



## Maps & Apps, mobile media marketing

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*Mobile marketing has the potential to change the retailing environment to one in which retailers enter the consumer's environment through anytime, anywhere mobile devices (Shankar, Venkatesh, Hofacker, & Naik, 2010).*

Increasing numbers of consumers are using smartphones, tablets and other mobile devices to interact with local businesses. The Ohio State University Extension provided leadership for a new curriculum aimed at improving market access for specialty crop producers, value-added producers and other food entrepreneurs & direct marketers.



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<http://go.osu.edu/MapsAndApps>

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## INTRODUCTION

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

### The OSU team conducted the following research:

- Targeted interviews with a variety of food entrepreneurs throughout the food system.
- Review of literature for data from academia and industry sources.
- Ongoing inquiry focusing on interactive marketing, relationship marketing, adult learning and technology.

## METHODS

The curriculum framework focused on technologies consumers are using to find and interact with local businesses.

- Internet Search & Maps (Google, Yahoo, Bing and various online directories)
- Mobile Web presence – how the business website looks on a variety of mobile devices, such as smartphones and tablets
- Mobile Apps (social and navigation)
- Other Mobile Media Marketing (GPS, 2D Codes, Geocaching, emerging apps and gadgets)



## Curriculum Resources

To guide entrepreneurs in creating a consistent presence in mobile marketing, the team developed comprehensive resources, including:

- A business profile series
- 2 recorded webinars, including one with eXtension
- 7 conference seminars
- 1 in-depth hands-on workshop (\$75 for 1 person + \$25 for others)
- Online tutorials and other technical assistance resources.

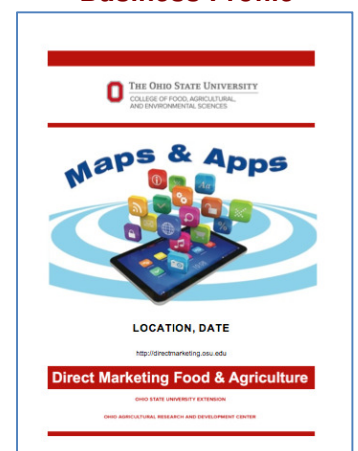


**Business Profile**



*Business Checklists and Quick Resource Lists were included for each topic.*

A Maps & Apps presentation was also presented at the 2013 Extension Risk Management Education National Conference in Denver, CO.

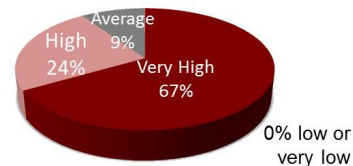


**Participant Notebook**

## RESULTS

In 2013, 417 people participated in the conference presentations (295), webinars (100) and hands-on workshops (22). Conference participants rated the session 6.25 on a scale of 1-7. Workshop participants completed a printed post-workshop evaluation, reporting the following:

### Increased knowledge of how to use mobile media to improve market access



#### Satisfaction

100% of participants were very likely (82%) or likely (18%) to recommend the workshop to others.

#### Increased Knowledge

91% of participants reported a very high (67%) or high (24%) increase in knowledge.

#### Increased Confidence

91% of participants reported a very high (50%) or high (41%) increase in confidence of how to use mobile media marketing as part of their marketing practices.

#### Improved Abilities

96% of participants reported a very high (55%) or high (41%) increase in ability of how to improve their online presence for customers.

Additional evaluations are incorporated into the annual producer electronic multi-program evaluation conducted in the winter.

## CONCLUSIONS & RECOMMENDATIONS

### Lessons Learned:

- Emerging trends in social, mobile and location-based marketing present unique opportunities and risks for farmers and other food businesses.
- Learners have a wide range of prior knowledge and experience. Any pre- and post-event education you can provide improves their overall learning experience and adoption of mobile marketing.
- There is a wide variety of devices with various operating systems. The OSU Extension team tested a Bring Your Own Device hands-on workshop and found that while participants were familiar with their devices, onsite support people are needed to assist.
- The rapidly changing content that could be included, necessitates multiple modes of learning for entrepreneurs to learn at a pace and place they choose, and offering opportunities for both topic breadth and topic depth.
- Statistics change frequently, the team chose to include only a few quick data examples to introduce or emphasize certain points. Additional data sources were provided online.

## ACKNOWLEDGEMENTS

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All resources will be posted on [www.agrisk.umn.edu](http://www.agrisk.umn.edu)

**A special thank you to all seminar and workshop participants** who provided feedback through all states of the project, from development, to delivery, evaluation, and curriculum completion.

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**Hands-on workshop participants attended the BYOD event – Bring Your Own Device**



### Key Point: NAP Hours

*Mobile device users report the most critical information continues to be consistent:*

*Name of business*

*Address*

*Phone number*

*Hours of operation*

*(comScore & localeze,*

*www.localsearchstudy.com, 2012).*

## CONTACT

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