

MOBILE WORLD



**MOBILE APPS
FOR BUSINESS;
A NEW
REVOLUTION**



**MOBILE GEOSOCIAL
INTELLIGENCE**

▶ FACEBOOK ▶ TWITTER ▶ YOUTUBE ▶ PINTEREST



**TOP MOBILE
COMMERCE
TRENDS**



**MOBILE
MARKETING
STATISTICS YOU
SHOULD KNOW**

Dwayne Anderson

Mobile GeoSocial Intelligence

Author : Dwayne Anderson @ 2015

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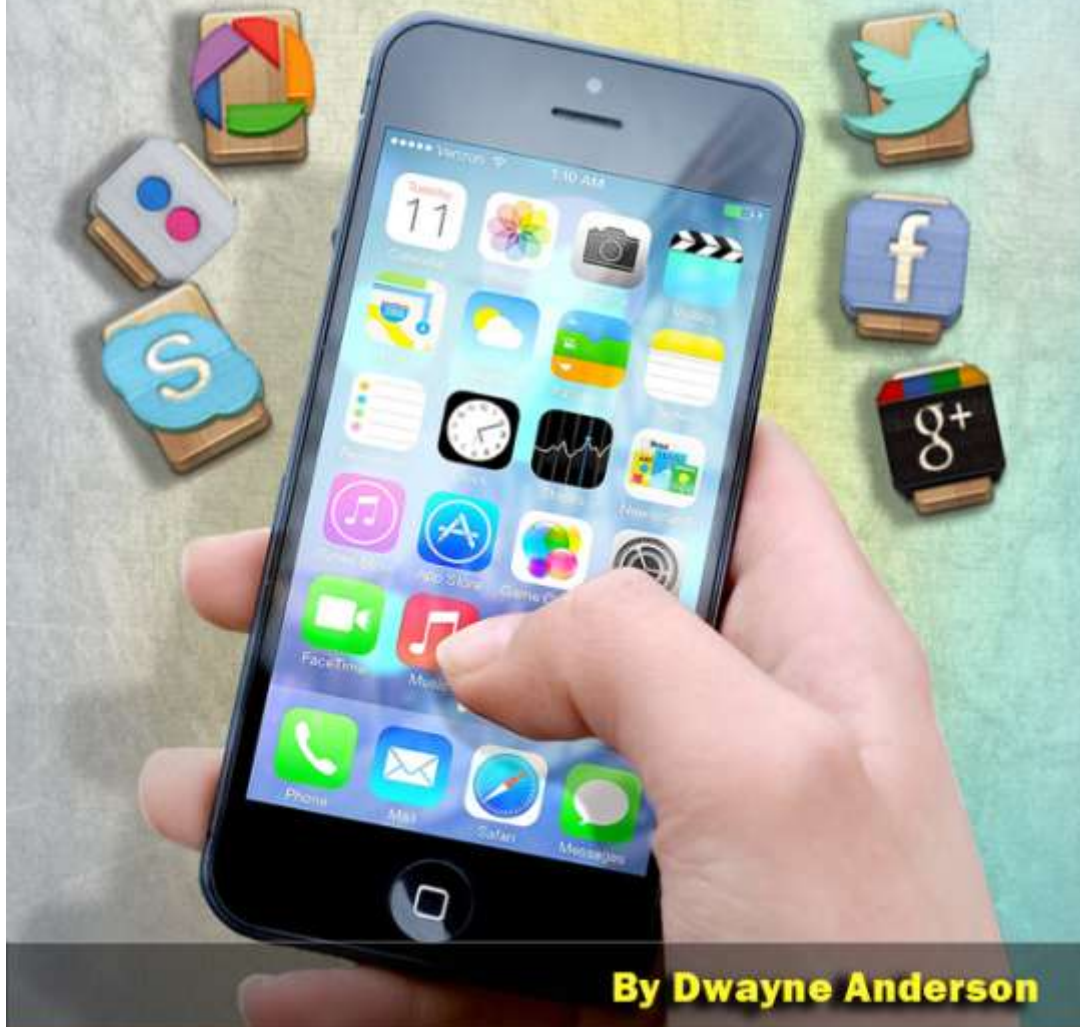
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WORLD GONE MOBILE APPS

China Rising from Third Screen Marketing



By Dwayne Anderson

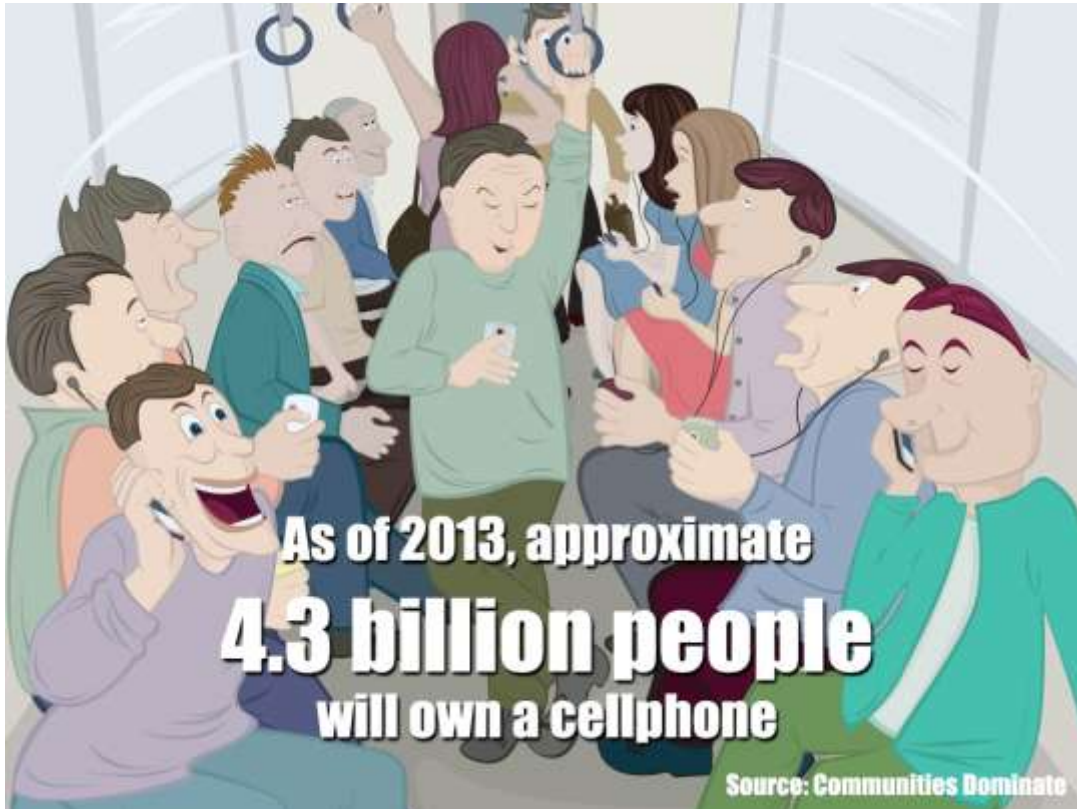
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Master the new Marketing revolution with Mobile Geo-Social Stats

Today, the world has started embracing the fact that Mobile Social Media provides a real-time experience .It utilizes both the processing and mobility advantage which smartphones offer .

Real-time experience means that we can reach out and engage with friends, associates and customers at any time, place at anywhere without constraints. Consumers are sharing information and, at the same time, gaining immense knowledge at a faster speed. This is thanks to the services like text messaging, tweets, social media posts and blogposts. The world is witnessing a shift in how people discover and share information using mobile internet enabled devices.

The Easy Access of the Internet on smartphones and other mobile devices has changed the way people communicate and consume information. It has created new ways of information dissemination and consumption; and it is still on its way to creating new ones. These allow consumers to make more and more quickly and informed decisions based on real-time data on-the-go

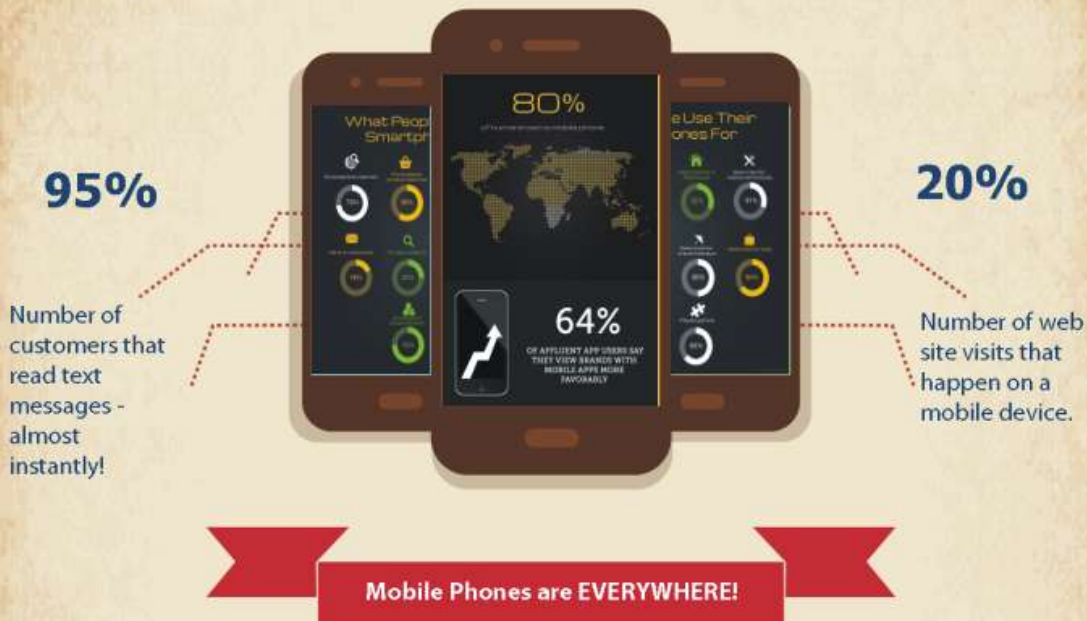
What does this mean for businesses and enterprises throughout the World?

As consumers start to adapt to the power of mobile devices, it will cause a domino effect on every economy and starts to transform. It will adapt to the new mobile technologies which has proven to be challenging. Mobile social media technologies have proven to be highly effective and valuable when consumed on the go and especially whenever and wherever businesses are concerned.

As people start to weather the storm of the new media technology blast and fast exchanges from it; It also increased the demand for more processing power and the bandwidth for their internet enabled devices. This is for better communication and better audio and video capabilities, especially for the mobile phones or tablets.

Such demands allow users to communicate more effectively and progressively it will revolutionize into a whole new commercial paradigm shift; from personal computers to Mobile Internet enabled technology. These will bring on New and engaging opportunities and add more value to businesses throughout the world.

It's a Mobile World - Check the Stats! It's Time To Go Mobile



An astounding 25 percent of all Internet activity now takes place on a mobile device. By the year 2015 it is estimated that more people will use mobile devices than desktop and laptop computers.

Contact us today to learn how we can help make your website work for mobile users.



Welcome to the Mobile device revolution, the twentieth century paradigm shift spurred by the demand for easy access to content information and sharing them anytime, anywhere across all borders. Presently 1.3 billion people use the internet, and almost 2.3 billion people are using mobile phones. This means that 87% of the World's population is using mobile phone for daily communication.

Smartphones:

- In 2012, there is about 94 million smartphones users, by 2016 the number is expected to increase to 152 million occupying 63% of mobile phones users arena

Tablets and ebook reader :

- In 2012, there are almost 40 million tablet users by 2016, that number is expected to breach the 100 million scales with tons of low cost tablet to be produced by World's two most largest factory namely India and China

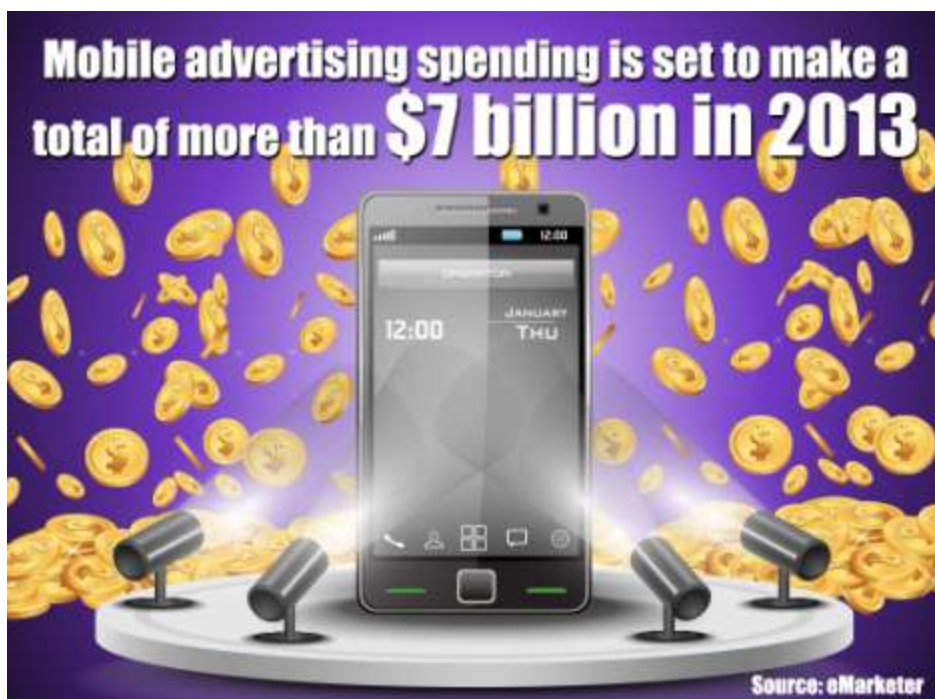


What made them Go Mobile

The Mobile era has provided consumers by combining all the benefits of Web 2 and Social media and convert them to work with the mobile platform enabling new forms of engagement serving the market with media related technologies. This is Multi-tiered for different mobile platforms (**iPhone, Android, BlackBerry and Windows**) delivering a variety of mobile tools, seamless cloud support, GPS, Google Maps, QR code, mobile coupon, one-touch calling, analytics, and location based technology. Developing a multi-platform strategy for businesses with Mobile Intelligence and Social Media is no longer an option-it has become a necessity.

Social Networking platform working with mobile intelligence has the potential to revolutionize business processes across every industry

As consumers start to embrace the mobile technology better, the business world also evolves as users become comfortable with them. They start to accept and adapt to the effectiveness and productive benefits which mobile technology offers in ways of communication, marketing, and engagement. Social media has been used for distributing contents and engaging online via computer and now with mobility, Mobile Social Media offers better niche marketing. It can do better than mass marketing by focusing on niche markets with better third screen personal influence and reputation to generate desired results.



Marketers who will get the most out of this new reality are usually those who experiment on the connectivity of these platforms, incorporating the mobile technology as a key way to achieve business objectives and attain good results with profits. These are possible made by delivering the best possible experience opening to a whole new world of media Influence , sales and profits.



Unlike the other ways of communications , the mobile medium is always on the Go , and always “On” , it is very actionable and delivers information that is well acceptable by all ages for a wider audience whose attention span from communication purpose to Mobile search , Location based orientation ,exploitation of Audio and Video media files, Social networking and especially to access to new Mobile apps for all kind of application .

That’s the key Star power and influence of marketing in the moment.

Small business owners are optimistic about growth, using social media sites and mobile devices to boost Marketing Exposure

Small and Medium enterprise owners are fast adopting the use of social media sites like Facebook, Twitter, SinaWeibo , QQ , Google + and Renren alongside mobile technology to give their businesses better online exposure , according to an recent survey of 3,000 small to medium-size business (SME) owners by Info-mobie , an Asian based survey company in Hongkong. The survey also found there are growing confidence among SME owners, with about 60 percent of respondents already owning at least one website and intend to convert them to be mobile friendly or to integrate mobile coupon features to their marketing program in the near future . Most of this companies are embracing mobile devices to improve productivity, particularly among the food service industry and those in hospitality trade . Popular businesses usage of Mobile Social Media include email , document, MMS , SMS text Promotion ,video product demonstrations and mobile coupons

The use of search engines via mobile devices has grown over 500% since the year 2011



<http://pinterest.com/moblogomobile/pins/>

Source: Communities Dominate

Mobile Social Media is quite new to most business owners, but already most of them has already incorporated social media strategies as part of their business marketing program led by Twitter, Sinaweibo and Facebook (which are cited as few of the leading social networking sites) for their businesses. Overall, more than 70% of the surveyed companies admit using social media as their marketing strategy upgrading to mobile related apps, with 30% experimenting with Foursquare, Jiebang and other SoLo Mo Platform for Mobile coupon and location based marketing

Mobile coupons get 10 times the redemption rate of a traditional clip-out coupon



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Americans spend about 3 hours per day on their mobile phone – 2.7 of which are used to socialize



Mobile Device boom Spurs Media ,Apps and Entertainment Spending Worthy for Marketer to Implement Mobile Social Media Marketing

In 2012 , the adoption rate of smartphones has far outpaced older mobile cell phones as these latest mobile devices are able to provide internet connectivity.They are extremely powerful and fun to use alwaysloadedwith new mobile application. Mobile media consumption has since soared as brands and marketers increasingly use this platform to engage with customers. Mobile media like video ,slides , video newsletters, and regular video communications has become standard features and is effectively driving Web surfing consumers to use their mobile devices for web surfing and mobile search function.

26%
of all
phones
have WiFi
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<http://infographic-geosocial.blogspot.com>

Source: Communities Dominate

The recent boom in smartphones and other trendy gadgets is spiralling the spending on entertainment and media throughout the world. Spending on such products and services in 2011 hit US 3.2 billion. But the stats are tipped to exceed US 3.6 billion this year, and predicted to hit US 3.88 billion by 2015. The world entertainment and media outlook report found that digital media products including online advertisements and e-books, games, movie and music downloads accounted for 28% of all entertainment and media spending last year. This proportion is expected to rise to 45% by 2015.

The Rise of Mobile Tablet

Mobile computing has also further expand its footprint with the arrival and adoption of mobile tablet devices. Many researches has also indicated that more mobile tablets devices are being manufactured each recent years since 2008 which in turn are good news for marketers and especially for business to consumers (B2C) marketers.



- Mobile Tablet users spend 60% more per purchase than smartphone users, especially in Games download and useful Apps which helps to improve in productivity and video sharing or photo sharing.
- 60% of users rate tablets as useful for online shopping compared to smartphone mainly due to the larger screen size
- Consumers tend to spend 25-35% more when purchasing on tablets compared to other device

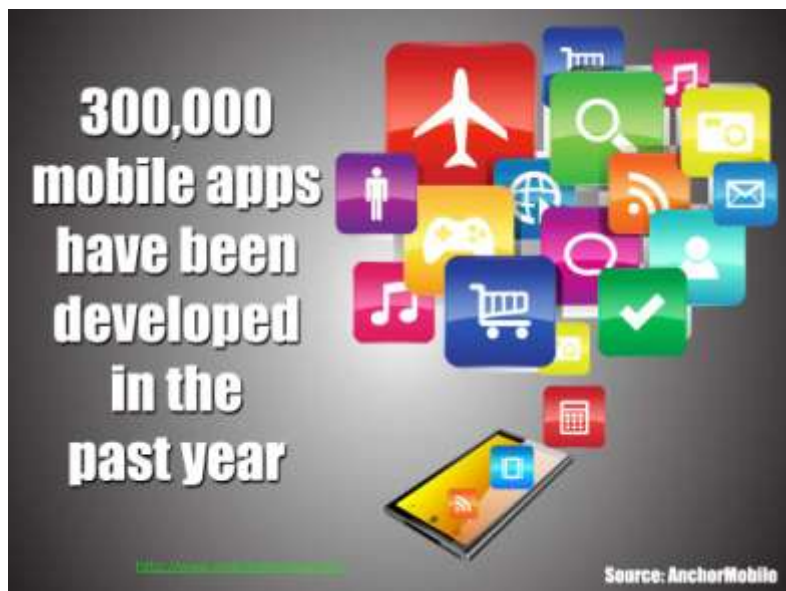
For this reason, marketers must come to terms with the Mobile Social Media reality, as mobile Internet enabled devices usage are on the rise and are facilitating changes in user behaviour – from “Content users being influenced concept” - to how New trending audiences now getting more engaged interactivity with new content instead.



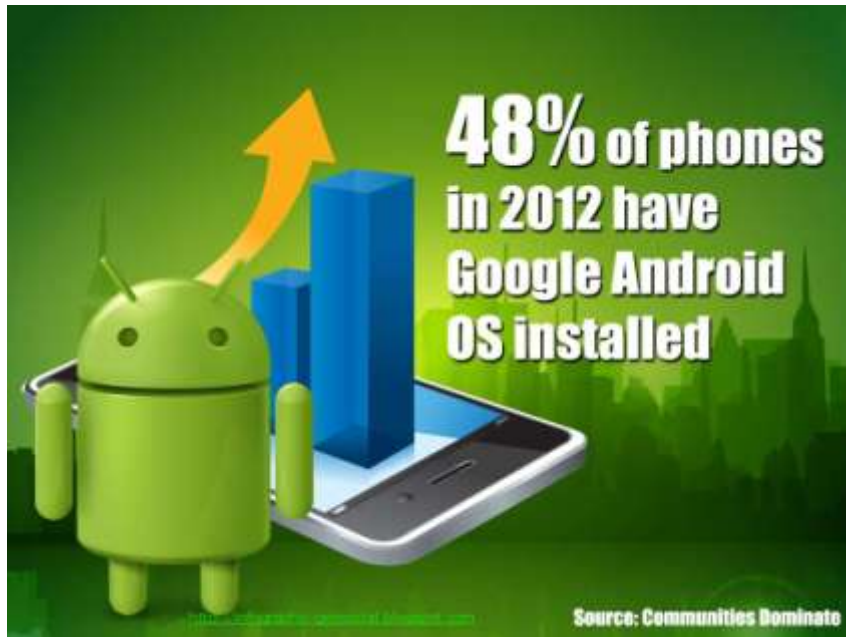
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Almost 70 % of smartphone owners have downloaded apps on their device since their initial purchase . Usually Free Apps are most appreciated but usually will come with advertisements as part of their purchase package and it has been bringing in good advertisement fee with major mobile publishers.



The growth and sales of downloadable apps is expected to reach 70 billion worldwide in 2015, at which the app revenue will easily surpass above \$ 30 billion. This Sales figure for digital Application media products itself is very alarming and is an important point for consideration for mobile marketers that is if the mobile applications sector with download holds consistent with this figure then average every marketers will need to consider frequent creation of useful app experiences to engage your most valuable customers for every new campaign . Most of the Apps downloaded are smaller plug-in apps of major Social networking sites like Twitter mobile and Facebook mobile of which most consumers used with their desktop , and typically most of them has been converted to be mobile friendly ,which now keeps everybody in contact with the handy mobile .



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Making the move into Mobile marketing and Social Networking

We Now Live in a world that is always on the Go all thanks to the advent of new technologies which has equipped us with the ability to communicate from anywhere, anytime and anyplace.

There is no question that our World needs for Mobile Social and Location integration is rapidly progressing and is definitely a segmented niche that it is worthy of consideration for businesses and marketers as an fast expanding entity with far increasingly globalize reach



The number of mobile users continues to grow and the mobile phone is quickly becoming the most essential tool for managing your social profile. It is estimated that by the year 2014, phone internet usage will surpass that of traditional desktops laptops,

As the potential target consumer market and customer base will be transitioning to mobile platform for World Wide Web access, it has also become crucial for your businesses to anticipate this convergence of technology and build a mobile presence in order to benefit from its effectiveness and popularity

Mobile Insights

Mobile Marketing has been made popular with featured cell phone since early year 2000 where while the social networking services has recently rages on with more than 1.3 billion active users of Facebook, Weibo, Twitter and LinkedIn combined.

Market insights of Mobile technology taking on the World has started the transitioning of major social networking platform to mobile technology, that even Facebook has gone mobile and most social media giants begin to recognize and cater to today ever-present reality where the mobile and social media technology has embarked on several types of different platforms, ranging from the SMS text technology - all the way to full-fledged mobile apps, mobile advertisement, mobile ready video and commercials

Retailer apps with store modes get 500% more interaction with customers than stores without mobile apps



<http://www.mobilegenosocial.com>

Source: Point Inside Via Digby

The power of social mobile marketing lies in the fact that more and more people are accessing the internet through their cell phones rather than any other device. This is mainly due to the fact that cell phones have evolved tremendously and can be basically likened to small computers. In addition, more and more websites are adapting to this by making their content mobile-friendly.

98% of all cellphones have networking or browsers built into them



Source: Communities Dominate

To help you understand the big picture, here are a few interesting statistics

- More than 86% of Americans are cell phone owners.
- An average of 5 billion text messages per day, delivered.

- Giant corporations including but not limited to Ford, Pepsi, Starbucks and Burger King all have their mobile marketing campaigns.
- Visa and Paypal are expanding its E-wallet services and challenging rivals with their new in-store payment system, as the company broadens their services to the retail stores industry also with mobile technology
- Mobile fundraising will be another new way of giving donation



As you can see, cell phones are becoming increasingly important in people's lives, and as it happens, they are an excellent way to reach out to a enormous number of people.

They open your brand and business to a whole new and unexploited market which is only waiting to be tapped into, and that's precisely what most people are going to do in the near future.

If what you are looking to do is increase your brand's exposure and have the opportunity to market yourself to millions of new potential customers, then you should get into Mobile Social Media marketing straight away; a market stays untapped for only so long.

The most likely person to socialize on a mobile phone is a woman between the ages of 35 to 54



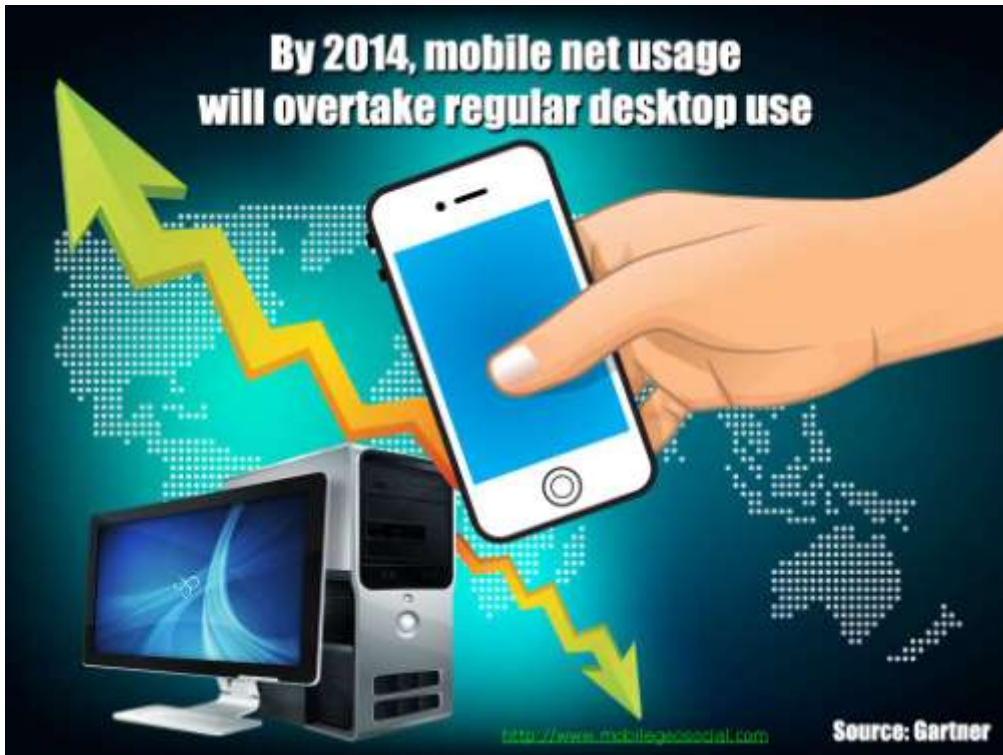
Today's Mobile Marketing Trends

The mobile social media outlook is positive.

With prediction that there is a high possibility that the rate of Mobile overtaking traditional PC Internet access in the next few years. Simple math tells marketers that abundant of opportunities exist within all this Go Mobile technology to present media ads to the right audience at the right time

Adults spend more time on mobile media than they do on magazines and newspapers combined





Besides the cost of telcos mobile plan, virtually everyone will have access to almost free text messaging capabilities from newer application like - Whatsapp and many other new mobile marketing trends with use of devices like the smartphones and PC tablet introducing new application , like the Mobile apps, LBS and QR codes therefore boosting the industry with multiple benefits as such they serve more than just mobile customer but also provide new marketing element for brands and retailing business to interact with customers to increase their businesses both in exposure and profits.



Social networking with mobile application will continue to be one of the demands that mobile consumers are seeking to accommodate, their easy access to friends in addition to status updates, watching video or TV programmes, online shopping and tweets, will all play an important role in part of their daily chores. Among all, social gaming is another interesting aspect of mobile marketing which has taken flight, as

proven by the global phenomenon of top games application, like the Angry Birds Game. Online app stores has since been enjoying billions of online sales just from mobile games download alone

Furthermore, more location-based services (LBS) platform are being introduced and marketing campaigns using both mobile coupons and QR codes will be easier implemented, translating into more venue search traffic for retail and shop establishments



Connected Devices

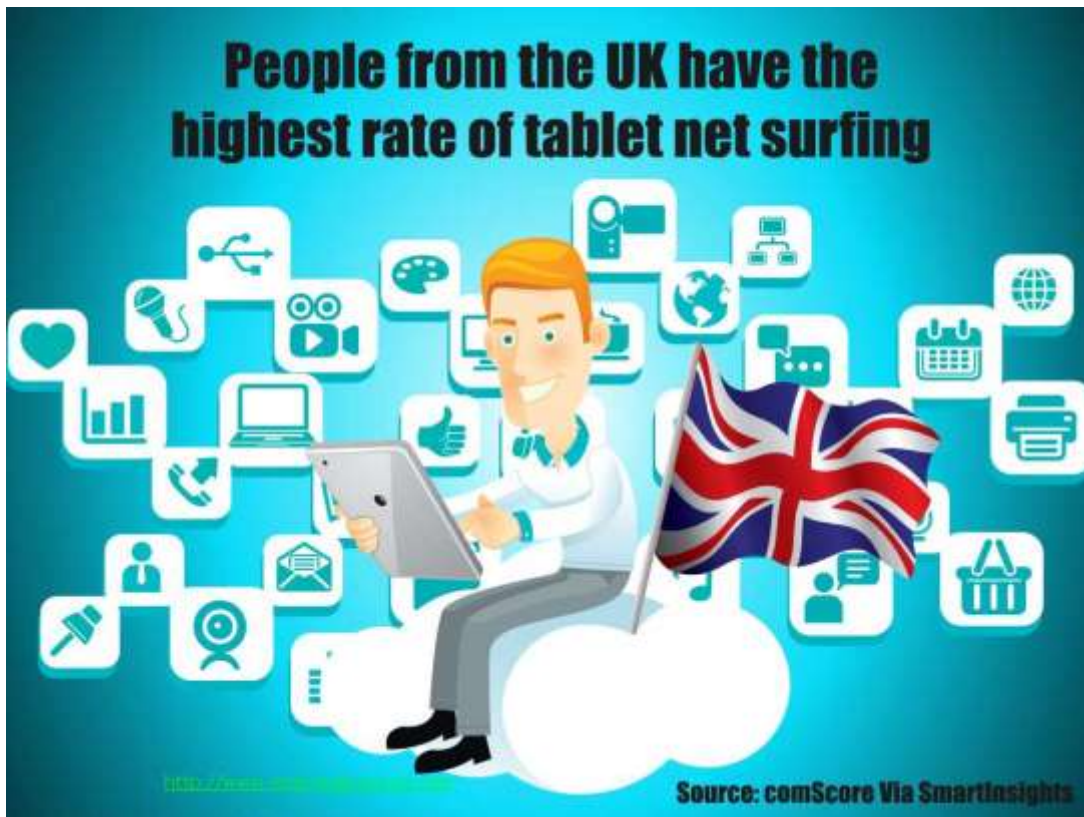
The Big Paradigm shift has happened already, connected devices are going to become increasingly important to brands' mobile strategy with the biggest growth in the area of mobile search, as more customer uses their phone for engagement and to locate products or subject of their interest.

As smartphone and Pc tablet are becoming more and more popular, the industry will see an increased opportunity for rich creative media as the industry adopts them and more new developments will be invested into new incremental innovation for dedicated application that increase social consumer engagement via mobile

Continued development may focus on target advertising solution for behavioural targeting and ensuring ads that are sent are contextually relevant to consumer based on customer choice

Tablet PCs

Today there is Not One Manufacturer that dominates the field of tablet PCs and Smartphone, meaning that the industry being flooded with a wider range assortment of Mobile internet enabled device with different operation system ranging from android, IOS, windows, Linux etc



Tablet PCs offer most of the benefits of a laptop computer without as many of the drawbacks. It is an useful tool to browse the internet, create documents, take pictures, send information and data via email, put on presentations and much, much more. They simply make life easier, And with new applications like those from Amazon ,itunes and googleplay and others, user can even access your own home PC Desktop on the go from your tablet computer through cloud computing through site like Dropbox .



With smartphones and PC tablet , video with the similar properties as the television programmes with driven sight , sound ,motion and screen will still continue to engage consumers, and it has also gone mobile .When being accessed and played on a personal mobile device ,they offer an extremely powerful and direct connection to the individual which gives off an immersive experience to the consumer (a direct approach). Mobile video can be consumed throughout the day,anytime , anywhere ,why travelling or just waiting in lines

, and Mobile video ad network will work with brands to aggregate reach to ensure their ads will play on all video enabled mobile device .



Mobiles Go Social

Undoubtedly, Social media is HOT! Facebook has been at the forefront and like many social networking sites has been experiencing explosive growth, earning high roller ads turnover since. It therefore kicks in the very need for a social strategy which has to fit to the Mobile's rage. This convergence has to be real time as there are billions of conversations going on right now.

Social media and mobile are both more than just trends. While Social media sites come and go, the phenomenon of socializing online will hot up further with Mobile integration. Recent market survey has derived that 91% of mobile internet access by subscribers is to socialize compared to 79% who connect with friends with using the desktop.

Mobile usage will therefore keep increasing and businesses should brainstorm and learn how to harness the power of this perfect match with developing mobile-social inspired campaign that translate into sales.

Listen and Learn from Mobile Social media Get it Done RIGHT!

Capitalize on social customer engagement with Mobile social Media experience, use your ability to listen and truly understand the needs of your consumers. Nowadays Marketers need to know what their customers want in order to be able to craft out some social media offerings or campaign that are specifically tailored to –“ who their customers really are, feel to enjoy what they like doing and find out where they like to hang out” plus finally “ how we should go about making it –or How to make the Sales happen” and create the engagements that exploit that functionality. Skipping this critical step will result in campaigns riddled with poor conversion rates, opt-outs and being pass on as a fad.

Location based Services

Mobile social media with geolocation application is also catching on fast and is bringing the technology to the next level, and typically wireless carriers clearly have several advantages that benefits both advertiser and subscriber. Among the two popular mobile social media sites include Gowalla and Foursquare, and even leading social networking application like Twitter and Facebook have also integrated location-based elements into their platform with location based advertising. One of the major features provided by such location based applications is the phenomenal growth of “ check –in “ games. Such games works in a way that encourage users to report their location frequently for a variety of motivating rewards such as Virtual bonuses

62% of all mobile phone users used their phones to get directions to a location.



74% have used their phones to find local services or get directions to a local business

<http://www.mobiliagesocial.com>

Source: iCrossing | Digby, Pew Internet and American Life Project

In bold truth , mobile location based services provide an effective geolocation marketing tool as it combines the exact location and time of the day with a device that is personal to the owner of the device thus providing advertiser the most refined targeted means to direct approach to the user .

It is a One –on-one form of advertisement , anytime ,anywhere to any individual with a Mobile enabled internet device ,and this form of advertisement is vastly superior to other marketing method available .

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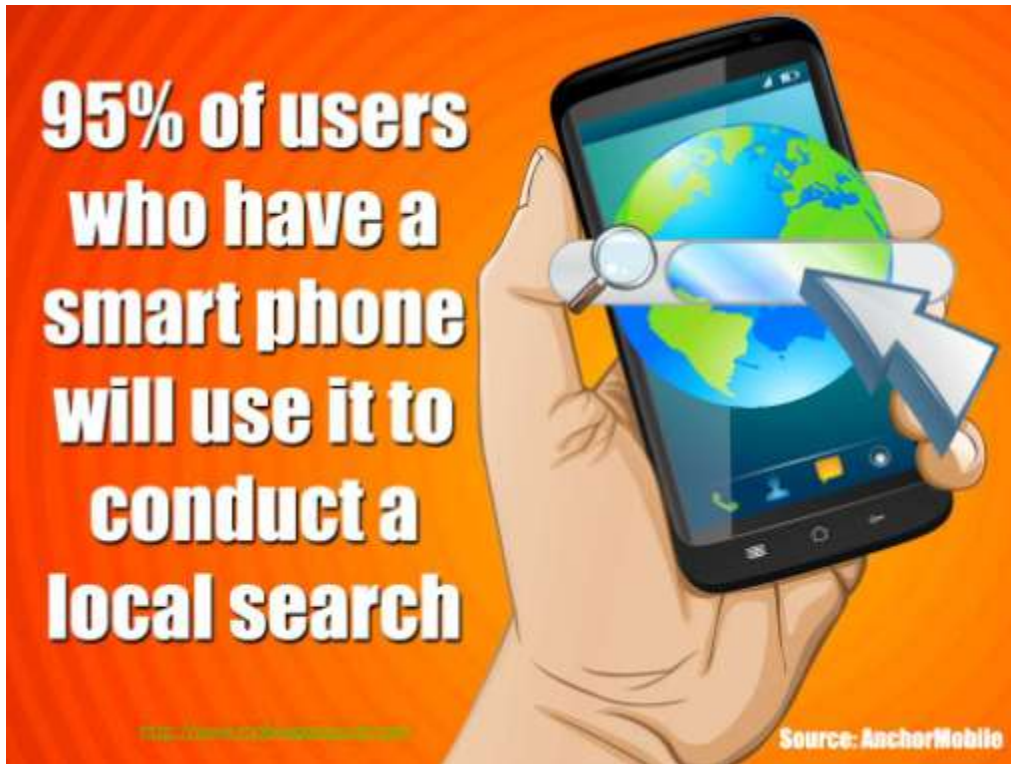


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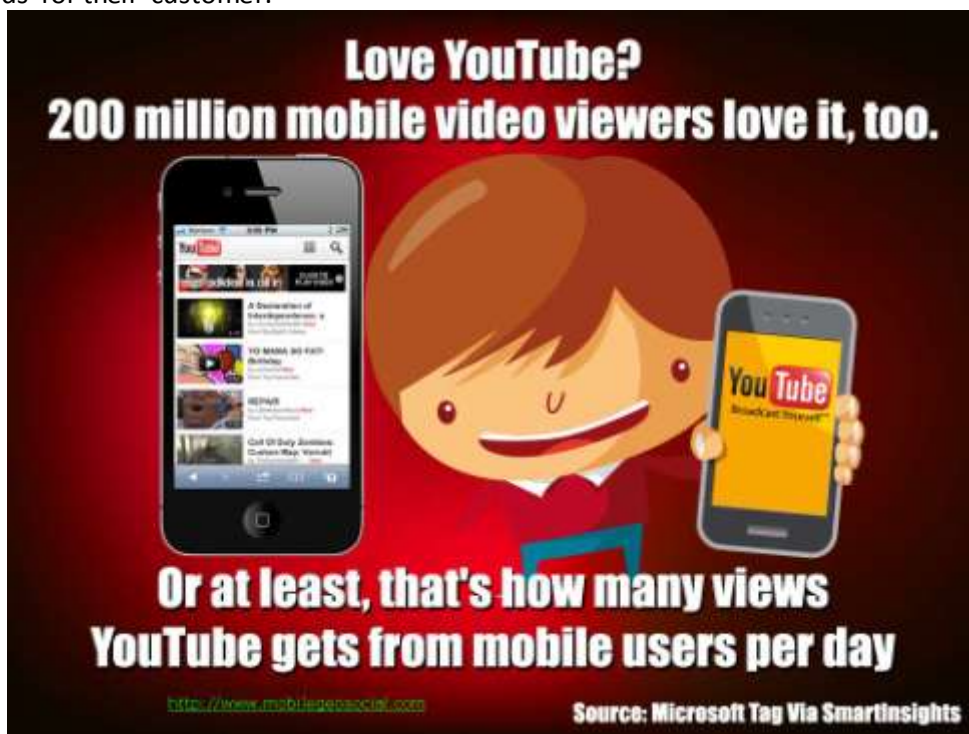
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Given the Device Boom that spurs new media development with new technologies and marketing investments that has brought on the ultimate entertainment spending. This is driving the new world economy into another frenzy era, the best example could be derived from m.youtube who has more than 400 million videos watched on mobile devices every day. The m.youtube.com is the #2 video-viewing website in the world. (Right after YouTube itself.) It's the better way to reach consumers as m.youtube provide the power of sight ,sound and motion and also gross the best value for their mobile ads for their customer.



The New Mobile and Social media Synergy has arrived with new challenges and opportunities and one thing is definite that is Mobile with Social media is poised to revolutionize the way organizations deliver, consume, and disseminate on information. The convergence of mobile technology with Social Networking are empowering more and more people to make real-time decisions. Users can communicate with decision groups or customers while surfing through relevant useful data on their handheld devices and converting them to reach an actionable insight that support to rapid decision-making which is key to improving the profitability of business nowadays.

In today's fast-changing, competitive business environment, with Mobile Social Synergy decision makers now have the power to make these decisions immediately.

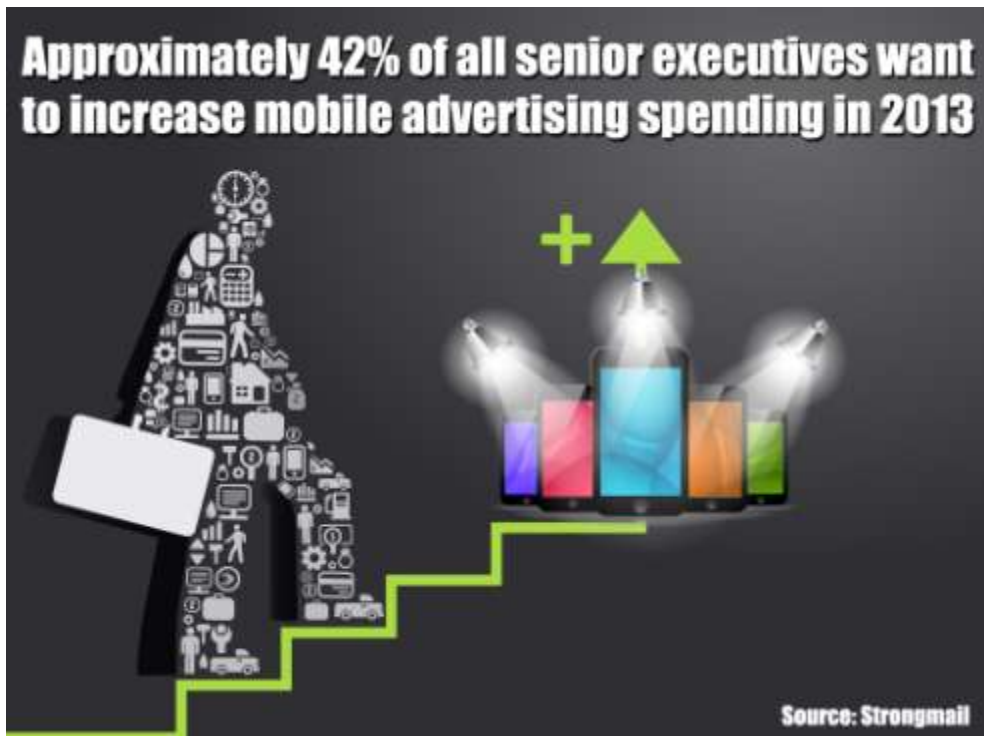


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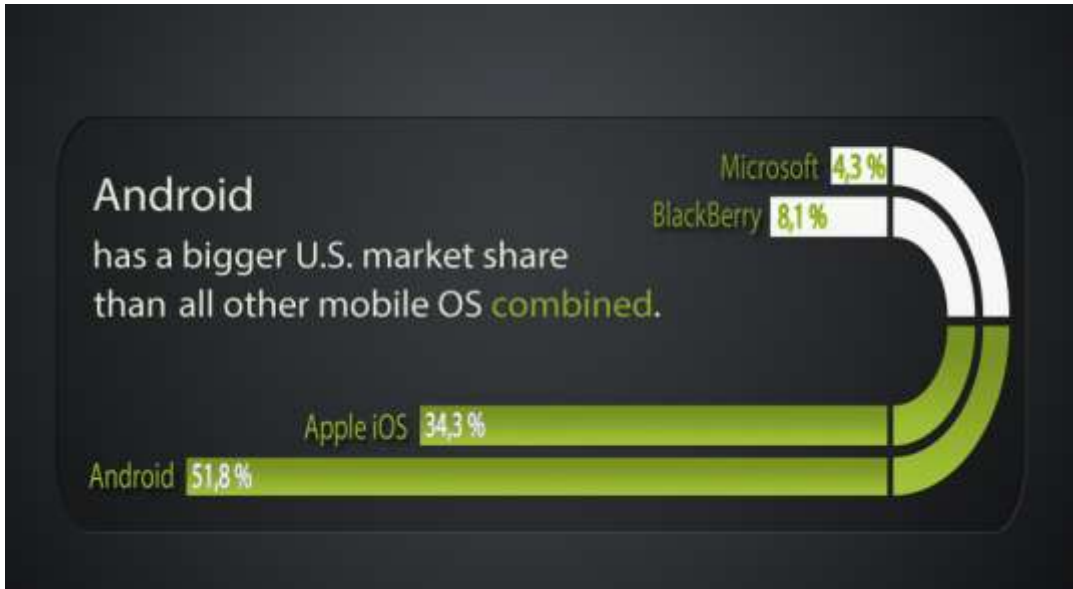
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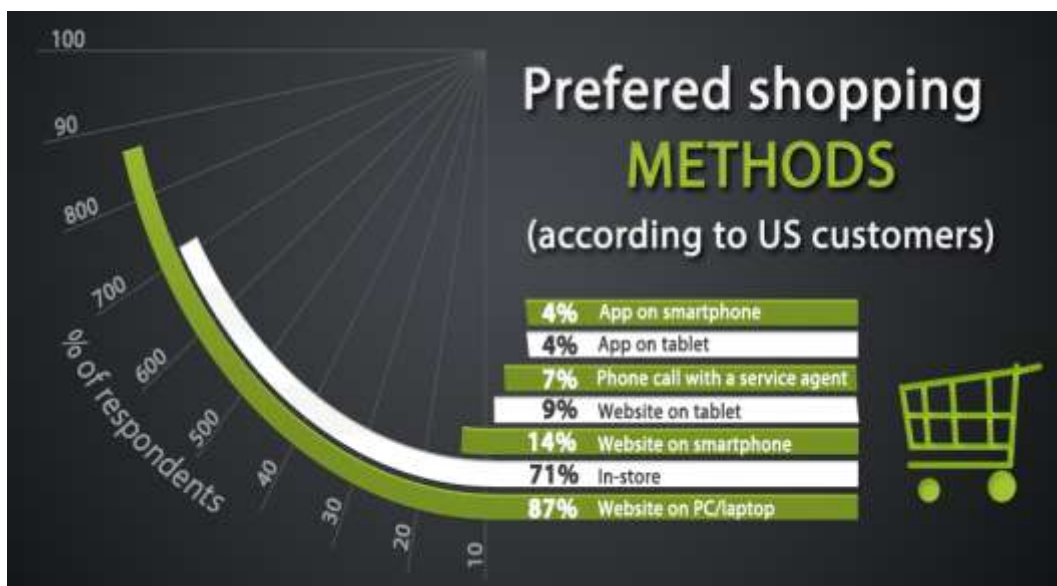
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3/4ths of all people will use their mobile phone for shopping this year

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The recent boom in smartphones and other trendy gadgets is spiralling the spending on entertainment and media throughout the world. Spending on such products and services in 2011 hit US 3.2 billion. But the stats are tipped to exceed US 3.6 billion this year, and predicted to hit US 3.88 billion by 2015. The world entertainment and media outlook report found that digital media products including online advertisements and e-books, games, movie and music downloads accounted for 28% of all entertainment and media spending last year. This proportion is expected to rise to 45% by 2015.



The Rise of Mobile Tablet

Mobile computing has also further expand its footprint with the arrival and adoption of mobile tablet devices. Many researches has also indicated that more mobile tablets devices are being manufactured each recent years since 2008 which in turn are good news for marketers and especially for business to consumers (B2C) marketers.

- Mobile Tablet users spend 60% more per purchase than smartphone users ,especially in Games download and useful Apps which helps to improve in productivity and video sharing or photo sharing
- 60 % of users rate tablets as useful for online shopping compared to smartphone mainly due to the larger screen size
- Consumers tend to spend 25-35% more when purchasing on tablets compared to other device



For this reason, marketers must come to terms with the Mobile Social Media reality, as mobile Internet enabled devices usage are on the rise and are facilitating changes in user behaviour – from “Content users being influenced concept” - to how New trending audiences now getting more engaged interactivity with new content instead.

The Smartphone Revolution

Recent Smartphone’s Sales Statistics confirm the explosive growth and usage of mobile applications over the past few years especially for top major platforms with the following leading Operating Systems especially for iPhone, Android, BlackBerry and Windows

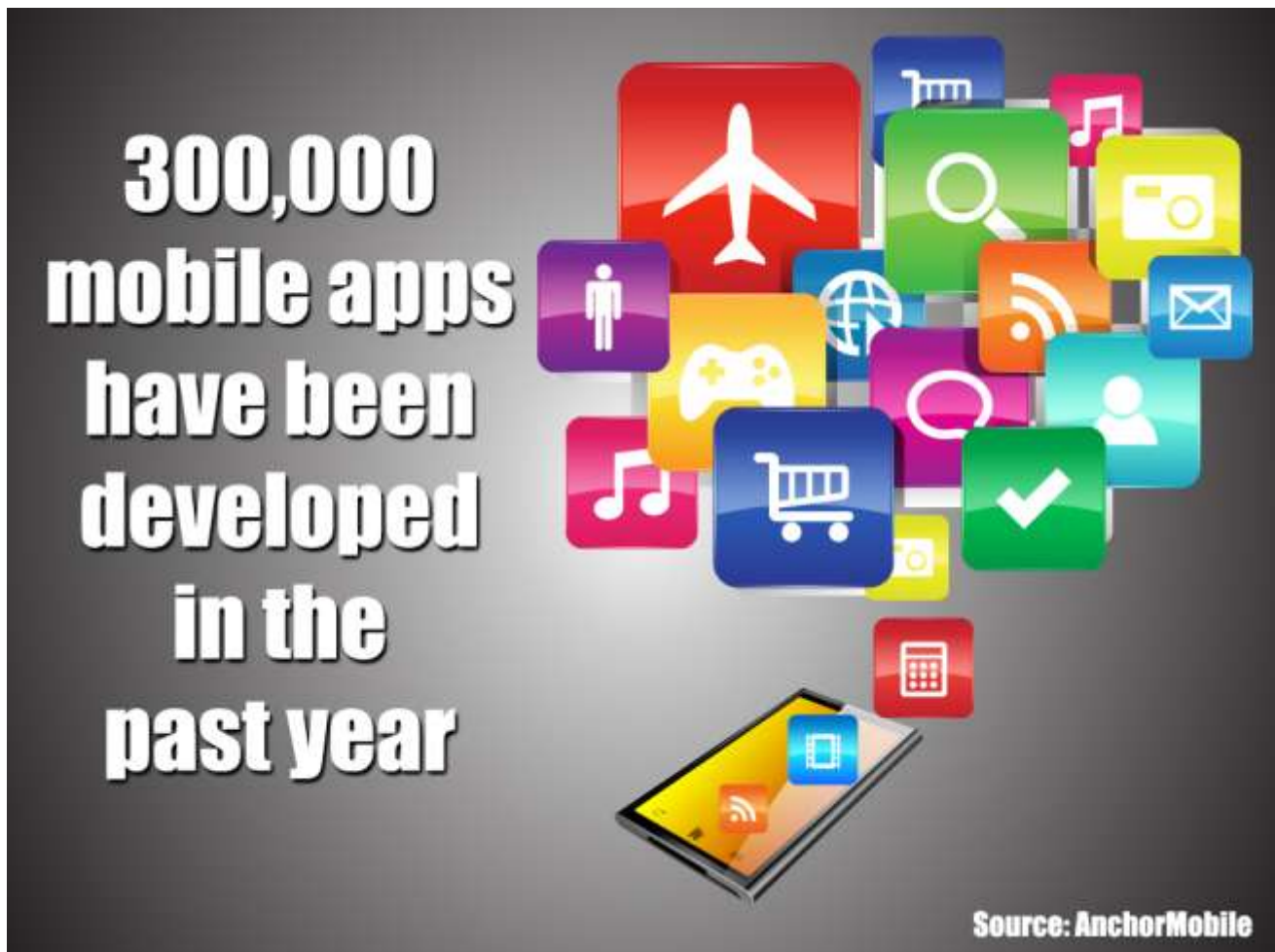
Almost 70% of smartphone owners have downloaded apps on their device since their initial purchase. Usually Free Apps are most appreciated but usually will come with advertisements as part of their purchase package and it has been bringing in good advertisement fee with major mobile publishers.



The growth and sales of downloadable apps is expected to reach 70 billion worldwide in 2015, at which the app revenue will easily surpass above \$30 billion. This Sales figure for digital Application media products itself is very alarming and is an important point for consideration for mobile marketers that is if the mobile applications sector with download holds consistent with this figure then average every marketers will need to consider frequent creation of useful app experiences to engage your most valuable customers for every new campaign.



Most of the Apps downloaded are smaller plug-in apps of major Social networking sites like Twitter mobile and Facebook mobile of which most consumers used with their desktop , and typically most of them has been converted to be mobile friendly ,which now keeps everybody in contact with the handy mobile .



Based on each mobile apps sale's statistic with its technical specification of the app's capacity and function, its derived sales figures will provide knowledge feedback on the app users behaviours , and preference and provides marketers the feedback data with full option ability to push specific products in a more targeted and meaningful way. This effective option to push notifications to your users will be a wonderful effective supporting tool for mobile application marketing , while more traditional method does not provide .

Given the Device Boom that spurs new media development with new technologies and marketing investments that has brought on the ultimate entertainment spending. This is driving the new world economy into another frenzy era, the best example could be derived from m.youtube who has more than 400 million videos watched on mobile devices every day. The m.youtube.com is the #2 video-viewing website in the world. (Right after YouTube itself.) It's the better way to reach consumers as m.youtube provide the power of sight ,sound and motion and also gross the best value for their mobile ads for their customer.



The New Mobile and Social media intelligence has arrived with new challenges and opportunities and one thing is definite that is Mobile with Social media is poised to revolutionize the way organizations deliver, consume, and disseminate on information. The convergence of mobile technology with Social Networking are empowering more and more people to make real-time decisions. Users can communicate with decision groups or customers while surfing through relevant useful data on their handheld devices and converting them to reach an actionable insight that support to rapid decision-making which is key to improving the profitability of business nowadays . In today's fast-changing, competitive business environment, with Mobile Social Media Intelligence, decision makers now have the power to make these decisions immediately.



Welcome to the Mobile revolution!



Different Design of Smartphone

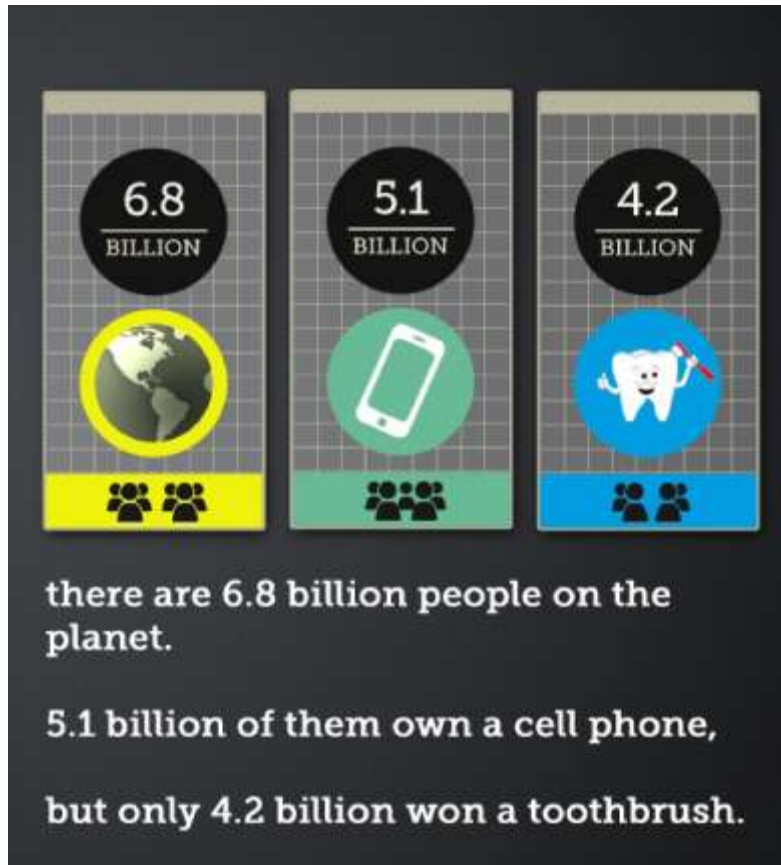
It is the goal of this report to provide basic information about marketing to the cell phone user, taking advantage of the new features and functions of 4G technology. Hopefully, we're going to help you get creative about marketing your business to technologically savvy users.

In the pages ahead, we'll take a look at 4G itself, including what features 4G offers wireless users. We'll also look at how business users today are taking advantage of these features that 4G offers to make them more productive at work and at home.

Here we will offer ideas and suggestions, as well as give you case studies about how these advertising methods have already been proven in the marketplace. You'll probably be surprised at how many companies are already catering to the wireless user, offering ads on frequently visited websites and sending coupons via text messaging.

We'll also offer you insight into various applications available today and how they are being used or might be used to the advertiser's advantage.

There's a lot of food for thought in the coming pages. It's all designed to make you think about advertising your business in a very different way. It is our hope that these ideas and suggestions make your business successful and prepare it for the future of advertising in mobile technology.



WHY MOBILE PHONES ARE GREAT ADVERTISING VEHICLES

Many of today's business people may remember early cell phones. They were heavy, bulky devices that worked only in your car – and then only sporadically, since there were more holes in coverage than there was coverage itself. Boy, have we come a long way. Today's phones are lightweight, pocket sized, and calling them mere phones seems like an understatement of great proportions.



I saw this

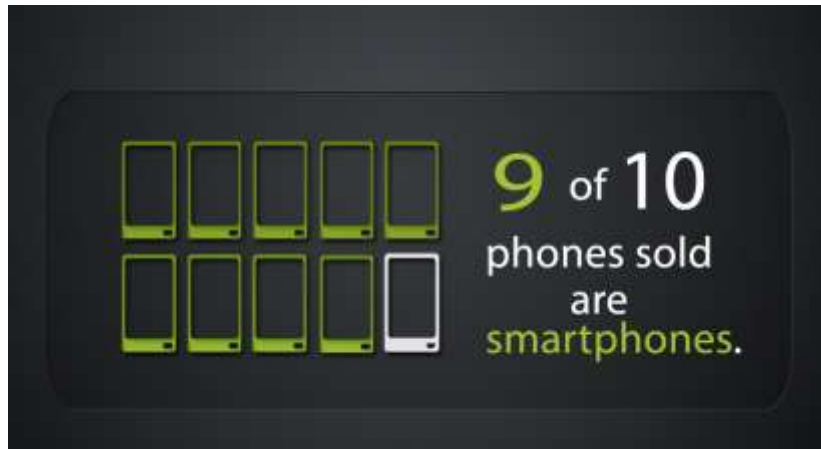


Instead of something like this!

A sample Mobile advertisement

Today's cell phones provide us regular mobile phone service, allow us quick text and instant messaging, display our emails, provide gaming and surf the internet. Many also offer push to talk capability to reduce our costs in talking to those whom we chat with frequently. All in all, our cell phones have become a business necessity – serving our needs far beyond verbal communication. Most of us take our wireless devices with us everywhere.

And, what's even more exciting about how the extent to which mobile phone capabilities have increased is the fact that the cost of purchasing a cell phone and of paying for service has not risen dramatically enough over the years to deter business people or consumers. Today, nearly everyone has a cell phone – even children. Industry experts estimate that cell phone penetration has reached nearly 100% in the United States.



Wireless companies have created packages aimed at businesses to ensure that a company is willing to pay for phones for nearly every employee. And, family plans have made equipping every member of the family, right down to the elementary age child, affordable. In fact, today many families have foregone the landline home phone entirely in favor of a cell phone for every family member with a rate plan that allows them unlimited calling to every member of the family. In addition, wireless carriers have made "unlimited texting" plans so affordable that these are purchased by most business and consumer users.



Finally, the newest generation of phones, "smart phones" are a revolution in themselves. These phones have richer displays and are designed with more of a browser in mind. They also can support many different applications. There are applications available today, and you can bet that many more are in development. So,

if you haven't considered advertising your business via wireless devices, now's the time. In short, smart phones are the perfect new advertising vehicle because:

- Nearly everyone carries a cell phone
- Many users subscribe to text messaging and internet
- There are a wide variety of additional applications that can be used for advertisers

If you haven't yet thought about advertising your business via your mobile devices, this report can help you get started. In the next chapters, we'll explore the possibilities of advertising on mobile phones more in depth.

We'll examine the new face of the technologically savvy business user as well as look at companies that have already begun to use wireless advertising strategies to their advantage. You're sure to come away with many new ideas to help improve your connection with your customers.



THE NEW GENERATION OF SMARTPHONE

Before we begin discussing the advertising capabilities available on today's wireless networks, it's important to have an understanding of the new wireless networks and devices that make all these great applications and features possible.

THE 4G NETWORK

4G refers to the third generation in wireless technology. This is the technology behind the new mobile phones designed to offer more features. Rather than just voice capability, 4G networks can offer video calling and broadband wireless data. With 4G service, you can listen to streaming audio, watch streaming video, answer emails, surf the net and play games in 3-D. And, all these data capabilities come at speeds you've come to expect on your home computer.

The standards for defining just what constitutes a 4G network were created and are maintained by the International Telecommunications Union (ITU) under the IMT-2000 standards. Today, a group called the Third Generation Partnership Project (4GPP) continues to maintain the definition of mobile systems that meet the IMT-2000 standards. This is referred to as Universal Mobile Telecommunications Systems, or UMTS.

This definition of 4G has been rolled out over networks existing GSM (Global System for Mobile) networks. In addition, 4G type services are offered today on CDMA (Code Division Multiple Access) networks, as well. This means is that, through technology advancements, wireless data can now be offered on multiple types of cellular networks. Most end users have no idea whether their service is a GSM based service, a CDMA based service or an older generation service. Today's users just know that they want 4G, and many are willing to switch carriers in order to obtain internet and application capabilities on their phones.

HOW IS A 4G NETWORK DIFFERNT?

The overall premise that allows 4G networks to offer more services than traditional wireless networks is the fact that 4G technology uses the existing radio spectrum on which it operates more efficiently, so that each service uses fewer of the available radio waves. When each service needs fewer waves, more services can be

offered simultaneously. It is this efficient use of the frequencies that has allowed what was once a simple voice only wireless network to evolve into being able to offer internet and other data services. 4G networks also offer greater security than legacy wireless systems because users authenticate to the network upon registration.

For wireless data capabilities (internet and email), 4G networks use High Speed Packet Access (HSPA). HSPA increases performance on the network by using improved modulation schemes and by refining the protocols by which handsets and base stations communicate. Under HSPA, 4G networks can offer data delivery speeds that are comparable to high speed internet access on your home computer.

4G services require compatible user equipment. These 4G wireless devices are designed to house the features offered by the 4G network. These new phones offer many features and capabilities never before available on wireless phones.

APPLE'S IPHONE

The iPhone offers a combination of wireless phone and their popular iPod MP3 player. With this combination device, you no longer need a separate phone and MP3 device. In addition to calling capabilities and music storage and listening, with the iPhone, you can surf the web, read your email, watch videos, and purchase new MP3's. This phone offers a web browser that is comparable to that of your desktop.

It also offers GPS capabilities through its maps. Working like a typical separate GPS device, you can map your route, get directions and track your progress and expected arrival time while you're along your route.

Via "push email" technology, your iPhone will allow you to get your email and use your Outlook calendar just as if you were sitting at your desk. You can also download a variety of applications, like Twitter, Chat application, SMS application and 3D games

SMARTPHONES

Basically, other 4G phones are referred to collectively as "smartphones". They combine wireless phone capability with that of a mini computing device into a small, lightweight, handheld computers that allow users to get email and surf the web. Of course, now that 4G technology is widely available, who wouldn't want to combine the features and have a smarter phone? None of us wants to carry two devices when one can do the trick. Today's smartphones typically carry open operating systems and the ability to add applications. This open operating system is significant, because it allows the phone to support a wide variety of applications like android Operating system – not just those created by the phone's manufacturer.





Most smartphones support full featured email capabilities and all the other functions of a mini computer . They often come with small full function keyboards for typing, navigation hardware and software and a camera. They support typical office applications like Microsoft Office products. And, many smartphones offer music playing capabilities, much like the iPhone.

THE PRIMARY TYPES OF 4G PHONE USERS

As you can imagine, there are many different applications and uses for the new generation of mobile phones. These capabilities offer users opportunities they never before dreamed of. For the most part, users fall into two general categories – the business user and the casual user. Both have appeal to advertisers looking to increase market share using 4G technology as an advertising vehicle.

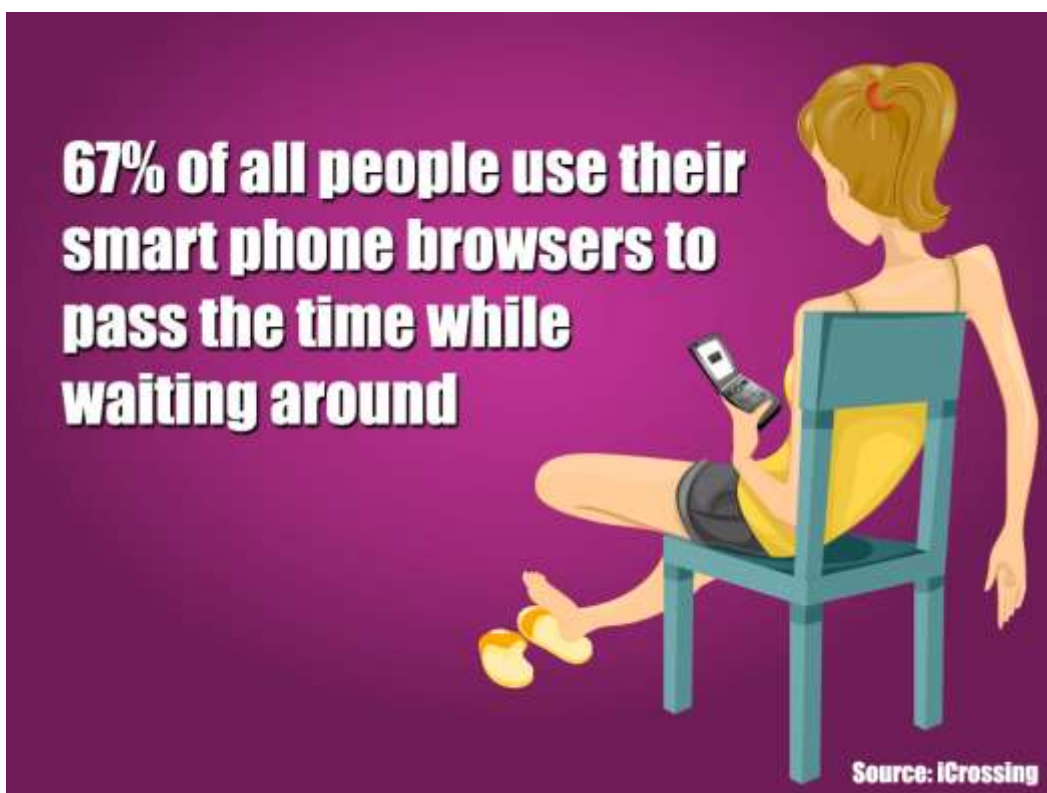
Casual Users

Teens are one of the largest segments of casual users. Most of us realize that teens are heavy cell phone users, but many are surprised to find that teens are the fastest growing segment of the smartphone user population. While smartphones and their associated services still carry a fairly stiff price tag, their costs have reduced over the last year, making them more and more affordable to the teenage market. And, with bundled packages from carriers offering price breaks, parents are more likely to purchase such services for their kids while purchasing for themselves.





Teens and other casual users use smart phones primarily as a means for entertainment and casual networking. They are less likely to read email on the smartphone, for example, than a business user. They are also unlikely to use applications like Microsoft office for documents, spreadsheets or Powerpoint documents. Casual users are, however, heavy users of text messaging and applications like Twitter. Twitter is a social networking site whose sole purpose is to keep friends connected and apprised of each other's current status. Twitter seeks to answer the "what are my friends doing?" question at any moment of the day. The service works on short messaging systems, the web and through text messaging.



Casual users are also big web surfers. They are likely to use internet applications to answer all their burning questions throughout the day, such as "Where's the nearest burger joint?" or "Where is the nearest theatre playing that movie I want to see?" These heavy internet users are thrilled to take web browsing on the road and they don't mind paying for the convenience of being able to surf anywhere.

Finally, casual web users are heavy users of audio and video. They are very likely to listen to music and watch videos. They'll trade the latest funny video from You Tube and download new MP3's. In a pinch, they'll even watch a full length movie on their mobile device if they have no other screen available. They are also more likely than business users to download 3D games and other entertainment applications.

The Business User

Business users likely make up the larger segment of wireless 4G users. Their primary use for their mobile phone is keeping up with business – wherever, whenever.



Today's business environment is far different than that of just 15 years ago. Today's business people don't expect to be tied to an office, but they also want to be able to respond to the demands of business where ever they go. 4G phones and other remote applications give them the best of both worlds: they can spend time with their families without ever missing a beat at the office.



4G business users rely heavily on email via their phones, and they will access and update their calendars via their wireless devices, too. They will use applications like Microsoft Word and Adobe Acrobat to read email

attachments. They will surf the web for business and personal applications, but their primary focus is staying abreast of the workplace situation.

The business user will appreciate his 4G phone for its ability to keep him connected with friends and family via phone and text messaging. They will also likely use their device for listening and storing music downloads, but they will use all these features to a much lesser extent than the casual user. Their device is likely to carry no games, or only those that came already loaded on the phone.

Company
RESTAURANT & CAFE

Best offer that never
bites your wallet

Popular Menu

 25% Discount Product Name	Product Name <i>Lorem ipsum dolor sit amet</i>	\$7.00
 25% Discount Product Name	Product Name <i>Duis aute irure dolor</i>	\$7.00
 25% Discount Product Name	Product Name <i>Cras tunc sed augue</i>	\$7.00
	Product Name <i>Duis aute irure dolor</i>	\$7.00
	Product Name <i>Morbi mattis ullamcorper</i>	\$7.00
	Product Name <i>Sit amet pellentesque</i>	\$7.00
	Product Name <i>Lorem ipsum dolor sit amet</i>	\$7.00
	 50% Discount Product Name	

+1 504 912 34 56 mail@companyname.com
www.companyname.com
1526 Canal St. New Orleans, LA 70112



Sample ads with QR Code

In the following chapters, we'll explore marketing to these two basic types of users and help advertisers understand how you can profit from simple marketing techniques that capture business users and casual users of 4G technology.

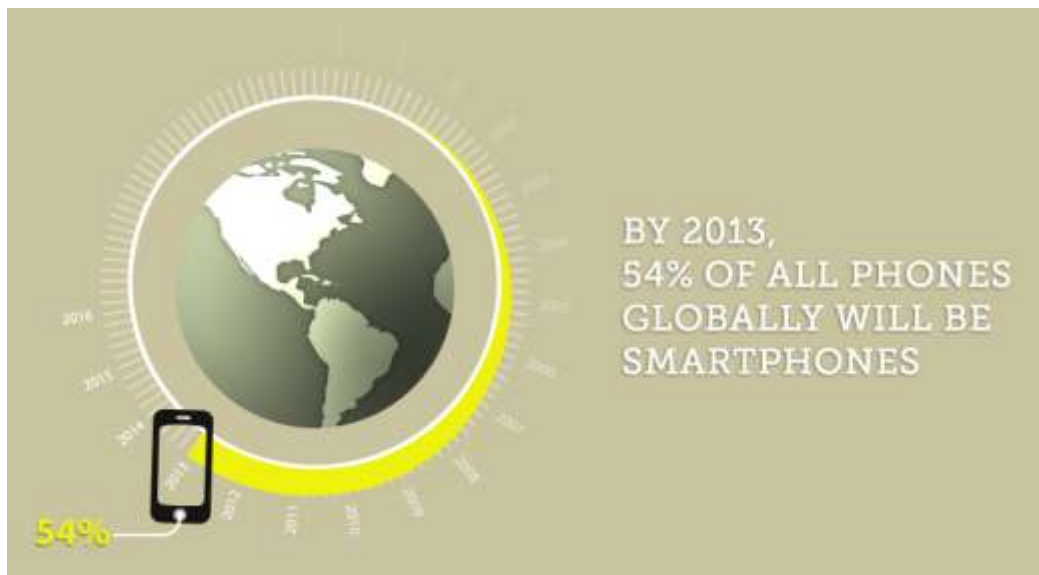


EFFECTIVE BUSINESS USERS AND THEIR WIRELESS DEVICES

Business users are the bread and butter of 4G wireless providers. These users pay high monthly bills in the interest of staying connected to work, family, friends, personal finances and entertainment on a single device. And, as advertisers, these users are just the sort that you want to target through your mobile advertising campaigns. Let's take a look at the most common applications used by mobile business users.

Email

Like previous users of traditional PDA's, the 4G wireless user likely has his work/home email sending alerts to his mobile phone. An notification alert may be delivered via a text or short message indicating when new email has arrived. In addition, via web browsing, users may access their inbox on any web based email account, such as yahoo, hotmail and G mail. Finally, many carriers support email directly to the mobile device using the mobile number as the email address. These "email messages" are actually converted to text messages via the carrier.



The business user checks his primary email multiple times daily, and may even have an alert sound when new email arrives. This feature allows users to respond to emails quickly, as they arrive, without waiting until they are back in the office to "catch up". These users typically spend a significant amount of time out of their office and using their mobile device as a "mobile office" helps them avoid backlog and makes them more productive.

Web Surfing

This same business user looks to the internet as their primary source of research and information – whether at home or on the go. They view web pages to gain information, including researching their clients and their competition. They may also use their mobile device to gain access to web based email, as mentioned above. Finally, these users enjoy having the internet at their fingertips for personal reasons, too. They're likely to use their mobile web to find out information such as movie times at their local theater, and to make dinner reservations through websites like Open Table or via the restaurant's direct website.



Video Conferencing

When economic times are tough, businesses look to cut costs. One of the areas that always takes a hit is travel. There's no doubt that video conferencing is an important business tool for keeping meetings personal when budget cuts won't always allow you to travel to a meeting. Video over your wireless device not only means you don't have to travel out of town, but you don't even have to travel to your local office to make a video conference. Tools like these allow executives to be available for important meetings even on vacation. Though not widely available today, many developers are working on these applications today, and they are coming to our mobile phones very soon.

Text Messaging

While business users typically do not use text messaging as much as teenage users, they are likely to use this feature for short questions and answers (Q&A) and status updates. While they may not initiate many text messages, they are likely to respond to messages they receive.

Phone Applications

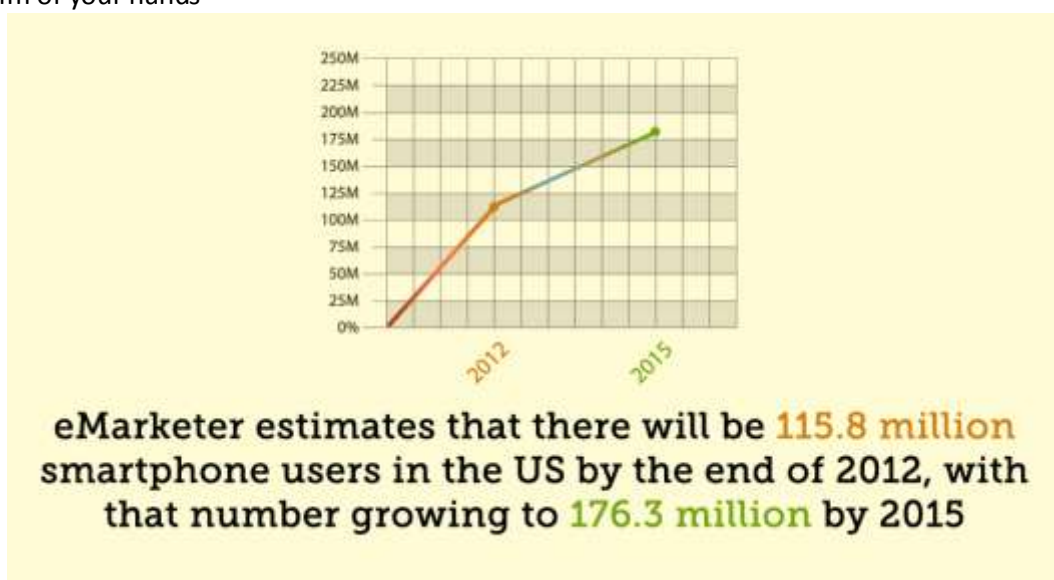
There are thousand of applications available for 4G technology phones, from 3D games to weather information customized to your local area to networking applications. Business users will typically use applications that help their business, increase their productivity or pertain to their particular personal interests. Their use of applications may not be as heavy as the casual user, but they will have a few applications that are important to them.

Voice

Let's not forget just how much we use our cell phones for their original purpose. In today's world, waiting until we reach our destination so that we can use a landline phone is unthinkable. And, many people have even foregone the traditional home landline phone because they seem inefficient for the way we live. While programs like email are a slightly less intrusive way of getting in touch now, the ability to talk to someone in person immediately cannot be diminished. Voice usage is and will continue to be an indispensable communication method for the business user.

EXECUTIVE Trends in mobility

It's important to realize just how much mobile devices, particularly smart phones and their counterparts have changed the way we do business. Today's business has more options and can be more productive and more flexible at the same time. Meshing business life and personal life is easier than ever, because the world office is your palm of your hands



Gone are the days when the executive reports to the corner office everyday with his secretary planning his every move. Today's executive reads and writes his own email, makes changes to his calendar while watching his son play soccer and works from home in his pajamas once a week. Today's executive is selling a multi-million dollar contract in a customer's office while ordering a cake for her daughter's birthday party over the web during meeting breaks. Business and personal life is mobile, and today's mobile devices are more critical than ever

USE THE HOTTEST APPLICATION TO YOUR ADVERTISING ADVANTAGE

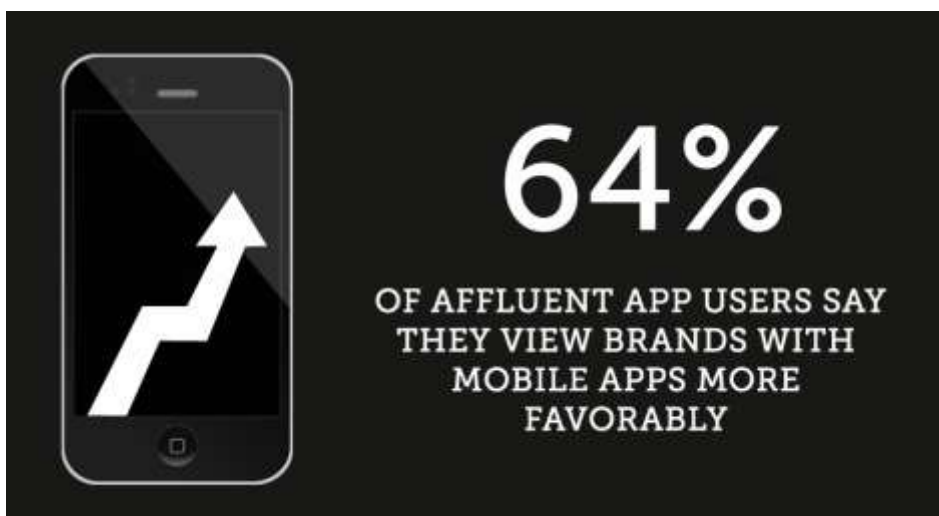
Now that we've established that there is a very large group of consumers using 4G wireless devices on a daily basis, it's time to talk about how you, as a business owner and advertiser can get to these consumers through their ever present wireless devices.



Mobile phone advertising may be one of the most important advertising vehicles in the coming years. Wireless usage and applications are only expected to grow and smart business owners will take advantage of this trend. There are a number of ways you can get your message out to mobile users today; and you can be sure that each year will bring a variety of new applications and marketing possibilities.

IBM conducted a survey with mobile phone users asking if they would be willing to receive ads on their mobile phones in order to receive free digital content. Most responders indicated that they would be interested in such an option. In addition, responders said that they would be willing to share their personal information with mobile advertisers in order to receive incentives, such as discounts, coupons and air or hotel rewards points.

Advertising to the mobile device user can be quite simple, and most businesses can begin quickly, using tools you already have. You may be able to make some simple adjustments to immediately give you more visibility. Then, over time, you can apply new techniques and use new applications to increase your visibility even further. First, we're going to talk about your most obvious advertising vehicle.



YOUR MOBILE WEBSITE

When you created your business' website, you did so because you wanted to create visibility on the internet. Well, now that everyone takes the internet everywhere they go, your internet visibility is even more important than before. So, if by chance you don't have a website, creating one should be your first task. Depending upon the size of your business and your own technical savvy, you may choose to create your website through one of three methods:

- Outsourcing website creation to a company that specializes in this service. They can maintain the website for you, as well.
- Using internal IT employees to create and maintain your site (assuming you have them)
- Creating your website yourself using one of the many software tools readily available.

Regardless of how you create your website, you'll then need to develop content to be posted there. This is where you want to showcase your products, services and expertise in a fashion that looks attractive and professional. You may want to outsource the layout of your website to a professional web designer and you may want to use a professional writer to create content for the site.

Keep in mind that an ugly, poorly designed website with buttons that don't work and copy that is full of typographical errors will simply turn off potential customers. If you're not willing to dedicate the time and resources to develop and maintain a fully functional, attractive site that gives valuable information to your visitors, try starting off with a simple Mobile website and improve it progressively. Focus to start

Now that we've established that you have a website, and that it can provide information about your products and services, let's talk about how the mobile user will view your website.

Keep in mind that mobile users are viewing your site from a very small screen. This means that your website must be optimized to accommodate these visitors; if your website is not optimized for viewing on any size and type of device, mobile visitors to your site will have difficulty reading the content and navigating through the pages.

Professional web designers with expertise in Wireless Application Protocol (WAP) will have the skills required to make your website easy to navigate and read from mobile devices.


And, it's important to note that there are a wide variety of types of mobile devices out there. In order to reach a wide audience, including those users that have two year old phones as well as those with brand new phones that boast high resolution and color screens, you'll have to make a decision. You can either then your web pages must be optimized either limit yourself to the most basic markup, which means that your page can be viewed on any phone, or you can identify the specific capabilities of each phone that you want to be able to view your content.

This sounds very tedious, but many content providers do it, and the protocols are not that different. Once you have the current list coded, you just add new models as they become available. This method allows you to offer rich content, most like viewers get from their desktops.

You may also elect to make some changes to your content aimed at mobile viewers. Every business is different, so it's difficult to give specific recommendations about how you, personally, should change your content. But, consider this: would a person visiting your website from a remote location, such as his car or in an airport, need or want anything different than a person accessing your site via his home or office computer?

ATTRACTING VISITORS TO YOUR SITE

It's a wise choice for all businesses to take steps to increase traffic to their websites. Simply put- the more visitors to your site, the bigger your business. There are several steps you can take to increase both mobile and fixed traffic on your site.



57% of people will not recommend a company that has a shoddy mobile site

Source: Google Via AnchorMobile

It's a Fact...Customers Don't Use the Phone Book Anymore to Look for Businesses

Instead They Use Search Engines Like Google and Bing
And
Mobile Searching will be the No 1 - Search Platform



SEO Now GeoSocialize with Mobile Social Media

- ✓ Social Networking
- ✓ GeoSocialize
- ✓ Mobile Marketing
- ✓ Mobile Optimized Website
- ✓ Mobile Video and Blogging
- ✓ Search ,Social & Mobile

Mobilize with Word Of Mouth and Geosocialize with Mobile Social Media

<http://www.mobilegeosocial.com>

Make Sure You're Search Engine Optimized

If you haven't taken the time to ensure that your website is optimized in the popular search engines, such as Google and Yahoo, it's time to do so. This simply means that you've taken measures to ensure that when a user searches for businesses in your industry or with your name, your business pops up – preferably first! Optimizing your website for better ranking in the search engines will improve traffic to your site both from mobile users and from users at fixed locations.

To improve your ranking in the search engines, you'll need to spend some time getting "search engine optimized". This includes making changes to your meta tags and title tags within your website's code. Don't assume that your website builder did this for you, because, in most cases, they don't. You should also ensure that your site is registered with the most popular search engines and that your site contains copy that uses the words most frequently searched for your type of business. For example, if you sell golf clubs, your website should contain written copy that contains phrases like "buying golf clubs" and "good deals on golf equipment". Having such phrases in the copy on your website helps your ranking in the search engines because these are the types of phrases users search with.

Advertise a Gadget

Business related "gadgets" on your website are a great way to increase traffic. For example, if you own a mortgage company, you might consider offering a mortgage calculator on your website. In addition to having your website search engine optimized for phrases such as "get mortgage", you would also optimize it for "mortgage calculator". This creates traffic on your site from visitors who are looking for mortgage calculators, as well as from visitors looking for mortgage companies. Then, you can advertise your mortgage calculator on other websites, linking the advertisement to your own site.

Gadgets such as this can foster a significant traffic increase on your site, both from fixed users and from remote wireless users.

Accept Mobile Payments

If you sell products via your website, make sure that you're set up to take those payments via mobile devices versus just fixed desktop browsers. One of the easiest ways is by simply accepting Paypal on your site. Paypal is a popular web based payment program. Mobile users can set up mobile payments through their mobile numbers and pay anyone accepting paypal payments right through their phones. If you already accept credit cards via your website, these functions should also work for mobile users, as long as your website is optimized for mobile usage.

Text Messaging

Text messaging is widely used by mobile customers as a quick way to communicate and receive small bits of information. For advertisers with access to their customers' mobile phone numbers, it's also a great way to send messages about specials and sales and updates on products and services.

Text Message Marketing is Here! It's Time To Go Mobile



Learn How to Benefit from SMS Text Messaging and Mobile Social Media

Subway® Restaurants has been extremely successful advertising via text messaging. Interested parties can “opt in” to Subway’s mobile marketing campaign and receive the restaurant’s most recent coupons via text messaging. Subway is even smart enough to send the coupons out right around lunch time! This marketing campaign is accomplished through simple “mass text messaging”. All that’s required is maintaining a database of the phone numbers of your interested customers and sending periodic mass messages to these numbers. There are several “mobile marketing” companies that specialize in handling such campaigns for their customers.

Customer Engagement



- Be connected to your customers anywhere and anytime!
- Customers can:
 - take advantage of your specials and coupons
 - opt-in for coupons or event information in your restaurant
 - make a reservation
 - and much much more!

Mobile Graphics courtesy SqueezedMobi

<http://www.mobilegeosocial.com>

In their mass messages, Subway sends customers a string of numbers and letters to be presented to cashiers at their restaurants in order to redeem the text message coupons. In order to encourage participation in the campaign, they used table tents and signs on the cash registers in their restaurants telling customers how to sign up.

Subway has seen phenomenal success with these text messaging campaigns. The campaigns have been used in several Subway markets and have seen a coupon redemption rate as high as 8% in some markets. Though they may be contacting a smaller number of people than a typical direct mail advertising campaign, the success rate is much higher.

Subway notes two keys to its campaign's success. The first has been creating a campaign that requires users to "opt in" and gives them the opportunity to "opt out" at any time. This ensures that everyone who receives the advertisements has actually requested them. Sending unwanted text messages could actually turn off prospective customers, and could even be viewed as "spam".

Crank Up Your Revenues

- The mobile web is the fastest growing communication channel in history
- Soon it will be the Mobile Web that will be the #1 source of information in the world!
- You need to monetize this!



Mobile Graphics courtesy SqueezeMobi
<http://www.mobilegeosocial.com>

Secondly, Subway only sends out coupons three or four times a month. The coupons have a very short expiration date, fostering a sense of urgency among customers to use the coupons right away. Subway restaurants in Buffalo New York, for example send the coupons out on snowy days, when their restaurant traffic is at its lowest. The coupons have been successful in encouraging folks to get out for lunch on a day when it would have been much easier to stay in. The short expiration date gets traffic into the Subway stores just on the days they need it most.

Creative thinking like Subway's is the key to using simple mobile applications to increase business. In the coming years, such innovation will remain critical to business in a technology savvy world. It's important to note, however, that this sort of campaign is targeted to current customers, aiming to increase the frequency of their visits to the restaurant. Since you have to know about the campaign and sign up to receive the coupons, this sort of campaign doesn't attract new business. Subway's primary means of advertising to attract new business is through television commercials and sponsorships.

OTHER SUCCESS STORIES IN MOBILE ADVERTISING



While there's no question that mobile advertising is a relatively new concept to most business owners, there are quite a few other success stories out there. New and innovative ways of advertising to users via their mobile devices are cropping up every day, and many have been extremely successful. Let's take a look at some other very successful mobile advertising strategies.

MOBILE ADVERTISING FUTURE: NEW APPLICATIONS WITH POSSIBILITIES

As time goes on, we're certain to see the mobile advertising market soar. So far, consumer response to mobile advertising has been very positive, giving more and more businesses reason to search for ways to increase business via the mobile revolution.

The creation of content and applications for the mobile user is a growing and changing business. Today there are many applications that we can expect to expand over time to become great advertising venues. And, of course, even as we're writing this book, developers are creating new applications that we don't even know about. As an advertiser, it pays to keep abreast of the newest hot mobile applications. Following are some applications that we see as having great potential for advertisers in the future. These are the ones to watch.

WIRELESS CARRIERS

While today's mobile advertising centers around ads placed on websites that are accessed through the mobile browser or via text messaging, you can be certain that will change. It's also certain that wireless carriers will have difficulty continuing to add services and content without either using advertising monies to fund it or raising subscriber rates. In our current economy, cell phone companies as well as wireless users will certainly find advertising more palatable than rate increases.


In the near future, expect to see the ability to access various services via the wireless phone device itself, without going directly through the browser. Such services will almost certainly be advertiser sponsored.

Advertisers could negotiate directly with cell phone carriers to have their services included as an option right on the main menu of the phone. This type of advertising can prove very lucrative to the advertisers and to the wireless carriers as well.

Informa Telecoms and Media, a market research firm, estimates that advertisers will spend more than \$11 billion by 2011 on mobile marketing. As a "middle man" wireless operators could potentially take up to 50% of this revenue by negotiating contracts with content providers.

In spite of the obvious financial possibilities, wireless carriers are considering how to approach this type of service very carefully. You see, while wireless users are happy about being able to choose to trade the viewing of advertisements for free content or services, they are overwhelmingly not open to advertisements coming to them unsolicited via their cell phones. After all, they are paying for service – they should not have to view unsolicited advertising. So, while it's certain that we will eventually see some form of advertising content available on wireless devices without the use of the browser or text messaging, it's unclear how it will be presented.

TWITTER



1/2 of all Twitter users use the mobile app to tweet

Source: Microsoft Tag Via SmartInsights

Twitter is one of the hottest mobile applications around. Twitter is basically a social updating and networking site. Twitter's basic premise is that it allows people to keep up with each other by regularly exchanging the answer to one basic question, "What are you doing?"

Twitter users connect with friends and make friends, exchanging updates often frequently throughout the day. Twitter is designed to be a business and personal tool, noting that status updates are not only fun and social, but can be helpful too. For example, you can use Twitter to let your boss know you're running late in the morning or use it to let your friends know that a group is meeting at your favorite bar in an hour for a drink.

Branding

- Social Media is great for creating your brand!
- Make your brand known to the whole world!
- Attract not only locals but also people from other cities and countries!



<http://www.mobilegeosocial.com>

Twitter users create their own Twitter page, where they post their most recent updates. Each Twitter update is limited to 140 characters, so it's designed to keep the experience simple, rather than creating another blog. Once you've discovered which of your friends are Twitter users, you can follow them via the too, which means that each of their updates appears on your Twitter page whenever you visit. If they're following you, they'll see your updates too. You can access Twitter via your desktop and mobile web browser for viewing content. However, you can also post your own Twitter updates via your mobile phone's text messaging service, making it simple to keep your friends informed.

Twitter may seem insignificant, but it's actually one of the most popular and fastest growing applications of all time. Once initiated, many people find that they love keeping up with the tiny happenings of their closest friends.

Twitter is a free service, and despite its popularity, has not generated much revenue. Advertising services are just beginning on Twitter, primarily through a new company called Twittad. Today, users can sell re-skins on their home pages to advertisers. So far, takers have been pretty insignificant. Since most users of Twitter rarely visit their friends' home pages, advertising this way is not very productive. The basic premise behind Twitter is that you see the updates of the friends that you have chosen to follow on your own page – not by having to visit each friend's page individually.

In spite of the fact that this first attempt at advertising on Twitter has been slow, we're convinced that, in the near future, advertising on Twitter, in some form, will be extremely popular.

MAPS AND GPS OPERATED DEVICES

Today, Google Maps is one of the most popular mobile applications available, and advertisers currently can place ads on the Google Maps page. But, it is believed that we've only touched the tip of the iceberg with GPS enabled devices on mobile phones.


Enhanced Experience

- Modern customers want an easy experience
 - In the restaurant
 - On the web
 - From their smartphone
- Forward-thinking restaurants are adding diet and calorie information to their online menus

<http://www.mobilesocial.com>

The slide features a light green background with a white curved line at the bottom. A 3D map graphic with a blue speech bubble is positioned in the center. The URL 'http://www.mobilesocial.com' is written in red at the bottom.

For example, there is currently a program called NextBus, which literally tells you when the next bus is arriving. By entering the bus route you're interested in taking, Nextbus can give you up to the minute arrival and departure information as tracked by a GPS device. In the future there are likely to be many more applications using GPS technology and many advertising opportunities created by these applications.



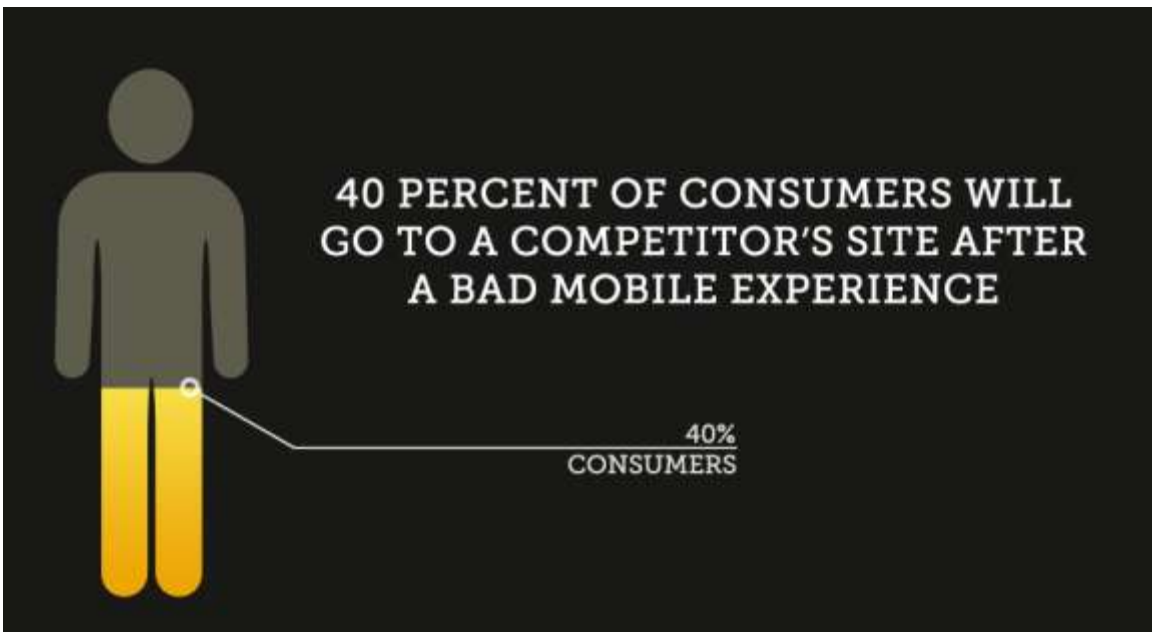
Mentioning a location in mobile ads and search results can increase click-through rates up to 200%

CREATING YOUR OWN APPLICATIONS

Now that you've read through the applications presented in the previous chapter, it's likely that you've come up with some ideas for methods you can use to bring wireless customers to your business. And, of course, there are many more applications available in addition to the ones we've described, and there are new ones coming every day.

But, what if you have an idea for your own unique application? Well, it certainly is possible to create your own applications targeted to your business and your customer base. It takes some know how, but it happens every day. Many of today's hottest wide use applications began as a simple idea by a single user targeted to his specific need. Twitter is a great example. The creator of Twitter simply wanted a way to know what his best friends were up to and to keep them abreast of his activities. He likely had no idea that his little application would become one of the hottest on the web.

This book is certainly not intended to provide technical specifics and coding details for creating wireless applications. But, if you have the interest in creating your own application, hopefully the data provided in this chapter will give you some direction on where to start. Here are some basics about creating wireless applications.



40 PERCENT OF CONSUMERS WILL GO TO A COMPETITOR'S SITE AFTER A BAD MOBILE EXPERIENCE

40%
CONSUMERS

**Love YouTube?
200 million mobile video viewers love it, too.**



**Or at least, that's how many views
YouTube gets from mobile users per day**

Source: Microsoft Tag Via SmartInsights

THE TECHNICALITIES

Wireless Application Protocol (WAP)

WAP is one of the major open international standards for application layer network communications in the wireless world. Its primary use is enabling internet access from wireless devices. Browsers on mobile phones are WAP browsers. WAP browsers provide all the same services of a computer based web browser, though they are simplified. The simplification allows them to work on mobile phones with their smaller screens. If you plan to create an application for a wireless device it must be housed on a WAP capable website. The WAP standard was developed specifically to allow interoperability between the many different network technologies and software devices that are inherent in the mobile network. Because wireless companies operate on several different technologies (CDMA, TDMA, GSM), WAP was the answer to bridging the technology gap for internet access. Think of WAP as a gateway that sits between a mobile phone and the server that houses your website/application.

Wireless Markup Language (WML)

In order to create a WAP capable website, the website must be written in, or dynamically converted to, WML, so that it can be viewed with a WAP browser. Wireless Markup Language is based on the language XML, but has been modified to be able to work with devices that use WAP. WML was essentially the first markup language designed to work with WAP devices.

However, as technology increases, we're finding that other markup languages are being used with WAP, including XHTML and even standard HTML (Hyper Text Markup Language). These markup languages are very similar to WML, but require higher processing power from the mobile device. Therefore, WML is still one of the safest and simplest bets for optimizing a website for wireless devices, though it has some limitations that can be overcome once programmers can move strictly to XHTML or HTML. But, for today, there are still too many mobile devices out there that simply don't have the processing power required to work with those markup languages.

Getting Help

For the purposes of this book, we're assuming that you're not an expert in WAP or WML. The information above is intended to give you a very basic understanding of the programming skills required to create a wireless application. Hopefully, now, you have some understanding of the skills you need in a programmer and you can talk to them somewhat effectively.

BASIC DECISIONS REGARDING YOUR APPLICATION

Assuming you will be finding a programmer to write the code needed for your actual application, your job is determining what you want the application to do, how the user will interact with it and what benefit it will bring to your business. In developing the idea for your application consider some of the following options:

Social Networking Devices

Depending upon the type of business you're in, a device designed to allow others to keep in touch could be great. Do your customers have a need to talk to each other because they're likely in similar industries? Can they share product information and user tips? Think Twitter on a smaller scale, and targeted to only to a specific group of people.



Mobile Gaming

You'd be amazed at the audience you can gain through mobile phone games. Mobile games aren't just for kids – you'd be amazed at the number of business users playing games on their mobile devices while waiting at the airport. Consider creating a game that is compatible with your overall business. For example, if you sell tennis equipment, create a tennis game or an application that measures the accuracy and speed of your serve. Users will come to your site to play the game, but they may leave with a virtual shopping cart full of products.

Galleries

A web favorite of ours is LOL. This site hosts galleries of pictures including one of dogs, one of cats and even one of celebrities. You can download pictures that you like, along with funny captions. Or, you can create your own captions for the pictures. You can view the pictures online from your desktop or your mobile phone and you can download the pictures for storage in your own gallery or as wallpaper. This site is free to users and supported by advertisers. However, wouldn't it be great to host something similar on a business website? A gallery of pet pictures would be great on a veterinarian's website. Or, how about a cute baby picture gallery on a baby clothing boutique's website? Visitors to your site could even upload their own pictures to add to the gallery.

Tools

We mentioned a mortgage calculator earlier in an earlier chapter, but such tools bear mentioning again. Useful tools that relate to your business are a great way to get users to your site through an application. How about a materials calculator for a company that sells lumber? Or, a food and beverage calculator for party planning on a catering website?

Tools are a particularly effective method of advertising, simply because they are useful. In today's world, it is more difficult than ever to get a buyer's attention. We're basically blind to billboards and deaf to television

and radio ads because we've heard and seen too much of them. Even the original web ads, those huge banners, have become a thing of the past because users hate them. But, subtle advertising as part of a useful tool or tip is a successful method of gaining a buyer's attention, and is likely to be even more effective over the next several years.

"Do it yourself" applications are also great ways to improve business. Many photo shops, for example, will allow you to create your own cards, calendars and keepsakes right on their site. You simply upload the pictures you want to use, choose a template and order and pay online. The items can then be shipped directly to you.

Be Creative

As you can see, the possibilities for creating your own applications as advertising devices for mobile users are nearly endless. Spend some time reviewing the suggestions here as well as searching online for more ideas. Once you have a list of possible applications in mind, you can sit down with a programmer to determine the costs, timeframe and materials required to get the job done. Applications are short term investments that can bring in new and repeat business over a long period of time.

CONCLUSION

Business owners are always concerned about creating new business and repeat business. In addition, it's critical in today's technology savvy marketplace to appear fresh and up to date, regardless of your specific business.

The 4G network for mobile phones and all the capabilities this system brings is truly creating a revolution in how consumers and business people work and live. Mobile devices that are internet capable have significantly expanded the computer age – which was a revolution in itself.

It is difficult to know what the future holds in wireless innovation. However, it is clear that this technology is continually evolving and becoming more of a force in our lives. The time to determine how you will use this force to increase your business is now.

Last year, the Vice President of Google, Vince Gert, stated that he believes that the future of the internet lies in mobile users, not users from the desktop. If this is true, business owners, particularly those that rely on their websites for business, cannot afford to miss out on this segment of the population. It's critical to keep up with the trend as it grows, and before your business appears out of touch.



It is our hope that we have helped you understand how useful wireless applications can be to your business and that we have given you some ideas for how to find your own niche in the world of mobile phones and

computing. In addition, we hope that we've helped you to see that making changes to your business to help improve your presence with wireless users is not so difficult.

There are many companies out there that can help you succeed in this arena, whether you want to advertise with popular existing internet applications, use text messaging to your advantage or create your own unique application to set you apart from the crowd. The possibilities are as unique as your business itself.



The revolution has begun – make certain that you don't miss out!

A growing number of enterprises are choosing mobile marketing to provide a boost to their company visibility. This is slightly different from marketing through regular web based channels because you are marketing to a range of consumers who are on the go.

Incorporating mobile marketing into your usual marketing campaigns adds a new dimension, and the possibility to add highly targeted elements to your promotions. It is possible to offer your customer a choice of the type of text messages to receive from you. For instance, if you sell many different products, you are able to offer updated options depending on product types. Your customer can pick what types of products she is serious about, and you can modify what you mail out based on what your customer picked out.

Mobile promotion does not cost any more than regular advertising. But it does offer a more direct line of communication with your customers without adding to your marketing costs. As a result of the ability to tailor your communications, you can cater to your customers' specific needs. This adds far more relevance to your marketing communications.

Lots of people are on their mobile devices regularly because it's a convenient way for them to take care of business on the move. It is becoming more regular way of doing things. People no longer have to wait until they sit down in front of a computer to deal with things or make purchases. They can now do that on their mobile devices while they're commuting back and forth from work or even when they just have a spare minute or two.

Just Ensure that you are ready to contact people using different mobile devices. Determine what the popular devices are, then make sure that your website or mobile website displays properly on them.

Websites intended for the mobile market needs to be simple and mostly text-based with compatible navigation graphics. Because of the simple design, your designer can quickly and very easily change the web site content to adapt to various situations, without a lot of effort.

Being Mobile Geosocial is a very productive way to stay in touch with your clients. In fact it is a good way to advertise specials. Just don't forget to make your message short and to the point, while properly describing what action is required from your buyers in order to benefit from the special offer. Worthwhile deals can

sometimes be shared among family and friends, thus potentially improving your customer base. Plan your mobile promotions well, and you can reinforce customer relationships to encourage the development of loyal customers.

New – Promotion price : valid until 15th August WORLD GONEMOBILE : <http://goo.gl/d6i7i4>

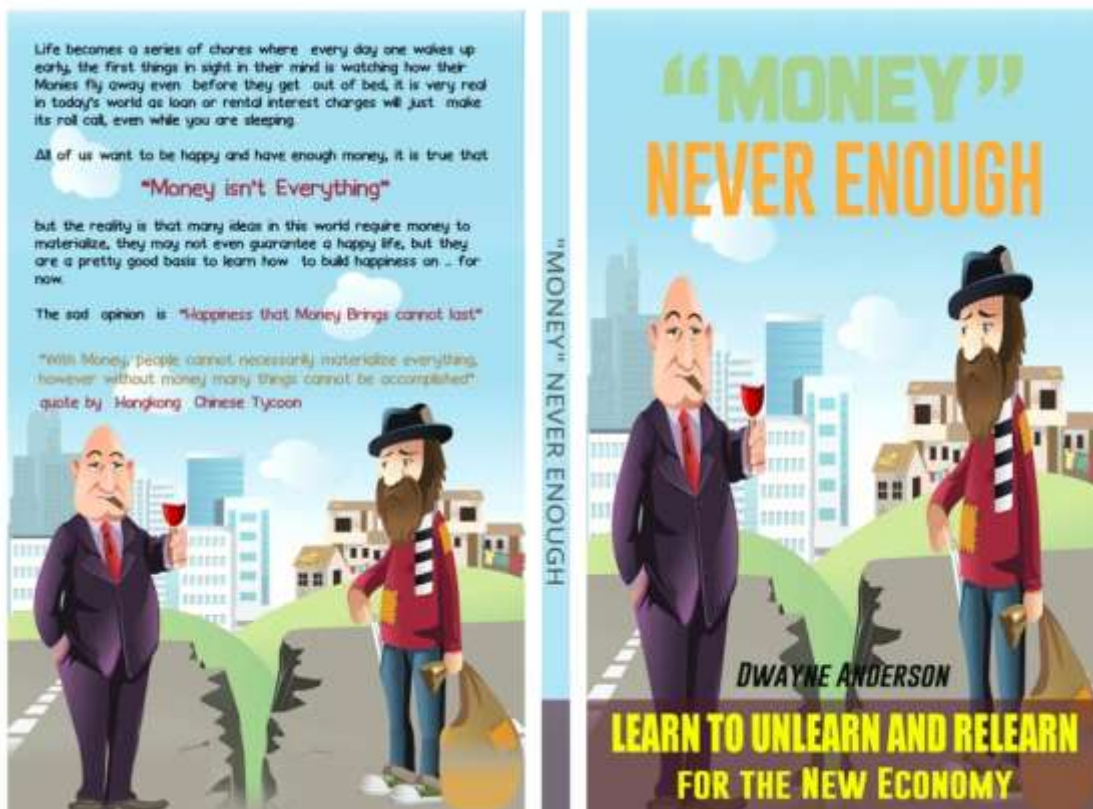


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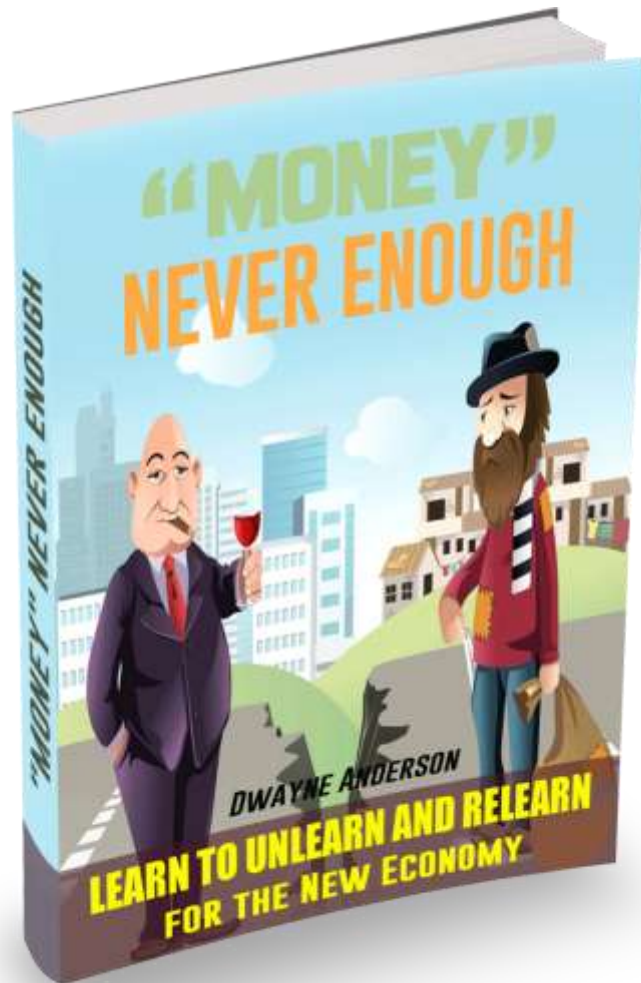
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New Release from Dwayne Anderson ,Kindle KDP only



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"Money " Never Enough: Learn to Unlearn and Relearn for the New Economy

" The illiterate of the future are not those who can't read or write but those who cannot learn, unlearn, and relearn." - quote by Alvin Toffler

What clearly he meant is that we need to learn and unlearn as we continue to stay updated with what that works and those that no longer works

Much has changed since the baby boomers days ,including the path of staying ahead in today's digital age.

To succeed from now , one must learn to accept the constant change to adaptation – continually unlearning old 'rules' and relearning new ones.

That requires continually questioning assumptions about how things has changed , un-valid old paradigms , and 'relearning' what is now relevant to pursue in acquiring your wealth.

This book is filled with excellent ideas and concepts of daily struggle to understand money science.

There is a lot here in this book that can help an individual move toward financial freedom through understanding money and the mindset required to become wealthy, of which means you need to know what it is that separates the wealthy from the Not-so wealthy.

What you need to know and identify with is what principles and what behavior the rich have , and that you need to relearn .

Some of which , You have not taken action to Unlearn yet ,to stay Current and Get Ahead

" Happiness that Money brings cannot last " ,

With Money ,People cannot necessarily materialize everything , However without money many things cannot be done

Accumulation of wealth with the pleasure to have comfort , luxuries , reputable status , financial influence, freedom and popularity are what money usually can help to achieve , its provides a centralized role in our lives , at a general necessity stage level as it helps to clothe and feed us ,to put a nice accommodation for stay and pay the bills.

Money may not be everything, they may not even guarantee a happy life, but they are a pretty good basis to learn how to build happiness on ... for now

I highly recommend this book to anyone who'd like to ignore the fluff available on the Internet and take action now.

Now that being said, this book assumes you know about the basics like Cash Flow, budgeting, etc.

It doesn't talk about investment mediums like stock market, bond, etc.

And the best part is that unlike many books, this book tells you not to lead a frugal life

Happy Reading , Thank you for your utmost support

Dwayne Anderson