



Maps, Apps & Mobile Media Marketing

Julie Fox, Ph.D., Rob Leeds, Eric Barrett

Introduction

How the world communicates is changing (Cornelisse, Hyde, Raines, Kelley, Ollendyke, & Remcheck, 2011). An increasing number of consumers use smartphones, tablets and other mobile devices to find and interact with local businesses (Forrester Research, 2013 & Pew Research, 2013). Most Americans never leave home without their mobile phones so they can email, browse the Internet and communicate through social media (Google, May 2012).

Emerging trends in social, mobile and location-based marketing present unique opportunities and risks for farmers and other food businesses.

Constantly connected consumers are increasingly engaging in new methods to find local business. According to comScore (2012), mobile device users report the most critical information continues to be consistent:

- N**ame of business
- A**ddress
- P**hone number
- H**ours of operation
(NAP hours, comScore, 2012)



To gain a degree of control with owned, earned, and paid online presence, entrepreneurs can see how consumers:

- find their business online.
- view their business on mobile devices.
- use social media to access their 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.

How Consumers Find Businesses

Whether they know it or not, businesses are listed on various sites, such as Google, Facebook, Yahoo, Bing, MapQuest, and various directories. Consumers search these sites by typing in business names, keywords, and location. Marketers can:

- search the sites to find the status of current listings.
- add or correct listings – provide verifiable contact information and create consistent “citations” of businesses’ name, address, phone number, and hours of operation.
- enhance listings with keywords, photos, videos, customer coupons, and information about the businesses products/services and real-time updates like weekly specials.
- view comments posted by customers and engage in conversation as the opportunities arise.

Increasingly, consumers are opting to use voice search to find local businesses.

How Businesses Look on Mobile Devices

People now view websites through a variety of devices. For example, they may use a portable computer at work, a smartphone as they travel and a tablet at home. Businesses are challenged to offer similar, yet context-specific experiences. Business owners can:

- View existing site on a mobile device, www.howtogomo.com/en/d/test-your-site/#gomo-meter.
- Develop a device-responsive website that is easy to use with small touchscreens with tiny keyboards
- Include calls-to-action that work well on mobile (click-to-call, links that go to mobile commerce enabled pages).

How consumers use social media on mobile devices

Smartphone and tablet owners use a variety of social media applications (apps) to access your content and special offers, as well as to post comments, photos, videos, reviews, and location-based check-ins.

Marketers can benefit from exiting apps by:

- Identifying apps most appropriate for them and their customers. Current options include Facebook, Google+, Twitter, YouTube, Pinterest, Instagram.
- Claiming and enhancing business profiles with enticing content and interactive features.
- Integrating apps into marketing communications, campaigns, and customer service.

Some businesses also develop their own app.

GPS Points of Interest

Consumers use Global Positioning Systems (GPS) to find Points of Interest (POI) and navigate to specific locations. GPS programs can be delivered through handheld units, built into automobile dashboards, or integrated into mobile apps. Familiar brand names include Garmin, TomTom, Magellan,

NavMan, Microsoft Streets & Trips and a growing list of navigation apps, such as Google Maps and Scout. Marketers can:

- add or correct business listings.
- designate Point of Interest categories.
- integrate maps and GPS coordinates into customer communications.

Other Mobile Media Marketing Apps & Gadgets

Additional mobile media tactics businesses can use to interact with customers includes:

- Mobile Couponing or Special Offers
- Texting – 160 characters (Simple/SMS & Multimedia/MMS)
- Quick Response Codes (such as QR – Quick Response Codes)
- Geo-fencing (Opt-in offers based on location)
- Mobile Advertising, Customer Service, and Commerce
- Geocaching
- Indoor Location-Based Services (LBS)

Summary

Trends evolve quickly as emerging technologies reveal opportunities based on new apps and gadgets. With wearable devices, such as the Samsung SmartWatch or Google Glass entering the market, consumers will continue to use mobile devices. Privacy and security policies will continue to be developed and researchers will provide data to help businesses better understand the mobile media landscape.

Businesses can benefit by staying close to customers and to technology trends in order to do what they have always done with marketing - create awareness, offer trial experiences to demonstrate value, create remarkable experiences, build customer relationships based on trust, and deliver service focused on customer convenience.

Resources related to this top can be found at go.osu.edu/MapsAndApps.

Sources

comScore (2012). *The annual Local Search Usage Study*.

<http://www.localsearchstudy.com>

Cornelisse, S., Hyde, J., Raines, C., Kelley, K., Ollendyke, D., Remcheck, J. (2011). Entrepreneurial Extension conducted via social media. *Journal of Extension* [On-line], 49(6) Article 6TOT1. Available at:
<http://www.joe.org/joe/2011december/tt1.php>

Forrester Research: Mobile Marketing.
<http://www.forrester.com/Mobile-Marketing>

Gartner, Inc. (2013). Gartner Says Worldwide PC, Tablet and Mobile Phone Shipments to Grow 5.9 Percent in 2013 as Anytime-Anywhere-Computing Drives Buyer Behavior. Available at:
<http://www.gartner.com/newsroom/id/2525515>

Google, (2012). Our mobile planet: United States, understanding the mobile consumer. Available at:

<http://www.google.com/think/research-studies/our-mobile-planet-united-states.html>.

Additional data available at:

<http://www.thinkwithgoogle.com/mobileplanet/en/>

Pew Research, (2013). *Pew Internet: Mobile*. Available at:

<http://pewinternet.org/Commentary/2012/February/Pew-Internet-Mobile.aspx>

This fact sheet was developed as part of a North Central Risk Management Education center grant. For additional fact sheets and other marketing resources, visit <http://directmarketing.osu.edu>

Ohio State University Extension embraces human diversity and is committed to ensuring that all research and related educational programs are available to clientele on a nondiscriminatory basis without regard to race, color, religion, sex, age, national origin, sexual orientation, gender identity or expression, disability, or veteran status. This statement is in accordance with United States

Civil Rights Laws and the USDA.

Keith L. Smith, Ph.D., Associate Vice President for Agricultural Administration and Director, Ohio State University Extension

TDD No. 800-589-8292 (Ohio only) or 614-292-1868