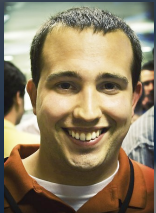


Mobile Marketing

Preparing for the Mobile Web



Kipp Bodnar
Inbound Marketing Manager





Please Tweet questions and comments
to [@KBodnar32](https://twitter.com/KBodnar32)

The Hashtag is [#MobileM](https://twitter.com/hashtag/MobileM).

A photograph of a stack of smooth, dark stones balanced on a bed of smaller, lighter-colored stones. The stack is centered and consists of approximately 15 stones, with the top few being smaller and more rounded. The background is a blurred landscape of water and hills under a blue sky. The text "Another One?" is overlaid in white, sans-serif font across the middle of the image.

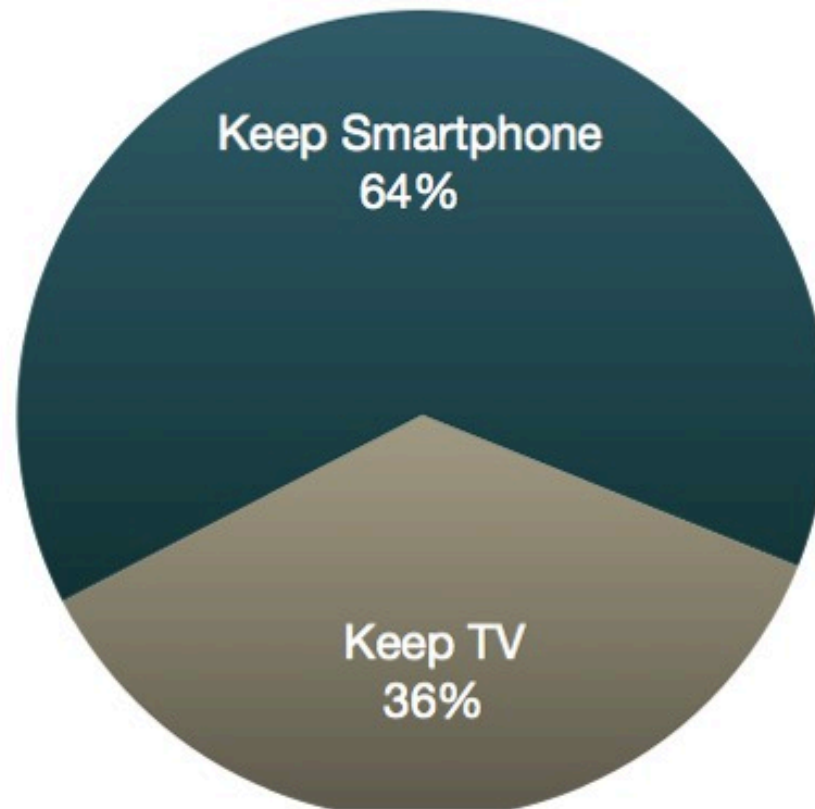
Another One?

4th Screen



For Frequent Social Networkers, the Smartphone is Becoming “The First Screen”

“Suppose from this moment on you were given the following two choices...either you could never watch television again OR you could never use your smartphone again, which would you be more willing to eliminate from your life?”

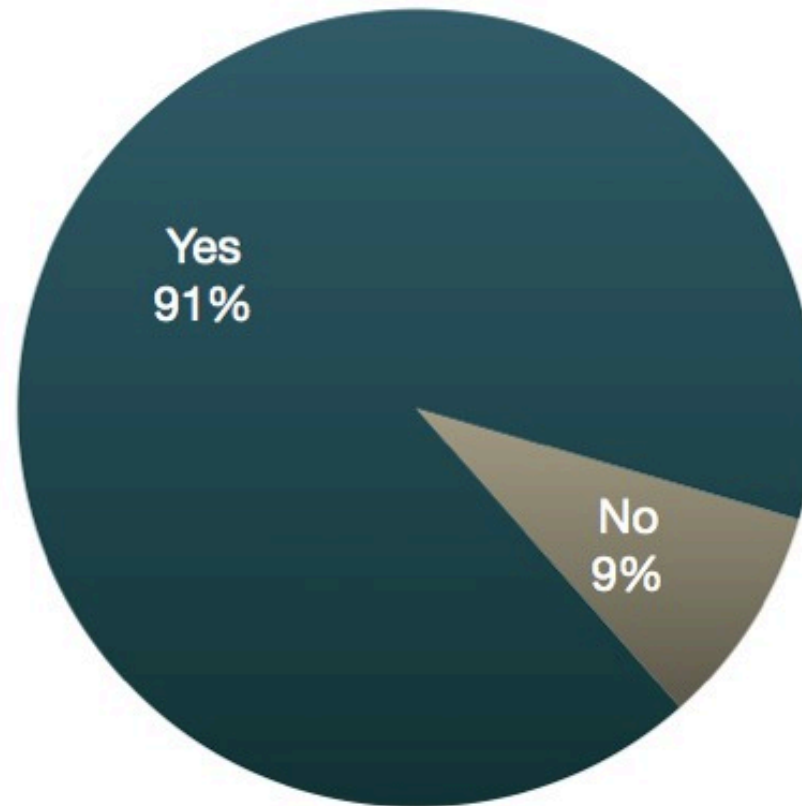


*Base: Frequent Social Networkers,
Own a Smartphone*



Vast Majority of Frequent Social Networkers Own Mobile Phones

% Who Own a Mobile Phone



*Base: Use Social Networking Sites/Services
"Several Times Per Day"*



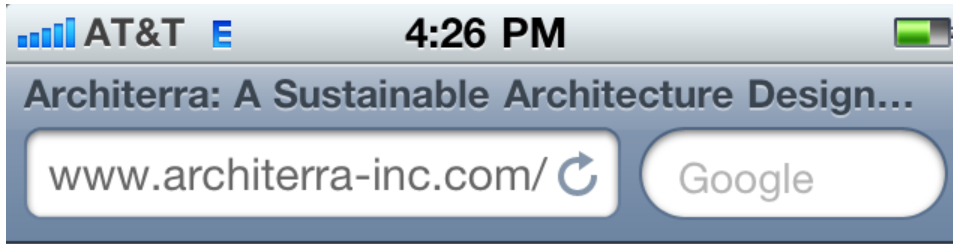
1st Screen



3 Key Aspects of Mobile Marketing

A photograph of a car's side-view mirror. The mirror is in the foreground, reflecting a winding asphalt road with yellow double lines. The road curves through a desert landscape with low-lying green and brown shrubs and hills in the distance. The sky is a deep blue with a few wispy white clouds. The text 'Forward Compatible' is overlaid in white on the left side of the image.

Forward
Compatible



ARCHITERRA

ARCHITERRA INC is an architecture, community design, and development advisory firm dedicated to sustainable design and smart growth. Led by Ellen Watts, Dan Arons, and Daniel Bernstein, the firm's distinction lies in its commitment to comprehensive green design solutions for any project in the built environment.

site requirements:

- Internet Explorer 6.0
- Flash Player

· [Enter Architerra](#)

Mobile FAIL



Are You a Business Owners?

YES

NO



Email

A close-up photograph of several hands holding dark grey puzzle pieces against a background of a blue sky and a golden sunset. The puzzle pieces are interlocking, and the hands are positioned around them, suggesting assembly or completion. A semi-transparent dark grey horizontal band is overlaid across the middle of the image, containing the text.


Compatible Tools

WPtouch Pro™


Premium mobile plugin for WordPress

WPtouch


Create stunning mobile versions of your website. Easily set up a mobile site for iPhone, iPad, Android, Blackberry, Palm OS and Samsung touch mobile visitors, completely independent of your desktop theme.

 **BUY NOW**




 **What Is WPtouch Pro?**


WPtouch Pro™ is a WordPress plugin which adds powerful, easy-to-use features to

 **How Does It Work?**

It works by detecting supported devices like iPhones, iPads, Android & Blackberry and more.

 **How Is It Different?**

The plugin doesn't glue together RSS feeds, or use a proxy server to modify your site's look— It

 **What's "Pro" About It?**

WPtouch Pro includes 200+ great new features over the free version with powerful options in an



HOME

FEATURES

PRICING & SIGN UP

BLOG

API

MEET THE TEAM

CONTACT US

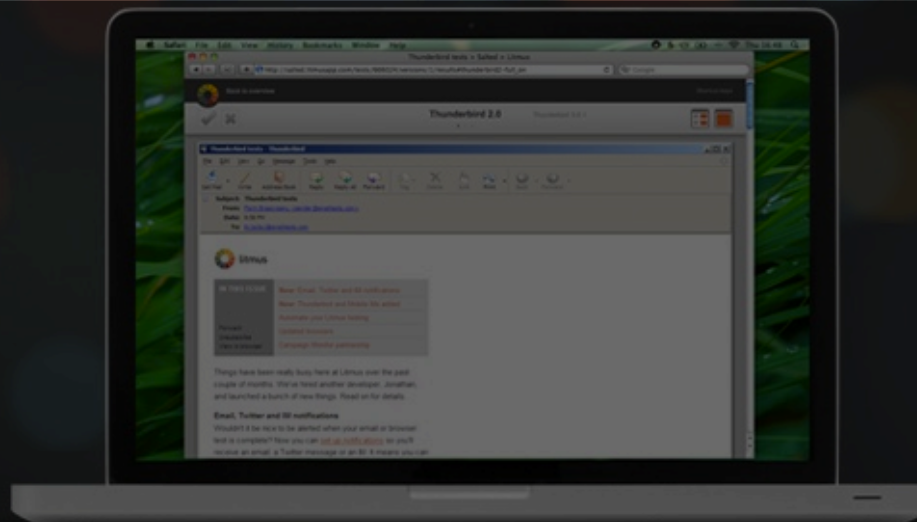
LOG IN

The secret weapon for email marketers

Litmus

Litmus helps you look great, get delivered, and track responses like never before.

Learn more



EMAIL PREVIEWS

Preview your email on 33 email clients and mobile devices.



SPAM FILTER TESTS

Avoid spam filters and arrive in the inbox every time.



EMAIL ANALYTICS

Data you've never had. See how and where your email was read.

"Litmus have created an amazing product. It should be part of every marketer's toolkit."

— Dave Greiner, Campaign Monitor

WORKS WITH ANY EMAIL PROVIDER

Since we're independent, our tools will work with any email provider – even the smallest ones

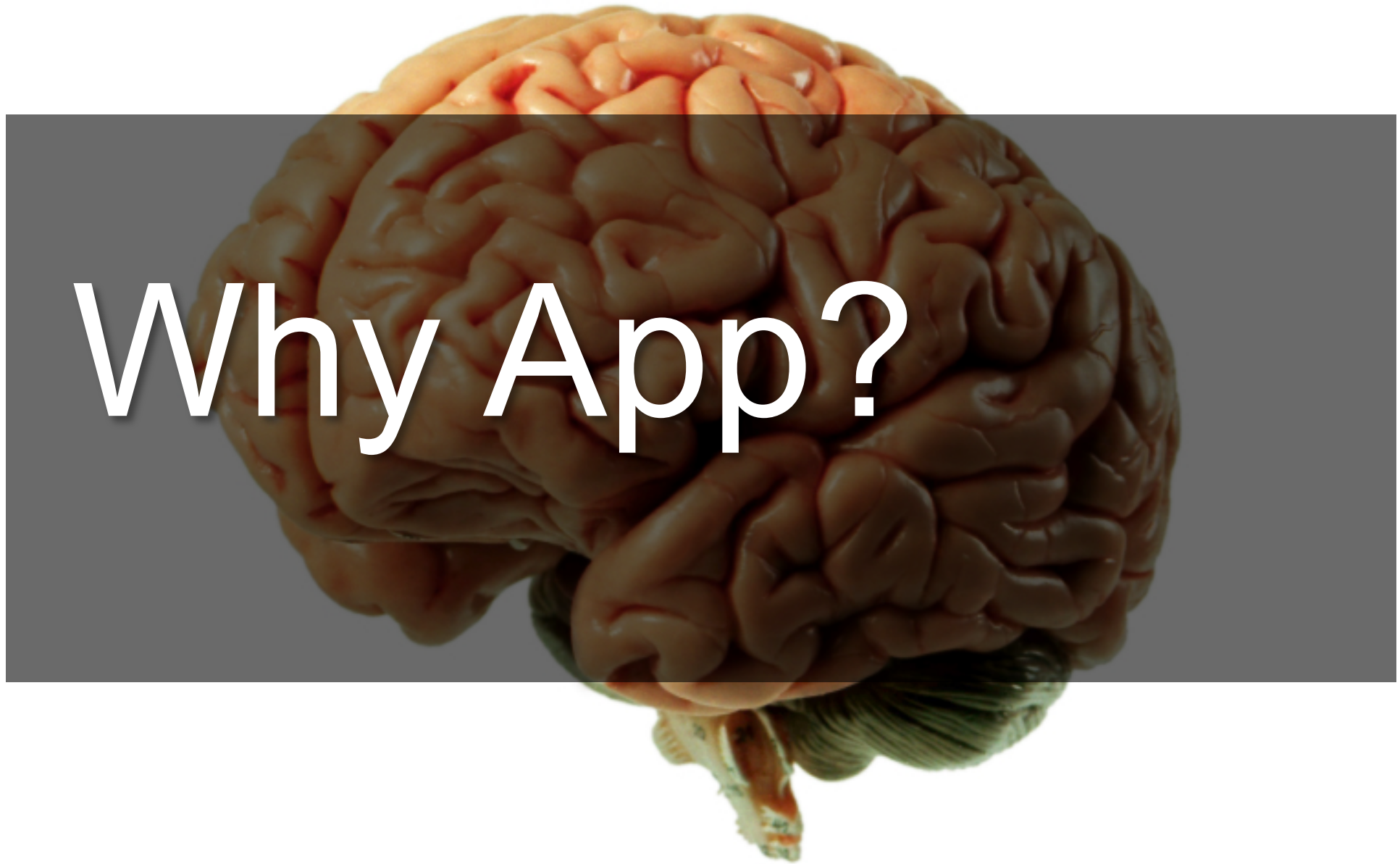
TRUSTED BY

jetBlue

MailChimp

Location and Push





Why App?

HTML5

The background features a perspective view of a digital tunnel. The walls and floor are composed of glowing blue lines and binary code (0s and 1s) that recede into the distance. A bright blue light source at the bottom center creates a lens flare effect, illuminating the scene.

Location



App or Feature?



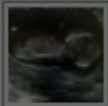
CHECK IN
FIND YOUR FRIENDS
UNLOCK YOUR CITY

Foursquare

Foursquare gives you & your friends new ways to explore your city.
Earn points, unlock badges for discovering new things.

JOIN NOW

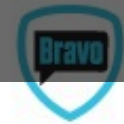
RECENT ACTIVITY



Kevin D. in Dayton, Ohio:
unlocked the '**Overshare**' badge.



Jayson M. in West Palm Beach, FL:
unlocked the '**Bravo Newbie**' badge.



Jenna H. in Fredericksburg, Pennsylvania:
became the mayor of **Our house**.



Javson M. in West Palm Beach, FL:



GET IT NOW

iPhone →

BlackBerry →

android →

palm →

ovi NOKIA →

Facebook Places

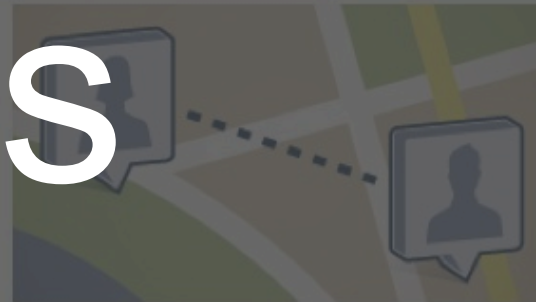
Share Where You Are



"Best. Concert. Ever."

Easily share where you are, what you're doing and the friends you're with right from your mobile.

Connect With Friends Nearby



"I'm just down the street!"

Never miss another chance to connect when you happen to be at the same place at the same time.

New: Find Local Deals



"I'm getting \$20 off new jeans."

Check in to get individual discounts, share savings with friends, earn rewards for repeat visits or secure donations for good causes

Connecting you with the places you love

 Rate and share places on Google

 Get your business found on Google




Google

Places

Local recommendations - powered by you and your friends
Find, rate and share places you know to discover new ones you'll love.

Start rating 

Claim your business listing on Google - for free
Sign up for Google Places, or login to learn insights about your business.

Get started 

Related products

 [The ultimate pocket guide - right on your phone »](#)
Download the Places app for Android or iPhone.

 [Advertise online, quickly and easily »](#)
Attract local customers with the new Google Boost.



Real people. Real reviews.®

Search for (e.g. taco, cheap dinner, Max's)

Near (Address, Neighborhood, City, State or Zip)

Boston, MA

Search

Welcome

About Me

Write a Review

Find Reviews

Invite Friends

Messaging

Talk

Events

Member Search

Yelp Boston

Other Cities | [San Francisco](#) | [New York](#) | [San Jose](#) | [Los Angeles](#) | [Chicago](#) | [Palo Alto](#) | [More »](#)

Yelp

Yelp is the fun and easy way to find and talk about great (and not so great) local businesses

Sign Up Now

Best of yelp

More "Best Of" »

Restaurants

3156 reviewed



1. KO Catering and Pies
2. Menton
3. Dave's Fresh Pasta
4. Mike & Patty's
5. Neptune Oyster

...see more »

Nightlife

645 reviewed



Shopping

2319 reviewed



1. Eureka Puzzles
2. Leo Carroll Jewelers
3. MIT Press Bookstore
4. Boston & Cambridge...
5. Marathon Sports

...see more »

Beauty and Spas

1219 reviewed



Browse by Category

- 🍴 Restaurants
- 🍷 Nightlife
- 🍴 Food
- 🛍 Shopping
- 💆 Beauty and Spas
- 🎵 Arts & Entertainment
- 📅 Event Planning & Services
- 🏃 Active Life
- ✈ Hotels & Travel
- 🏥 Health and Medical
- 🚗 Local Services
- 🔧 Automotive
- 🏠 Home Services
- 🐾 Pets
- ★ Local Flavor
- 🏠 Real Estate
- 🏛 Public Services &

Hey, 35 of your friends have joined Yelp!

Sign up and never miss their reviews



Yelp Deals

Deal ends in 18:33:22



\$140 for a Kayaking Adventure with Lodging (reg \$260)

Zoar Outdoor/Deerfield Valley Canopy Tours

★★★★★ 15 reviews

Reg. Price	Discount	Savings
\$260	46%	\$120

See the Deal

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Introducing Groupon Getaways with Expedia. Unbeatable deals on travel destinations around the world. [Subscribe today.](#)

Groupon

Old Navy - Multiple Locations
\$10 for 20 Worth of Summer Apparel

\$10

[Buy!](#)

Value	Discount	You Save
\$20	50%	\$10

[Buy it for a friend!](#)

Time Left To Buy
6:28:39

423 bought



The Fine Print

Highlights

[More Great Deals](#) [See All](#)

\$19 for One Ticket to Cap'n Fish's Whale-Watching Cruise (Up to \$38 Value) Boothbay Harbor (Boothbay)

\$19
\$38 value

[View It!](#)



[View](#) Kennebunkport
\$20 for \$40 Worth of Resort Apparel and Accessories at American Sailor Clothing

[View](#) Scarborough
\$15 for a 30-Minute Infrared Detox Massage at A Handful Salon (\$30 Value)



Push Notifications



Ultimate Opt-in



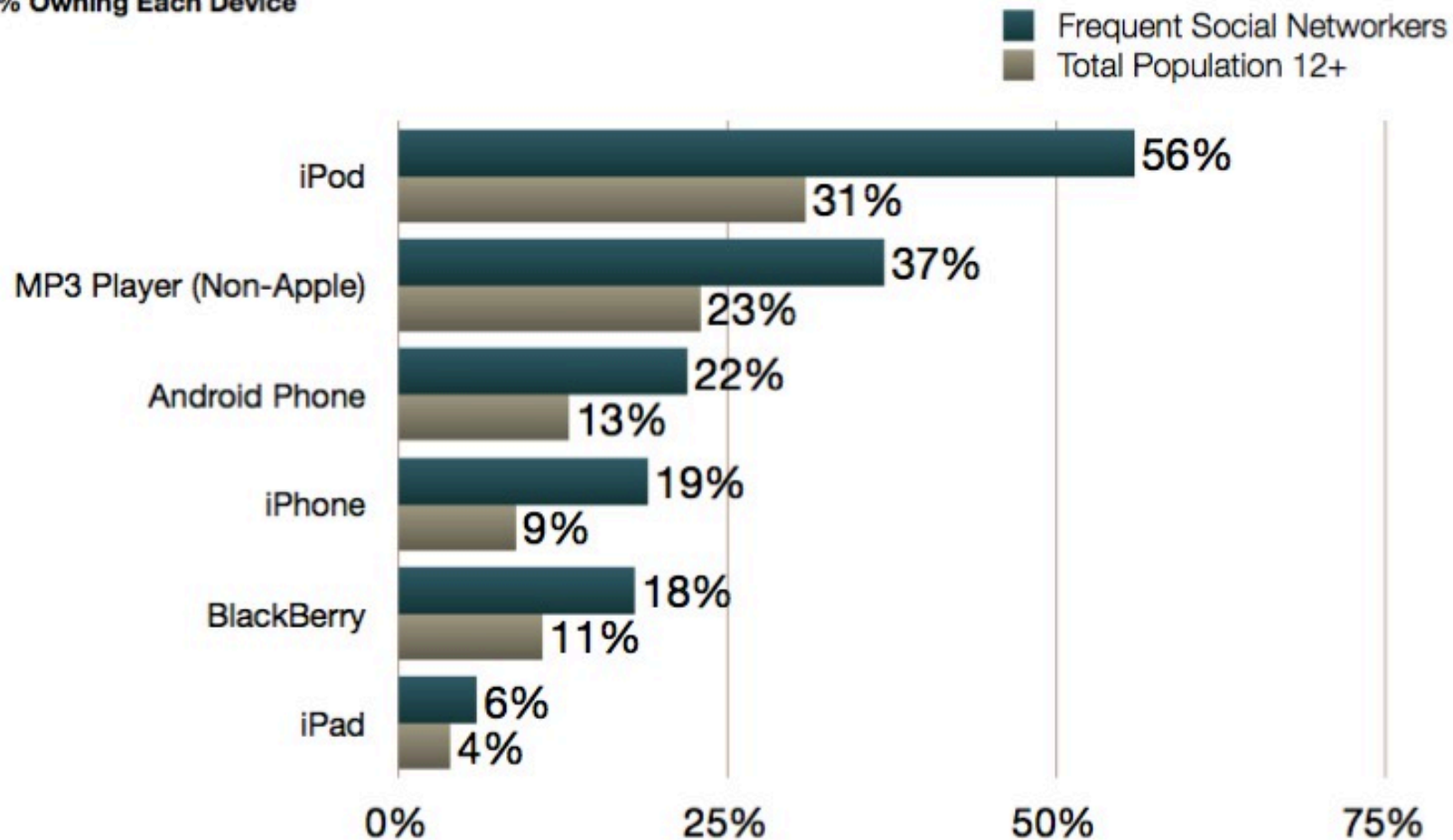
A red plastic gasoline can with a yellow nozzle is positioned on a green lawn. The background features a clear blue sky with light, wispy clouds. The can has the word "GASOLINE" embossed on its side. The overall scene is bright and clear, suggesting a sunny day.

Mobile Fuels Social

250 Million

Frequent Social Networkers Are Avid Purchasers of Mobile Technology

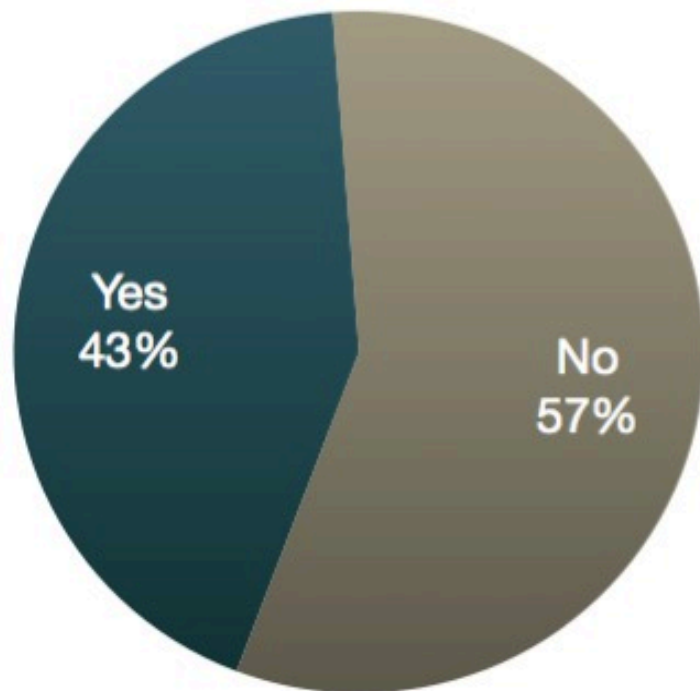
% Owning Each Device



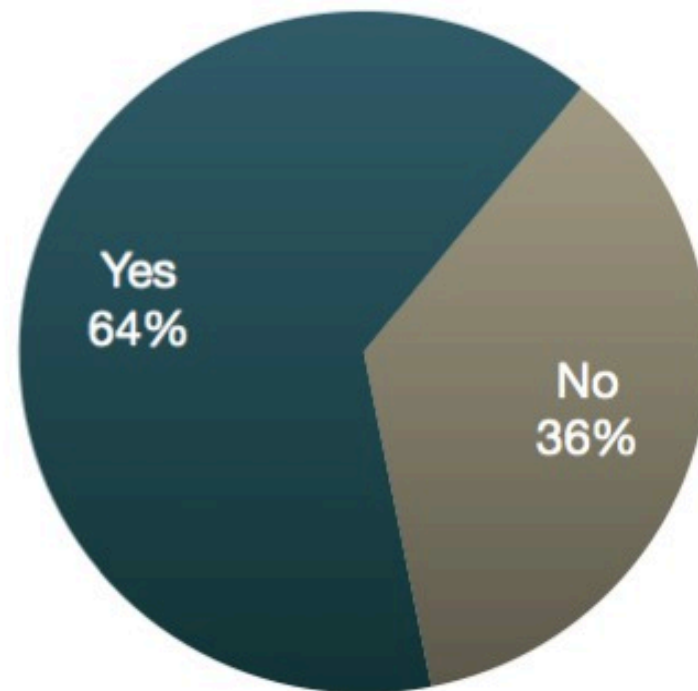
Mobile Access May Be Contributing to Frequency of Social Network Usage

"Do you ever access social sites/services via mobile phone?"

All Social Network Users

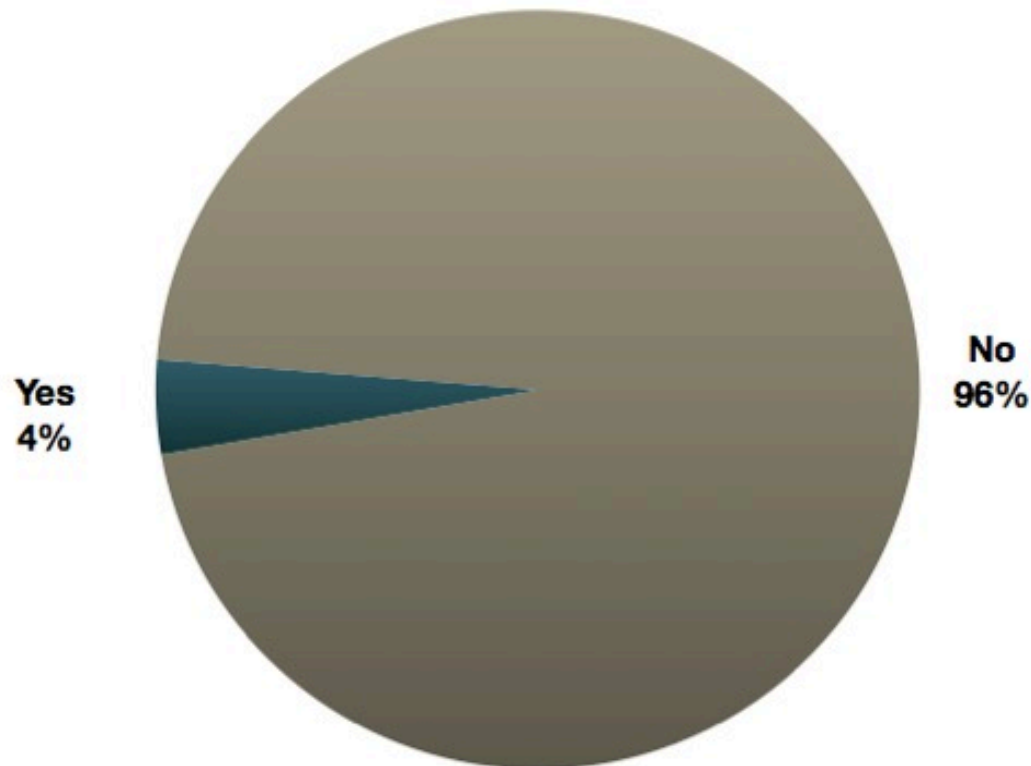


Frequent Social Networkers



Approximately 10 Million Americans Have Posted Status Updates That Also Provided Their Location

"Have you ever used such a service [as Foursquare, Gowalla or Facebook Places] to post a status update that also gave your location?"



Base: Total Population 12+

1. Forward Compatible
2. Location and Push
3. Mobile Fuels Social

A tall, narrow stack of smooth, dark stones is the central focus, balanced precariously on a bed of smaller, lighter-colored stones. The background is a blurred landscape of water and hills, creating a sense of depth and tranquility. The word "Overloaded" is written in a large, white, sans-serif font across the middle of the image, contrasting with the dark tones of the stones.

Overloaded

Prioritize





Ask Customers



Use Social as a Gateway



? 's

@Kbodnar32

Blog.Hubspot.com