

So + Lo + Mo



2014



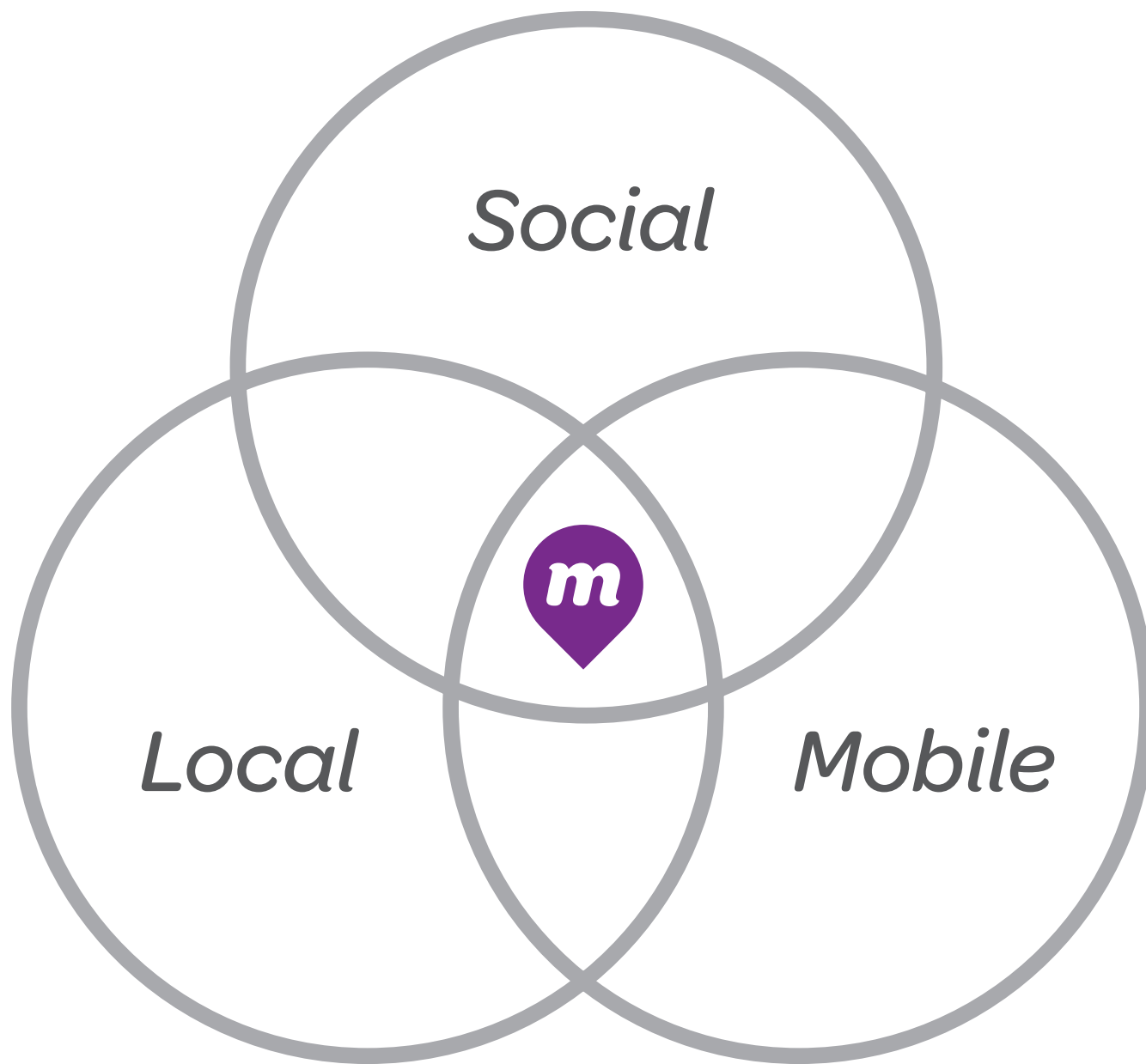
## Leveraging Social, Local and Mobile For 2014

A Guide for Business Looking Ahead

# Introduction

Social, Local and Mobile are powerful marketing avenues every business should be looking to leverage. As smartphones continue to penetrate local consumers and establish themselves as necessities rather than luxuries, we're seeing these three worlds collide.

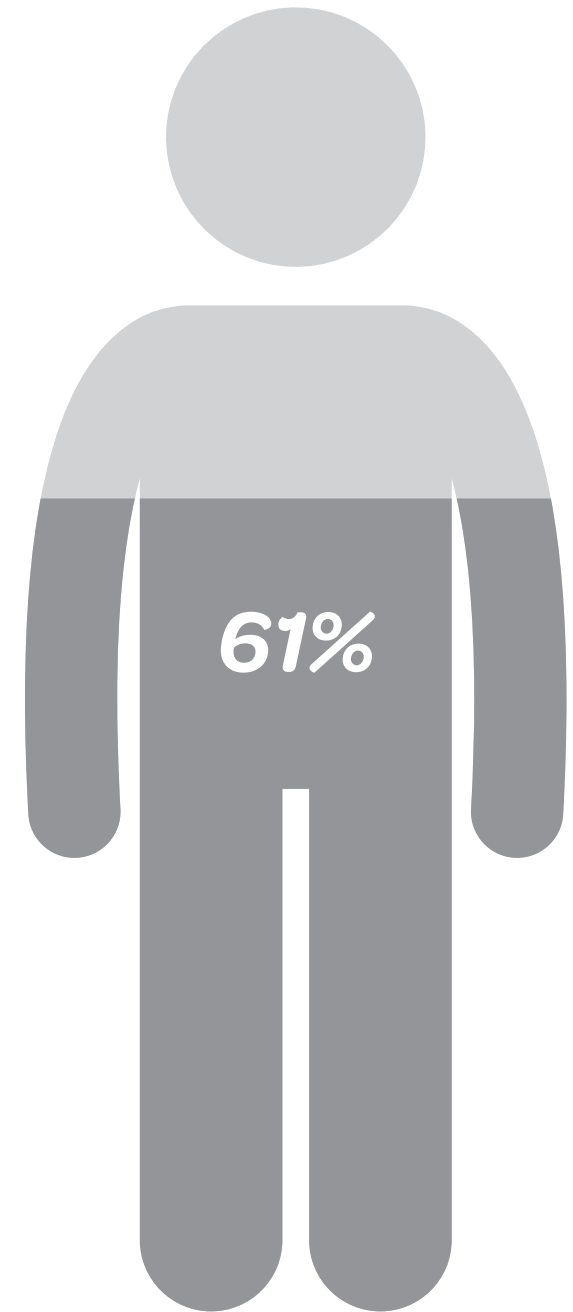
**SoLoMo**, as it's referred to, is the convergence of these three avenues into a marketing battleground we've never seen. It's leveling the playing field between big box stores and mom and pop shops. This guide will shed light on trends happening right now, so your businesses can build a SoLoMo strategy for 2014.



## 61% of Gen Y (18-34) refer to social media to help them decide where to go when going out

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At this point most business owners know that there is value in having a presence in social media. What they may not know is how influential their online existence can be.



# Making the Case Social Media

Social Media is more than just renting trendy real estate to post a few photos and call it a presence. Social is about your brand, creating awareness, communication, engagement and creating value for your customers. It's about being available when your customer is ready for you. It's about online interactions that lead to offline sales. Your customers are social, join the conversation.

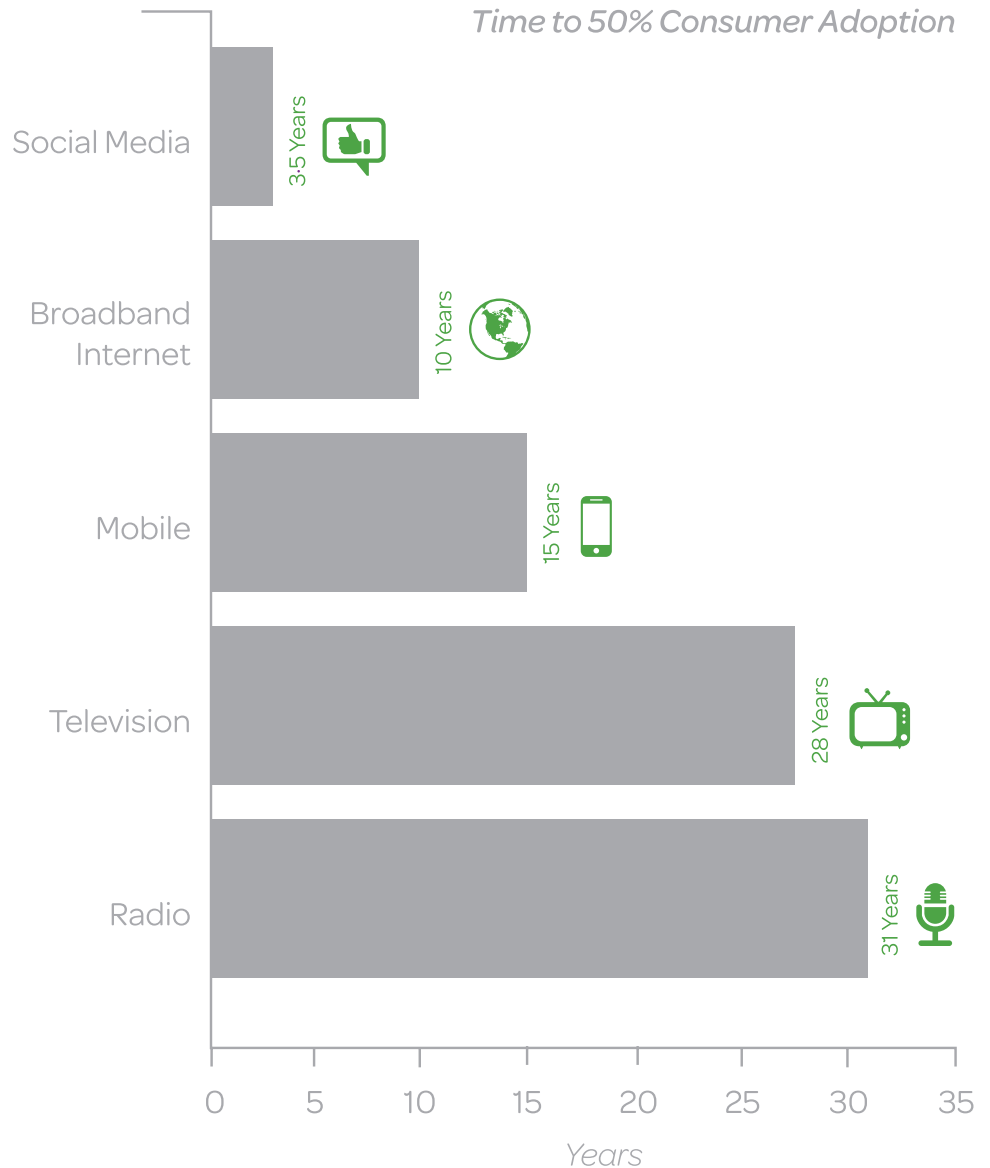
## Quick Facts:

- ✓ Americans spend more time on Facebook than any other site 1 in 6 minutes spent online is on a social networking site
- ✓ 9 million small businesses use Facebook
- ✓ 51% of Facebook users and 64% of Twitter users are more likely to buy from brands they follow
- ✓ 31% of small businesses say they are holding back from social media because they "Don't know how" to get social.

# The Marketing Landscape is Changing. Are you ready?

## The Speed of change

Retail will change more in the next five years than it has in the last 50 years—and faster than any of us can imagine...



This chart is drawn from "Who are the Millennial shoppers? And what do they really want?"  
From Outlook 2013, 2, an Accenture publication. Copyright 2013 Accenture. All rights reserved.

# Local Fuels Social Interaction

# 1



## Presence to Anchor

Businesses build digital places for people to engage  
(Just like their physical stores)

16m



Facebook Local Business Pages

10/25



of the most downloaded iOS apps are local & social

1b



Facebook searches

1b+



people use Google Maps each week

1m



Google Maps is available on more than 1M websites

# 2



## Context for Customer Interaction

Businesses passively participate in C2C as the backdrop of digital interactions

25k



Photos shared on Facebook

5m



Facebook check-ins

13m



comments on Facebook Business Pages

# 3



## Join Conversation

Add to the customer conversation by sharing useful content about your business

350m



business reviews/day

30m



online restaurant reservations/year

30k



daily deals offered/month

12k



daily deals redeemed/month

## Essential Information for Your Customers

- Business Name
- Address
- Phone
- Hours of Operation
- Photos, Videos
- Offers, Events, Menus, Status Updates

# Local Data, while flawed, continues to skyrocket

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## The Speed of change

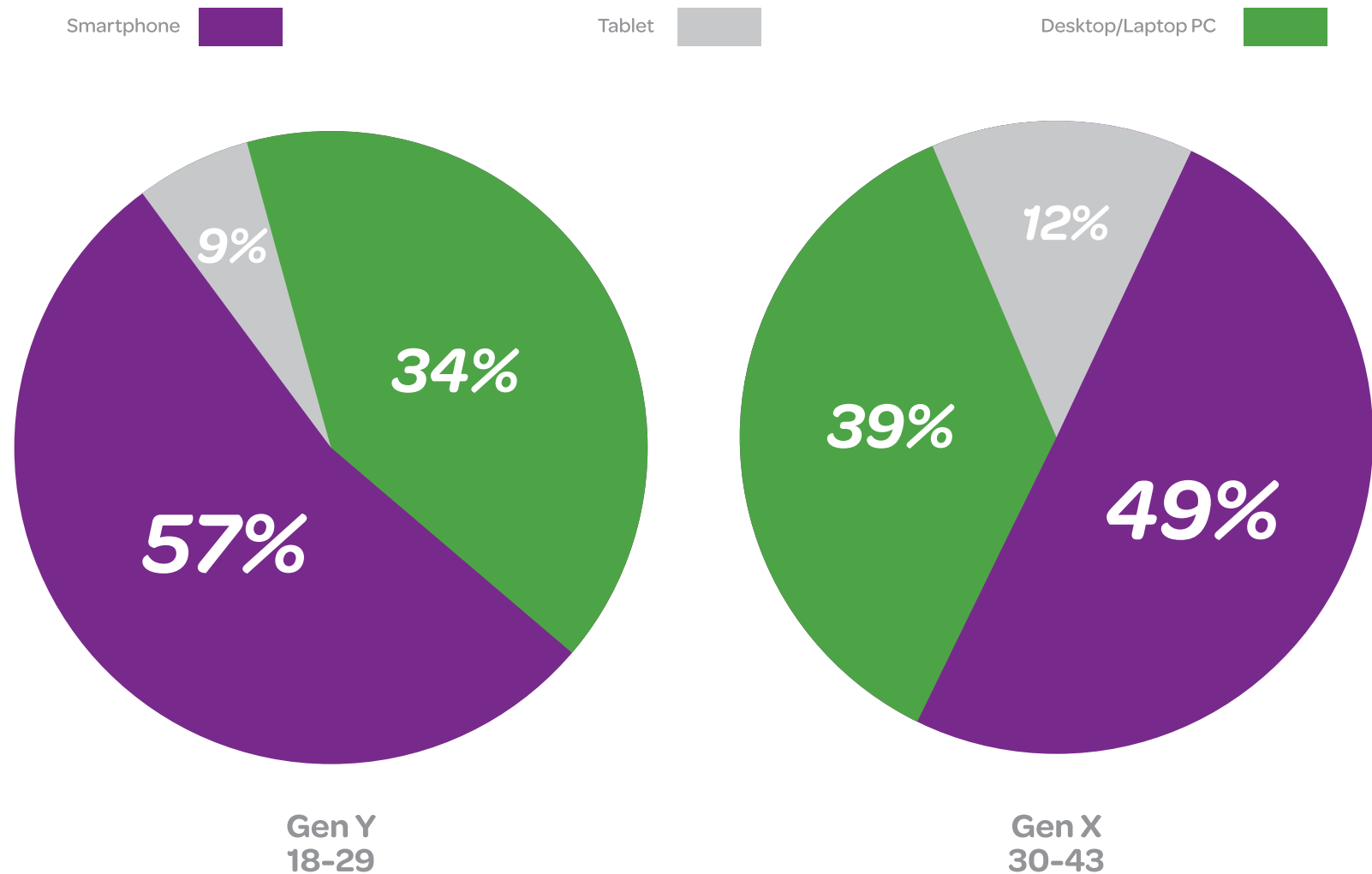
The widespread adoption of smartphones has increased the use of social media and has changed the way consumers are interacting with local businesses. Location based engagement is considered to be any of the following actions: local search, checking-in, geo-tagging, photo-tagging, redeeming offers, writing reviews, leaving tips, or responding to ads.

## Quick Facts:

- ✓ 67% of internet searches are affected by geo-location or a specific location.
- ✓ 40% of mobile searches are for local business.
- ✓ 9 out of 10 mobile searches lead to action. Over half of those lead to purchase.
- ✓ 76% of smartphone owners use location-based check-in (facebook, yelp, foursquare).
- ✓ 75-80% of disposable consumer income is spent within 20 miles of home.

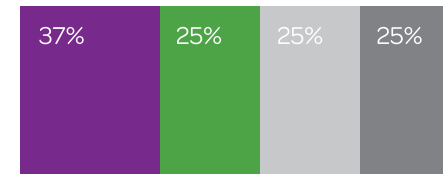


66% of people under 30 reported that they use a smartphone or tablets more often than PC's for local and location information

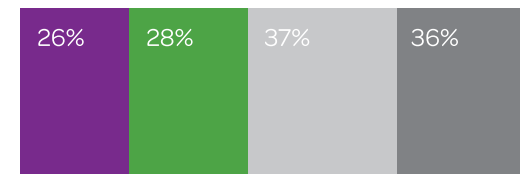


# Top 3 Reasons Consumers Check-in

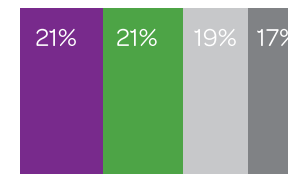
Provide location for picture/social update



“Let friends know where I am”



To receive offer or a reward



Gen Y 18-29



Gen xX 30-43



Young Boomers 44- 53



Older Boomers 54+

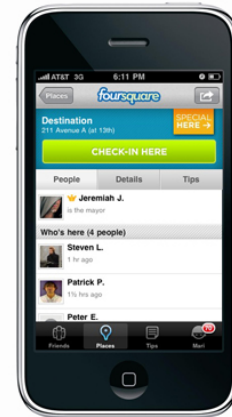


# Top Location enabled sites

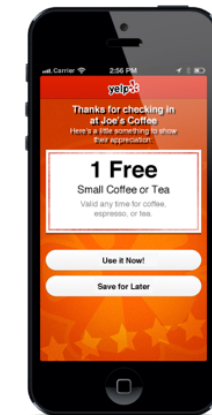
facebook



foursquare



yelp\*



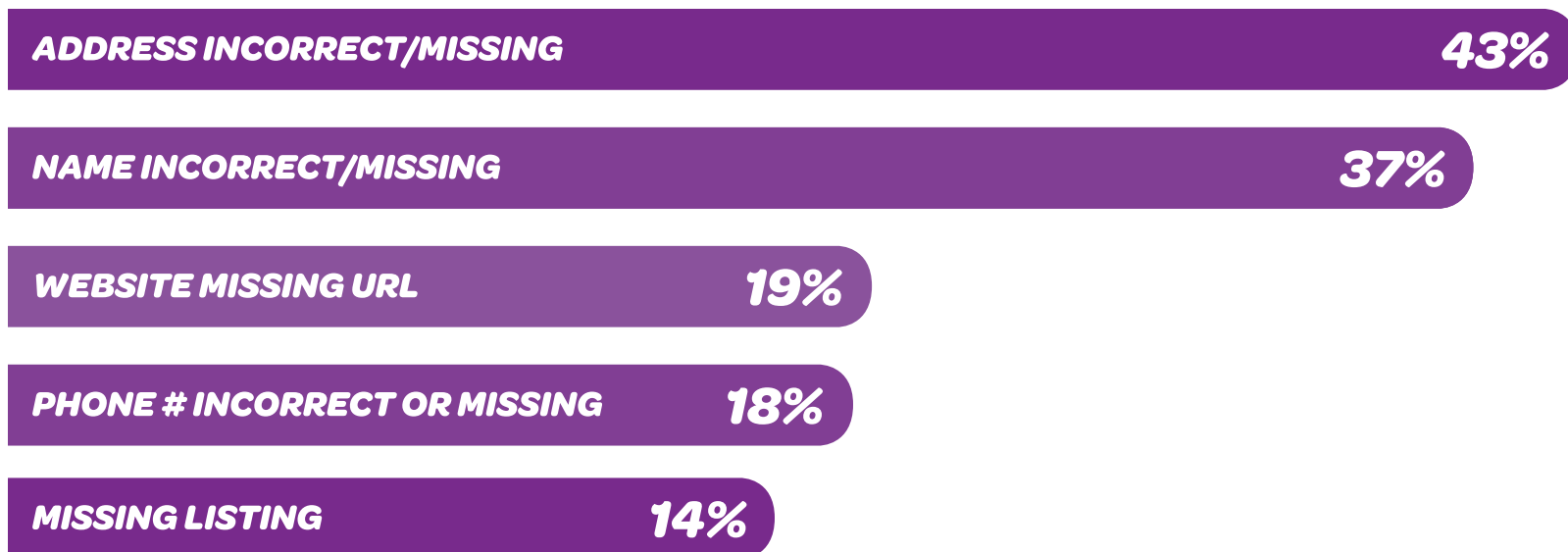
# Take Control of your Local Business Listings

In a December 2012 survey, Yext found that consumers regularly encounter incorrect location data for businesses.

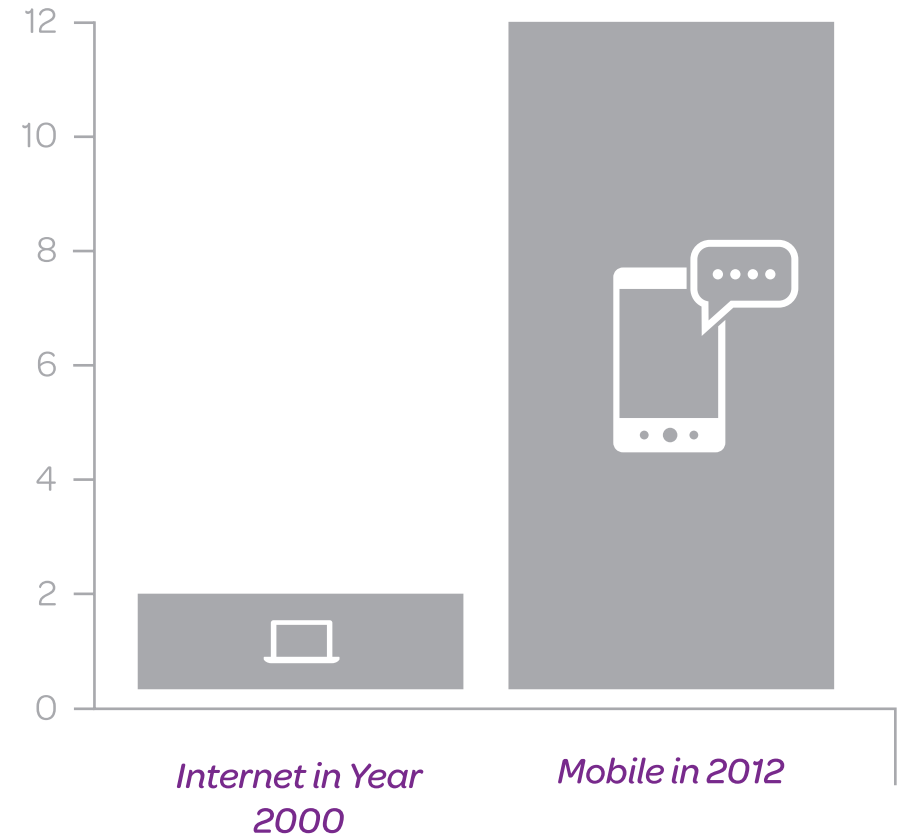
**“The impact of bad business information is mostly invisible to everyone in the ecosystem but the consumer”**

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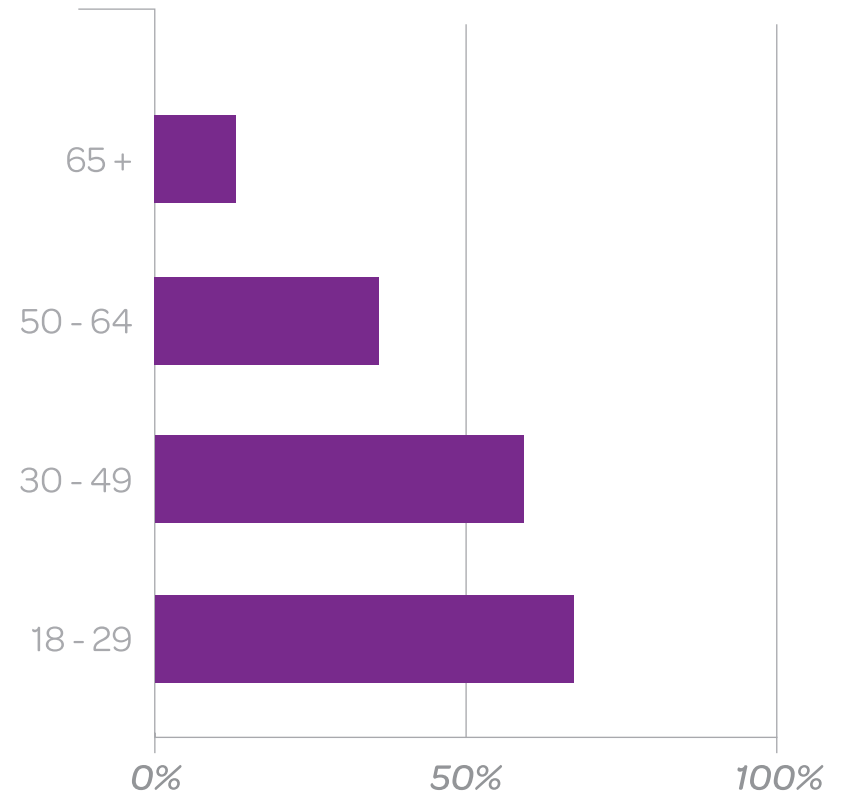
Most common problems with text customers' local business listings



In 2012, the global internet usage from mobile devices was 12x the amount of data that was used for the entire internet in the year 2000



# % of American adults who own a smartphone by age



# Mobile isn't coming, it's here.

Smartphones are changing the way Americans do business. From the moment we wake up, to the second we close our eyes, our phone is just an arms reach away. On a global level, mobile phones are owned more than toothbrushes. Knowledge is power and that is exactly what these devices bring. They make consumers subject matter experts in a matter of seconds. Product comparisons, testimonials, reviews and pricing can be browsed from inside your establishment. If you're not cutting it online, they'll find another business on their way out.

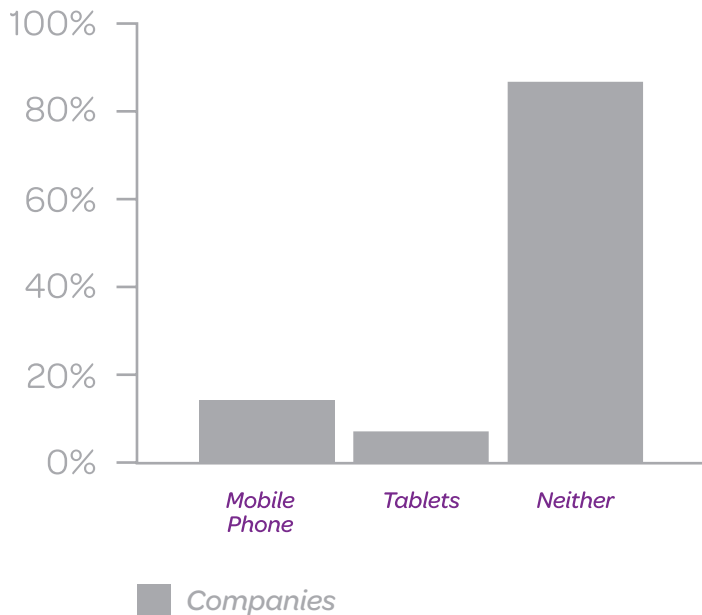
## Quick Facts:

- ✓ In May 2013 time spent online via a mobile device (481 billion minutes) exceeded internet time spent online from PC (477 billion minutes).
- ✓ 80% of consumers plan to conduct mobile commerce in the next 12 months.
- ✓ 70% of mobile searches lead to action within one-hour. It takes one month for the same percentage of desktop users to catch up.
- ✓ 57% of users say they won't recommend a business with a poorly designed mobile site.

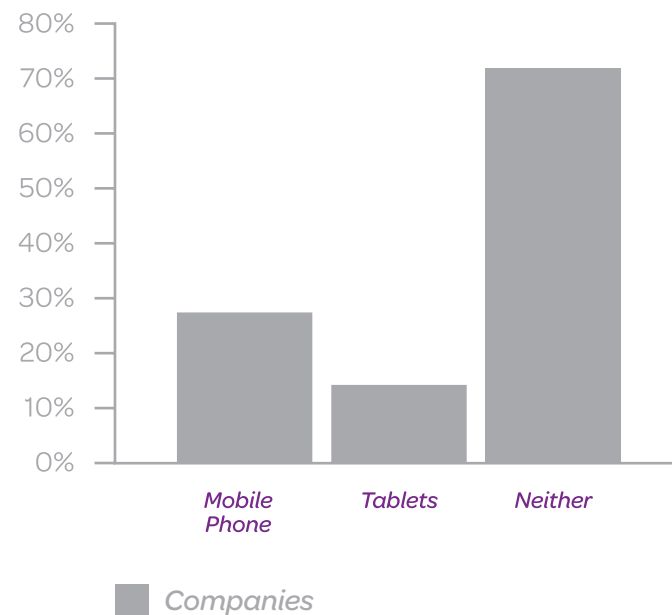
Not only are your customers looking for your mobile optimized website, but they are also reading your emails on devices. Almost 30% of all emails are read on a mobile device. Of those readers, 75% say they would delete an email that isn't optimized for mobile

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**% Of Companies with  
Mobile Optimized email**



**% Of Companies with  
Mobile Optimized website**





# Why LiveMobi Media?

## **Because it works!**

Founded in 2012, LiveMobi Media was created with one goal in mind: provide local businesses with a full-service digital marketing solution that helps business owners find new customers and grow their business. We work tirelessly to make that goal a reality, giving the local business owner more time to focus on what they do best: providing great customer service to their patrons.

# At LiveMobi Media we are guided by playbooks, not rule books.

We believe rigid methodologies minimize creativity. Because of this **SoLoMo** is at the core of our strategies. Here are a few things you can expect:

- ✓ We build out a digital marketing strategy for your business.
- ✓ If your website isn't formatted for mobile platforms, we can do that.
- ✓ We make sure your website is properly connected across all of your social channels.
- ✓ We make Facebook posts for you.
- ✓ If you have a customer list, we'll put that into a database and create great mobile optimized email campaigns for you.
- ✓ Need Tweets? Yes, we do those for you, too.
- ✓ When people comment on your social networks, we respond for you.
- ✓ We'll help grow your Twitter network
- ✓ We'll maximize exposure for your business by cross promoting across multiple social media websites