

HOW TO START MOBILE MARKETING FOR YOUR BUSINESS



WHY IS MOBILE MARKETING BECOMING IMPORTANT?

IMPORTANT?

Only
\$249.99



scanning



GEO-LOCATION



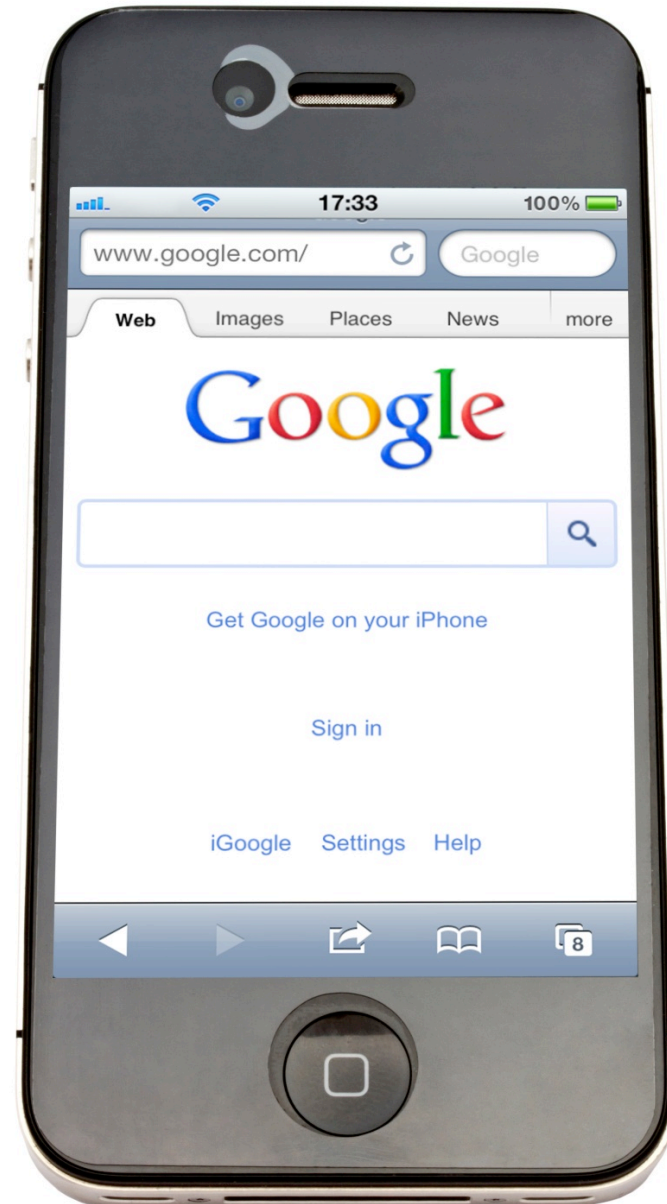
VOICE SEARCH



MOBILE TAGS

People are spending more time on their mobile phones than ever before ...

**MOBILE
SEARCH
HAS
EVOLVED
A LOT OVER
TIME**





Over 1 billion of the world's 4+ billion mobiles phones are now smartphones



A photograph of a group of people, primarily young adults, looking down at their smartphones. The woman in the foreground is the most prominent, wearing a purple long-sleeved top and holding a pink smartphone. Behind her, several other individuals are also looking at their phones, though they are out of focus. The background is plain white.

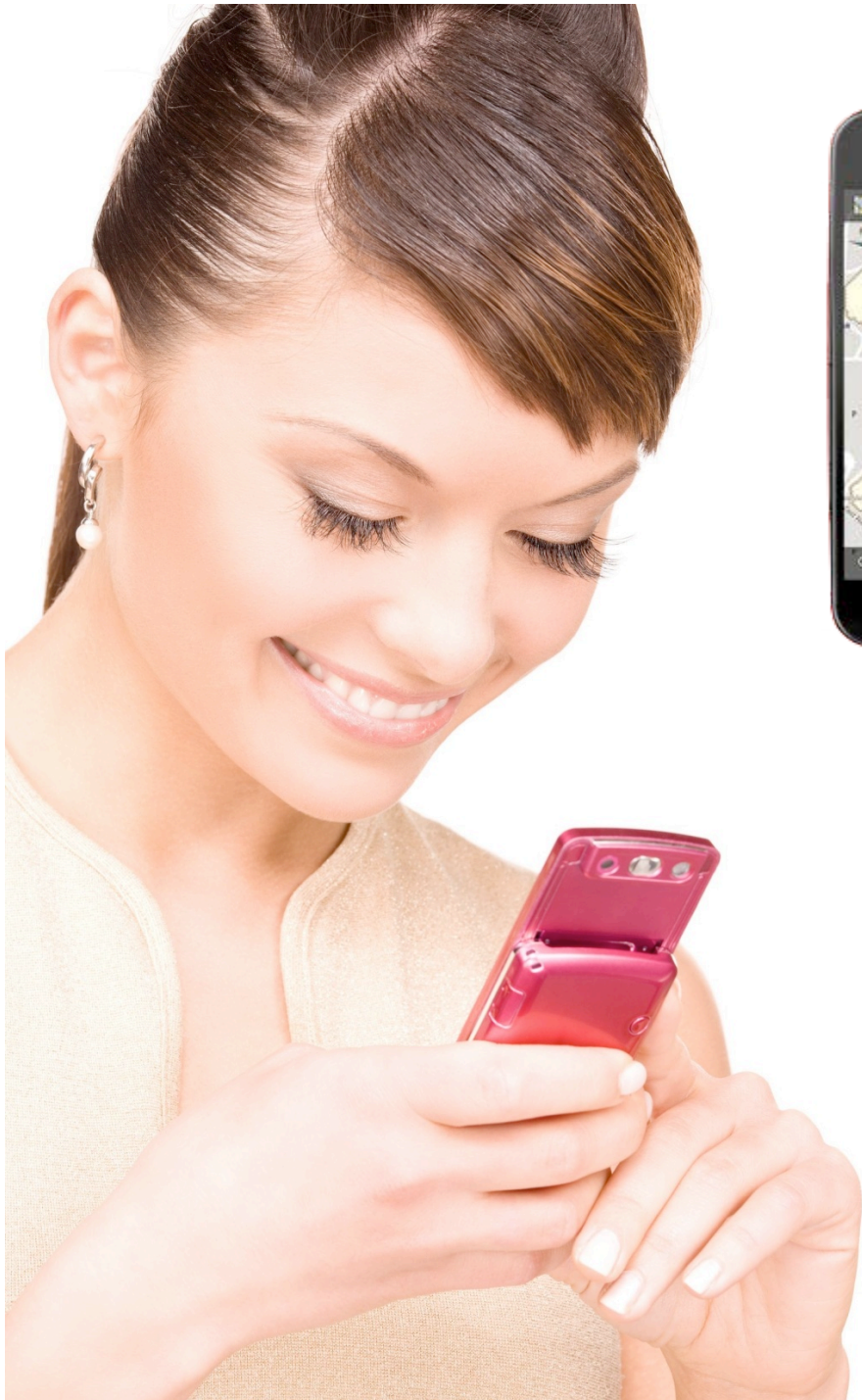
The number of **smartphone searches doubles**
every two months



By 2014, **mobile** internet usage will **overtake** desktop internet usage



More than
50% of all
“Local”
searches are
done from a
mobile device



83% of users search for **local stores** and **retailers** through their mobile devices.

63% use smartphones and tablets to search for product information before making a purchase





86% of mobile users
are watching TV
while using a mobile
phone



200+ million (1/3 of all users) access Facebook from a mobile device and **91%** of all mobile internet use is “**social**” related

SMARTPHONE
SEARCH
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63% USE
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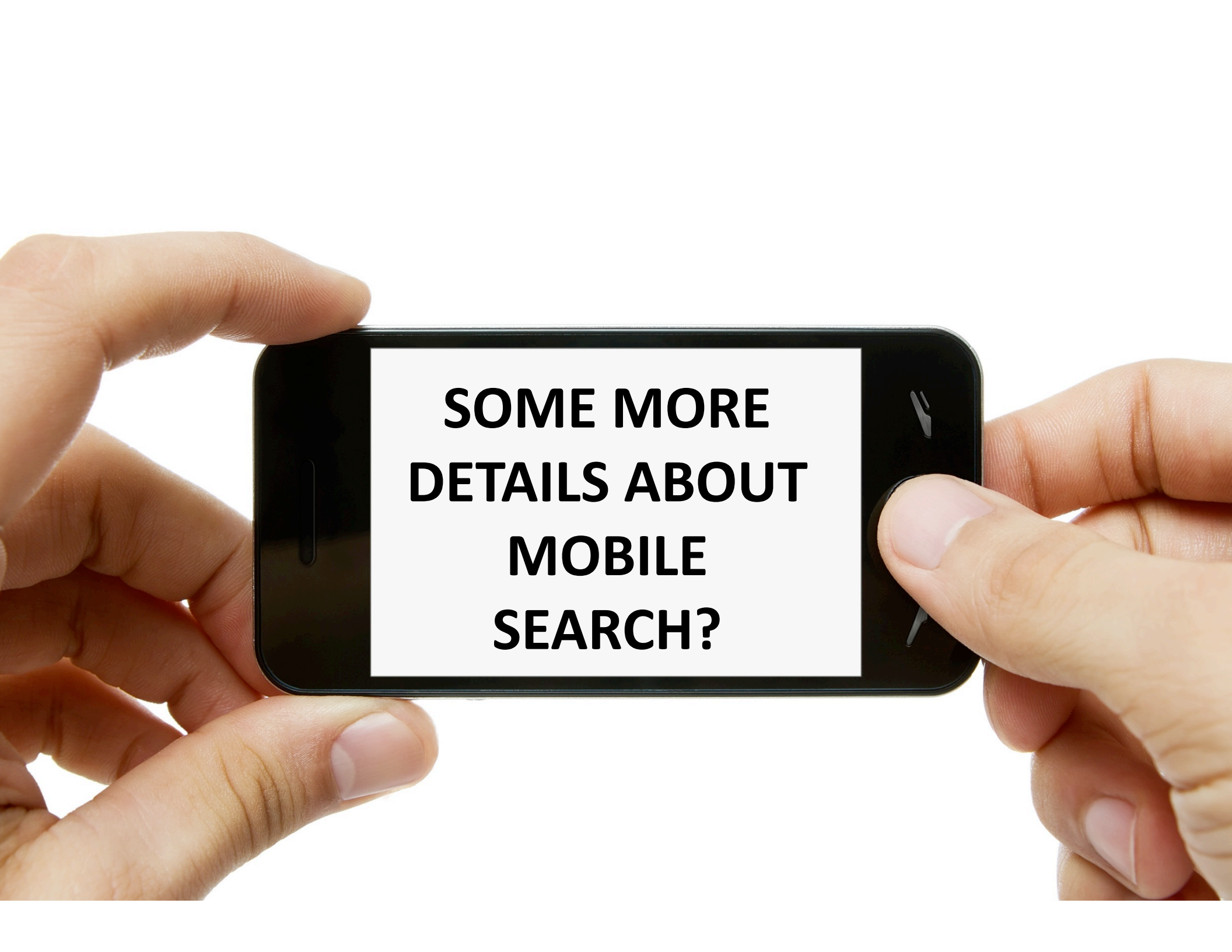
91% MOBILE
INTERNET USE
IS SOCIAL
RELATED



WHAT DO THESE STATISTICS MEAN FOR
YOUR SMALL BUSINESS?



**WHY YOU NEED THIS SERVICE FOR
YOU MOBILE SITE?**

A close-up photograph of a person's hands holding a black smartphone. The phone's screen is white and displays the text "SOME MORE DETAILS ABOUT MOBILE SEARCH?" in bold, black, sans-serif font. The background is plain white.

**SOME MORE
DETAILS ABOUT
MOBILE
SEARCH?**



PHONE DIRECTORY



NEWSPAPERS



TELEMARKETING



RADIO & TELEVISION



“ONLINE SEARCH” IS THE NEW TERM

LOCAL SEARCH



74% of ALL online activity is in one way or another
“related to local content” – Google Insights



Your business listed in Google+ Local
and Yelp is Important



Siri

Use your voice to send messages, set reminders, search for information, and more.



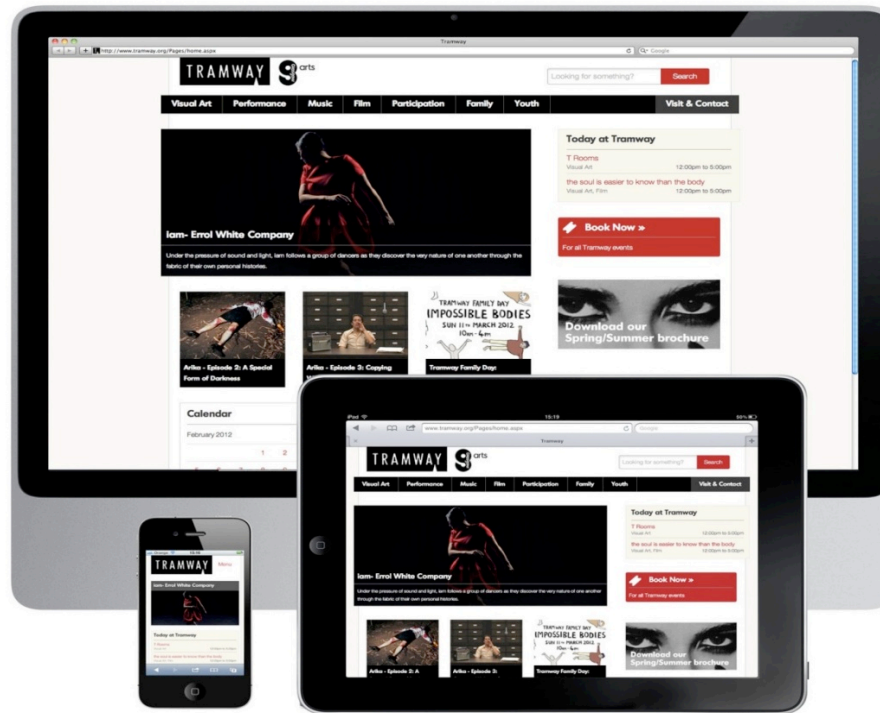
VOICE SEARCH



MOBILE COMMERCE



MOBILE SITE BEST PRACTICES



RESPONSIVE SITE DESIGN

PROs:

- Website can reshape itself
- URLs remain the same
- Do not have to build links separately for SEO
- Less maintenance
- Future ready for upcoming smartphones

CONs:

- Twice the effort
- Slower development
- Limits the creativity
- More maintenance



MOBILE SEARCH DATA TRACKING

Measure traffic coming from mobile websites, mobile apps and visits from web-enabled mobile devices.




MOBILE CONTENT MANAGEMENT SYSTEM (CMS)

Create content, add images and multimedia files, create scheduled content, link to social profiles and much more without any HTML or programming knowledge required.

SOME OTHER FEATURES THAT MOBILE WEBSITES SHOULD INCLUDE

- ✓ Navigation should be simple, quick and easy to understand for the end user.
- ✓ Load time of a site alone can make or break your business. It is considered one of the ranking factors by Google. It is therefore very critical that the mobile site has a fast and seamless load time.
- ✓ Have Click-To-Call, Click-To-Email, Click-To-SMS icons on your mobile site.
- ✓ Link to your social profiles.
- ✓ Provide step by step directions from the users location to your business location.
- ✓ Minimize scrolling and use vertical navigation.





How can SEO Solutions
Help you build and optimize
your mobile site?

FEATURES THAT WE OFFER



MOBILE WEBSITES MADE SIMPLE



With Agency Platform, you can design smartphone friendly websites that are specially formatted for touch screens. All you have to do is upload your logo, select the color scheme, and add your content. It's that simple.

QR CODES AND TRACKING



Agency Platform generates the QR codes, allowing you to take your client's mobile website into the real world. These codes can be placed anywhere and everywhere -- advertisements, posters, brochures, mailers, business cards. AgencyPlatform not just generates the QR codes, but also allows you to track their performance, so that you understand the frequency of your codes being scanned over time.

ADVANCED QR CODE SCAN ANALYTICS



AgencyPlatform is a QR Code tracking and reporting system which tracks advanced analytics data for your campaign(s) over time. It allows the user to view the scan activity on each QR Code, which includes total number and unique scans, geo-location information, date and time of each scan, and user device types.

SOCIAL MEDIA SHARING



AgencyPlatform allows you to centralize your social media channels in one place for easy access. The Social-sharing feature also let's visitors share their content on personal and social networking profiles.

CONTACTS AT A TOUCH



All contacts are a touch away with AgencyPlatform, which makes it easy for visitors to reach you with text messaging, click-to-call or email.

PHOTOS & VIDEOS



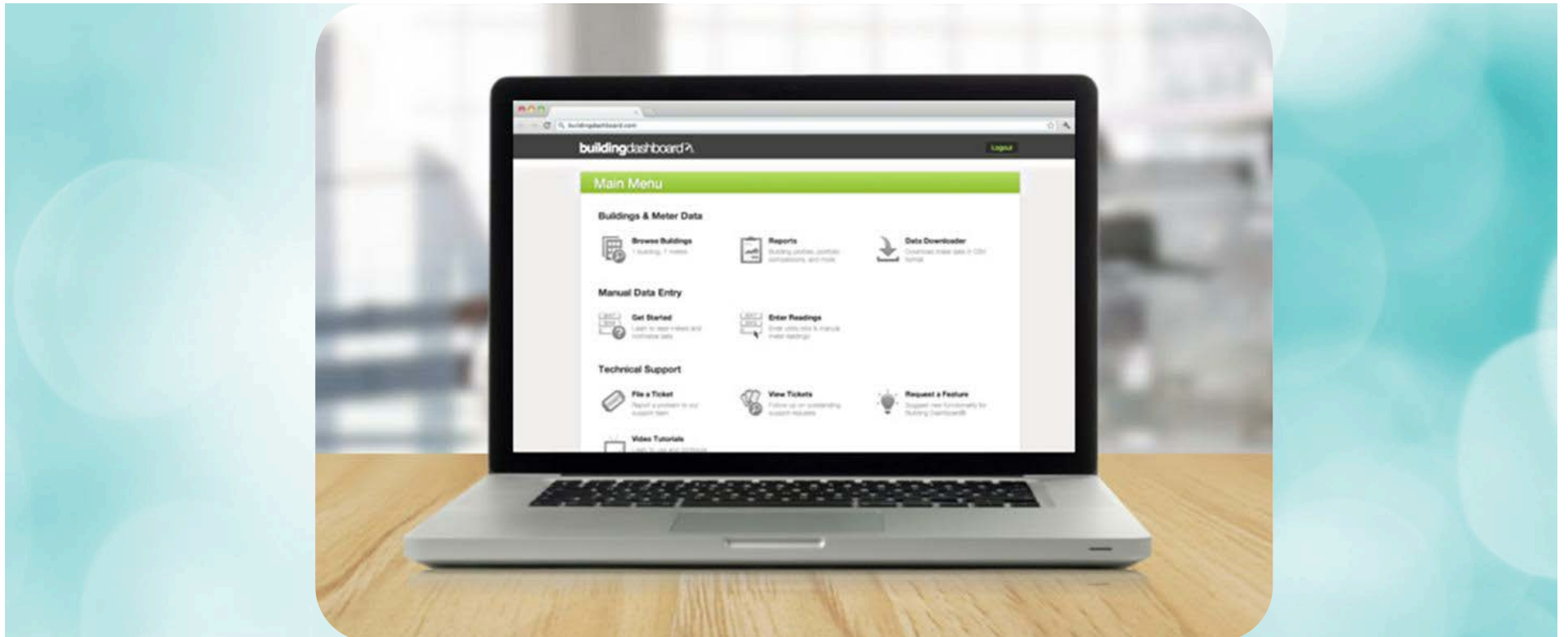
Mobile web pages look visually appealing with images and videos. So, upload your own photos/graphics, or embed your client's video clips from YouTube and Vimeo.

MAPPING & GPS



The mapping feature helps visitors with GPS capabilities and they can even get turn-by-turn directions from their current location to your business location.

DASHBOARD MANAGEMENT



Centralized dashboard access allows you to manage your mobile web pages and QR codes.



ADVANCE D DESIGN STUDIO

Add a mobile map to your site with step-by-step directions to your business.

MOBILE MAP WITH DIRECTIONS



Add a mobile map to your site with step-by-step directions to your business.

CLICK-TO-CALL, CLICK-TO-SMS AND CLICK-TO-EMAIL



Add a Click-To-Call, Click-To-SMS and Click-To-Email button to make it easier for end users to contact your business.



BENEFITS THAT WE OFFER

FLEXIBILITY



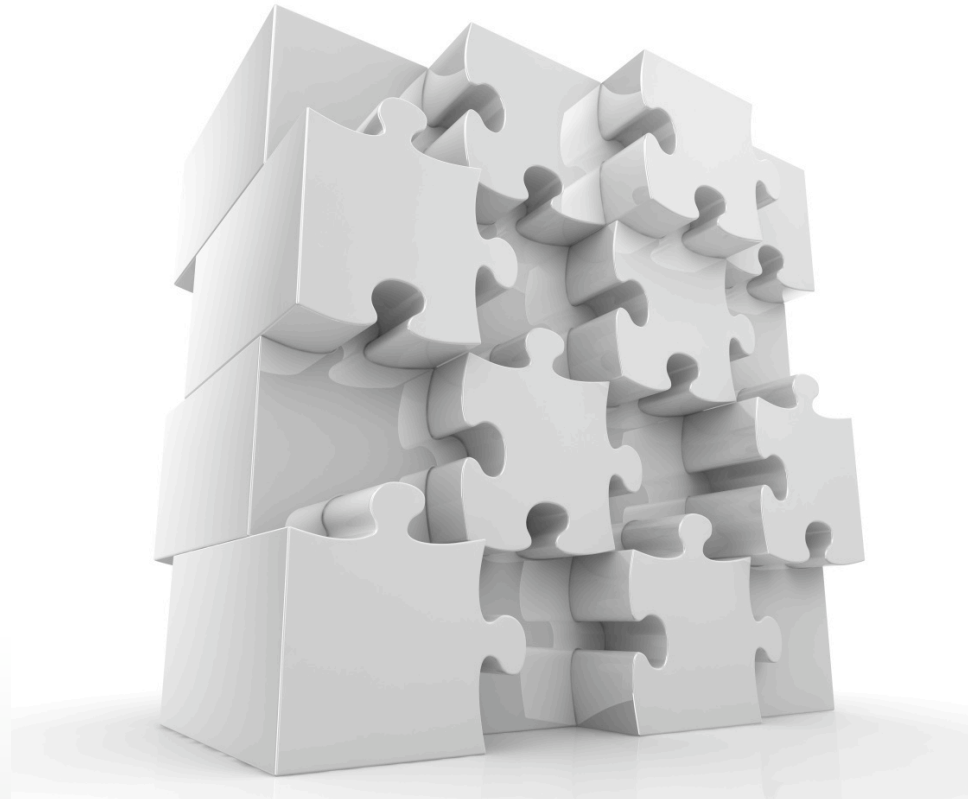
Our AgencyPlatform gives you the flexibility to generate full-featured mobile web pages and micro-sites that can be applied to any industry. Custom-design the feel and look of your site; add content and functional page elements for infinite possibilities.

SCALABILITY



Whether you're a small business in need of a basic entry-level solution, or a Fortune 500 company that requires enterprise-level support, AgencyPlatform has you covered. Our platform is designed to efficiently scale to meet increased usage needs over time; so you can be confident that AgencyPlatform will grow along with your business.

INTEGRATION



AgencyPlatform has been designed to work seamlessly with other protocols and popular services. Use RSS to grab content from an external data source, integrate custom content via an iFrame or display your Twitter feed in real-time. AgencyPlatform also serves as a hub for centralizing your client's social media channels and integrating third party applications like iTunes, PayPal, and more.

CLOUD-BASED & FULLY SUPPORTED



The Software as a Service ("SAAS") model has been employed by AgencyPlatform which is 100% browser-based. It is accessible from anywhere provided you have an Internet connection. Best of all, there's no software to maintain or upgrades to worry about – AgencyPlatform does all the heavy lifting while you inherit the enhancements and latest features automatically.

"CONNECTED MEDIA" PLATFORM



Agency Platform acts as the conduit between offline and online media. It also consolidates Interactive communications into a single channel that goes anywhere by merging web, video, social, audio, email, and SMS all under one roof. This is what we call 'Connected Media', which means you can put all of your communications in the hands of your target audiences via mobile.

PROFESSIONAL-GRADE ANALYTICS



AgencyPlatform has one of the most robust mobile tracking and analytics engines on the marketplace. If you want to do serious mobile marketing, your campaigns need to be supported with the use of quality data. Our platform makes that possible like no other system. Apart from this we also provide an option to integrate Google Analytics on your mobile site.



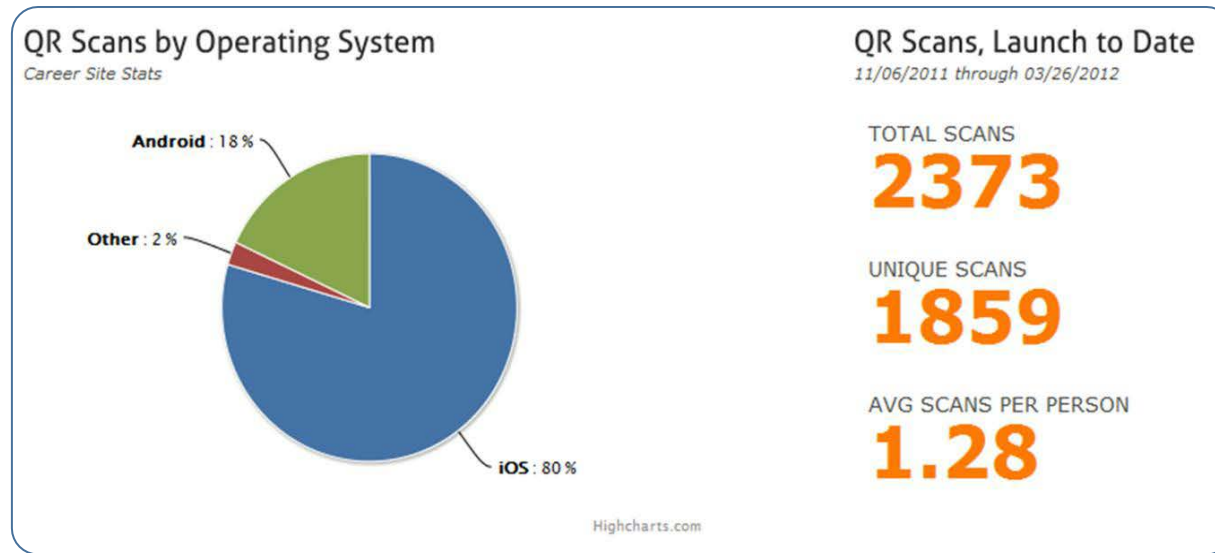
FUTURE FORWARD

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MOBILE WEBSITE TRACKING & REPORTING FEATURES



QR CODE SCAN TRACKING AND REPORTING



AgencyPlatform reporting allows you to view the scan activity on each QR Code, including:

- Total number of scans and unique scans
- Date and time of each scan
- Geo-location information with city, state, and country for each scan
- User device types (e.g. iPhone, Android, Blackberry, etc.)
- Number of scans by device type
- Graphical View -or- Data View for reporting

MONTH TO MONTH COMPARISONS

This Month's Stats (Baselines)

March 2012 over February 2012

TOTAL SCANS

540

-23% Month Over Month

UNIQUE SCANS

424

-26% Month Over Month

ANDROID SCANS

136

-26% Month Over Month

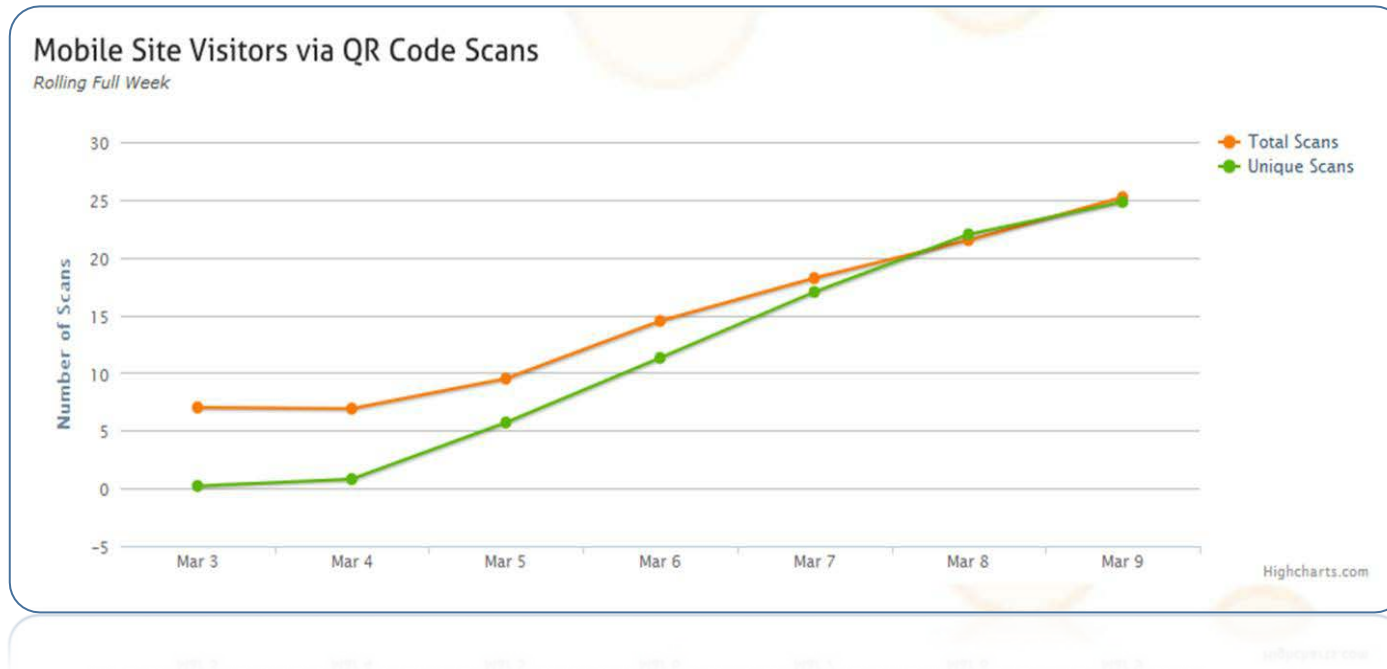
IOS SCANS

522

-23% Month Over Month

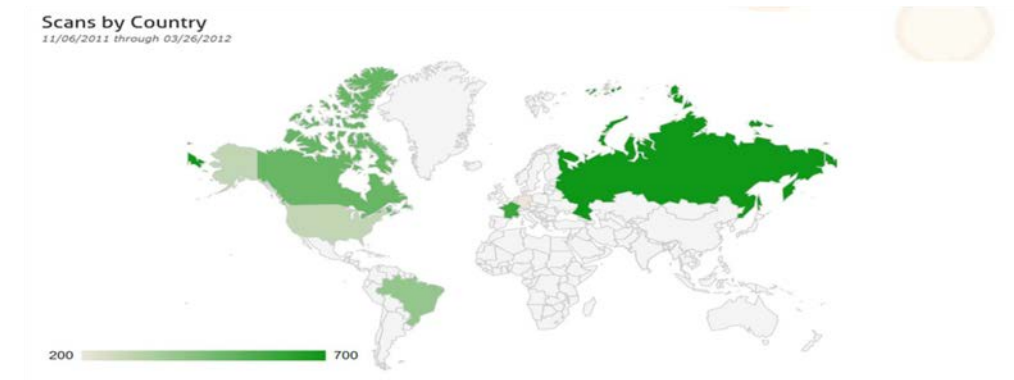
AgencyPlatform allows you to track the progress and growth of your mobile marketing over time. With month-to-month comparisons, you can see how your marketing campaign is comparing and trending.

INTERACTIVE CHARTS AND GRAPHS



With state-of-the-art online graphing technology, you'll be able to see how your data looks visually. You can scroll over a particular part of the chart and learn more about specific data points.

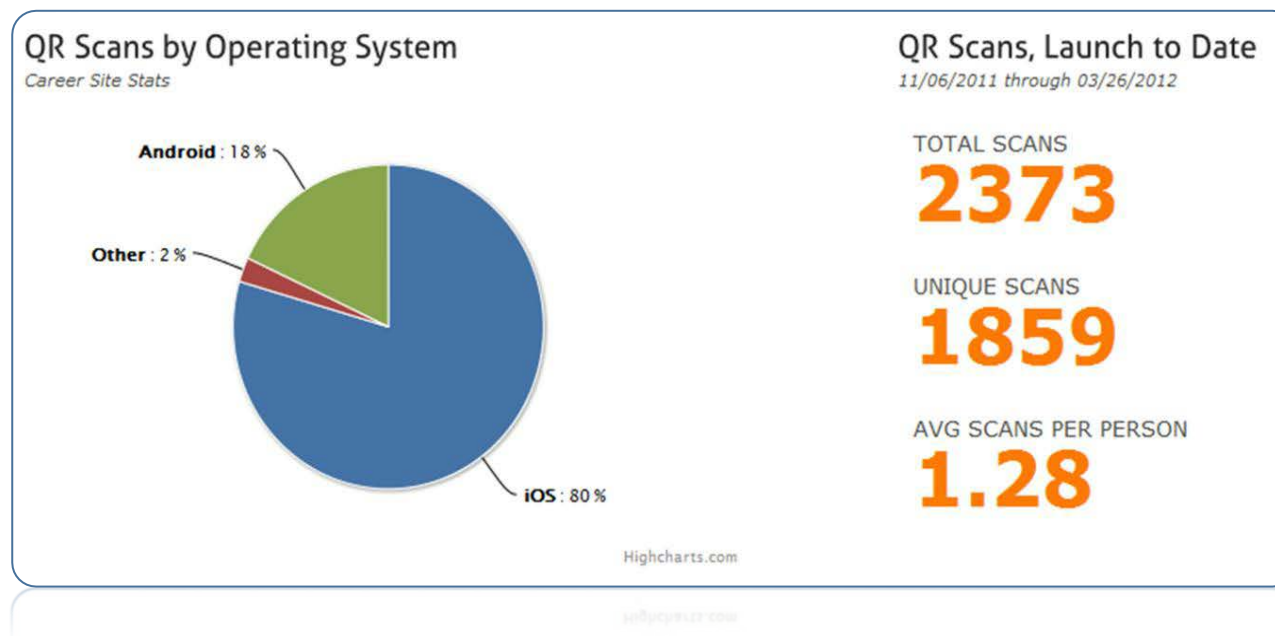
GEO-LOCATION STATISTICS AND ANALYTICS



Scan ID	Date	Time	OS	City	State	Country
0	03/26/2012	01:16 PM	Iphone	Waltham	Massachusetts	United States
1	03/26/2012	12:40 PM	Iphone	Waltham	Massachusetts	United States
2	03/26/2012	11:39 AM	Iphone	Waltham	Massachusetts	United States
3	03/26/2012	11:02 AM	Iphone	Waltham	Massachusetts	United States
4	03/26/2012	09:15 AM	Iphone	Waltham	Massachusetts	United States
5	03/26/2012	09:15 AM	Iphone	Waltham	Massachusetts	United States
6	03/25/2012	08:26 PM	Iphone	Waltham	Massachusetts	United States
7	03/25/2012	07:24 PM	Iphone	Waltham	Massachusetts	United States
8	03/25/2012	06:56 PM	Iphone	Waltham	Massachusetts	United States
9	03/25/2012	06:46 PM	Iphone	Waltham	Massachusetts	United States
10	03/25/2012	06:46 PM	Iphone	Waltham	Massachusetts	United States

See what part of the world (with detail down to the city/state level) your codes are being scanned!

HOLISTIC QR CODE CAMPAIGN STATISTICS

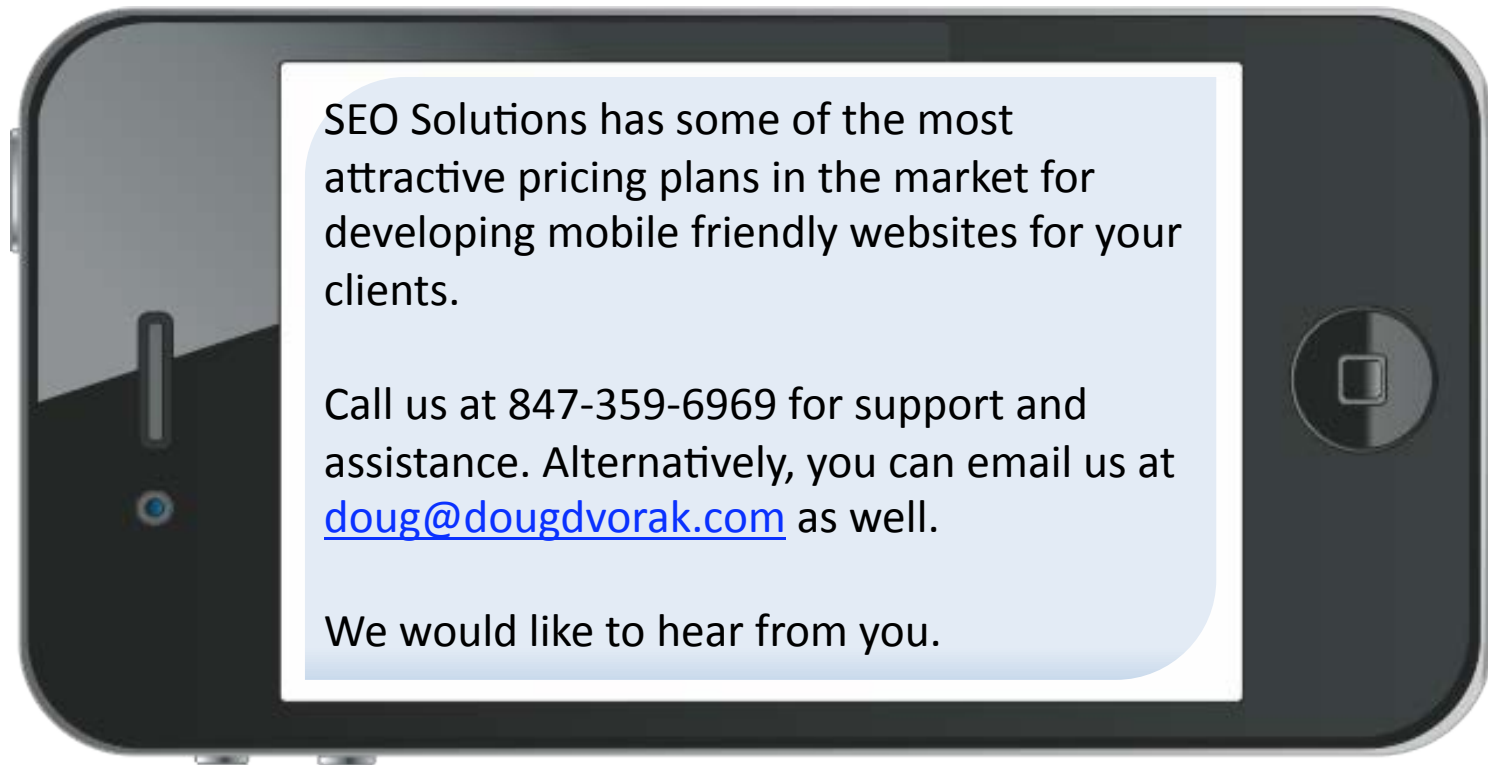


See how well your campaign has performed from day 1. You will even learn what mobile devices people are using (i.e. iPhone, Android, Windows Phone, etc.).

MOBILE ANALYTICAL DATA = POWER



At SEO Solutions, we believe Data is Power! With the use of our Agency Platform we aim to give you access to all Data. The more marketing data you have, the better-equipped you are to make informed decisions around how to use your current and future QR Codes & Mobile Sites!



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