



**THE OHIO STATE UNIVERSITY**

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COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

# **Marketing Your Small Business in a Digital World**

**Sept. 8, 2018**

Christie Welch

# Why

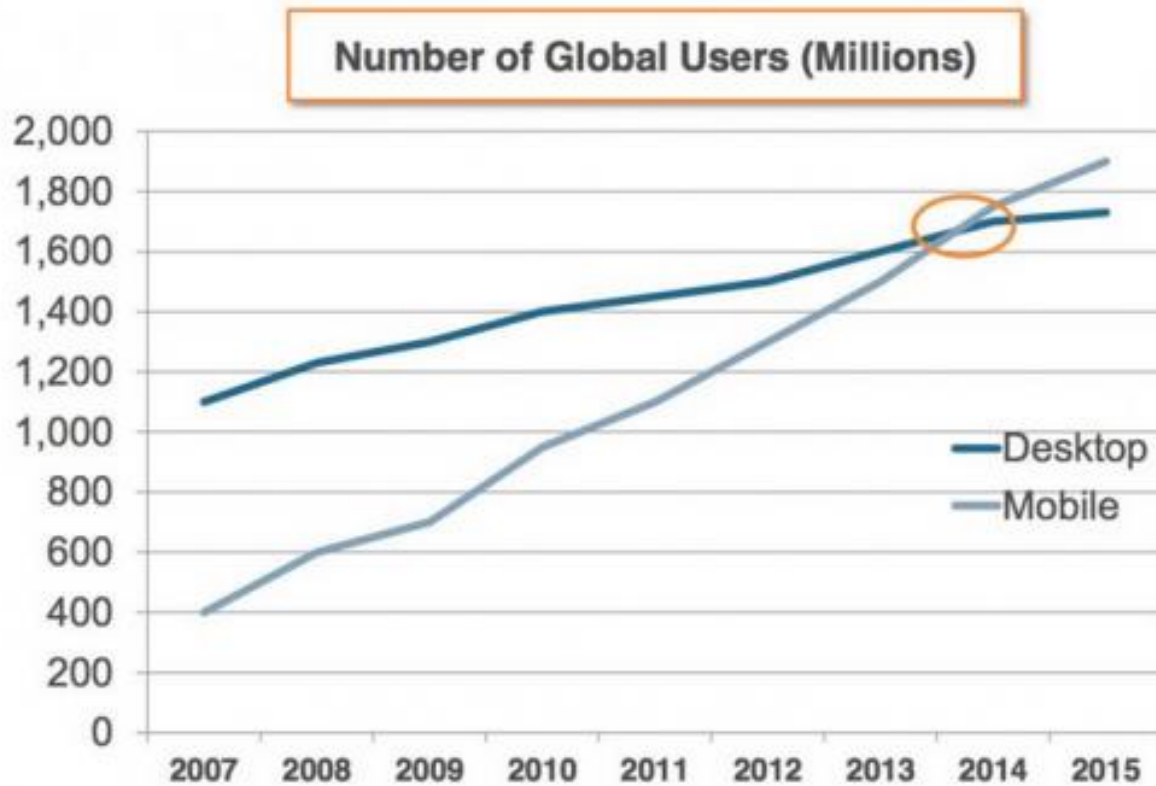
## Multiscreen World

- Device (tv, desktop, laptop, tablet, phone, car...)
- Experience (where, how much time, alone?)
- Expectations (speed, function, want/need)





# The Rise of the Mobile Consumer



“That’s so  
2014...”





# The Rise of the Mobile Consumer

- 20% increase in mobile's share of online sessions from 2014-15
- 18% decrease in time spent per visit

On average, smartphone users check phones **150 times/day**

On average, smartphone users spend only **177 min/day on the phone**

Sessions average just **70 seconds**







# The Rise of the Mobile Consumer

Shoppers look for information:





# The Rise of the Mobile Consumer

ONLINE INFORMATION IN SEARCH RESULTS OFTEN  
SENDS CONSUMERS TO STORES

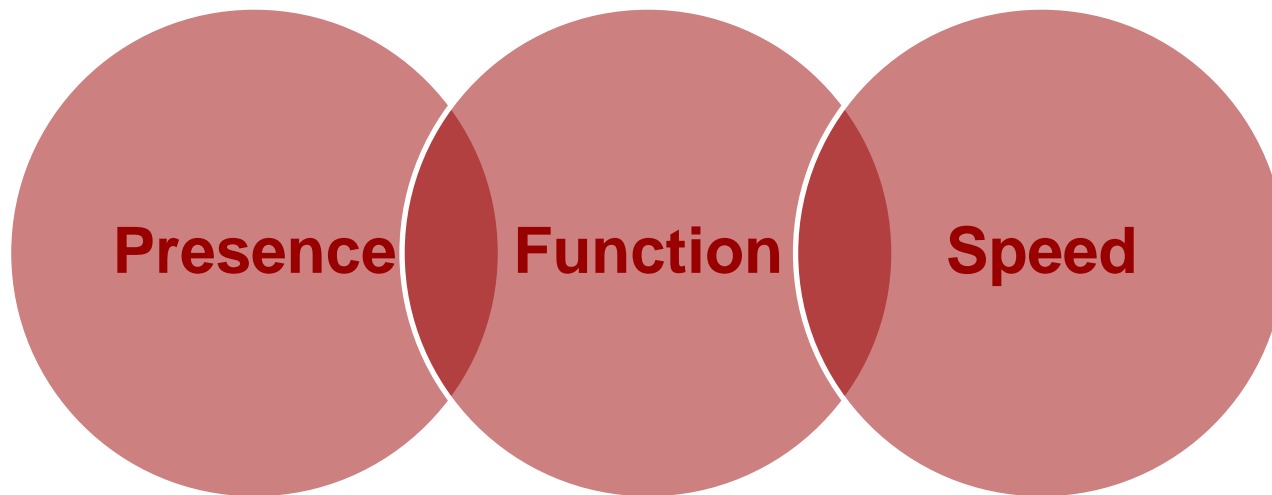


## 3in4

who find local  
information in search  
results helpful are  
more likely to visit stores.



# Successful Mobile Marketing





# How

## Help customers find & interact with you

See how you look

Fix what's wrong

Add what's missing

Focus map & app priorities

Think Like Customers/Mobile Mind Shift (Forrester)

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Conference presentations

Hands-on workshops

Online tutorials + Recorded Webinars





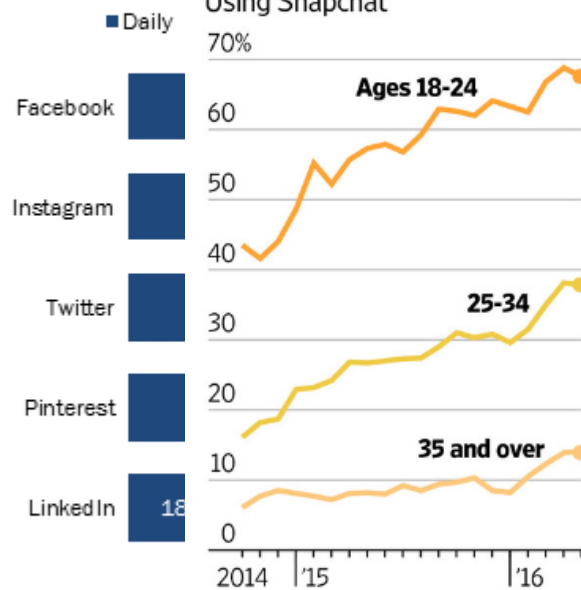


# Social on Mobile

## What should your business be on?

### Three-quarters of of Instagram use

Among the users of each  
these sites ...

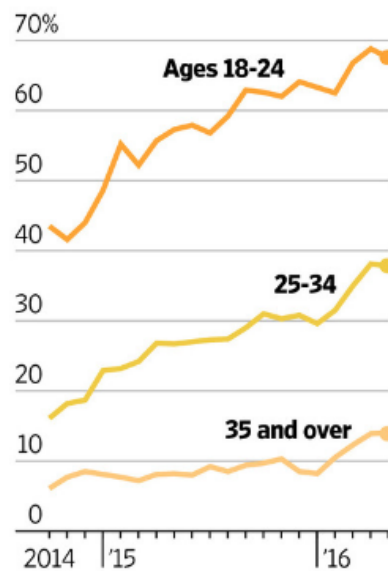


### Growing Up

Older people are starting to join Snapchat, an important age demographic for the hot startup to broaden its reach.

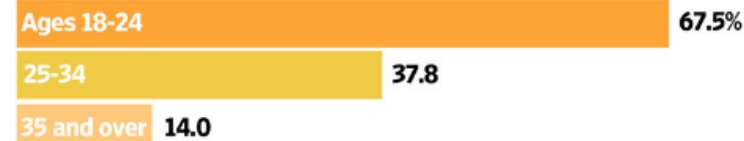
### Share of U.S. smartphone users...

Using Snapchat



Using the following in May 2016

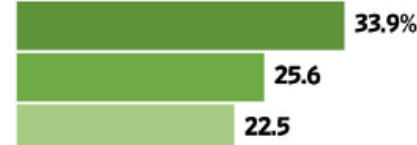
### Snapchat



### Facebook



### Twitter



### media

a site

Use  
Facebook

93%

95

92

89

-

Note: Do not know/refused Source: comScore  
Source: Survey conducted March 7-April 4, 2016.  
"Social Media Update 2016"

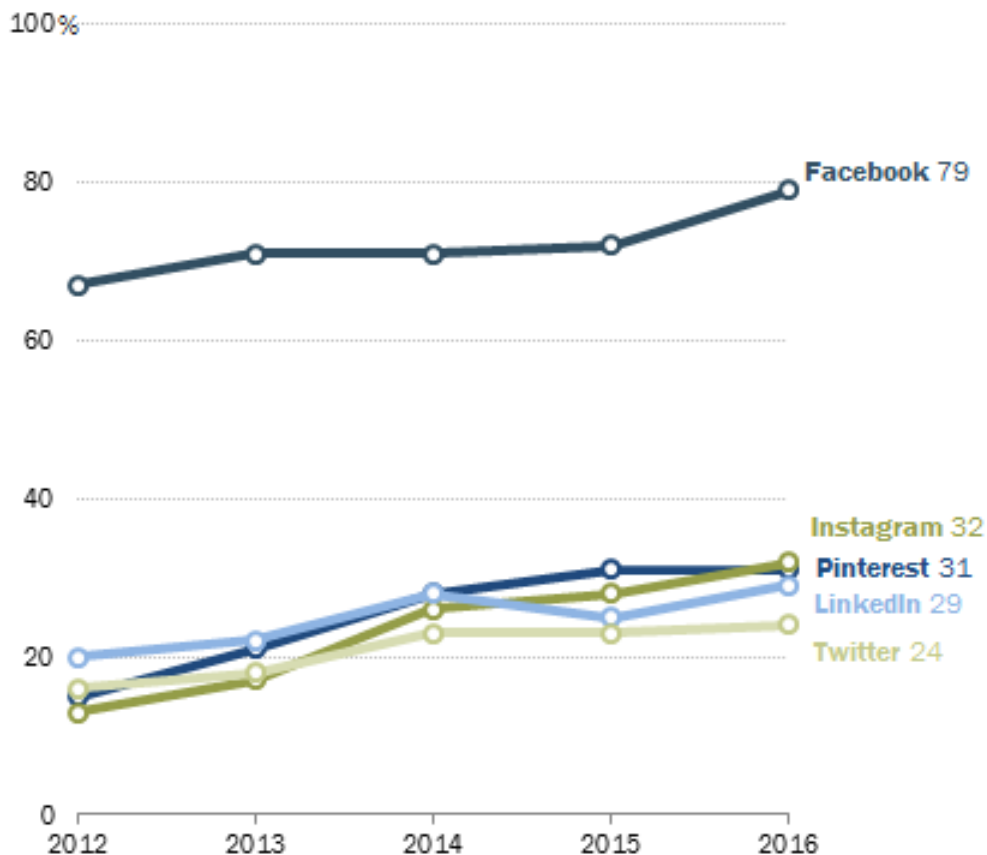
PEW RESEARCH CENTER

THE WALL STREET JOURNAL.



## Facebook remains the most popular social media platform

% of online adults who use ...



Note: 86% of Americans are currently internet users  
Source: Survey conducted March 7-April 4, 2016.  
"Social Media Update 2016"

PEW RESEARCH CENTER

## 79% of online adults (68% of all Americans) use Facebook

% of online adults who use Facebook

All online adults	79%
Men	75
Women	83
18-29	88
30-49	84
50-64	72
65+	62
High school degree or less	77
Some college	82
College+	79
Less than \$30K/year	84
\$30K-\$49,999	80
\$50K-\$74,999	75
\$75,000+	77
Urban	81
Suburban	77
Rural	81

Note: Race/ethnicity breaks not shown due to sample size.  
Source: Survey conducted March 7-April 4, 2016.  
"Social Media Update 2016"

PEW RESEARCH CENTER

November 2016 data



# What sites should I be on?

- **Facebook – why not?**
- **Twitter – why?**
- **Instagram – for filters**
- **Snapchat – for filters and geofencing**
- **Realize this...**
  - Google and social media give you more news relating to what you click and what you like.



# Internet Search Owned, Earned, Paid



Whether you know it or not...

your business may be listed ... correctly?

- Google
- Mapquest
- Yahoo
- Bing
- Yellow Pages
- Specialized Directories...
  - Industry Specific
  - Local + Discover Ohio





# Internet Search

## Consumers are Searching

- More than 3 billion local searches each month for nearby products and services (type, voice, location, social, ...)

## Have a Consistent Presence

- Mobile device users report the most critical information continues to be **(NAP) + hours**.

**Name**

**Address (with correct GPS coordinates)**

**Phone number**

**+ hours of operation**

(categories, keywords, ... how people find you)

(comScore & localeze, [www.localsearchstudy.com](http://www.localsearchstudy.com), 2012).

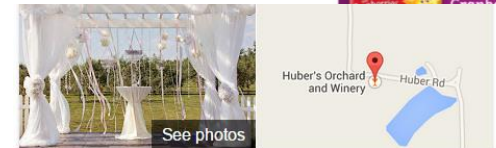
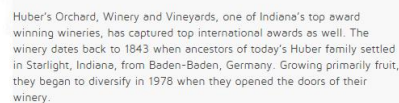




# Internet Search



[Overview](#)   [Reviews \(122\)](#)   [Q&A](#)   [Location](#)



## Huber's Orchard and Winery

**Address:** 19816 Huber Rd, Borden, IN 47106  
**Phone:** (812) 923-9813  
**Hours:** Open today - 10:00 am - 6:00 pm  
**Menu:** [viewmenu.com](http://viewmenu.com)

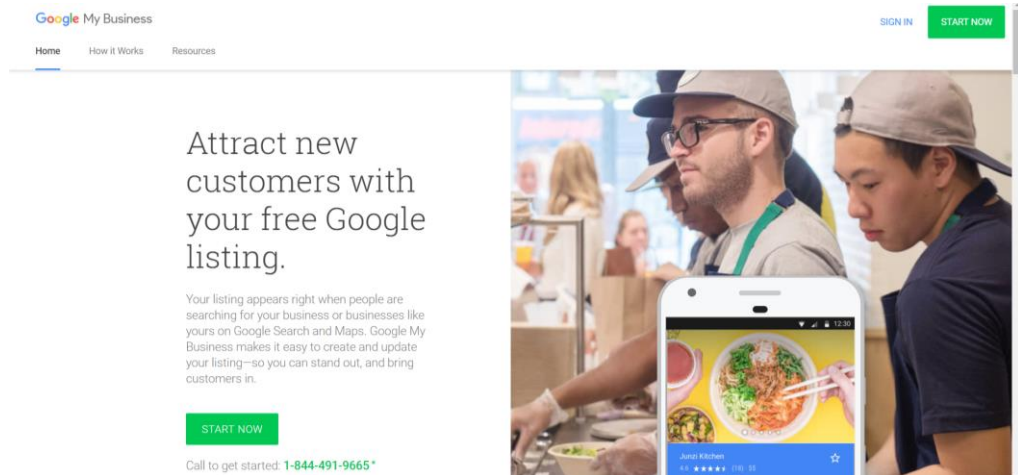
## Reviews

- [View all Google reviews](#)

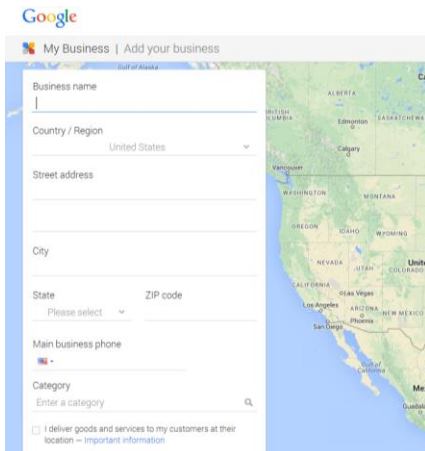
More reviews: [cityvoter.com](http://cityvoter.com), [yahoo.com](http://yahoo.com), [yellowbot.com](http://yellowbot.com)

# Your Internet Presence: Google My Business

## Google My Business



## Here's how to claim your GooglePlace:

A screenshot of the Google My Business "Add your business" form. The form is titled "My Business | Add your business" and includes fields for Business name, Country / Region (set to United States), Street address, City, State (with a "Please select" dropdown), ZIP code, Main business phone, and Category. A checkbox at the bottom indicates "I deliver goods and services to my customers at their location - important information". To the right of the form is a map of the United States with a blue pin indicating the location.

- Go to Google My Business – (<http://www.google.com/business>)
- Check For Your Business
- Add Your Basic Information, Hours of Operation, Photos, Videos
- Submit For Review & Confirmation



# Internet Search Example

Ripple Rock Fish Farms, LLC

- Business NAP + hours / directions
- Photos, Reviews, ...

**Ripple Rock Fish Farms, LLC** ★

5.0 ★★★★★ 1 Google review  
Fish Farm

[Website](#) [Directions](#)


**Address:** 6805 Old Stagecoach Rd, Frazeysburg, OH 43822  
**Hours:** Open today · 9AM–4PM  
**Phone:** (740) 828-2792

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

[More photos](#)

**Review summary**

5 ★  **5.0**

[Write a review](#)

Map showing location near Chicago, IL, with labels for Racine, Kenosha, Evanston, Chicago, Gary, Valparaiso, Merrillville, Kankakee, and Michigan.



# Internet Search & Maps - PHONE

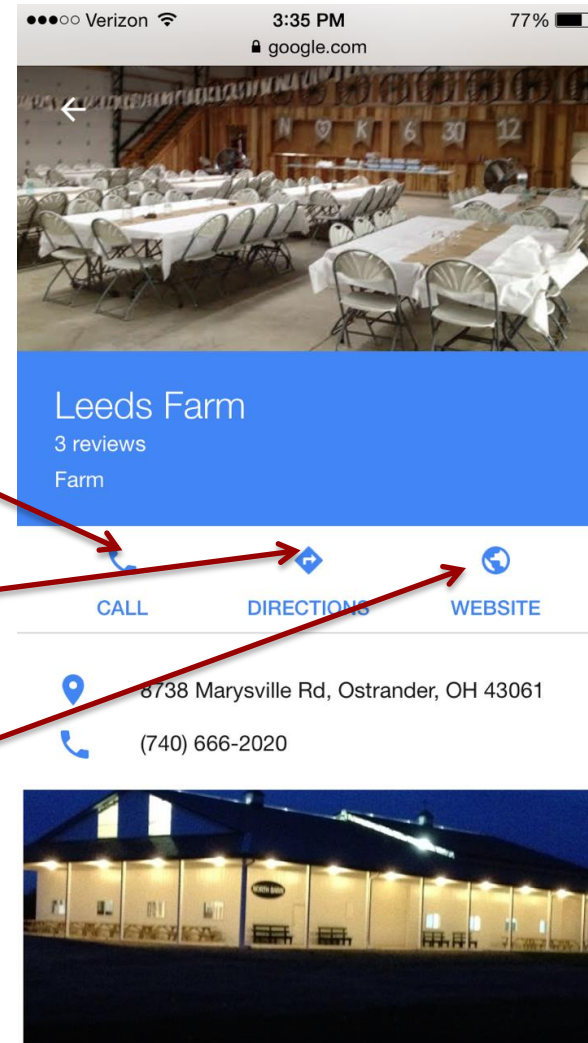
## Example: Leeds Farm

NAP + Hours

Call

Directions

Website







## Other search/map items you need to claim...

- **Google**

<http://www.google.com/+business>

- **Mapquest**

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

- **Yahoo Local (Basic & Enhanced)**

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

- **Bing, [www.bing.com/businessportal](http://www.bing.com/businessportal)**

- **Yellow Pages, [www.bizyellow.com](http://www.bizyellow.com)**

- **Specialized Directories (industry, local, ...)**

OAA <http://ohioaquaculture.org/directory.html>



# Mobile Website



- Does this work for customers?
- What are they looking for when they search on their phone?
- Where are they – lawn or store?
- Can the TARGET MARKET read the text on this screen?
- What do the symbols mean?



# Mobile Website Resource Link

- How does your website look on a mobile device?
- Try these sites:

**Google's Page Insights,**

<https://developers.google.com/speed/pagespeed/insights/>

**Hubspot's Device Lab,**

<http://snippets.hubspot.com/hubspot-device-lab>



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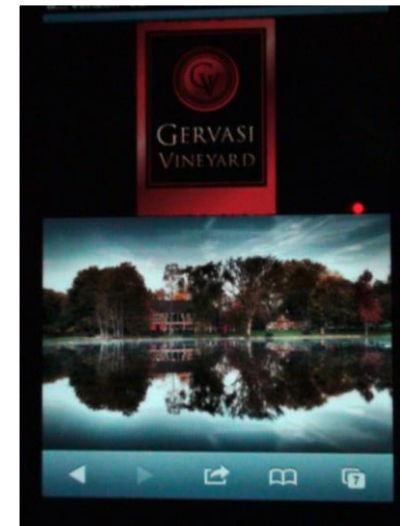
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OHIO AGRICULTURAL RESEARCH AND DEVELOPMENT CENTER

# Mobile Website Example

Gervasi Winery, [www.dudamobile.com/](http://www.dudamobile.com/)...





# Mobile Website

Let's try your site using:

[www.dudamobile.com/...](http://www.dudamobile.com/)





# Mobile Web & Apps

## What **CUSTOMERS** want (Google survey)

1. **Fast loading.** That means 5 seconds or less.
2. **Mobile-friendly features.** These can include large buttons, easy search and limited scrolling and pinching.
3. **Quick access to business information.** Display NAP + hours, directions, product and purchase information right up front so it's easy to read on a smartphone or tablet.

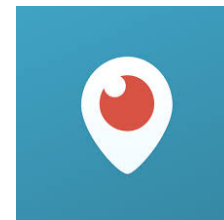
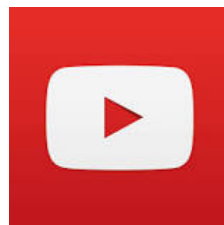
## What **YOU** want them to want

- Design for “Getting to the Point” Quickly
- Call to Action - Make it Easy





# Incorporating Social Media





# Social Media – It's EVERYWHERE!





# Social on Mobile

## Social



- Facebook, Twitter, Pinterest, ...
- Foursquare...
- Yelp,... Reviews
- Angie's List



# Social on Mobile Example

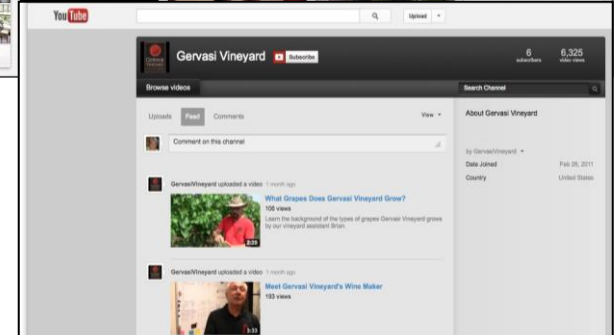
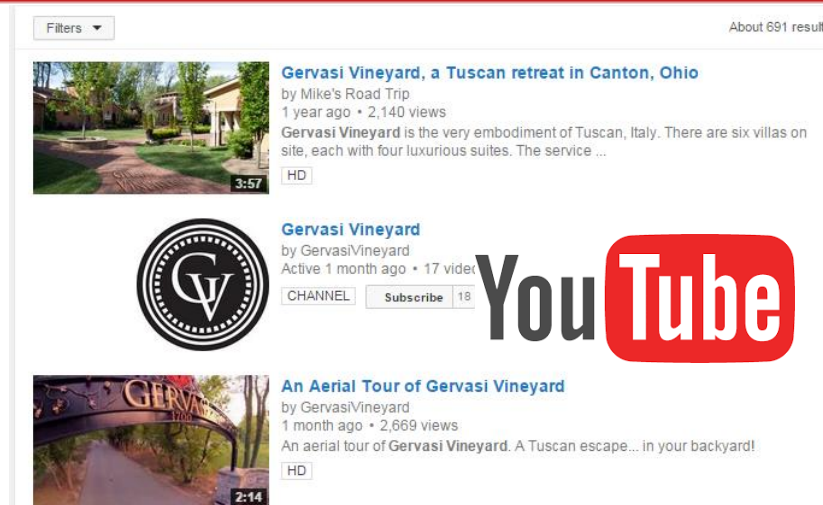
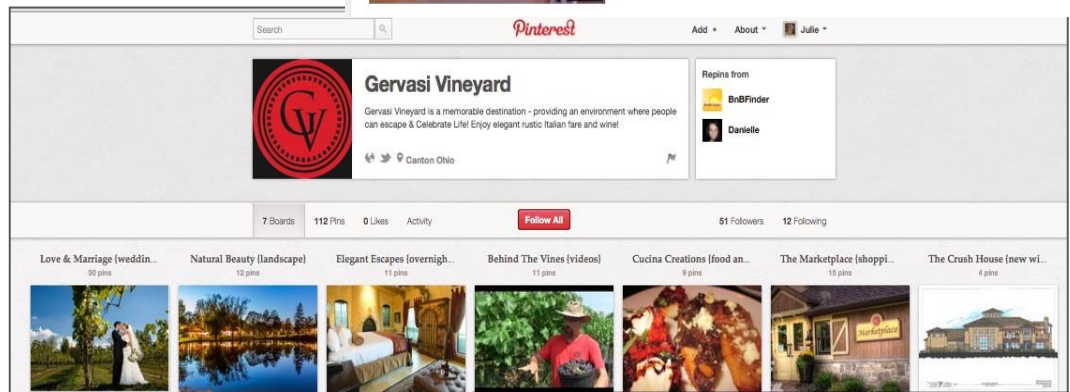
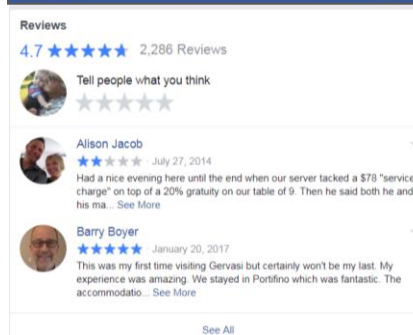
Gervasi Vineyard

Facebook presence: 44,300 Likes

Twitter Account

YouTube Channel

Pinterest

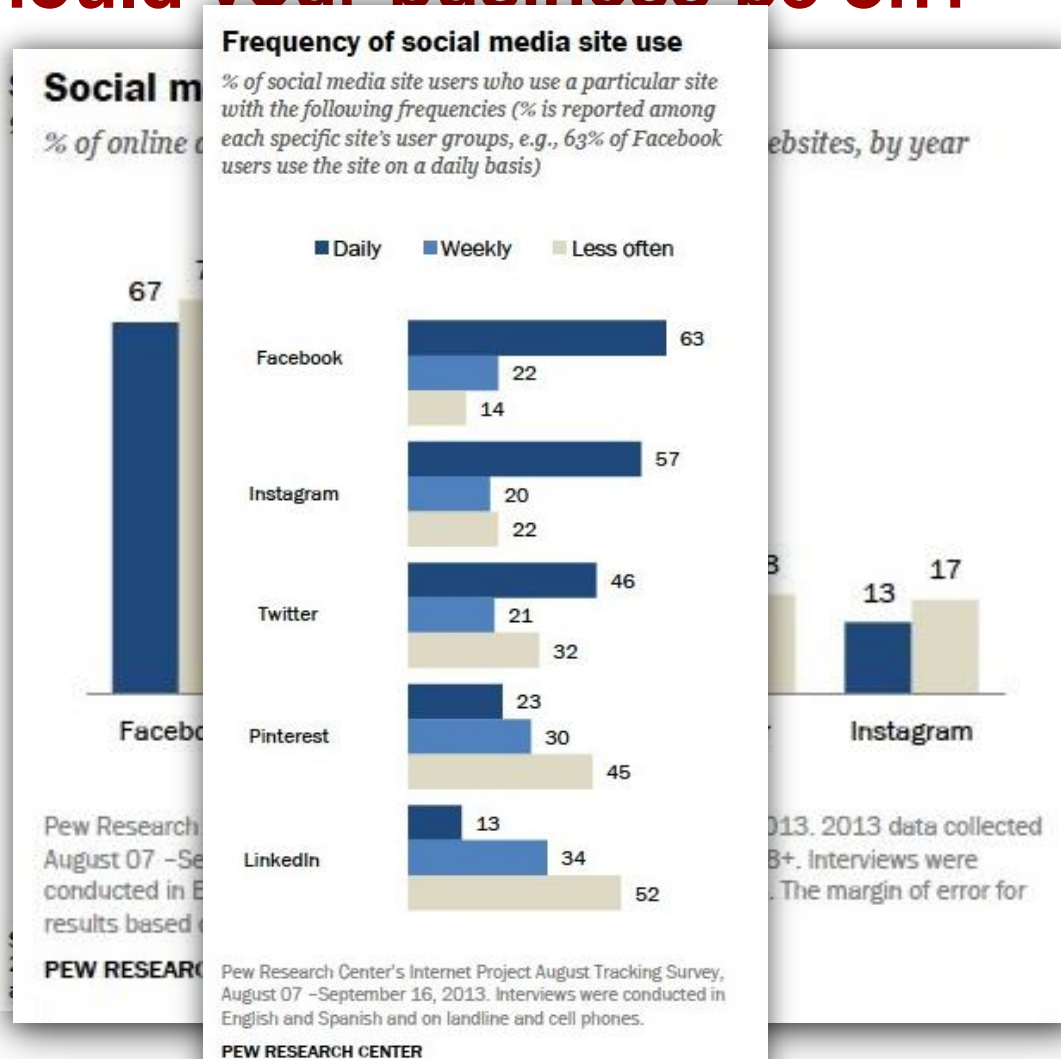






# Social on Mobile

## What should your business be on?





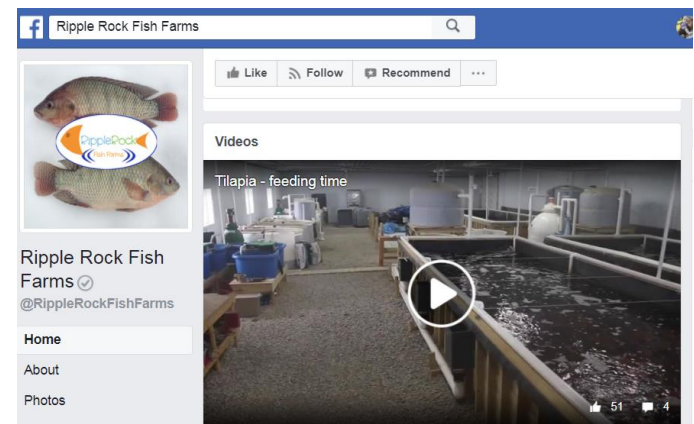


# Social on Mobile

## What should your business be on?

YouTube

- A must to experience your farm before they get there
- Shows how you are different
- More than a commercial
- New customers are looking
- The phone is attached



<https://www.facebook.com/RippleRockFishFarms/>



# Social on Mobile: Check-in

## Example: Gervasi Vineyard

The screenshot shows the Foursquare profile for Gervasi Vineyard & Italian Bistro. The page includes a header with the Foursquare logo and a search bar. Below the header is a promotional banner for Foursquare. The main content area features the restaurant's name, address, and a map. To the right of the map is a rating of 7.7/10 and a list of statistics. At the bottom, there are sections for photos, similar places, and nearby exploration. A white box on the right side of the page contains the text 'Map', 'Photos', 'Reviews', 'Check-ins', and 'Mayor', with arrows pointing to the corresponding elements on the page.

**foursquare** I'm looking for... **LOG IN** **SIGN UP**

Foursquare is the best way discover new places and save money nearby. Get started now!

**f** Sign up with Facebook  
(It takes one click, and we'll never post without your permission)  
Or take the scenic route: [Sign up with Email](#)

**Gervasi Vineyard & Italian Bistro**  
1700 55th St NE, Canton, OH 44721-3401  
Winery, Italian Restaurant, Vineyard

[Get directions](#)

**7.7** / 10  
People like this place

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	922	1,563

**Mayor: Jeff M.**  
19 check-ins in last 60 days

**Similar places**  
[Gervasi Vineyard Patio](#), [Olive Garden](#), [Danny Boy's](#), [BRAVO! Cucina Italiana](#), [Lucca](#)

**Explore Nearby**  
[Restaurants](#), [Nightlife](#), [Shopping](#), [Top Picks](#)

**Photos**  
[See all 90 photos](#)




**Map**  
**Photos**  
**Reviews**  
**Check-ins**  
**Mayor**




# Facebook Page – Reviews

**REVIEWS** >

**5.0** ★ 5.0 of 5 stars • 1 review

**Kimberly Harris Hodge** — **5** ★  
September 19, 2013 • 3 Reviews •   
[Like](#) • [Comment](#) 

 Tell people what you think  
★★★★★

**REVIEWS** >

**5.0** ★ 5.0 of 5 stars • 30 reviews

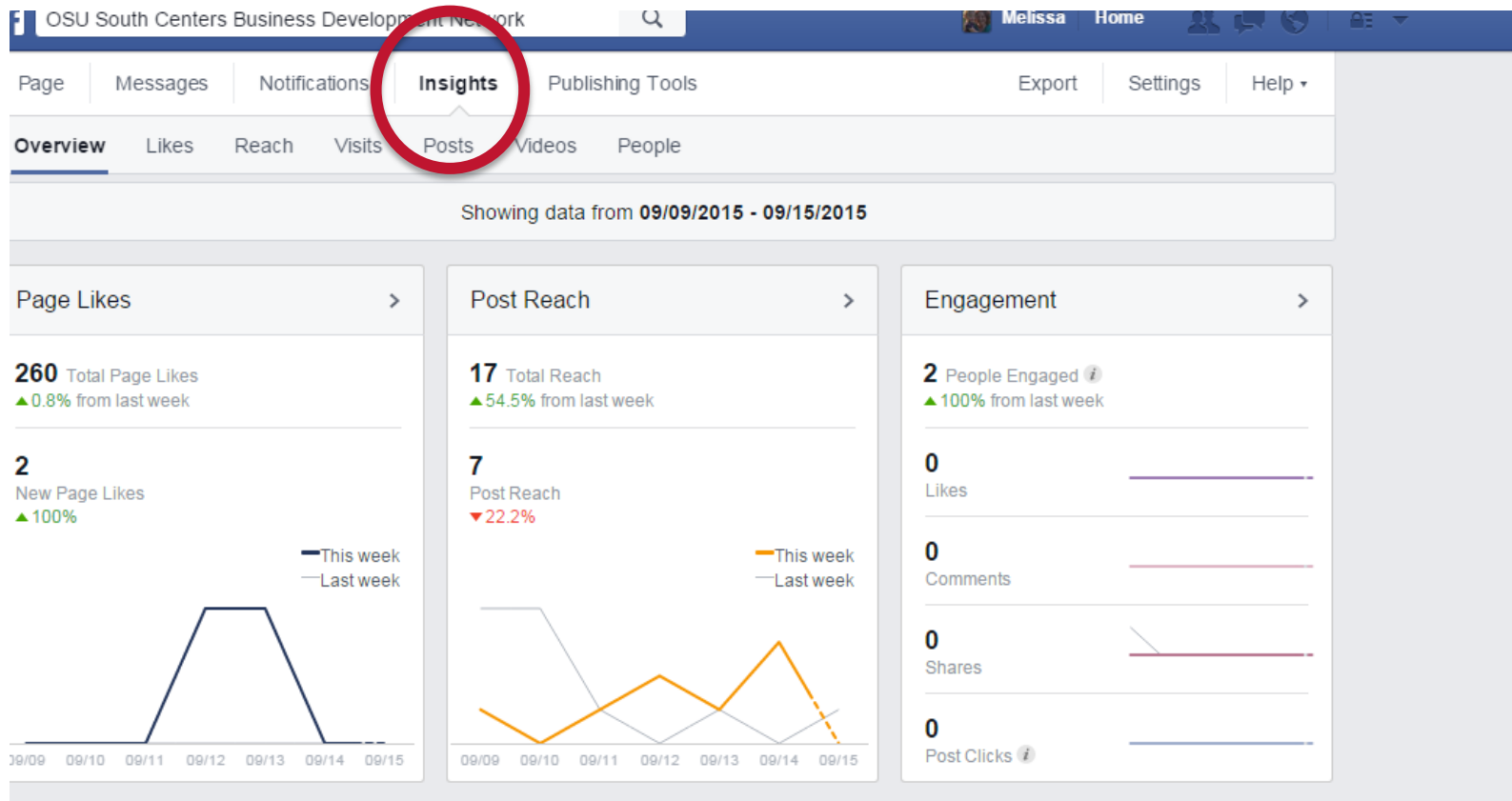
**Melinda Blaney** — **5** ★ I've been in 4-H too many years to mention and I love everything about what it teaches in educational and work experience. Not to mention the respect it demands.  
March 23, 2015 • 12 Reviews •   
[Unlike](#) • [Comment](#) •  1  1 [Share](#) 

**Katie Howard** — **5** ★ I truly believe I would not be working at Disney without the Ross County 4-H Program! I was an active member of the Jr.... [See More](#)  
July 2, 2014 • 6 Reviews •   
[Unlike](#) • [Comment](#) •  3 

 Tell people what you think  
★★★★★



# Facebook Analytics





# What to post

- Visual is crucial
- Resource Content – 40%
  - Tips, trends, professional advice, industry news
- Business Content – 40%
  - Products, Projects, Sales, Events
- Real-Time Information – 20%
  - Events, Updates, Out & About, Community Engagement





# Facebook Ads

## Targeted Audience

- Location – zip, state, country
- Demographics – age, gender, interests, languages
- Interests – music, movies, sports, games, etc.
- Behaviors – shopping behavior, charities
- Connections – When you need specific audience

## Audience Definition



## Audience Details:

- Location:
  - United States: Piketon (+50 mi) Ohio
- Excluded Connections:
  - Exclude people who like OSU South Centers Business Development Network
- Age:
  - 18 - 65+
- People Who Match:
  - Interests: Small business, Business or Management

Potential Reach: 120,000 people





# Boosted Posts

## Boost Post

### AUDIENCE

- ☐ People who like your Page [?]  
☐ People who like your Page and their friends [?]  
☒ People you choose through targeting [?]

#### Default Audience

[Edit Audience](#) | [Create New Audience](#)

#### Location - Living In:

United States: Piketon Ohio

#### Interests:

Small business, Business, Management, Entreprene...

#### Age:

18 - 65+

### BUDGET AND DURATION

Total budget ⓘ

\$5.00

Estimated People Reached ⓘ

330 - 870 people

of 1,400



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### DESKTOP NEWS FEED

### MOBILE NEWS FEED



#### OSU South Centers Business Development Network

shared their photo.

Sponsored · 🌐

Register now for the March 8 Manufacturing Roundtable! Don't miss the opportunity to interact and network with industry leaders!

OHIO AGRICULTURAL RESEARCH AND DEVELOPMENT CENTER  
OHIO STATE UNIVERSITY EXTENSION

### Manufacturing Roundtable March 8!

MANUFACTURERS



March 8, 2016

#### Join industry leaders for a manufacturing discussion!

at OSU South Centers, Endeavor Center, 1862 Shylife Road, Piketon, Ohio

Manufacturing discussion topics to include:

- Small Business Development Services
- APEC Resources
- Manufacturing Extension Partnership
- Exporting - New Market Opportunities and Resources
- Workforce: New Training Resources
- Round Table Discussions with Local Leaders

Breakfast refreshments and networking at 8:30 a.m. Program 9 a.m. to 11 a.m.

No cost to you - RSVP by March 2 - call 740-289-1605 or email dunn.595@osu.edu.

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 SBDC

 Appalachian Partnership

[osudc.osu.edu](#) | [extension.osu.edu](#)

Cancel

Boost



# Contests & Promotions

- To collect entries, you can ask people to:
  - Like or comment on a post on your Page (ex: "Like this post to enter")
  - Publish to your Page
  - Send your Page a message
- Personal profiles can't be used to collect entries. For example, asking people to share a post on their profiles to enter your promotion isn't permitted (ex: "share on your Timeline to enter" or "share on your friend's Timeline to get additional entries", and "tag your friends in this post to enter" are not permitted)
- Acknowledgement that the promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.



# Contests Tips & Tricks

- Set a timeframe
  - Create a sense of urgency.
- Make your rules clear and easy to follow
- Have a relevant prize
- Choose a custom hashtag
- Promote on a regular basis – boost if possible
- Notify the winner privately and publically
  - Livestream the winner
- Thank all of the individuals who participated
- Contest Ideas –
  - Caption this; scavenger hunt; fill in the blank; name the XXX; selfie with products



# Social Media





# Take Action

- Determine which type(s) of social media will best fit your customers.
- Get feedback from your customers – what do they use most?
- Set an amount of time and money that should be spend on online marketing.
- Develop your social media strategy.
- Establish who has access to edit and post.
- Track social media – ask customers how they heard about your business.





Set a Social Media Policy for Employees.  
Example: when speaking on behalf of your company, employees are not permitted to:

- Use profanity or derogatory language
- Use sexually explicit language or material of any kind
- Share copyrighted material unless permission is granted
- Engage in dishonest behavior
- Make libelous statements



# Create a Social Media Calendar

- Weekly or Monthly
- List:
  - Who will post/schedule
  - What platforms
  - Times
  - Use hashtags

<http://offers.hubspot.com/social-media-content-calendar>



# Social Media Calendar – Example

	Author	Facebook	Twitter	Instagram
Monday				
Third-party post				
Blog post				
Picture				
Promotion				
Tuesday				
Third-party post				
Blog post				
Picture				
Promotion				
Wednesday				
Third-party post				
Blog post				
Picture				
Promotion				
Thursday				
Third-party post				
Blog post				
Picture				
Promotion				
Friday				
Third-party post				
Blog post				
Picture				
Promotion				





# Social on Mobile: Marketing



- Establish online presence: Tell everyone!
- Make it interactive:
  - Contests, perks
- Embrace community
- Be unique





WE JUST TWEETED  
THAT WE FACEBOOKED  
THAT WE GOOGLEPLUSSED  
THAT WE BLOGGED  
THAT WE'VE  
SENT YOU AN  
EMAIL NEWSLETTER  
WITH AN UPDATE

GOOD FOR YOU,  
YOGURT BRAND





# Social Media Analytics Tools

- **Traffic:** What are the best TIMES to post?
- **Trends:** Find effective KEY WORDS
- **Tracking:** Which marketing strategies are working best on your audience?



TOPSY



socialmention\*



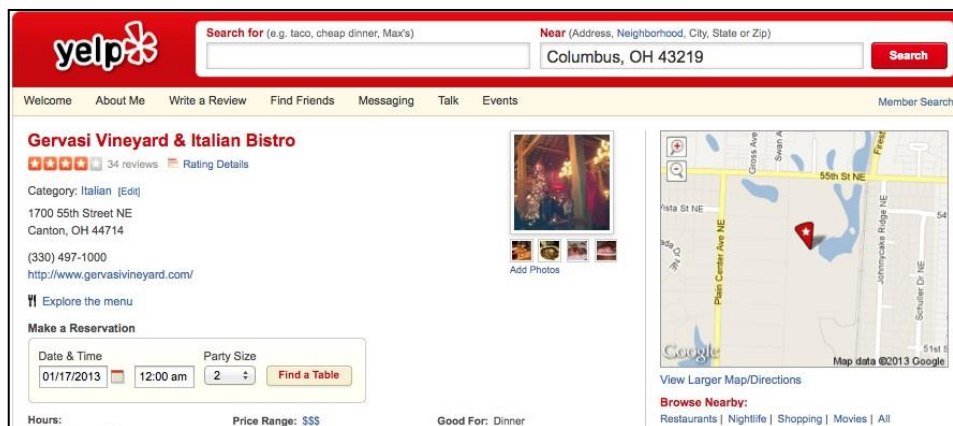
# Social on Mobile: Review

## Example: Gervasi Vineyard

Customers posted comments on sites such as Yelp, Urban Spoon and Trip Advisor.

“When a harsh review is posted, try to put your emotions aside and learn what you can from the publicly posted comment.”

– Sales manager, Jeff Hicks





# Social on Mobile

## Resource Links

**Facebook,** <https://www.facebook.com/business>  
<https://www.facebook.com/about/graphsearch>

**Twitter,** <https://business.twitter.com>

**YouTube,**  
<http://socialmediatoday.com/sendible/1044831/8-effective-ways-use-youtube-business>

**Pinterest,** <http://business.pinterest.com>

**Instagram,** <http://help.instagram.com/454502981253053>

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

**Additional Resource,** [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)  
(26-tips-visual)



# Social on Mobile: Check-in Resource Links

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

Facebook Nearby, [www.facebook.com/business/news](http://www.facebook.com/business/news)



Where, challenges at places



About 18 percent of smartphone owners use check-in services (Pew Internet & American Life Project).

Many marketers earn trust and reward consumers for sharing their location with loyalty points, discount coupons, or other promotional “badges” and benefits (Nielsen, 2011).





# Social on Mobile: Review Resource Links

Yelp, <https://biz.yelp.com>

Urban Spoon, [www.urbanspoon.com/faq](http://www.urbanspoon.com/faq)

Trip Advisor, [www.tripadvisor.com/Owners](http://www.tripadvisor.com/Owners)

Foodspotting, [www.foodspotting.com/about/business](http://www.foodspotting.com/about/business)

Evernote Food, Forkly...

Additional Resources:

[www.reviewtrackers.com](http://www.reviewtrackers.com)

- Do not post fake reviews
- Take conversations offline when...





# Other Mobile Media Marketing

- Do you have a retail location?
- Do you want customers coming to you?



GPS Points of Interest

Texting (SMS Campaign)

Deals & Mobile Coupons

2D Codes +

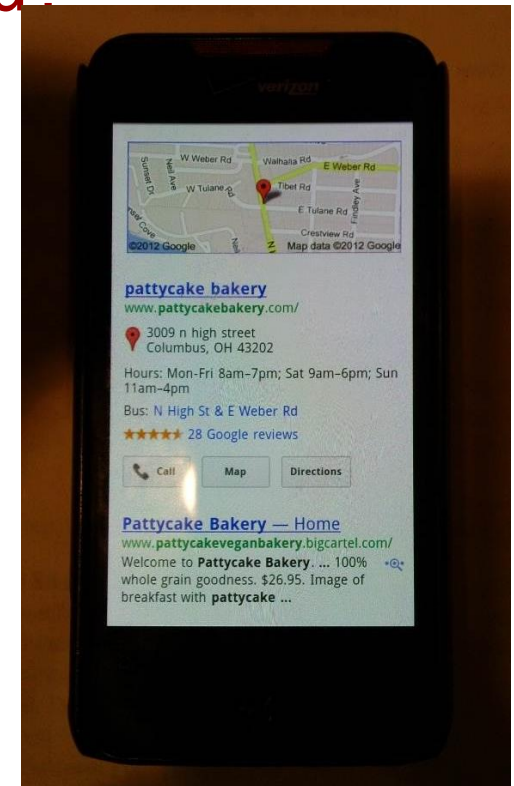
Geocaching

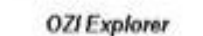
Location Based Services

Mobile Commerce

Mobile Customer Service

Mobile Loyalty





## Other: GPS POI

**GPS** = Global Positioning System

**POI** = Point of Interest (installed/added)

Car Dashboard (on, in, synced)

- Live traffic/management, speech recognition +

Handheld, Wearable (Nike watch/TomTom)

GPS-enabled Smartphones / Apps

- Free or \$





# GPS Points of Interest

Accurate listing? POI?

Manufacturer Corrections + User Updates

Google: proprietary + [www.census.gov/geo/maps-data/data/tiger.html](http://www.census.gov/geo/maps-data/data/tiger.html)

	NAVTEQ	Tele Atlas
Garmin	✓	
Magellan	✓*	✓*
MapQuest	✓	
Mio		✓
MSN/Bing Maps	✓	
Navigon	✓	
TomTom		✓
Yahoo Maps	✓	



# GPS Example

## Wrong Coordinate or Route Data

Please note:

- Information for GPS Users

## Changed Locations

Latitude: 39.368809 Longitude: 84.019060

### WARNING!!!!

Some (most) GPS systems and internet maps DO NOT work well in "the country", they incorrectly show Gum Grove, Strout and Fischer Roads as thoroughfares.

- \* Buses cannot travel down State Route 350 at Fort Ancient
- \* These directions are more direct than GPS systems and internet maps.

**Bonnybrook Farms**

937-289-2500 | 3779 St. Rt. 132, Clarksville, OH 45113 | Home | About Us | Contact Us | Directions | Employment

**School Field Trips**

**Corporate Picnics and Special Events**

**Convention, Group and Motorcoach**

**Fall Farm Festivals & Birthday Parties**

**Chuck Wagon Dinner Ride**

**Lantern/Light/Wagon Ride & Corn Maze**

**Photo Gallery**

**Directions**

Bonnybrook Farms is located just east of Morrow

[Printable Map & Directions](#)

Located just 20 minutes from Kings Island and 12 minutes from Fort Ancient

Latitude: 39.368809 Longitude: 84.019060

**Directions to Bonnybrook Farms**

3779 State Route 132, Clarksville, OH 45113

937-289-2500

Kings Island, Lebanon, 45 minutes West is also 40 minutes Dayton and 60

well in "the country", is thoroughfares.

met maps.

ed. Get in the right turn and 1/2 mile to US 22 miles through Morrow





# GPS Points of Interest

## Resource Links

- **Tele Atlas**, <http://mapinsight.teleatlas.com/mapfeedback>
- **NavTeq**, <http://mapreporter.navteq.com>  
[cartography@garmin.com](mailto:cartography@garmin.com)
- **InfoUSA**,  
<http://leads.infousa.com/Landing/UpdateListing.aspx>
- **Others**,
  - \* Individual - TomTom
  - \* Apps - Telenav/Scout
- Community-based traffic & navigation app –
- Companies that manage online + gps – UBL,...





# Bonnybrook Farms



♥ **Groupon's getting personal.**  
Click the hearts below to tell us the types of deals you love.



## Other: Mobile Commerce

**mobile e-commerce**, transacting with an e-commerce site via a mobile device (Amazon mobile)

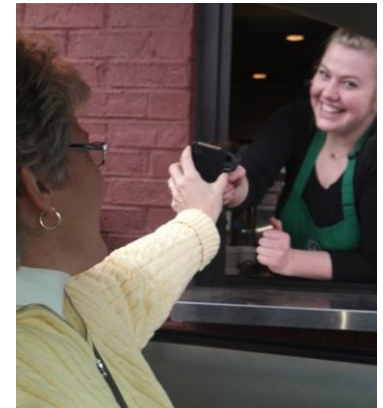
**mobile payments**, using a smartphone as the conduit (PayPal, Google Wallet)

**in-store mobile commerce**,  
purchase of physical goods in the store  
via an App that interacts with the store's  
point-of-sale system (Starbucks App)

Caron, 2012, [www.forbes.com/sites/ciocentral/2012/01/16/for-mobile-commerce-the-year-of-convergence-and-context/](http://www.forbes.com/sites/ciocentral/2012/01/16/for-mobile-commerce-the-year-of-convergence-and-context/)

[www.mobilecommercedaily.com](http://www.mobilecommercedaily.com)

[www.mobilepaymentstoday.com](http://www.mobilepaymentstoday.com)





# Other: Mobile Commerce

## Just using your phone

- Apple pay
- Google Wallet
- Softcard (Android)





## Other: Mobile Customer Service

50% of smartphone users would prefer to use a mobile customer service application to try to resolve their customer service issue before calling into the contact center, *SpeechCycle and Echo Research Study*

20% US consumers prefer to resolve their customers service issues using the telephone (90%), face to face (75%), company website or email (67%), online chat (47%), text message (22%), social networking site (22%), *America Express 2011 Global Customer Service Barometer*



# Mobile Media Marketing Resource Links

Mobile Marketer, [www.mobilemarketer.com](http://www.mobilemarketer.com)

Mobile Marketing Association, [www.mmaglobal.com](http://www.mmaglobal.com)

Mobile Marketing Magazine,

<http://mobilemarketingmagazine.com>

<http://www.mobilemarketingwatch.com>



<http://tabtimes.com>

[www.themobileplaybook.com/en-us](http://www.themobileplaybook.com/en-us)



<https://twitter.com/#!/foodchat>

[www.foodtechconnect.com/2012/10/15/latest-partnerships-in-the-foodtech-space/](http://www.foodtechconnect.com/2012/10/15/latest-partnerships-in-the-foodtech-space/)





# The Future

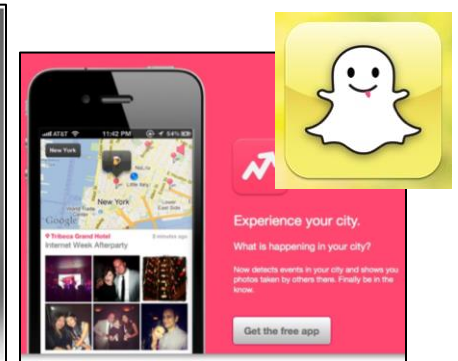
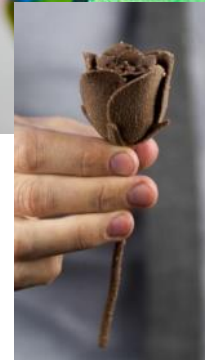
- BYOD
- Gadgets
- Augmented Reality
  - Google Glass
- Personal Assistants
  - Disney

Apps (social, productivity, ...)

Customer Service

Google Earth

Other







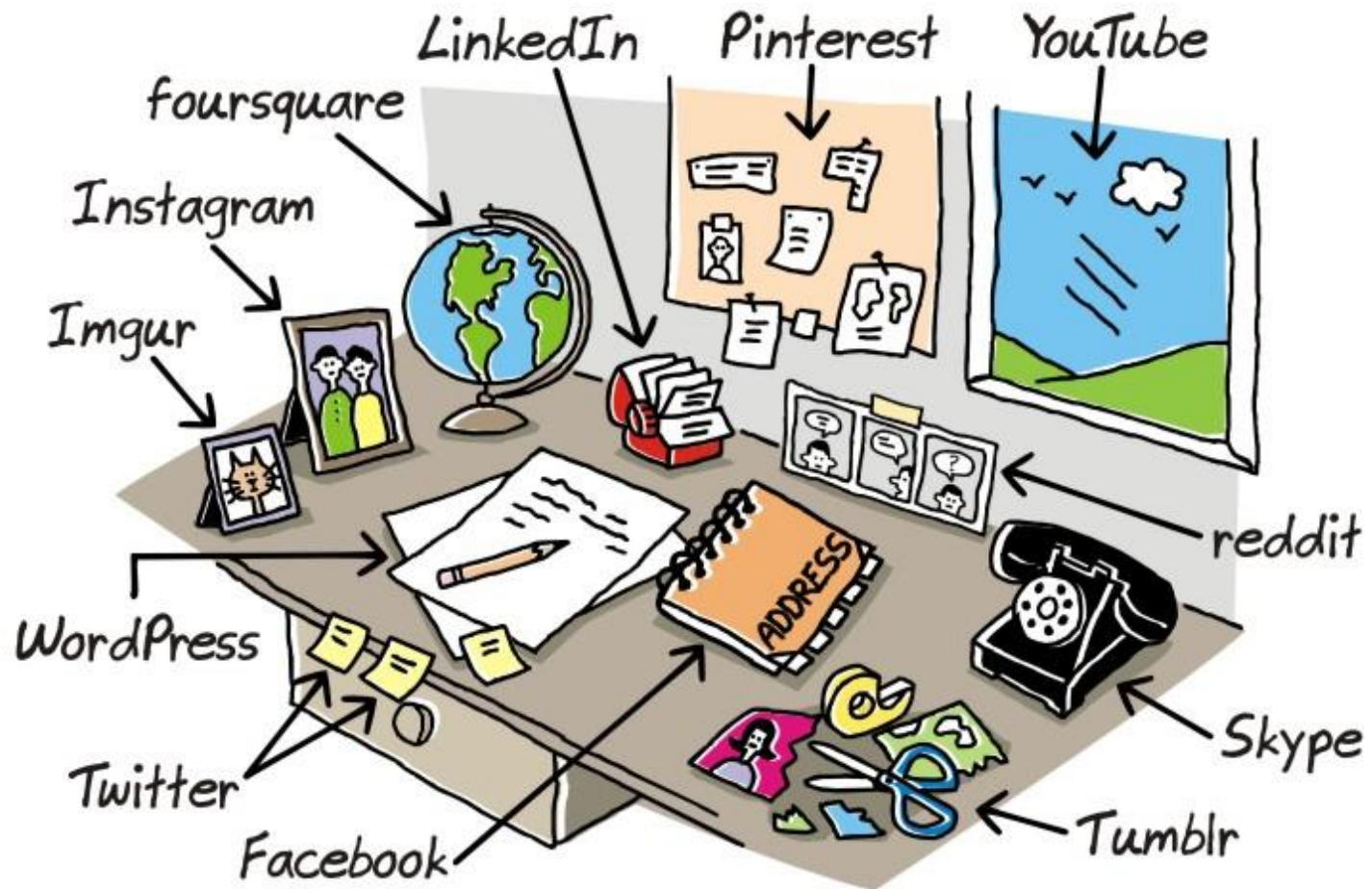
# Summary: See how consumers...

- Find your business online
- View your business on mobile devices
- Use social media to access your content and special offers, as well as to post comments, photos, videos, reviews, and location-based check-ins
- Utilize apps and GPS devices to find and navigate to their business
- Access the latest apps and gadgets





# vintage social networking



# Contact

<http://directmarketing.osu.edu>



Christie Welch, [welch.183@osu.edu](mailto:welch.183@osu.edu)

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