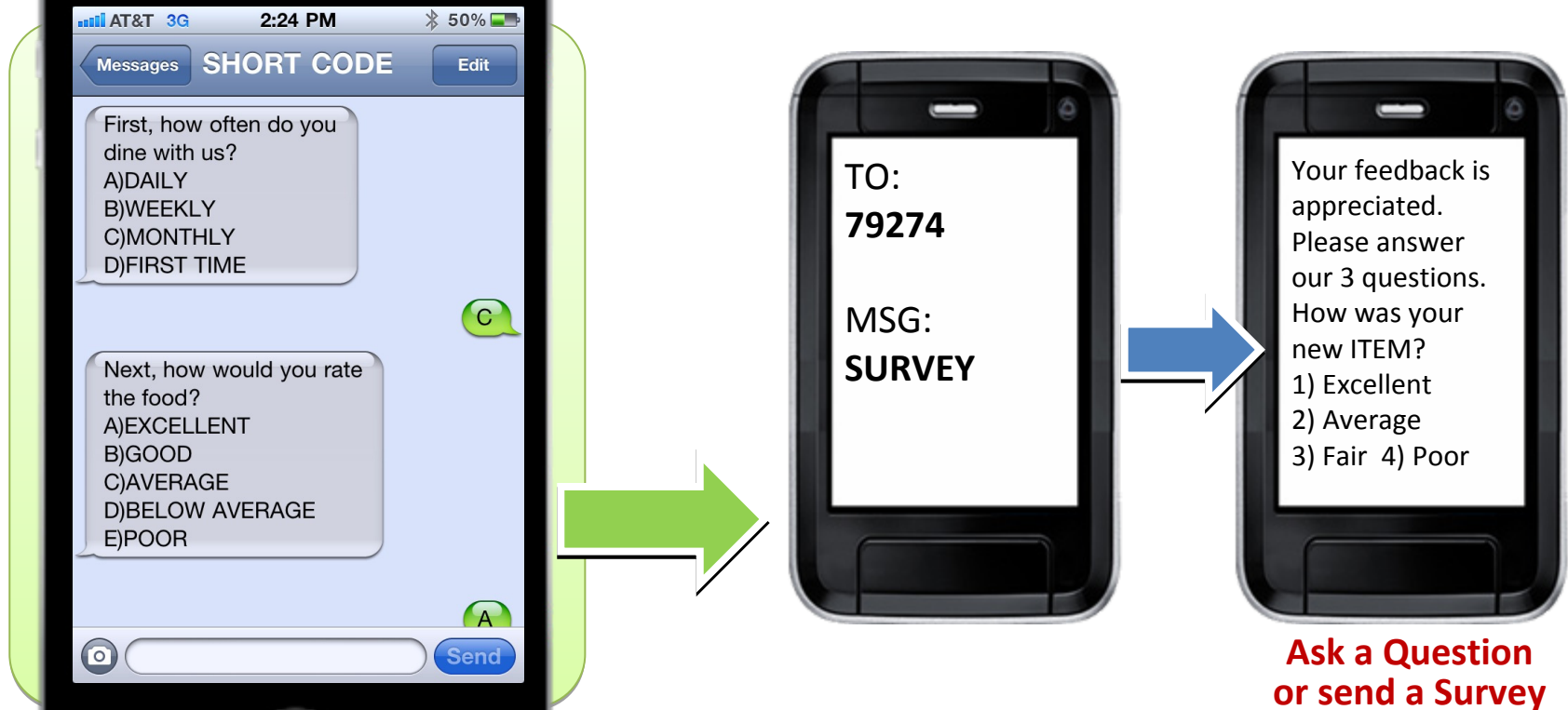
SCHEDULE & SEND SMS ALERTS

Users opt-in for text alerts. Alerts & notifications can be sent when an order ships, a complimentary item is available, a product is back in-stock, a promotional offer is available, limited time only, etc.

MOBILE SURVEYS

POST-PURCHASE SURVEY

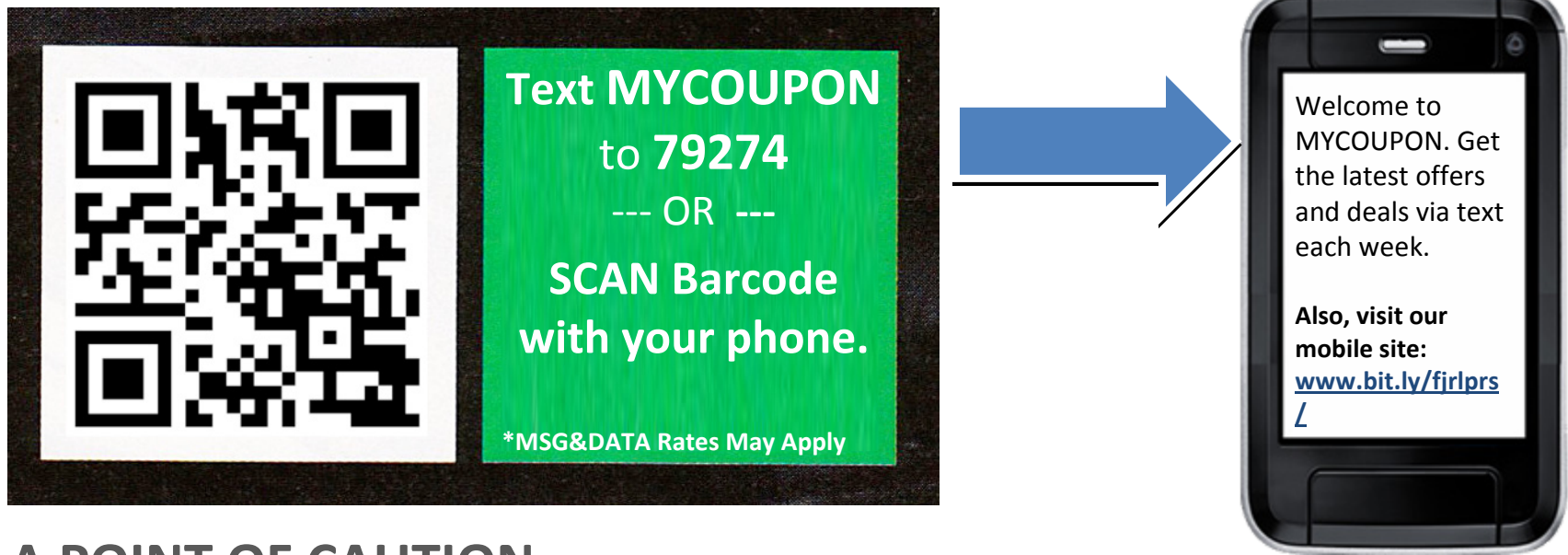
Obtain immediate insights into the customer experience. Gather feedback through quick surveys.



Send surveys to customers after they've received their new item from you. Get special inside information from a text survey of 2-3 questions. Now send targeted messages to these groups.

2D BARCODES

A 2D Barcodes campaign can drive people to content with relative ease. Using an App on their smartphone, customers snap a picture of the barcode. Their app then sends them to the targeted landing page. Through tagged media, customer can interact with campaigns and sign-up for future offers.



A POINT OF CAUTION

Most 2D Campaigns are ***dead-ends***. They lead the user to a landing page that can only report impressions. With a 2D to SMS, you can get the opt-in user up front and add them to your marketing lists. Once the connection is established, further dialog and conversations begin.

CUSTOMER SERVICE

MOBILE CHAT

Provide customers the opportunity to chat with customer service, brand ambassadors or sales associates via real-time, two-way Mobile Chat.

Uses Include:

- **Mobile Website** – enabled chat to users to browse a mobile site and chat – at the same time using SMS.
- **Mobile Apps** – integrate the ActivChat API into existing apps to tap into the power of two-way SMS.
- **LivePerson Integration** – connect existing call-center and online support teams using LivePerson to the Mobile Chat Application.
- **SMS Chat** – promote a “chat keyword” that can be set to specific product support, events, etc.

Offer your customers the ability to chat with customer service via two-way text messaging.



REWARDS & LOYALTY

Dunkin Donuts

SMS & Email Campaign



EXAMPLE: DDPERKS by Dunkin Donuts

GOALS

- Drive customer signup for Email Campaigns.
- Entice trial of Dunkin' Donuts hot lattes
- Drive in-store redemption of Free Medium Beverage

MECHANICS

In Boston market trial, local radio DJ's invited opt-ins: "text in to DD-123" each Thursday morning. The SMS offer was sent to 7,500 targeted opt-ins. In addition, 400,000 Mobile Ads ran locally via targeted content.

RESULTS

The targeted WAP and SMS messaging coupled with radio created a **21 percent increase in store traffic** and redemption of the mobile coupon. The SMS message promoted the viral element of the coupon - **17 percent of participants forwarded or showed the message to a friend**. In the research subsequent to the campaign, 35 percent considered themselves more likely to buy lattes and coffee from Dunkin' Donuts.

PROMOTE



In-store, Print, Radio, TV, Direct Mail, In-App, Email, Online - promote your mobile campaign ***anywhere*** and ***everywhere*** to start interacting with customers on-the-go.



Text "KEYWORD" to SHORT CODE

Mobile Apps

MOBILE APPS



...: For Business Purposes ...

Having an App on its own is not the “be-all and end-all” strategy.

To achieve maximum **utility** for the user and company, it must provide **high value** for the end-user including: a **better experience**, smooth connection, has to be **faster** or **easier** (than what the mobile web, text or voice can offer).

MOBILE APPS

LEVERAGE UNIQUENESS...

Some important features include:

Messaging – email, sms & mms

GPS – location-based services

Camera – takes, edit & share photos/videos

Social Networks – post, share, connect

Wireless – broadband and wifi

Memory – store data inside an app

Touch Screens – easily manipulate



Mobile Apps ***(some examples)***

RETAIL / SOCIAL

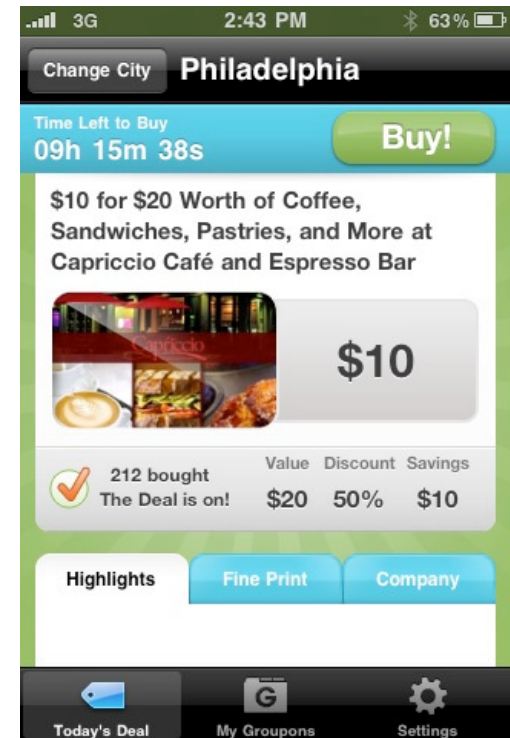
Groupon (iPhone)

Price: Free



Every day, Groupon emails exclusive, unbeatable deals on the best things to do, see, eat, and buy in YOUR CITY or TOWN.

Now, access today's deals on your iPhone.

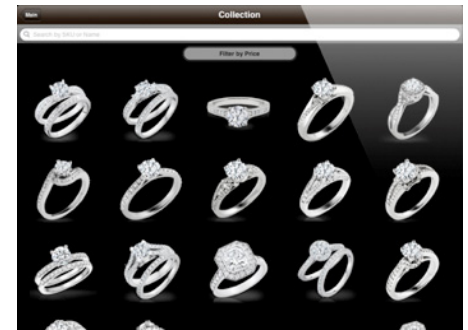
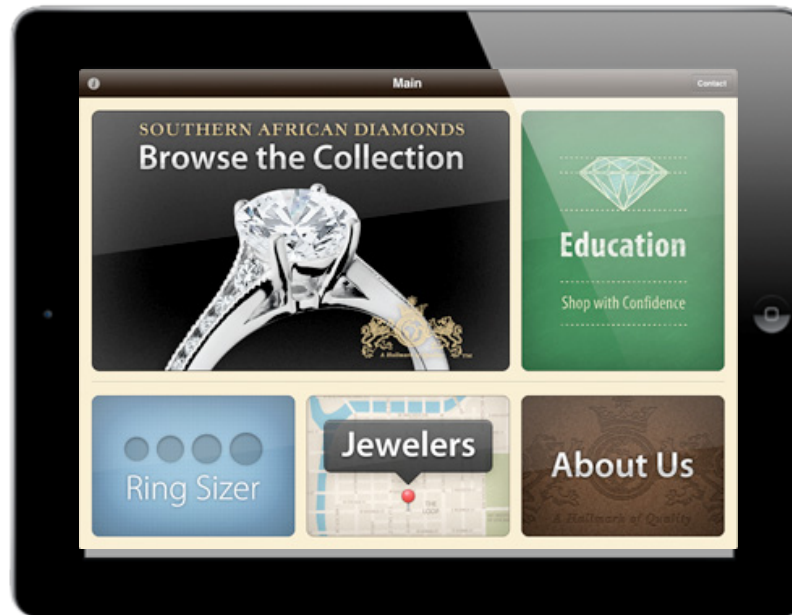
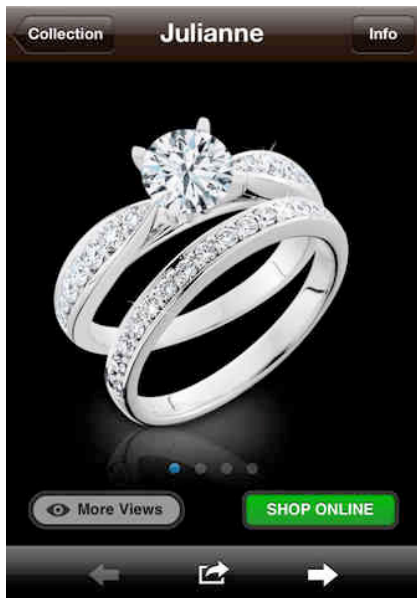


RETAIL

RingFinder (iPhone & iPad)

PRICE: FREE

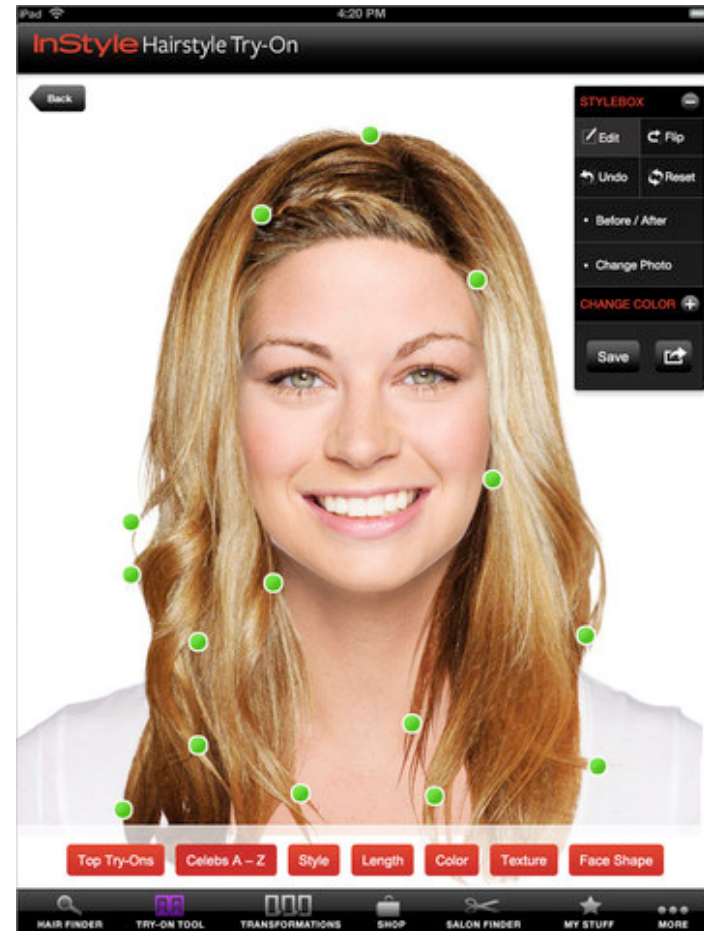
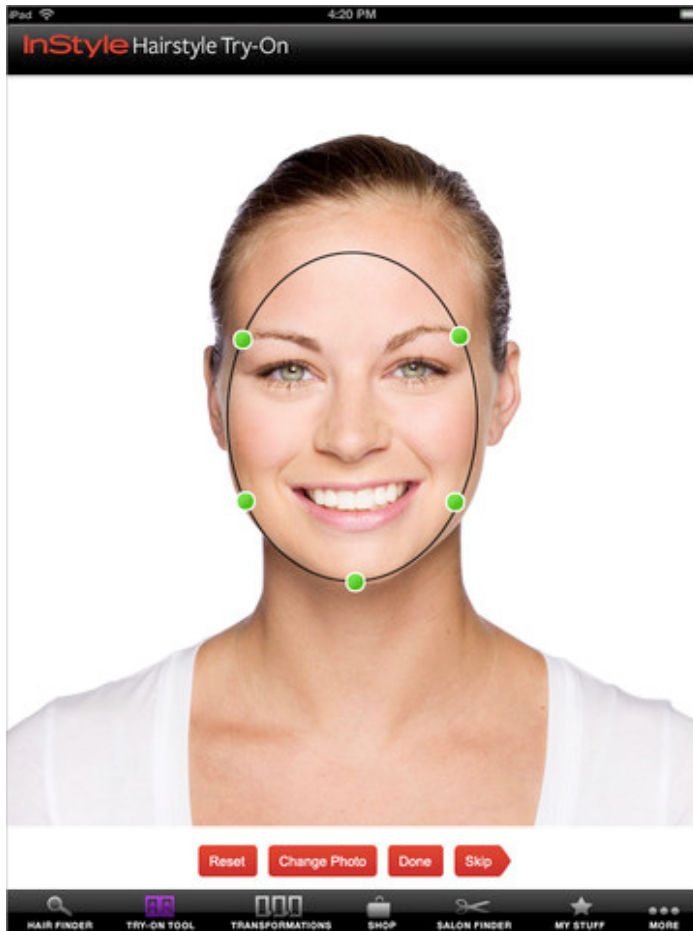
Find the perfect engagement ring as you **Browse** through multiple images of this exclusive collection. **Shop** online to configure your setting with a center diamond and purchase. Easily **Share** your picks with that special someone.



LIFESTYLE

InStyle Hairstyle Try-On

InStyle



TAP INTO THE DEVICE FEATURES:

Through the use of the camera in the device, the tablet's ability to encourage creativity and other features available in an app, the InStyle iPad App taps into new experiences.



LOCATION

LOCATION

LOCATION

LBS / GEOFENCING



LBS / GEOFENCING

LOCATION, LOCATION, LOCATION

Help identify your customer's location from an App, Mobile Site or Wireless Carrier.

Some Uses Include:

- CHECK-IN** – using an App (or not)... let your users check-in and get rewards, credits, points, etc.
- OFFERS** – send targeted offers to users when they're in a location or geo-fence that can incentivize a customer to take action.
- REDEMPTION** – allows users to redeem at a specific location.
- NEARBY** – move customers from one location to another.



Social Marketing

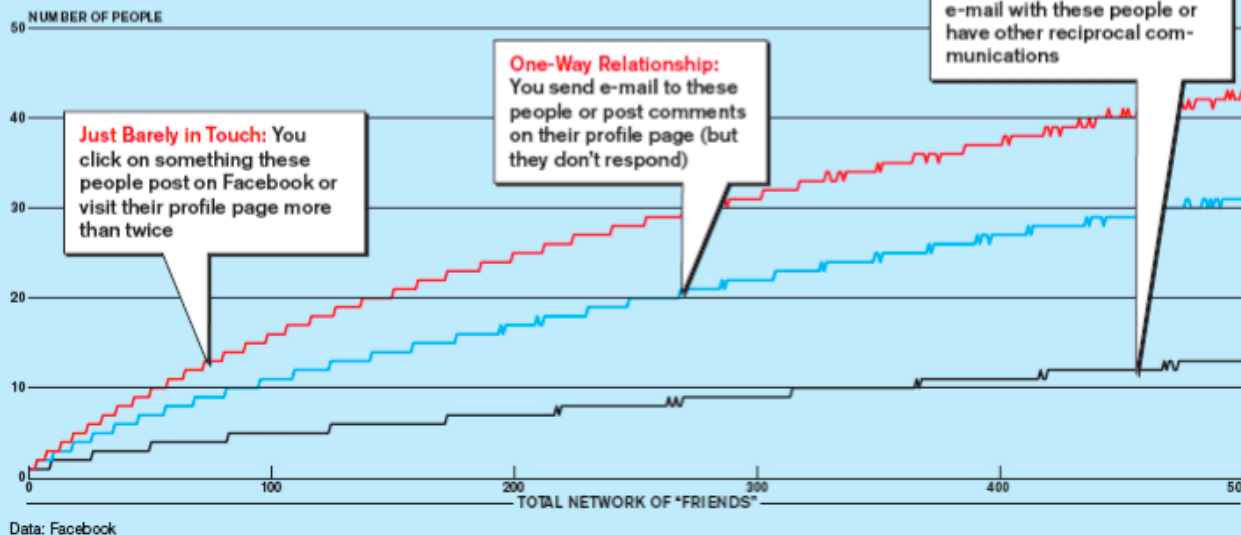
SOCIAL MARKETING

THE FACTS – SOCIAL RELATIONSHIPS

The number of people on an individual's friend list with whom he (or she) frequently interacts is remarkably small and stable. For example, an average Facebook user—has 120 friends—generally trades emails or responds to the postings of only 7 closest friends. But, as Facebook's team reveals, social network interactions as taken at Facebook brings users to passively engage with 2-2.5 times more people in ones network (passive friends with whom a Facebook user maintains either 'one-way relationship' or 'just barely in touch'). (Dr. Cameron Marlow, the "in-house sociologist" at Facebook)

WHO ARE THE REAL FRIENDS?

People may have 250 "friends" on a social network, but they don't maintain all those relationships. Here's how they manage circles of friends on Facebook.



3-Degrees of Separation

It's already an established phenomenon that in the social networking era friendship is more virtual and 6 degrees of separation has now been reduced to mere 3 degrees.

SOCIAL MARKETING

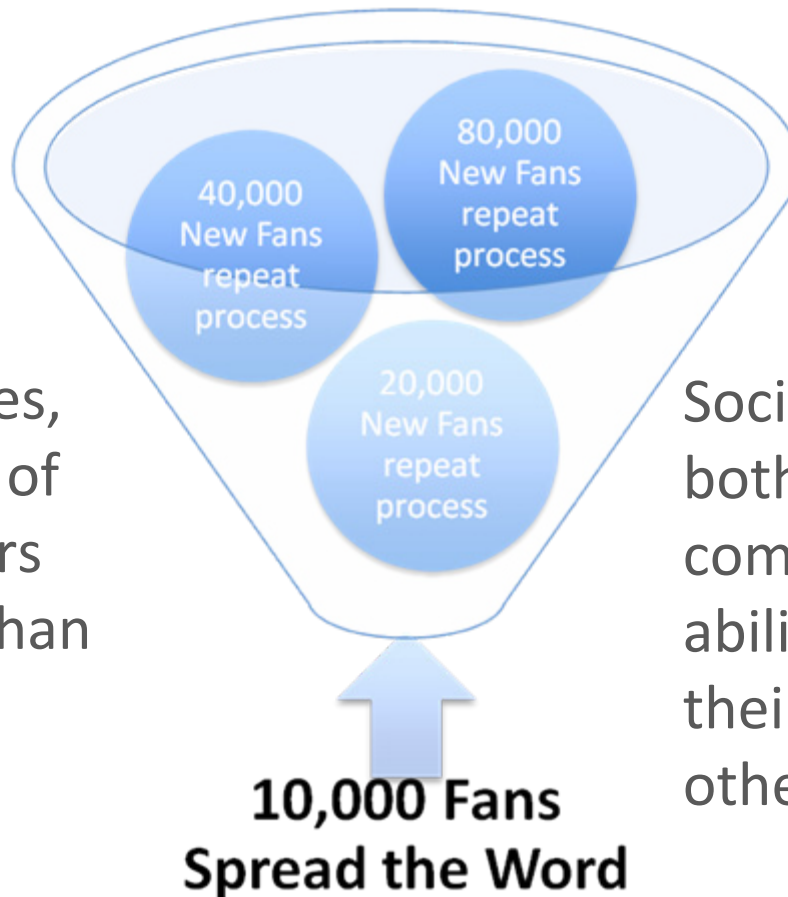
GUIDELINES FOR USING SOCIAL MEDIA

1. **RELEVANCY:** Keep the message on point. Is this something your customers / fans / followers *really* want to know?
2. **FREQUENCY:** Post often, but don't be annoying.
3. **CADENCE:** Find what times are most engaging for your customers and audience.
4. **ENGAGE:** Be Social on Social. Ask questions. Create contests. Leverage word-of-mouth.
5. **TAILOR-MADE:** Give your presence the unique look, feel and voice of your brand.
6. **STAND-OUT:** Use images & links to help posts – pop.
7. **TIME:** Keep in mind that Facebook & Twitter are not REALLY free. It does take time and time is money.
8. **WORK:** Test & Learn what works for your brand. Use analytics. Don't expect miracles and over-night success.

SOCIAL MARKETING APPS

HOW SOCIAL CIRCLES GROW FROM 10,000 TO 100,000

With a sample group of 100K current users, we find that 10% of them (10,000) will sign up and recommend it to their short list of friends (4-5 friends each user) of which 10% signup (10,000 new users) who recommend to their 4-5 friends. Three levels deep, a small group of 10,000 fans grows into 40,000 fans and the process continues.



Within four cycles, the initial group of 10,000 fans/users grows to more than 100,000.

Social Apps can promote both community and commerce through its ability to let people share their experience with others.

In Summary...

So Lo Mo

Social

Local

Mobile



A group of graduates in blue gowns and caps are standing in a line, seen from behind. They are positioned in front of a dark, curved wall. The scene is lit from the side, creating long shadows on the floor. The text "THANK YOU." is overlaid in a large, white, italicized font.

THANK YOU.