

A SOCIAL MEDIA GUIDE FOR FLORAL RETAILERS AND WHOLESALERS

Optimizing for Mobile Technologies

The Explosion of Mobile Devices

Mobile commerce, more commonly referred to as m-commerce, can be segmented into three major categories: *mobile e-commerce*, which is transacting with an e-commerce site via a mobile device; *mobile payments* which are those made using a smartphone as the conduit; and *in-store mobile commerce* or the purchase of physical goods in the store via an app that interacts with the store's point-of-sale system, bypassing the checkout process (Caron, 2012).

Mobile commerce sales increased dramatically in 2011 to \$6.7 billion, mainly because this technology has proven to be a valuable tool for accelerating online and in-store purchases on the customer's terms. The success of mobile has not only encouraged organizations to continue investing in it in 2012 but has also led them to hire more employees with mobile skills and build on existing programs to find new ways to engage connected consumers (Oracle Endeca, 2012).

Key findings from *The Mobile Movement: Understanding Smartphone Users* also confirm that smartphones have become an integral part of users' daily lives. Consumers use smartphones as an extension of their desktop computers and use it as they multi-task and consume other media. A total of 81% of smartphone users browse the Internet, 77% search, 68% use an app, and 48% watch videos on their smartphone, while 72% use their smartphones while consuming other media, with a third while watching TV. Interestingly, 93% of smartphone owners use their smartphones while at home. Nine of ten smartphone searches results in an action (purchasing, visiting a business, etc.) and 24% of smartphone users recommended a brand or product to others as a result of a smartphone search. Looking for local information is done by virtually all smartphone users and consumers are ready to act on the information they find with 95% of smartphone users indicating they have looked for local information and 88% of these users take action within a day.

Smartphones have become an indispensable shopping tool and are used across channels and throughout the research and decision-making process. A total of 79% of smartphone consumers use their phones to help with shopping (e.g. comparing prices, finding more product information, locating a retailer); 74% of smartphone shoppers make a purchase, whether online, in-store, or on their phones; and 70% use their smartphones while in the store, reflecting varied

purchase paths that often begin online or on their phones and brings consumers to the store (Google IPSOS, 2011).

Mobile Marketing in the Floriculture Industry with 2D Codes

Mobile technologies are among the top influences affecting a major shift in consumer behaviors today. Mobile is being embraced for a variety of reasons, with convenience and social interaction being two of the key drivers.

What is convenient is typically used more frequently, and when it is also mobile, it is used in a variety of contexts, including conferences and events. Floriculture professionals who want to be more relevant to their customers should consider using mobile to meet them where they are, when they are most receptive, and in a manner that is congruent with the increasingly social business environment.

More than a trend, mobile is transformative shift that is well underway. Already, over 50% of all local web searches are accomplished with mobile devices. In the most recent quarter, Apple Computer sold three times as many iPads as all Mac's combined, with iPhone sales more than doubling from the previous quarter. Facebook too is going all in on mobile. Their Chief Technology Officer recently stated that within the next three years, nearly every Facebook employee will be working on some aspect of mobile.

Mobile is a revolution that promises to integrate the digital world with what we experience everyday, effectively blurring the lines between virtual and real experiences, communities, and events. The triggers responsible for making this integration faster and more seamless are two-dimensional (2D) codes such as the QR code below that links to the speaking page of the author's site. These digital bar codes instantly connect the real and digital worlds via mobile devices, creating multiple opportunities for social sharing, communicating, and of course, marketing.

2D Code Applications and Uses for Floral Retailers and Wholesalers

If you are not yet familiar with 2d (two-dimensional) bar codes, of which QR (Quick Response) codes are the most notable, they are similar to the barcodes used by retailers to track inventory at the point of sale. The key difference is that linear one-dimensional barcodes only hold about 20 numerical digits of data, whereas QR and other 2d codes can hold approximately 7,000 alphanumeric characters of information. This capability, and the fact that the QR code technology is both free and open source, creates practically unlimited opportunities for their use as digital marketing triggers.

All 2d codes are easily generated for free using online code generators, such as the Microsoft Tag Manager, or native apps on mobile devices, such as Qrafter and i-Nigma. The data within these codes is then captured with a code reader,

sometimes referred to as a scanner, which works on any camera-enabled mobile device. These readers are mostly free, with special features incurring incidental charges. Choosing whether to use QR codes or MS tags is a personal choice. What is essential for marketers becoming enamored with the technology, rather using it to accomplish specific business objectives. All 2d codes (there are others) are only triggers for digitally linking to the mobile devices of your audience. The value of 2d codes for floral retailers and wholesalers is activating an experience that favorably engages your expertise with potential buyer and their influencers.

2d Code Applications

Using 2d codes to trigger mobile responses will require careful planning, considering the objectives of your business, and the needs of your ideal customers.

Social Sharing – Floral retailers and wholesalers can enhance their opportunities for building customer loyalty by publishing photos and useful ideas online, and encouraging further sharing with friends of friends. 2d codes can be used to share links to online content, such as videos, photos, and documents. The 2d code itself can also be shared as a distinct digital object that can deliver different types of content, depending upon where it is scanned, and how many times by the same device.

Community – Sharing is how you build community online, and arguably the most popular arena for doing this is Facebook. You can use Likify.net to create a QR code that links the mobile device of their user to a fully functioning LIKE button for their Facebook page. This is valuable for instantly engaging customers and fans with your Facebook community. The code displays the signature “thumbs-up” icon that clearly suggests the purpose of the code. PingTags.com is a similar QR code generating service that makes connecting on LinkedIn as easy as scanning a QR code.

Calls to Action – As profit-minded small businesses, the time comes when you want to mobilize your online communities to take action. What are you trying to accomplish? As one example, you can alternate special offers by linking your 2d codes to unique landing pages, while also encouraging concurrent actions, such as opting into your list.

Search Optimization – In addition to your relationships with people, search engines are examining your relationship with shared online content – known as social objects. If you want to enhance your web marketing presence, you need to be creating and sharing social objects - images, music clips, and videos that add valuable content to your social graph. Your social graphs are digital maps that search engines use to make you and your business more findable by your ideal buyers. The more content you create and share, the more enhanced your

social graphs. 2d codes enhance your search optimization by encouraging more sharing of your unique message – one that better aligns you with your ideal clients.

Social Proof – To help build your offline community, and otherwise create opportunities for more bookings, it is helpful to use your vibrant online communities as social proof of your influence and expertise. As one example, you can use 2d codes to link to specific blog posts that have earned an abundance of activity – the social proof of comments, social shares, and inbound links.

Tracking – If you are using 2d codes to link to web URLs, you may want to consider using one of the link shortening services such as bit.ly and goo.gl to generate a clean QR code. Shorter URLs create higher quality codes with a much lower failure rate. The additional benefit is they will track how many times the code is scanned by date and location. This is especially useful for assessing which types of community members are more receptive to scanning your codes.

Practical Uses of 2d Codes for Floral Retailers and Wholesalers

Here are some ways speakers, consultants, and trainers are using 2d codes now, as well as some suggested uses that you may wish to consider.

Where 2d codes can be used:

- The back (or front and back) of your business card
- Promotional sheets - digital and hard copies
- Brochures and other marketing materials.
- Links to an opt-in page for periodic emails with coupons
- On presentation slides in front of a live audience
- Within printed or digital books - or on the outside cover
- Directs to a landing page with flower care information to enhance shelf life

What 2d codes can link to:

- How to use your products well
- Instructional videos or an introduction to your company
- Download your mobile app
- Connect with your LinkedIn Profile
- Like Your Facebook Page
- Special offers and upsell opportunities
- Free mp3 or eBook downloads
- Digital surveys and customer feedback

5 Mobile Marketing Best Practices with 2d Codes

To enhance the results of your mobile marketing with 2d codes, you will want to become familiar with the essential best practices.

#1- Plan Your Mobile Strategy

Success with mobile marketing starts with understanding your audience, then implementing an appropriate strategy to engage them, ultimately delivering a favorable user experience. There are a number of factors to consider, beginning with understanding the needs of your business, and those of your audience, buyers, and influencers.

Understand Your Target Audience

- Do they need instructions regarding the use of 2d codes?
- Should they be using a specific type of reader
- Do you want them to activate geo-location to enable tracking?
- Will the codes be scanned indoors or outside, and from what distance?

Have Clear Objectives

- Are you trying to grow your email list?
- Should you consider split-testing – using different codes to measure response rates to any number of variable conditions?
- Will your codes offer choices to accommodate user preferences?

Provide Useful and Valuable Incentives

- Monthly reminders of floral gifting-occasions (with coupons of course)
- Get VIP access to gated content
- Provide discounts on products and services

Planning your mobile marketing strategy should consider every relevant variable, from before, during, and after you engage with your audience. While all of this may appear fairly simple, when technology and human behavior are involved, it is always best to be certain. Even major brands have made embarrassing mistakes with 2d code marketing campaigns because they overlooked minor details.

#2 – Create Quality Codes

The widespread use of the QR technology has attracted lots of developers who want to cash in on the trend. However, with open technologies such as QR, there is always the risk that generally accepted standards will not be followed. QR code generators and readers are only as good as the developers creating them, so you have to do your due diligence.

The MS tag technology is proprietary, allowing for complete control over the entire user experience of generating, reading and tracking the tags. In contrast to QR codes, MS tags are easily customized and branded with images and logos using Microsoft PowerPoint. VIDEO: <http://bit.ly/yiYWZM> QR codes can also be customized, but that is best left to experienced digital designers to ensure the

integrity of your codes. One thing to consider is that while customization may help branding, the common black and white QR code is most familiar to the general public, making it more likely to be scanned by a larger audience.

What happens if your QR codes do not function properly? For one thing, your reputation and brand are tarnished—just as it would be if a visitor to your website discovers broken links. The message is clear—test your codes.

The following practices will maximize your effectiveness with 2D code technology:

- Use link shorteners such as bit.ly to create clean codes. Longer URL's require more complex codes that incur a higher failure rate.
- Avoid using colors that do not provide sufficient contrast- a potential problem with both QR codes and customized MS tags.
- Make your codes at least 1" x 1" for standard print materials. Increase the size of your codes 1" for every foot of distance from which they will be scanned. For example, a 10" diameter size is the minimum recommended for reading from a distance of 10 feet.
- Provide a sufficient quiet zone around the code. This is the necessary white buffer around your code that enables it to function properly. VIDEO: <http://bit.ly/zfbqRu>
- Avoid using 2D codes on highly reflective surfaces.
- Test your codes with multiple readers and devices.
- Consider where your codes will be scanned. Codes can be scanned when there is no Internet signal and then bookmarked for later access to the web.
- Use a quality QR code generator. Kerem Erkan, i-Nigma, and MS Tag Manager all have solid reputations.
- Use a quality scanner or reader. Qrafter, i-Nigma, and Tag Reader all work well with iPhone. i-Nigma also works with Blackberry. Tag Reader and QR Droid work well with Android phones. i-Nigma and Qrafter are unique in that the apps are both QR code generators and readers.

#3- Link to Mobile Optimized or Friendly Sites

The most common mistake marketers make with 2d codes is having them resolve to a standard web page, one that is not optimized for mobile. Worse yet is to have a code connect to a site with Flash video, which is not supported by iOS devices (iPhones and iPads). As a minimum, the web page your code connects to should be mobile-friendly. For example, one of my codes resolves to the speaking page on my WordPress site. A couple of taps on a mobile device enlarges it to fit nicely to the screen.

Mobile-optimized is better than mobile-friendly. Mobile sites are websites optimized specifically for smartphones by developers. It is suggested you host your mobile site on a subdomain or subdirectory of your main website, thereby

taking advantage of the traffic they bring to enhance the search engine optimization of your primary site.

Here are additional considerations for building a mobile site:

- Build your site around the desired user experience.
- Smaller images and solid colors load more quickly.
- Size your links and buttons to be touch-friendly.
- Use concise copy—sentences rather than paragraphs.
- Use “fluid width” for horizontal and vertical orientation.
- Test, test and test again—on iPhone, Android and Blackberry platforms.

The primary benefit of 2D codes for you as a speaker is encouraging action, and this will vary according to your business and business model. Some speakers will prefer to receive a phone call, some may wish to filter leads by having a web form completed, and still others will want to direct prospects to their best multi-media content, such as live video that shows you in action.

Regardless of the features you choose for your mobile site, you may find this list of the most requested features for mobile-optimized sites helpful.

- Tap to call links
- Tap to email links
- Tap to SMS (text)
- Social sharing links
- Links to YouTube and Vimeo (both are mobile-optimized).

The cost of building a mobile-optimized site is comparable to a professionally designed and built WordPress site. If you are not ready to make that investment, there are several services that allow you to create mobile sites hosted on their platforms. However, the risk is they have full control of your intellectual property.

#4 – Track and Measure with Code Management Systems

QR codes and MS tags can presently track basic actions, such as the number of scans. Codes generated with services such as bit.ly offer these capabilities.

However, if you use a robust QR code management system, you can gather even richer data, such as scans by location and time.

Using the Microsoft Tag Manager, you can create MS tags and QR codes that will track a number of mobile actions. For example, you can track the location of your user by zip code, or by longitude and latitude. Of course, the user device has to have geo-location activated. Additionally, the user must be using the MS Tag Reader when scanning the code. You can easily accomplish all of these capabilities on your own. However, if you are willing to enlist the help of a developer, you can also track more specific real-time actions, such as scans by the type of mobile device.

To be clear, gathering data on the actions of buyers and influencers with 2d codes requires generating that code with a service that offers code management capabilities. Thus, you have to entrust your codes to someone, and this is one reason why an established company like Microsoft has a shot at building a platform that becomes a destination for mobile marketers.

#5 – Deliver a Favorable User Experience

Will QR codes and MS tags gain more widespread use? When it comes to technology, there will always be naysayers. What is most important is that you as the marketer are the one who gives your codes value when you use them to create favorable experiences.

Each and every one of us is the center of our own universe – wherever we happen to be. The opportunity for marketers is earning permission to have access to that moving target - what is central, relevant, and essential to the lives of their buyers and influencers, and that is possible with mobile marketing.

2d codes are an opportunity for speakers to start learning the nuances of mobile marketing. Whether these codes will find widespread use remains to be seen. Yet, regardless of whether your speaking business uses 2d codes now, or waits for the more advanced technology triggers that are on the horizon, it will more than likely be using some form of mobile marketing. One thing is certain, the intersection of social networking, location-based marketing, and mobile technologies will prove to be a marketing sweet spot.

Location Marketing

When it comes to business marketing, there is an important distinction to be made between local and location. Local businesses have a distinct advantage due to their physical location - proximity to a population of potential buyers.

Yet, every business can capitalize on local, because in addition to location, it is affected by a number of influences - including consumer interests, social behaviors, and all types of human interactions.

The intersection of these influences creates a number of ways to interpret local, and any one, or a combination, can be used to create distinct advantages for your business.

Location marketing rightfully capitalizes on one component - proximity, which translates into convenience and the time savings associated with it. You can charge more for convenience - or not, but it nevertheless can be incorporated into your marketing plans to accomplish specific business objectives.

Time is a valuable commodity that you can effectively use to be more local to the markets you serve. The only challenge is building a business model to uniquely capitalize on it.

The Internet enabled non-local businesses to effectively become local, with Amazon, Zappos, and Warby Parker being just a few that have used different business models to benefit from consumer desires for convenience and saving time. You can get products shipped to you within a day or two from Amazon and pay little or no premium for the benefit. That's convenient. Zappos allows you to purchase shoes and other products, while having a full year to return them for a refund - and shipping is free both ways. At the Warby Parker website you can virtually try on eyewear frames by uploading your photo. After narrowing down your choices, they send you up to 5 frames at a time to physically examine for 5 days, with free shipping both ways. After that, you place your order online.

Local is much more than location. You can define local in terms of many different criteria, with location being just one of them. Local is alignment - which may be due to proximity, but is also influenced by the people you are with and the complex social behaviors that result from those interactions.

Local is multi-faceted because people are. Let your imagination run free to find the ones that are right for your business. Hint: They all lie at the intersection of social, local, and mobile.

Here are a few to consider:

Interests - We are naturally attracted to those who share our interests. This is the magic behind Facebook and other social networks such as question and answer site Quora. They bring together people with shared interests, despite their physical location.

Influence - We are all simultaneously influencers, and influenced by others. The greater the influence, the stronger the alignment or local effect. Klout is a site that attempts to measure and analyze this.

Social Circles - Google+ allows you to create circles to organize your connections. You can create large or small circles of connections, while also placing circles within circles to respect those social connections that are closest (or local) to you.

Industry - We all spend the majority of our waking life at work. So, it stands to reason that our industry colleagues are just as local to our daily lives as our families - if not more, because they help us support our families.

Capitalizing on Location

According to [Jamie Turner](#), there's a new buzzword marketers are using and, unlike some buzzwords, this is one that you should probably learn. The term is *SoLoMo* and it stands for "social, local and mobile."

What it describes is the convergence of social, location-based and mobile marketing into a **new category of tools that many businesses are using to acquire new customers**.

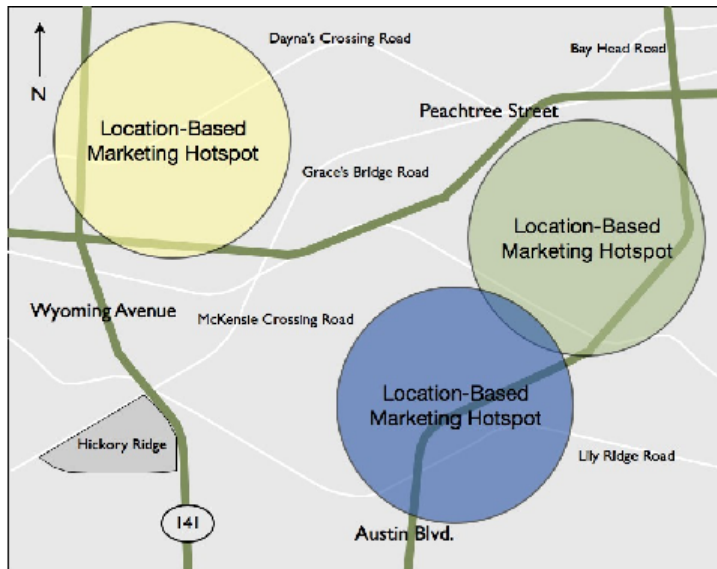
The odds are you're already familiar with some SoLoMo tools such as [Yelp](#), [Foursquare](#) and [Groupon](#). But you may not be familiar with how to **use these tools to attract new customers**. That's what we're going to talk about here. But first, let's take a look at how SoLoMo works.



You already know about the social part of SoLoMo. These are social media tools that generally **allow the participants to have a dialogue with a business** or to share thoughts, opinions and comments with other users. They include well-known entities such as [Facebook](#), [Twitter](#) and [Google+](#).

The location-based part of SoLoMo happens through something called **geo-targeting**, which is when businesses target their messages to people in a specific geographic location. Geo-targeting can be accomplished when customers provide their address or, more commonly, when they let a company know their location based on their smartphone or tablet computer use.

For example, if you own a florist and want to offer a special discount to people within a 5-mile radius of your location, you can do that using location-based marketing. These location-based marketing "hotspots" are a perfect way for retailers to **attract prospects who are in close proximity** to their stores.



The mobile side of SoLoMo simply means that, in addition to being able to use these tools on your desktop, you can **use them on a smartphone or tablet computer as well**. For example, you might get emails from Groupon each morning at your office, but you might also use the Groupon mobile app when you're out for dinner. If that's the case, then you're experiencing the mobile side of SoLoMo.

For more information on the convergence of social and mobile, be sure to check out "[How Mobile Is Changing Social Media](#)," where Social Media Examiner founder Michael Stelzner interviews blogger and author Jason Falls about the impact mobile is having on social media.

All this leads to the question, "How can I use SoLoMo to attract new customers to my business?" Surprisingly, getting started in the world of SoLoMo is actually pretty simple.

Here are three things you should do to get started right away.

#1: Decide if SoLoMo is Right for Your Business

SoLoMo isn't right for every business. But for most retail businesses (**including FLORISTS**), then SoLoMo is right up your alley.

#2: Register Your Business with Location-Based Services

Registering your business is no more complex than visiting the websites for each of the SoLoMo services that are most relevant to your business. You might **start with the best-known services**. Some of these services, **allow your customers to "check in" as soon as you've registered your business** on their website. Other services, such as Groupon, Google Offers or LivingSocial, will require you

to provide a special “deal-of-the-day” discount to visitors who use their services.

#3: Create Promotions that Appeal to Your Target Market

Once you’ve done the first two steps, it’s time to **develop promotions that will appeal to your target market.**

The key here is to **develop promotions that have a sense of urgency to them.** If you always give a 25% discount to your prospects, then there’s no need for them to visit your location now. But if the 25% off coupon is good for a limited time, then people will have a sense of urgency and are more likely to visit your business.

Okay, now that you have taken the first three steps into SoLoMo, **some of the best practices for moving ahead** include:

1. **Address consumer confusion:** Many customers will have a tendency to shy away from SoLoMo campaigns because they don’t understand how to use them. It’s your job to **explain the nature of the campaign and to assure them that it’s a safe way to engage with your business.**
2. **Provide clear opt-in instructions:** Be sure to **explain how to opt into your SoLoMo program.** Sometimes, opting in happens when they download the app (as in the case of Yelp, Foursquare or Facebook). Other times, they have to provide an email address to opt in (such as with Groupon, Google Offers or LivingSocial). Be sure to **remind people that they can opt out at any time.** By doing so, you’ll **gain their trust and increase the number of people who adopt your program.**
3. **Explain what to expect:** People don’t mind getting marketing messages they’ve opted-in to receive, but they do mind being overwhelmed by too many messages and/or confusing offers. **Explain to consumers what they can expect after they’ve opted into your program.** That way, you’ll avoid unpleasant surprises for your audience.
4. **Make it worth their while:** You’re asking people to opt into your SoLoMo marketing campaign, so reward them for their trouble. There’s nothing more frustrating than opting into a program only to find a better discount in a print ad or direct mail program the next day. If people go to the trouble to be part of your program, be sure to **reward them for their efforts by providing them special discounts.**

A Few Final Words

SoLoMo isn't right for everyone, but if your business needs local traffic to survive, then SoLoMo is one of your better options. There are links to each of the major SoLoMo sites below. Simply click on the hyperlink to be directed to each respective reference page for businesses for sign-up and detailed instructions:

[Yelp](#)

[foursquare](#)

[Groupon](#)

[Facebook location](#)

[Livingsocial](#)

[Scvngr](#)

[Where](#)

[Loopt](#)

A Special Feature on Google+ Local



In the past when someone wanted to find a business they reached for the phone book. Today that is no longer the case. In fact, a recent survey done by the website Yelp.com indicated that 89% of people polled used the phone book only once a month or not at all. So where are people going to find businesses instead? For most people, the answer is Google.

Google is the world's largest search engine with billions of search queries processed each day. According to Google, over 25% of those search terms are local in nature, meaning that every day Google processes **3 billion searches each month** for local businesses and other topics of regional interest.

It should be noted that as internet-enabled mobile phones become more popular, local search is increasing. People are using their phone to find out information about a particular spot while on site. For example, it's not uncommon these days for a couple to be walking down a street and decide they want to eat at a restaurant. All they need to do to find a restaurant is pull out their phone and

perform a search for the term, “restaurant”. Google will present them with several restaurant options nearby. **Local mobile search** is a trend that is here to stay. By the year 2014, it is expected that more people around the world will access the Internet by phone than by computer. With that change, you should expect an increasing dependency on **local search**.

Searching for local businesses is such a popular activity on Google that they decided to make a section of their search engine dedicated just to local businesses. That section used to be called **Google Places**. The intent behind Google Places was to replace traditional phone books with dynamic business listings that include more information about a business and more localized results.


While the telephone book usually lists businesses in a variety of cities, Google Places localized results to one particular city or even a particular neighborhood. When someone searched for a term like “florists” on Google, the search engine automatically recognized where the searcher is located and at the top of the search engine results page presents the searcher with customized search results based on their location. So if the searcher Googled “florists” while on a computer in College Station, Texas, the first natural or non-paid ad results, would only contain florists or businesses that identify themselves as florists located in College Station.

When Google+ and Google+ Pages for business were introduced a little less than a year ago many people in the local search arena began anticipating the day when Google would merge or integrate Google Places and Google+ Pages. Well, that day occurred in May 2012.

Google Places pages have been entirely replaced by new Google+ Local pages. Google Place pages worldwide have been automatically converted Google+ Local pages. It’s a dramatic change (for the better) though it will undoubtedly disorient some users and business owners.

Local Google+ pages are unique from other categories of pages because they have features that allow customers to easily connect with that business’s physical location. For example, local pages include a map of the business’s location and feature its address, phone number, and hours of operation. Local pages also share the functionality of other [Google+ pages](#) -- you can create and manage circles, start and join hangouts, and share content like posts and photos.

To make a local page for your business:

1. [Sign in to Google+](#)  (you’ll have to create a Google+ profile if you don’t already have one).

2. Click  **Pages** under  **More** on the left.

3. Click the **Create a new page** button in the upper right.
4. Select the Local Business or Place category.
5. Type in your business's phone number and click **Locate**. Make sure that the phone number you use is a business line and not a personal or cell phone number.
6. If you see your business listed, click on your business's name. You'll be able to edit the address later if anything is incorrect. If the name of your business doesn't appear, click **Add your business to Google** or **Look up a different number** to try again.
7. Enter or edit basic information about your business, including business name, phone number, and address. If Google already has information about your business, you'll be asked to confirm it. You can also edit any information that's incorrect.
8. Add categories to your local page to help users better understand what your business does. In the **Category** box, select the main category that best describes your business.
9. Select an [age requirement](#) that's appropriate for your business.
10. Click **Create**, and you're done! Now you can visit your page and add even more details about your business, like hours, your website, and more contact information.

Edit and add information to your local Google+ page

After you've created a Google+ page with the basic information for your business, you can add more details to the 'About' section of your Google+ page. You'll be able to add an introduction about your business, hours of operation, a website, additional contact information, and recommended links. If you decide not to add any of this information, the fields won't be displayed on your Google+ page.

To change any of this information, first visit your page then click **Edit Profile**. Click the section that you want to change, then enter the new information in the box that appears. When you've made all your changes, click **Done editing**. You can learn more about the different sections you can add below.

Introduction

Show a description of your business so that users know they've found the right location and can also see a brief overview about what you do. You can also adjust the visibility setting of your introduction so that only certain people can view it.

Hours

To add the hours that your business is open:

1. Select a day of the week from the first drop-down menu.
2. Chose what time your business opens on that day from the options in the second box.
3. In the third box, select when your business closes for that day.
4. To add another day of the week, click **Add Hours** and repeat the process.
5. Once you're done, click **Save** and the hours you've entered will be displayed on your Google+ page.

If your business is closed for part of the day and then reopens, you can create two entries for the same day with the different times, and they will be grouped together on your page. For example, consider your business is open from 9am-2pm on Saturdays, closed from 2pm-5pm, then open again from 5pm-10pm. To show this on your page, you'd enter in the first open time by choosing Saturday, 9:00am, and 2:00pm. Then, you'd click **Add hours** and choose Saturday again for the day, but this time enter 5:00pm and 10:00pm as the opening hours. You can delete any hours you've added by clicking the **X** next to the line entry.

Website

Add the URL for your business's website. Everyone that can see your page will be able to see the URL.

Contact info

If you want to update the existing phone number and address for your business, just type the new information in the phone or address text boxes. Here you can also add additional ways for people to contact you like email, chat, and fax. If you want to delete any of the fields, click the **X** next to the information.

You can also see your business's location in a Google Maps search by clicking on the map below the picture for your Google+ page. The map will be updated to reflect any changes you make to your address.

Recommended links

Display other links you want to share by using recommended links. First, click **Add custom link**. In the top box, type the title for the link that you want to appear on your page. In the bottom box, enter the URL for the link. When you're done, click **Save**. You can delete links by clicking on the **X**, or edit the link by clicking on the blue pencil.

Mobile Cloud Computing

Mobile cloud applications are a form of cloud storage that applies to storing an individual's mobile device data in the cloud and providing the individual with access to the data from anywhere. Mobile cloud storage additionally facilitates

syncing and sharing data across multiple devices such as mobile phones and tablet computers. Mobile cloud storage is also sometimes referred to as cloud storage on the go, personal cloud storage or pocket cloud storage. Apple's iCloud, Google Drive, SkyDrive, SugardSync, and Dropbox are some of the most recognizable examples of mobile cloud storage.

Appendix: Recent Market Research Regarding the Mobile Market

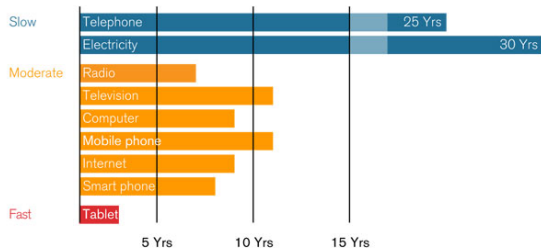
Presented below is the U.S. market penetration achieved by nine technologies since 1876, the year Alexander Graham Bell patented the telephone. Penetration rates have been organized to show three phases of a technology's spread: traction, maturity, and saturation.

Those technologies with "last mile" problems—bringing electricity cables or telephone wire to individual homes—appear to spread more slowly. It took almost a century for landline phones to reach saturation, or the point at which new demand falls off. Mobile phones, by contrast, achieved saturation in just 20 years. Smart phones are on track to halve that rate yet again, and tablets could move still faster, setting consecutive records for speed to market saturation in the United States.

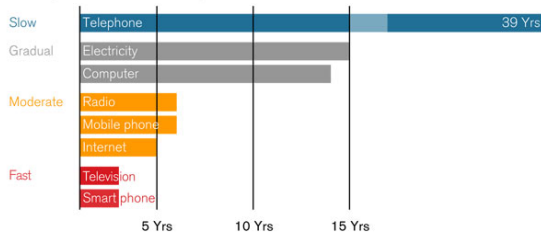
U.S. Technology Adoption Rates

U.S. market penetration for nine technologies shows the speed at which they gained traction, reached maturity, and achieved saturation. Data through 2010.

Traction: Time from consumer availability to 10% penetration

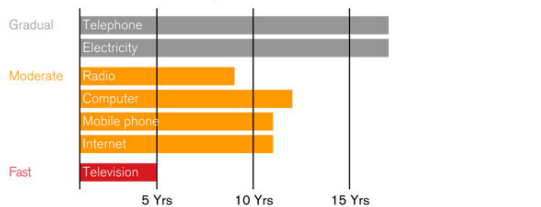


Maturity: Time from 10% to 40% penetration



Tablets are omitted, having achieved the 10% traction threshold in 2011.

Saturation: Time from 40% to 75% penetration



Smart phones are omitted, having achieved the 40% maturity threshold in 2011.

Sources: ITU, New York Times, Pew, Wall Street Journal, U.S. Census Bureau
 *Market penetration is percent of U.S. households (telephone, electricity, radio, TV, Internet) or percent of U.S. consumers (smart phone, tablet).

It is difficult to conclude categorically from the available data that smart phones are spreading faster than *any* previous technology. Statistics are not always available globally, and not every technology is easily tracked. Also, because smart phones have not yet reached market saturation, as electricity and television have, the results are still coming in.

The Sudden Rise of the Smart Phone

BellSouth launched the IBM Simon, with its rudimentary touch screen, back in 1993, but the era of the smart phone in America really began in 2002, when existing PDAs took on the ability to make phone calls. That year RIM shipped its first BlackBerry with phone features, Handspring launched its Palm-OS-powered Treo line, Microsoft shipped its Pocket PC Phone Edition,

and mobile data technology such as GPRS became increasingly widespread.

Four and a half years later, in late 2006, the quarter before Apple announced its now-iconic iPhone, only 715,000 smart phones were sold, representing just 6 percent of U.S. mobile-phone sales by volume. Up to that point, the smart phone

was spreading not much faster than personal computers had in the preceding decades, and more slowly than radio decades before.

That changed when Apple's iPhone sold 1.12 million units in its first full quarter of availability, despite prices starting at \$399. Year over year, the market share of smart phones almost doubled, to 11 percent of U.S. mobile-phone sales. Now Nielsen reports that smart phones represent more than two-thirds of all U.S. mobile-phone sales. Nielsen also reports that 50 percent of all U.S. mobile-phone users—which equates to about 40 percent of the U.S. population—now use smart phones.

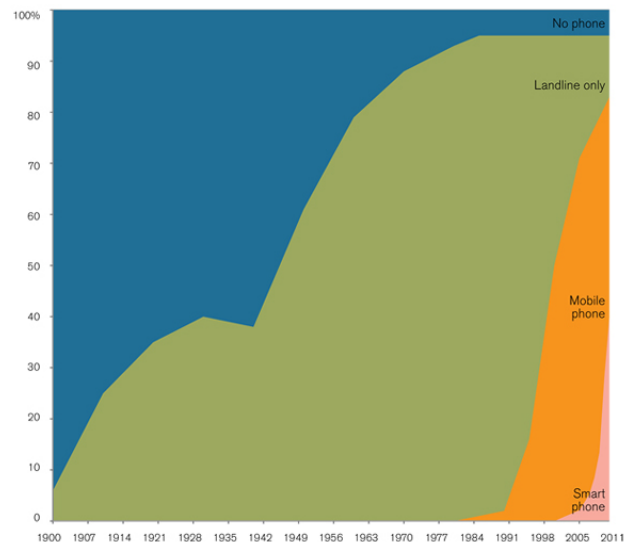
These figures show that smart phones, after a relatively fast start, have also outpaced nearly any comparable technology in the leap to *mainstream* use. It took landline telephones about 45 years to get from 5 percent to 50 percent penetration among U.S. households, and mobile phones took around seven years to reach a similar proportion of consumers. Smart phones have gone from 5 percent to 40 percent in about four years, despite a recession. In the comparison shown, the only technology that moved as quickly to the U.S. mainstream was television between 1950 and 1953.

The Mobile Phone Is Truly Global

How rapid is the spread of smart phones globally? For the rest of the world, historical adoption rates of technologies such as TV, radio, and the Internet aren't as generally available. Further, in many regions, like Africa, smart phones are a recent phenomenon. That makes comparisons difficult. However, the unprecedented spread of simpler "feature" models of mobile phones in the developing world appears to put smart phones on a global fast track.

In 1982, there were 4.6 billion people in the world, and not a single mobile-phone subscriber. Today, there are seven billion people in the world—and six billion mobile cellular-phone subscriptions. As with many technologies, the explosion began in the world's most developed countries.

From No Telephone to Smart Phones
U.S. households by type of phone, 1900–2011



Sources: Forrester, Knowledge Networks, New York Times, Nielsen, Pew, U.S. Census.
"No phone" numbers derived by subtraction.

Historically, a technology that reaches saturation in rich countries still spreads through the developing world only in correlation to each country's state of development. In 1963, researchers famously mapped the GDP of nations against their "teledensity," the prevalence of landline telephones. The data showed just this effect, which is known as the Jipp Curve.

The mobile phone, however, is a landmark: over the last decade, the correlation between wealth and teledensity has been completely transformed.

According to the International Telecommunications Union, in 2001 the developed world had six times as many mobile subscriptions per capita as the developing world. By 2011, that gap had collapsed to just 50 percent more phones per capita, and it continues to narrow substantially. Of the world's six billion mobile-phone subscriptions, 73 percent are now in the developing world, even though those countries account for just 20 percent of the world's GDP.

Today, 136 years after Bell received his U.S. patent for an "improvement in telegraphy," only 17 countries have as many as one telephone line for every two people. Less than 30 years after Ameritech phoned Bell's grandson in America's first commercial cellular call, an astounding 158 out of 200 countries the World Bank monitors have passed that threshold with mobile phones—including countries such as Senegal, where the average income is only \$5 per day.

The Smart Phone Will Be Global, Too

Although the large majority of mobile phones in the world aren't yet smart phones, the "dumb phones" have established the infrastructure, payment and distribution systems, and networks that are increasingly utilized by smart phones.

The ITU claims that 90 percent of the world's population is already covered by 2G networks, many of which can provide data services like Internet access via slower "2.5G" technologies such as EDGE and GPRS. The more modern 3G networks that have catalyzed the current smart-phone boom by providing richer, quicker mobile experiences have been expanding rapidly and now cover 45 percent of the world's population, more than three billion people.

The cost of a smart phone and a service plan clearly remains an important barrier in poor nations, but it is a shrinking one. ARM Holdings' Cortex A7 mobile CPU, expected in phones next year, is touted as a way to get smart phones to "the next billion people," with a price-to-performance ratio five times that of 2010 models. Meanwhile, the Chinese firm Spreadtrum has already released a chip platform targeting sub-\$50 Android smart phones. Despite plummeting device prices, accessible mobile data pricing will be critical as well.

The inevitable trend is already clearly visible. According to IDC, smart phones accounted for 36 percent of global mobile-phone shipments in the first quarter of

2012, up from 25 percent a year earlier. If smart phones continue to gain at even this pace, "feature phones" will be largely a memory in another five years. It remains to be seen whether networks the world over can support such a rapid conversion to smart phones.

The Next Boom and Beyond

Arriving in the wake of smart phones, tablets appear poised for even swifter adoption. After years of false starts, the tablet market sprang to life with the launch of Apple's iPad in April 2010. Only 18 months later, tablet penetration among U.S. households had already hit 11 percent, according to a Google/Ipsos study. No other technology in this comparison has had such a fast start. Since that date, Amazon's (essentially U.S.-only) Kindle Fire was introduced and sold at least five million units. In the last two quarters, Apple has also sold approximately 10 million more iPads in the U.S. market. As a result, the number of consumers in the U.S. who own a tablet computer now exceeds 13 percent just two years into the market's existence.

According to Gartner, there are now at least 1.4 billion PCs in use worldwide. It remains to be seen whether tablets can maintain their record-setting pace. Mobile phones, on the other hand, are already selling more than 1.4 billion units every single year. One thing seems certain: squeezed between tablets and ever-smarter phones, the PC is seeing its reign as the world's "personal" computer draw to a close.

Other Market Research Studies

InsightExpress found that consumers between the ages 18-29 were the most active demographic in terms of smartphone usage during 2011. In fact, 33 percent of this segment used their smartphones for more than six activities per day, with the primary activities including email, texting, apps, Web browsing, social media and shopping. Men were the most active consumers on mobile devices during the 2011 holiday season. When asked whether or not they can remember seeing mobile ads, 69 percent of men could recall ads compared to only 46 percent of women. Also, 53 percent of these men used their smartphones while in-store this holiday season to compare prices and check product reviews (InsightExpress, 2012).

The comScore *2012 Mobile Future in Focus* report found that nearly 42 percent of all U.S. mobile subscribers now use smartphones. Mobile media use (defined in the report as browsing the mobile web, accessing applications, or downloading content) saw increased growth as a result, surpassing the 50-percent threshold in many markets, supported by the proliferation of high-speed networks and increased public WiFi availability. In 2011, the U.S. saw the growth in mobile app use exceed the growth in mobile browser use, with the same percentage of the mobile audience using both apps and browsers to access mobile media. While

mobile social networking users showed the highest propensity to read posts from people they knew personally, more than half of those in the U.S. reported reading posts from brands, organizations, and events.

The Pew Research Center's Internet & American Life Project obtained telephone interviews in January 2012 with a nationally representative sample of 1,000 adults living in the continental U.S. The study found that more than half of adult cell phone owners used their cell phones while they were in a store during the 2011 holiday season to seek help with purchasing decisions. During a 30 day period before and after Christmas, 38% of cell owners used their phone to call a friend while they were in a store for advice about a purchase they were considering making; 24% of cell owners used their phone to look up reviews of a product online while they were in a store; and 25% of adult cell owners used their phones to look up the price of a product online while they were in a store, to see if they could get a better price somewhere else. Taken together, just over half (52%) of all adult cell owners used their phone for at least one of these three reasons over the holiday shopping season and one third (33%) used their phone specifically for online information while inside a physical store—either product reviews or pricing information.

There were a number of demographic patterns in these survey findings. Specifically, cell users ages 18-49 are significantly more likely to use their phones for online product reviews than users ages 50 and older. Cell owners ages 65 and older are especially unlikely to do this—just 4% did so this holiday season. Urban and suburban cell owners are roughly twice as likely as rural cell owners to have recently used their phone to look up online reviews of a product they found in a physical store. Non-white cell owners are more likely than white cell owners to look up online product reviews, and those who have attended college are more likely to do so than those who have not. Online price matching and looking up online reviews frequently go hand in hand. Overall, of the 33% of cell owners who used their phone recently in a store to look up either product reviews or prices online, roughly half (representing 17% of all cell owners) used their phones to engage in both of these activities. As a result, the same groups that use their phones to look up online product reviews—such as cell owners under 50 years old, non-whites, those with at least some college experience and those living in urban or suburban areas—are generally the same ones that use their phones to look up online pricing information (Pew Research Center, 2012).

PriceGrabber.com found in their *Mobile Phone Shopping Behavior Survey* of 2,445 consumers that 53 percent own a Smartphone or other Internet-enabled phone (Pricegrabber.com, 2011). Sixty-four percent of consumers own Web-enabled phones and used their phones to check prices (22%), research products (21%) and purchase online (13%) more as compared to 2011. Consumers who purchase from their mobile phones indicate that they buy items such as ringtones and apps (61%), consumer electronics (57%), books (42%), clothing (34%), and jewelry (16%). Of those consumers with an Internet-enabled phone, 26 percent

participate in online shopping (e.g., comparing prices, purchasing, etc.) as compared to 17 percent in 2009. Online shoppers ages 25 to 34 were more likely to purchase online from their Internet-enabled phones than any other age segment.

An online survey conducted in 2011 by the E-tailing Group (Freedman, 2011) targeted shoppers who spent \$250 or more online annually and currently own a smartphone and/or a tablet. Smartphone users have followed similar trends with frequent usage of store locators seen by 44% of respondents while one-in-three consumers engage in information gathering activities such as checking for sales and specials (40%) and looking for competitive pricing at Amazon (38%) or at other retailers (32%). Browsing of an online store for product of interest (37%), and seeking out the product ratings and reviews (36%) also played an important role in this early shopping stage.

In an effort to evaluate U.S. consumers' mobile shopping habits and also to discover what attributes consumers value most in their mobile service provider, ATG (acquired by Oracle in November 2010) launched the *Mobile Trends: Consumer Views of Mobile Shopping and Mobile Service Providers Study*, which surveyed 1,054 U.S. consumers ages 18 and older and found that 48 percent of all U.S. consumers are using their mobile devices to research and browse products and services, and those numbers have grown steadily compared to two previous consumer surveys commissioned by ATG in the past 15 months. A total of 29 percent of consumers have made at least one purchase via a mobile phone, more than double the number reported in a similar ATG consumer survey conducted in November 2009 (Oracle, 2011).

Google partnered with Ipsos during the 2011 holiday shopping season to conduct two online surveys (Google & Ipsos Post-Holiday Shopping Study and the Digital Connections Study: Life of the Mobile-PC User) of 615 holiday shoppers. Their research found that consumers use their smartphones at many different points in their purchase path. A total of 41 percent of those who used their mobile phones to aid with shopping said they made a purchase directly on their smartphone, while 46 percent said they researched an item on their smartphone then went to a store to make their purchase. Not surprisingly, more consumers used their smartphones to contact a retailer as part of the shopping process. This is driven by the natural calling ability of phones and many click-to-call phone numbers on websites and in ads to connect users to retailers to see if the store has the product in stock, get directions or find store hours. Among consumers that used their devices to shop in 2010, 80 percent of smartphone shoppers and 70 percent of tablet users said they used their device more frequently in 2011 (Google, 2012).

TechBargains.com also conducted a *2011 Holiday Mobile Shopping Survey*, revealing that while the number of mobile shoppers is increasing dramatically, they are using their mobile devices to research products more than they use it to

make purchases. Shoppers are comfortable making purchases from their home computers, but are more hesitant using their tablets and mobile phones to buy online. The survey found that 58% of shoppers have made purchases via their mobile phone as compared to 94% who have made purchases via laptops and 75% via tablets. For those who shop with their phone, 79% use it to research products, 73% to browse stores and 77% to compare prices. Of the 58% percent of shoppers who make purchases via their mobile devices, 69% use both the mobile browser and apps to buy products (18% only use apps, 13% only use a mobile browser).

The *iConsumer* project of the McKinsey's Global Research Group (McKinsey and Company, 2011) has delineated two segments of consumers that show strong adoption of digital technologies across media and communication experiences: (1) *Digital Media Junkies* who are extensive users of all things digital (video, music, etc.) across devices; and (2) *Digital Communicators* who are more focused on social networking, texting and email. There are also two "digital-lite" segments. *On-the-go Workers* lead the way in use of mobile voice, making them the "blue-collar" workers of the digital era, but show more limited adoption of digital technologies and reflect late-adopter attitudes. The average age for *On-the-go Workers* and *Traditionalists* is 41 and 48 years, respectively, which is 15-20 years older than the average age of 28 for the *Digital Media Junkies*.