USING MOBILE TECHNOLOGY TO GROW YOUR BUSINESS
What We Will Cover Today

- Overview of the Mobile Market
- SMS
- QR Codes
- Location Based Services
- Native apps
- Mobile websites
- Augmented reality
- Mobile Commerce
More connected than ever before...
Businesses are taking notice..

Irish village first to create its own mobile app

29.11.2011

Categories: Apps Zone, Private Irish Business, Apps, Consumer Tech, Digital Marketing, Tags: Retail, Ireland, GPS, Digital Economy, digital, Tourism, Recession, App, Google Maps, Android,

The fishing village of Dunmore East, poised along Ireland’s Copper Coast, is the first village in Ireland to create its own mobile phone app. Local businesses pooled resources with app developer Conor O’Nolan to whip up the free app, which has information on restaurants, pubs, activities and festivals in the Waterford environs around Dunmore East, known in Irish as An Dún Mór Thoir.

Dunmore East lies within the barony of Gaultier, Gáll Tír (foreigners’ land) in Irish, which is a reference to the influx of Norman settlers in the area. The village itself is renowned for its pretty inlets and coves. It’s also close to Hook Head in south Co Wexford, a must-see for lighthouse lovers and those who enjoy rock formations by the seashore.

But back to the app, which is available for
Eatery believed to offer first .mobi restaurant site in Dublin

18.08.2011

Categories: Social Media, Mobility, Online Business, eCommerce, Phones
Tags: Smartphones, Mobile Web, Mobile,

Brasserie le Pont, Dublin’s newest French restaurant on Fitzwilliam Place, Dublin 2, has launched its mobile webpages or a .mobi site. The brainchild of restaurateur and general manager Fiona Kelly, it is also believed to be the first Dublin restaurant to offer its customers a mobile web interface.

“There are approximately 600,000 people in Ireland regularly accessing the internet with their smartphones. Without a .mobi site, this can be a painful experience, with lots of missed opportunities and lost revenue. Finally, restaurants can now make sure customers are catered for,” she explains.

“Brasserie le Pont is the first restaurant in Ireland to be fully mobile accessible,” Fiona Kelly.

Businesses are taking notice..
3 C’s of the mobile web

Cost
- It can be expensive or it can be cheap!

Content
- Navigation, page size, images etc.

Context
- What does your content add to a user’s mobility, how do you add value?
Typical Questions

- Is mobile important?
- Should I be building iphone apps?
- Should I have a mobile website?
- Are people really using mobile to book holidays, hotels etc?
Where phones have come from..

1983 first wireless call
$3,995 phone cost
2.5 pounds
10 inches tall
Our new computer
Smartphone Breakdown.. (US)
The mobile user

- Type with their thumbs
- Use it on the go
- No patience!
- Screen size
- Download speed
But also this:

- Likes great interfaces
- Smaller screen than desktop
- Experience is different than a desktop
Consider the mobile user

- Screen size
- Download speed
- No Mouse
- Time available
- Content volume
- Navigation
Stats

- 80% use mobile for misc downtime
- 80% use mobile waiting in line
- 62% use mobile watching TV
- 64% use mobile at work
Stats

• Mobile is 17.4% of all traffic to travel sites
• Increased by 72% in last 6 months of 2011
The Charles Hotel...
Creating a Mobile Strategy

- Mobile Apps
- Mobile Commerce
- MMS / SMS
- Social Media
- (QR Codes)
- Location Based
- Mobile Advertising
Mobile..

- 5 Billion phones, 1 Billion Smart
- 2013 more internet phones than desktop
- UK Smartphone 52.6%
- Irish Smartphone 35%
- 14% of all Google queries are from mobile phones (4% last year)
A lot of mobile..
Using Mobile Technology to Grow your Business

Trip Advisor
and Mobile Versions of websites..
Research...

- Increasing number of visitors have smart phones
- Over 55 group generally did not have smart phones
- Increasing number of people booked while in the location
- Travel apps used by more and more
- Over 50% started on mobile with a search query
- 20% had iPad Devices
Google Analytics...

20% of visitors from mobile devices
Using Mobile Technology to Grow your Business

SMS...
SMS Stats

• 18-29 year olds text more than voice
• 94% of text messages read immediately
• 80% consumers keep their mobile with them.
• Their over 55 group had basic phones with texting
Using Mobile Technology to Grow your Business

SMS Advantages

• High open rate
• Everyone has a phone
• Cost effective
• Timely – high chance they’ll see it
# Group Texting Service

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
<th>Dedicated Shortcode</th>
<th>Price for 10,000 SMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Space</td>
<td><a href="http://www.schoolspace.ie">www.schoolspace.ie</a></td>
<td>✗</td>
<td>€600 (6c each)</td>
</tr>
<tr>
<td>eText.ie</td>
<td><a href="http://www.etext.ie">www.etext.ie</a></td>
<td>✓</td>
<td>€550 (5.5c each)</td>
</tr>
<tr>
<td>Phorest</td>
<td><a href="http://www.phorest.com">www.phorest.com</a></td>
<td>✗</td>
<td>€500 (5.0c each)</td>
</tr>
<tr>
<td>Text Direct</td>
<td><a href="http://www.textdirect.ie">www.textdirect.ie</a></td>
<td>✗</td>
<td>€500 (5.0c each)</td>
</tr>
<tr>
<td>TxtLocal</td>
<td><a href="http://www.txtlocal.co.uk">www.txtlocal.co.uk</a></td>
<td>✓</td>
<td>£450 (4.5p each)</td>
</tr>
<tr>
<td>WebText</td>
<td><a href="http://www.webtext.ie">www.webtext.ie</a></td>
<td>✗</td>
<td>€350 (3.5c each)</td>
</tr>
<tr>
<td>Clickatell</td>
<td><a href="http://www.clickatell.ie">www.clickatell.ie</a></td>
<td>✓</td>
<td>€340 (3.4c each)</td>
</tr>
<tr>
<td>Bulk Text</td>
<td><a href="http://www.bulktex.com">www.bulktex.com</a></td>
<td>✗</td>
<td>€270 (2.7c each)</td>
</tr>
<tr>
<td><strong>SendMode</strong></td>
<td><strong><a href="http://www.sendmode.com">www.sendmode.com</a></strong></td>
<td>✓</td>
<td><strong>€270 (2.7c each)</strong></td>
</tr>
</tbody>
</table>
Example Shortcode

Who won the 2006 World Cup?

a) Brazil
b) France
c) The Faroe Islands.

Text WORLD Cup followed by your answer to 51444
Practical...

How would you use SMS services to promote your business?
Charles Hotel – Possible services

Improve custom relations
  • Directions, booking details

Promotions
  • Last minute deals, cross sell services

Instant Feedback
  • Are you enjoying your stay
QR Codes...
Types of QR Codes

**Web Code**
The most common type of code used. Bring the user to your mobile enhanced site.

**Note**
Sends a simple message directly to the phone, no need for additional SMS or email messages.

**Scan-to-Call**
Automatically initiates a pre determined call without the need for the user to take down the number.

**SMS / MMS / Email**
Automatically opens a message or email with the address and subject fields filled in.

**Menu Page**
Offer multiple experiences in one code.

**Business Card**
Sends contact info such as name, address, and phone number directly to the phone’s address book.
QR Examples...
Using Mobile Technology to Grow your Business

QR Examples...

Scan this to turn your iPhone 3G or 3Gs into an iPhone 4.

Simply bring your iPhone 3G/3Gs to your nearest 3Store and get a free iPhone 4 on our Mega Flex Max plan. And you will get €100 credit when you bring your number to 3.

*Save this voucher.

This voucher expires on October 31st.

Share with your friends.
Examples of use...

**QR codes on menus in Limerick**

The Absolute Hotel & Spa in Limerick has introduced QR codes to its restaurant menus. Guests can now access video content relating to the food & drink menus. The videos will feature a “dish of the month” prepared by the hotel’s chef, Mark Wixted. The video will also give tips on how the dish is prepared and the ingredients used.

Below are the QR Codes to lead you to clips of Wixted cooking a Pan Seared Sea Bass & Lemon Risotto and Prime Irish Heresford Beef.
Generate your own
Group Exercise

1. In pairs or groups, install a QR Code Reader application on to one of your phones.

2. Using the reader scan the codes in the exercise sheet.

3. Generate your own QR Code
Blippar
Charles Hotel....

Guest Reviews

Seasonal Deals on their brochures (saves reprinting)

Map of facilities in the hotel

Treasure hunt for fun!
Conclusion

• This is still a new technology and whether it catches on or not has yet to be seen.
• There are a lot of unique applications to improve customer interaction and satisfaction.
• I think it’s worth a shot because
  • It’s innovative and interactive
  • It doesn’t cost anything to produce
  • Saves money on printing advertisements
Mobile website or App...
Developing a Mobile App

“Within 2 years 60% of digital advertising worldwide will be directed to mobile platforms – compared to 2% today”

IDC July 2010
“No mobile strategy, No Future”

Ian Carrington – Google Director of Mobile
Developing a Native App
Smartphone Breakdown..
Why build a native app?

- Faster
- Access to phone specific functionality
- Revenue model
- Discovery
- Available offline (think Roaming)
Phone specific functionality

Answer incoming call
Dial a number
Vibrate the phone
Use Bluetooth
Use camera
Access contacts, calendar etc.
How do I monetise?

Subscription
- Once off, regular payment
- In App Purchases

Ads
- Interactive
- Banner
- Video
Hotel Royal
Visit Dublin

iPhone Screenshots

Visit Dublin
Official Mobile Guide

What's That?
See & Do
Entertainment
Tours
Events
Audio

Marlborough Hostel  E 116m
Saint Mary's Pro-Cath...
Admiral Restaurant  E 130m
Anchor Guesthouse  E 346m
Hazelbrook House  NE 352m
Abraham House  E 355m
Glen Guesthouse  E 363m
Google Goggles

Google Goggles
Use pictures to search the web.  
[Watch a video]
Building an App

- Think of an idea where a group of businesses could come together and develop a tourism based mobile application that would benefit your businesses?
Mobile Application...
Advantages of a mobile app:

- Available on all phones
- Cheaper
- Quick to build
Why build an optimised mobile Website?

- Familiar navigation
- Supports thousands of devices
- Flash elements of your website will not render on most mobile devices, notably the iPhone
- Make use of the unique possibilities on mobile: touch screens, voice and location capabilities, click to call
- Ability to focus on the key messages and elements
Options...

New Mobile Website
  - Simple

Adapt Existing Website (i.e. Responsive Design)
Using Mobile Technology to Grow your Business

New Mobile Website...

Advantages
- You can make it very simple
- Cheap to Build

Disadvantages
- Not designed for a range of different size devices
- 2 sets of content to manage
- Different experience than desktop
Responsive Design

Advantages

- Content adjust based on screen design
- One set of content

Disadvantages

- Too much content at times
- Could be simpler e.g. not purposely designed for mobile
Advantages of a mobile website..

Go to www.iphonetester.com
Go to www.bewleyshotels.com
Go to m.bookassist.com/bewleyshotels
Book assist
Mobile Application...

Go to [www.iphonetester.com](http://www.iphonetester.com) and check out:

- [www.brasserielepont.mobi](http://www.brasserielepont.mobi)
- [m.thebrehon.com](http://m.thebrehon.com)
- [m.discoverireland.ie](http://m.discoverireland.ie)
- [www.avondale.ie/mobile](http://www.avondale.ie/mobile)
Charles Hotel Exercise

• Go to http://mobile.charleshotel.com
• In groups of 3-4 discuss what you like or don’t like
• Compare the mobile app to their website and discuss what you would do differently to make it better
Put your Business on every mobile phone with a goMobi mobile website!

Your customers are mobile, you need a goMobi mobile website!

A goMobi mobile website is the right solution for your business to engage with customers on their mobile phone.

It's Easy
Your mobile website is available in minutes. It is easy to add information to match your business needs.

It's Fast
Turns mobile phone users into customers fast.

It's Complete
Connect with customers anytime, any place, anywhere with goMobi!
Sync with your regular website
Simple and FREE

Ready to make your website mobile?
Enter your site URL
Make My Site Mobile

www.dudamobile.com
Strategy Exercise

- Take a look at the strategy exercise
Using Mobile Technology to Grow your Business

HTML 5...

- More advanced functionality
- Local Storage
- Cross Platform
Cross Platform Tools

With **PhoneGap** you can,

- Take advantage of **HTML5** and **CSS3**
- Use **JavaScript** to write your code
- Access **Native Features**
- Deploy your app to **Multiple Platforms**
Location Based Marketing
Consumer habits changing

Priceline Hotel and rental car negotiation app

- 82% of mobile customers booked within 1 day of arrival
- 56% were within 20 miles of the hotel
- 35% within 1 mile of the hotel

79% booked 1 day versus non mobile which was 62%
Features

• Checking in
• Awards/Badges
• Leaderboard
• Deals/Promotions
Foursquare...

"Tell Foursquare where you are and it will tell you who and what is nearby."
Check-In

- Take a look at the current checkins happening on foursquare.com..
Check-In
Using Mobile Technology to Grow your Business

Earn points for checking in..

**+5 pts** ➤ Discover a new place

**+2 pts** ➤ Out 2 nights in a row

**+4 pts** ➤ Checkin 4 places

**+6 pts** ➤ Bringing in 6 friends

Users compete on a Leaderboard that resets weekly
**Tips**

Tips from previous visitors, like

“try the Sweet Chilli Chicken…it’s yummy!!!”

Short Twitter like recommendations.
Facebook Places
Facebook Checkins..
Checking in...

Ian Cleary is at lans house.
2 minutes ago via iPhone. Like. Comment. Tag friends. Add category.
Place created..
Place created.

Lans House

Is this your business?

Claim your business

- You can make changes to the information in this Places Listing by turning it into a Facebook Page for your business. A Facebook Page gives you one central place to manage your business, likes, and interactions.

- If your business already has a Facebook Page, you can combine it with this listing in the next step. People who are already connected to your Places Listing will be included with the people who are connected to your Facebook Page so you will not lose any of your existing connections.

I certify that I am an official representative of Lans House.

Proceed with verification

Nearby Places

Home
23 check-ins - 2 likes
Exercise...

Check out listing a location with your Facebook update...
Group Exercise

• Think of 3 innovative ideas for running a location based marketing campaign
Charles Hotel..

- Check in to the Hotel and get 10% off the spa
- Group checkin to get a discount
- Loyalty checkin – 5 checkins get a free room
Facebook on Mobile

Go to m.facebook.com
Near Field Communication

850 million enabled phones by 2015..
Mobile Commerce
Swedish Hotel..
Augmented Reality
Augmented Reality
Trip Advisor..
Keep in Contact

Facebook          www.facebook.com/webcheck
Online Resources  www.failteireland.ie/WebSupports
Courses Available www.failteireland.ie/Business-Supports/Websupports/Events
Business Tools    www.businesstools.failteireland.ie

For any other questions, contact the Business Supports team on 01-8847762