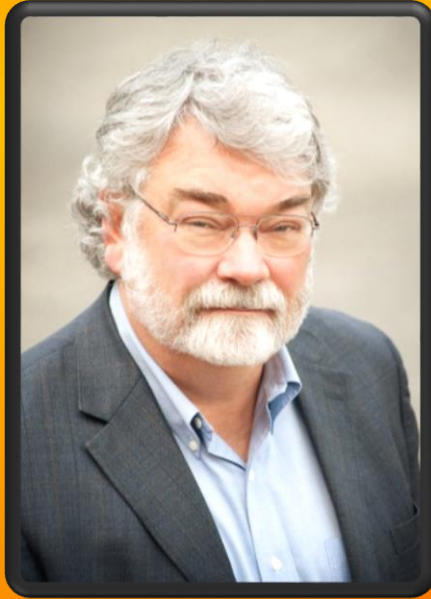




Get Customers Now!
Preparing Your Business For The Shorter 2013
Holiday Shopping Season Through Your Website
& Integrated Social Media

Discover Burien
October 23, 2013

Presenter



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Executive Partner

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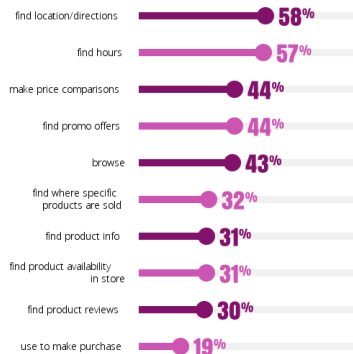
Download slides & resources:

<http://bit.ly/PLUGGEDIN>

Mobile Phones in your Store

SMARTPHONE SHOPPERS USE THEIR PHONE FOR PRE-SHOPPING ACTIVITIES

90% of smartphone shoppers use their phone for pre-shopping



SHOPPERS USE SMARTPHONES IN STORES

84%

of smartphone shoppers use their devices to shop while in store

i Base: smartphone shoppers (n=1,507) Please check how you used your [smartphone] while shopping inside the physical store.

SMARTPHONES ARE NOW A CONSTANT SHOPPING COMPANION



Almost half use mobile for 15+ minutes per store visit.

i Base: smartphone shoppers (n=1,507) In total, approximately how much time did you spend on shopping related activities for [CATEGORY] on your mobile device while in the store(s) visited?

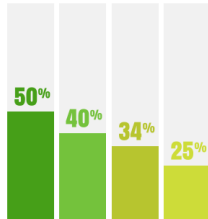


Mobile Phones in your Store

SHOPPERS WHO USE MOBILE MORE, SPEND MORE - IN STORE

37%

average increase in basket size from frequent smartphone users



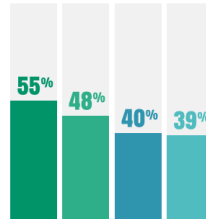
50% Health & Beauty
40% Appliances
34% Electronics
25% Household Care

i During your shopping trip, about how much did you spend in total for [CATEGORY]? n=1507

SELF HELP IS BECOMING THE NEW NORM

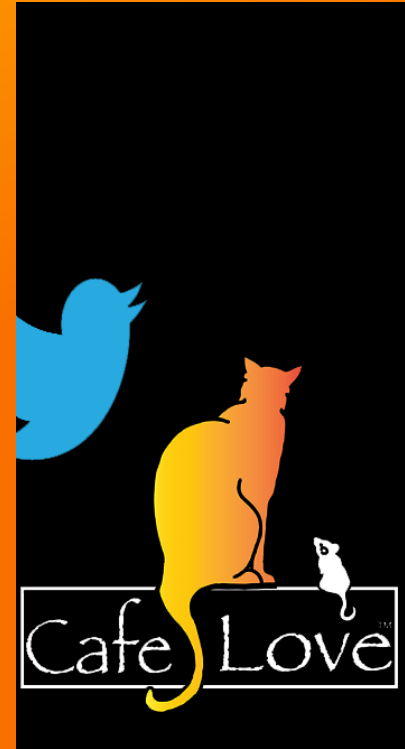
33%

turn to their smartphone instead of asking store employees



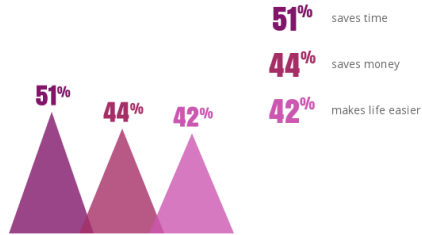
55% appliances
48% electronics
40% baby care
39% household care

i Base: use smartphone in-store (n=1,480) At any time during your shopping experience, did you use your mobile device to find information or answer questions that you would have otherwise asked a store employee?



Why use Mobile while Shopping?

CONVENIENCE AND SAVINGS DRIVE MOBILE USE

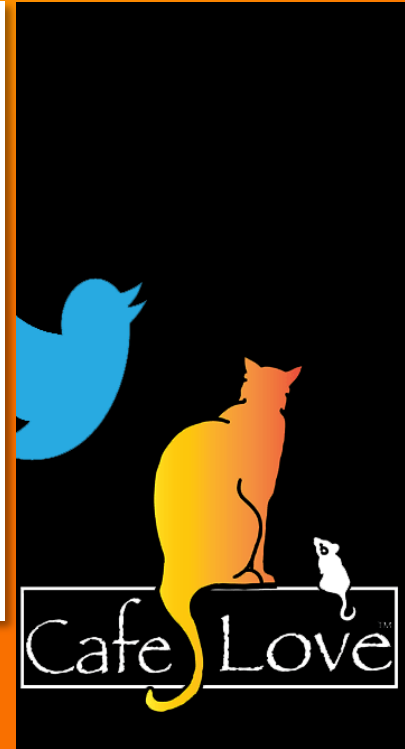


i Base: smartphone shoppers n=1507. In general, what three things do you like most about using your mobile device to assist you in shopping?

SMARTPHONES ARE USED IN STORE FOR A VARIETY OF ACTIVITIES



i Base: smartphone shoppers (n=1,507) Please check how you used your smartphone while shopping inside the physical store.

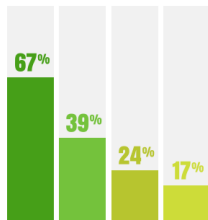


What are they searching for?

SEARCH IS THE PRIMARY GATEWAY FOR PRODUCT RESEARCH

73%

use search to help find where products are sold



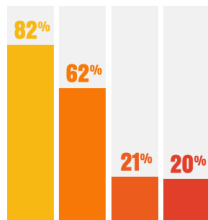
67% store website
39% brand website
24% store apps
17% brand apps

i Base: Use smartphone to perform activity when shopping. Q: Which of the following resources did you use for (activity) in the physical store?

SEARCH IS THE PRIMARY GATEWAY FOR PRODUCT RESEARCH

82%

use search to help research products



82% search engine
62% store websites
21% store apps
20% deal websites

i Base: Use smartphone to perform activity when shopping. Which of the following resources did you use for (activity) in the physical store?

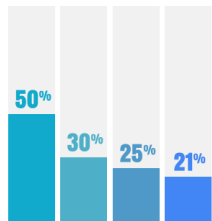


What are they searching for?

SEARCH IS THE PRIMARY GATEWAY FOR MAKING PRICE COMPARISONS

72%

use search to help
make price
comparisons



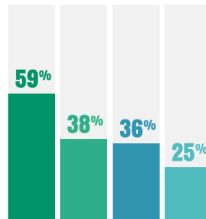
50% store websites
30% brand websites
25% comparison sites
21% scanner apps

i Base: Use smartphone to perform activity when shopping. Q: Which of the following resources did you use for {activity} in the physical store?

SEARCH IS THE PRIMARY GATEWAY FOR FINDING PROMO OFFERS

63%

use search to help
find promo offers



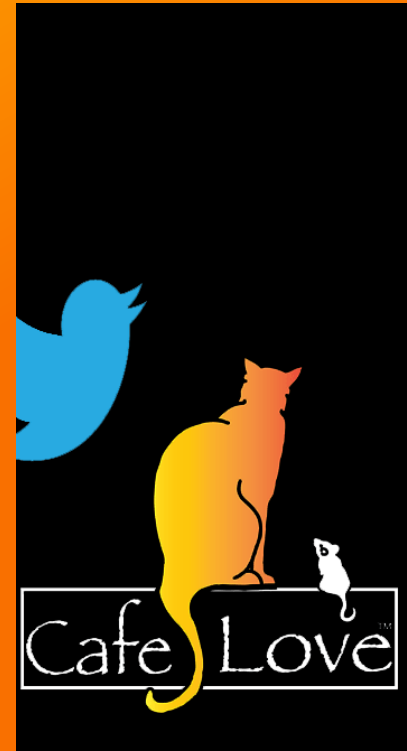
59% store websites
38% brand websites
36% deal websites
25% promo notification from email/text

i Base: Use smartphone to perform activity when shopping. Q: Which of the following resources did you use for {activity} in the physical store?



Implications for Local Businesses

- Embrace mobile
- Have a strategy for mobile marketing
- Allow customers to find your business on mobile
- Adapt your marketing to your customers
- Improve the in-store experience
- Take advantage of mobile social media
- Start to measure conversions



Social Media for Local Businesses

- Social Media is EASY
- Social Media is CHEAP
- Social Media is the ANSWER to all your PROBLEMS
- I'm lying



Facebook

- Set up a [business page](#)
- Pick correct category
- Address for map location
- Contact information
- Use [Check-in Deals](#)
- Create and promote [events](#)
- Target ads to your location
- Update time line



Twitter

- Use [Twitter for business](#)
- Follow and promote other local businesses
- Use [Twitter Search](#) to find like minded businesses, trends and folks talking about you
- Act like a person people want to do business with, not an advertising broadcaster
- Tweet about specials and coupons
- Use twitter for customer support and feedback
- Tweet photos of events, customers and products
- Use promoted [Twitter Ads](#)



Foursquare

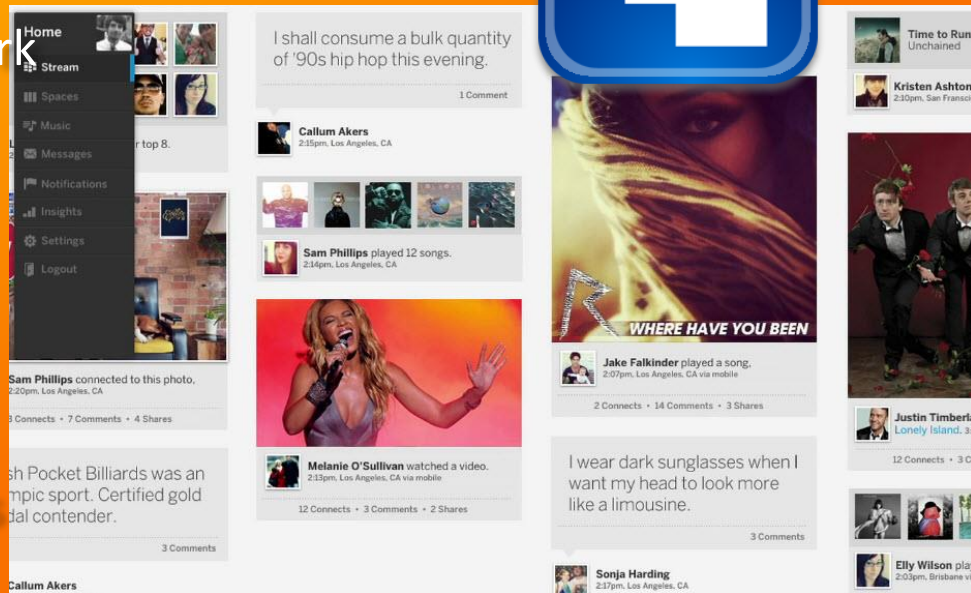
- Use [Foursquare for Business](#)
- Own your listing and address
- Show up on maps and searches
- Post photos, updates and specials
- Connect to your other social media accounts
- Reward the mayor and frequent customers
- Help customers earn [Foursquare-Badges](#)
- Monitor traffic with free analytics



Myspace



- Myspace reinvents itself as social entertainment network
- Can myspace be used for business?
 - [What Businesses Need to Know](#)
 - [Making a Myspace page for Your Business](#)
- Heavy toward arts, entertainment and performers



Google+ and Places for Business

- Set up your [Google+ Business Page](#)
- Claim your [Google Places](#) listing
- Show up in Google Searches
- Control your business information
- Connect to website
- Follow statistics and analytics
- [Offer coupons](#) and specials
- Use [Google Business Photos](#)
- Google Places going through a transformation ([Claim your Google Places](#))



Google Express Ads

- What is [Google AdWords Express](#)
- Made for local businesses
- Does not need a website
- Works with Google+ and Places
- Mobile, map and keyword search
- Full ads and set budget
- Easy to set up and maintain
- Get started at [Google](#)



Yelp

- Yelp for businesses
- Famous review site
- Control business listing
- Check in deals
- Gift certificates
- Statistics and analytics
- Search results



Local Listings and Directories

- [Discover Burién](#)
- [Yahoo Small Business](#)
- [Bing Places for Business](#)
- [Yellow Pages](#): free listing & paid ads
- [LinkedIn](#)
- [Mapquest](#)
- [50 Business Directories for Local Marketing](#)



Resources and Solutions

- [Pinterest](#) for business
- [Punchcard](#) loyalty program
- [Groupon](#)
- [Living Social](#)
- [Hootsuite](#) Social Media Management
- [Google Alerts](#)
- [Feedly](#): RSS Reader
- Google: [Is Your Site Optimized for Mobile?](#)
- [QR Codes](#)
- Image Media Partners [Download Page](#)
<http://bit.ly/PLUGGEDIN>
- Social Media Evaluations: <http://bit.ly/SoMeEval>



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Social Media for Local Bussinesses



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Image Media Partners provides consulting, implementation and support services for on-line and inbound marketing.

Authorized reseller and support services for HubSpot software

Consultant for inbound marketing and on-line marketing

Implementation specialist for HubSpot software and Google AdWords

Deploy and manage online marketing tools such as:

- Blogging

- Social Media

- E-mail campaigns

- Lead nurturing and conversions

- Pay-per-click advertisement, Google AdWords

Image Media Partners is a private consulting company based in Seattle, Washington. Learn more how we can help your business with Google Places and increase your reach on the internet and attract more customers. Contact us for a free evaluation of you web site and on-line marketing efforts at: [Image Media Partners](http://ImageMediaPartners.com) or <http://bit.ly/SoMeEval>

