



Marketing  
Workbook

# DeviceReady: Managing Your Online Presence



**THE OHIO STATE UNIVERSITY**  
COLLEGE OF FOOD, AGRICULTURAL,  
AND ENVIRONMENTAL SCIENCES

Ohio State University Extension

Ohio Agricultural Research and Development Center

Direct Food & Agriculture Marketing Team



# Device Ready: Managing Your Online Presence

## Workbook

This publication was developed by the  
Ohio Direct Food & Agriculture Marketing Team  
for food and ag entrepreneurs

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## Introduction

### Purpose

How the world communicates is changing (Cornelisse, Hyde, Raines, Kelley, Ollendyke, & Remcheck, 2011). With an increasing number of consumers using smartphones, tablets and other mobile devices to find and interact with local businesses (Forrester Research, 2013, Gartner, 2012, Pew Research, 2013), Ohio State University Extension developed a new curriculum aimed at improving market access for food and farm entrepreneurs.



The Maps & Apps program helps entrepreneurs learn how they can gain a degree of control with their owned, earned, and paid online presence.

Because marketing is everything from the customers' point of view, as suggested by Peter Drucker (1954), the curriculum development team aspired to provide Extension education for smaller businesses to make them more visible to consumers using mobile devices.

### **This instructional outline guides entrepreneurs by helping them see how consumers:**

- Find your business online, assess your presence
- View your business on mobile devices
- Use social media to access your content and special offers, as well as to post comments, photos, videos, reviews, and location-based check-ins
- Utilize apps and GPS devices to find and navigate to your business

Access the latest apps and gadgets

Guided group and individual self-paced activities are provided through the workbook and multimedia resources on the website.

Using this workbook as a checklist once a year will ensure your business is keeping up with the trends in mobile media marketing.

Marketing is not only much broader than selling,  
it is the whole business seen from the customer's point of view.

*-Peter Drucker*



## How Consumers View Your Business

### Develop a **Consistent** Online Presence

According to comScore (2012), mobile device users report the most critical information continues to be consistent:

- Name of business
- Address
- Phone number
- Hours of operation

<input checked="" type="checkbox"/>	<b>Activity: 'Write it down' so you will have consistent listings on the in-</b>	Complete the details below before checking your online presence. Use this form with the management team and staff to ensure they are keeping your online presence consistent across all sites.
-------------------------------------	--	--

**Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Phone Number** \_\_\_\_\_

**Hours of Operation** \_\_\_\_\_

**Business Description** - 10 words or less

Ex: White House Fruit Farm in Canfield, Ohio is your destination for all seasons!

**Business Categories** (top five, most important first)

**Consistent Branding** (be prepared to analyze your brand in this process)

The colors of your brand \_\_\_\_\_

Your logo

Choose five photos that most represent your farm



## How Consumers View Your Business: **Activity**

### Search

Using the chart on the next page, conduct searches for your business.

For search engines, be sure to glance through the first few pages of search results to see where your webpage and other points of contact rank.

### **Conduct searches using your business name as written on the previous page (5).**

1. Search by your business name
2. Search by business type and location
3. Search by your key product and location
4. Search by your business description

### **Conduct searches using any common misspellings of your business name and/or various versions of your farm/business name.**

1. For example, “Smith Farm,” “Smith Farms,” “Smith Family Farm,” “Smith Fruit Farm,” “Smith Corn Maze,” “Smith Pumpkin Patch,” etc.
2. Were there listings/links that surprised you?
3. Note common confusion of businesses with similar names.

### **Make notes about your presence on each site, along with issues or things to correct.**

1. Do you need to make corrections to your NAP Hours?
2. Are there other improvements you can make through photos, videos, coupons, other incentives, or opportunities for interaction?
3. Is your brand consistent across your online presence? (logo appears as much as possible, colors of your brand, effective photos, etc)
4. Visit the resources to claim, correct, or enhance your business listing.
5. Make a long term plan for searching your business. Online search technologies are changing as companies add social activity and other factors to their systems. Thus, how your business is viewed and how it appears will change.



<input checked="" type="checkbox"/>	<b>Activity: Search your business on these sites</b>	<b>Notes/Issues/Things to correct</b> Make notes of ways to enhance listings with keywords, photos, videos, customer incentives, and other items to strengthen your online presence.
	<b>Google</b> <b>Google Maps</b> <b>Google My Business</b>	Claim your business listing, verify your business, move your marker
	<b>Yahoo</b>	<a href="https://www.yext.com/pl/yahoo-claims/index.html">https://www.yext.com/pl/yahoo-claims/index.html</a>
	<b>Bing</b>	
	<b>MapQuest</b>	
	<b>Facebook</b>	
	<b>Twitter</b>	
	<b>YouTube</b>	
	<b>Instagram</b>	
	<b>Pinterest</b>	
	<b>Snapchat</b>	
	<b>Others to consider, depending on your business:</b>  <b>Yelp, <a href="https://biz.yelp.com">https://biz.yelp.com</a></b>  <b>Trip Advisor, <a href="http://www.tripadvisor.com/Owners">www.tripadvisor.com/Owners</a></b>  <b>Other Social Media sites that show up in searches of your business?</b>  <b>Other?</b> (member directories, state listings, local chamber, local tourism, and other local listings)	



## How Consumers View Your Business: **Checklist**

<input checked="" type="checkbox"/>	<b>Activity: Update the Internet for Consistency relating to my Business</b>	<b>Status, Notes &amp; To-Do List</b> Make notes here for corrections to be made later.
	Fix items from searches conducted on the previous page. (Some sites require you to submit requests for changes or state claim of ownership. Allow time for changes.)	
	Go to Google, type in: Link:yourfarmwebpageaddress Check who is linking to your site and correct things as needed—i.e.—another site has old prices/hours for your business Make a list of potential relationships for later in this workbook.	
	Search the Internet to find the status of my local business on various sites, using various spellings and versions of my business' name.	
	Establish, claim or update your Google account & profile that will show up when people search your business: <a href="https://business.google.com/create">https://business.google.com/create</a> <a href="http://www.google.com/MyBusiness">www.google.com/MyBusiness</a>	
	Set up Google Analytics <a href="http://Google.com/analytics">Google.com/analytics</a> -Tell your how people are finding you, words they are using in searches, etc.	
	Visit at least one Search Engine Optimization resource online. • Can you do something on your website to get better search results?	
	Locate links—link:your farm's address Does personal information on site need changed? <a href="http://www.easywhois.com">www.easywhois.com</a>  Find old information you lost: Wayback Machine- <a href="http://www.archive.org">www.archive.org</a>	
	Other	





**Search Engine Resources:**

**Search Engine Watch**, <http://searchenginewatch.com>

**Search Engine Journal**, [www.searchenginejournal.com](http://www.searchenginejournal.com)

**Search Engine Land**, <http://searchengineland.com/library/mobile-search>

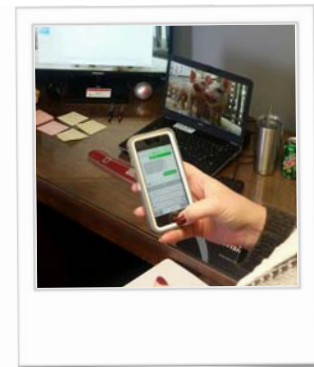
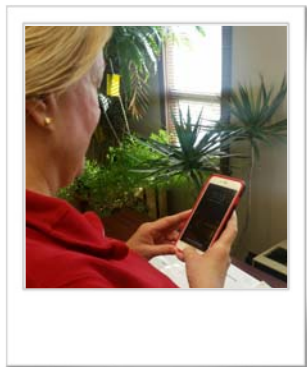
**Search Engine Roundtable**, [www.seroundtable.com](http://www.seroundtable.com)

**How Consumers View Your Business: Digging Deeper**

<input checked="" type="checkbox"/>	<b>Activity: More detailed searches for consistency</b>	<b>Status, Notes &amp; To-Do List</b> Make notes here for corrections to be made later.
	Sign out of all accounts before trying additional searches. What is different?	
	Search Anonymously (i.e.—Incognito in Google Chrome or InPrivate in Explorer, etc)	
	Go to the library or other location to search on machines you have not used to conduct business or search for your farm.	
	Search for your competitors. Are they using similar information? Are they using keywords you've left out?	
	Where does your site rank or need different keywords? i.e.— Local farm Local pumpkin farm Local pumpkin patch	
	Other?	



## How Consumers View Your Business on Mobile Devices



Difference devices show your websites and blogs in different formats. You'll want to know how your site is viewed and if you can change how it is viewed to get the most out of your marketing dollar.

### What CUSTOMERS want (Google survey)

1. Fast loading. That means 5 seconds or less.
2. Mobile-friendly features. These can include large buttons, easy search and limited scrolling and pinching.
3. Quick access to business information. Display NAP + hours, directions, product and purchase information right up front so it's easy to read on a smartphone or tablet.

### What search engines are doing

In late 2016, Google changed from desktop index to mobile index. This means the mobile version of the website ranks higher in searches and pages only on the desktop site will lose traffic. Be sure your site uses responsive design. Ask your webhost if you need help.

### For trends on how people use mobile devices, visit:

**comScore** (2012). *The Annual Local Search Usage Study*. <http://www.localsearchstudy.com>

**Pew Research**, (2013). *Pew Internet: Mobile*. <http://pewinternet.org/Commentary/2012/February/Pew-Internet-Mobile.aspx>

**Search&More** (2014), *Internet Marketing Strategies*.

<http://www.searchandmore.co.uk/internet-marketing/customers-want-mobile-website/>

**MillennialMedia**, (2015). *3 Mobile Consumer Trends*

<http://www.millennialmedia.com/mobile-insights/blog/three-mobile-consumer-trends-for-2015>

**Google**, (2012). *Our mobile planet: United States, understanding the mobile consumer*. Available at: <http://www.google.com/think/research-studies/our-mobile-planet-united-states.html>.

Additional data available at: <http://www.thinkwithgoogle.com/mobileplanet/en>



## Your Business on Mobile Devices: **Activity**

### How does your website look on mobile devices and tablets?

If you have a smartphone or tablet, you can see how your business website or blog looks online. You can also look on this site and receive a report a customized on how you can improve your mobile presence.

Google's Page Insights, <https://developers.google.com/speed/pagespeed/insights/>

Hubspot's Device Lab, <http://snippets.hubspot.com/hubspot-device-lab>

**Is your website mobile friendly? If not, what options do you plan to explore to improve your mobile website?**

<input checked="" type="checkbox"/>	<b>Activity: Know How it Looks</b>	<b>Status &amp; Notes</b>
	View my website on an iPhone and at least one Android device	
	View my website on a tablet	
	Develop a plan to improve my mobile website or switch to responsive design	
	Make sure business address and phone number were text (not in an image) so that mobile users can click on them	
	Other	



## Keeping Current—Get Alerts Your Business, Industry & Competition

After all of this searching and tasks to ensure your business listings and information is consistent across the internet, the process of keeping up needs to be identified. One of the simplest ways to do this is through using Google alerts.

### Google Alerts

Google alerts is your way to find out what you don't know, by getting instant notifications from the internet. You can find out if there is a media article about your farm, know if there is something new with the competition or find a new idea in the industry. Below are some questions to ask when you set up and continue to update your Google alerts.

**What do you want to know?**

**What do you need to know?**

**Do you know the industry?**

**Market Research—How are you planning for the future (opportunities)?**

<input checked="" type="checkbox"/>	<b>Activity: What do I need alerts for?</b>	<b>Notes &amp; Status</b>
	Farm Name and keywords	
	Common misspelling of farm name	
	Regional search 'central Connecticut pumpkin farm'	
	Hayride accidents	



## Keeping Current—Know What’s on Social Media

Although social media is covered in another section of this program, let’s get all of the searching covered! Sometimes your business is not on a specific social media, but people are mentioning your business and you don’t know about it. Many of us don’t watch for blogs where customers are talking about your business.

How do you search and find out about all of this? You use social listening. This is just another form of searching and monitoring, focused on social media sites and even blogs.

You can use social listening to:

1. **Fix customer service issues.**
2. **Realize problems you didn’t know existed, and fix them.**
3. **Find customers that love you to use in other aspects of your marketing.**
4. **Find out if they are**
5. **Get new ideas!**

<input checked="" type="checkbox"/>	<b>Activity: Know what is being said. For my business, I have:</b>	<b>Notes &amp; Status</b>
	Set up Google Alerts for your own business	
	Set up Google Alerts for other items on the facing page	
	Go to social media sites, search	
	On facebook, search your business name and ‘photos’ to find photos you have never seen before!	
	Try sites such as icerocket.com, socialmention.com and others to find listings and information	

Social Listening: <http://www.socialmediaexaminer.com/8-ways-to-use-social-listening-for-your-business/>



## How Consumers Utilize GPS Devices

Consumers use Global Positioning Systems (GPS) to find Points of Interest (POI) and navigate to specific locations. GPS programs can be delivered through handheld units, built into automobile dashboards, or integrated into mobile apps. Familiar brand names include Garmin, TomTom, Magellan, NavMan, Microsoft Streets & Trips and a growing list of navigation apps, such as Google Maps and Scout.

Built in automobile dashboard GPS units and On-star have changed the market back to the use of GPS unit technology. Thus, you still need to pay attention to these systems.

Marketers can:

- Add or correct business listings.
- Designate Point of Interest categories.
- Integrate maps and GPS coordinates into customer communications.

## How Consumers Utilize Apps and GPS Devices: **Activity**

Visit each source. Claim, correct or enhance your business listing.

**Tele Atlas**, <http://mapinsight.teleatlas.com/mapfeedback>

Locate

Describe

Submit

**NavTeq**, <http://mapreporter.navteq.com> [cartography@garmin.com](mailto:cartography@garmin.com)

Find & Report

Register – My Map Reports

**InfoUSA**, <http://leads.infousa.com/Landing/UpdateListing.aspx>

Add or Change Business Record

Business Description, Web Links, Hours, Other

### Others

Individual Companies - TomTom

[https://mycompany.places.tomtom.com/?&locale=en\\_GB?WT.Click\\_Link=BDP\\_Places\\_LYC\\_enus](https://mycompany.places.tomtom.com/?&locale=en_GB?WT.Click_Link=BDP_Places_LYC_enus)

Navigation Apps (+ check-in, discover, ...) – Scout (Telenav)

[www.scout.me/add-a-listing](http://www.scout.me/add-a-listing)

Community-based traffic & navigation app – WAZE, [www.waze.com/support](http://www.waze.com/support)

Companies that manage online + gps – UBL, <https://www.ubl.org/>

Check your visibility (localize, text, ...)



## How Consumers Utilize Apps and GPS Devices: **Checklist**

I have...

<input checked="" type="checkbox"/>	Activity	Notes & Status
	identified my business location GPS coordinates, using a GPS unit or app (iPhone, Where Am I?). Some mapping programs will give you this information.	Latitude: Longitude:
	reviewed GPS data sources to verify accurate location and route information (using various devices, including those in dashboards of vehicles)	
	requested corrections and enhancements	
	made notations on business communications to improve the GPS user experience	
	reviewed address and directions on the business website.  embedded a map or driving direction link on the company website.	
	Other	



## **How to Focus Your Social Media Marketing: Activity**

### **What sites should you be using in your social media marketing?**

Demographics of your target market should drive your use or avoidance of a social media site. There are lots of ways to find this data online. Use the most recent data you can find. Analyze sites on the next page relating to your current use and the current use of your customers.

Writing these details will

Things to consider:

### **Who is your target market?**

### **What are the general interests of this market that relate to your farm/business?**

### **What area is your target market? (i.e.—cities, distance from business, etc)**

### **Who in the family is making the decision to come to your farm or business?**

### **How much time does it take to keep up with the social media platform?**





## Measuring Social Media Presence

Visit each source. Claim, correct or enhance your business listing if you haven't already. Use the analytics in each site or the data from your social media management program like HootSuite, hootsuite.com, or Buffer.com. What can you tell about each site? Does the site meet expectations for your business?

- When are people visiting your social media site and on what devices?
- What content is most frequently visited?

<input checked="" type="checkbox"/>	<b>Activity: Is it working? Should I join?</b>	<b>Notes &amp; Status</b>
	<b>Facebook</b>  /insights	
	<b>Twitter</b> <a href="https://business.twitter.com/measurement-analytics">https://business.twitter.com/measurement-analytics</a>	
	<b>YouTube</b> /analytics	
	<b>Instagram</b> ??	
	<b>Pinterest</b> analytics.pinterest.com	
	<b>Snapchat</b> ??	
	<b>Others to consider, depending on your business:</b> <ul style="list-style-type: none"> <li>• <b>Yelp</b>, <a href="https://biz.yelp.com">https://biz.yelp.com</a></li> <li>• <b>Trip Advisor</b>, <a href="http://www.tripadvisor.com/Owners">www.tripadvisor.com/Owners</a></li> <li>• <b>Connect with Others on Social Media</b>—(member directories, state listings, local chamber, local tourism, and other local listings)</li> </ul>	



## How Consumers Use Social Media

Times have changed. Change is happening faster than ever. Back in the day, Google was a search engine, Facebook was a social media site, people posted videos on YouTube, Yelp was used for reviews, and the Foursquare app was for check-ins. Now, most sites are blending various features that revolve around social networking, searching, and mapping local businesses.

Advertising uses more data than ever, following consumer habits and locations on mobile devices. This has become industry standard. As a result, sites are changing their strategies. For example, Facebook has moved to a focus on their mobile site as the driving force behind their business model.

In this section, you will explore how consumers:

- access your social media content
- check-in using their location
- post comments or reviews
- share photos or videos
- respond to your coupons, special offers, or advertising

### Sharing

Getting your message shared is a key to increasing likes and reach. There are several methods used in social media to increase exposure and measure effectiveness. Below are some common ways of sharing in social media. Below each item are questions to use in searching to find

#### # Hashtags

1. Are my customers already using hashtags for my business?
2. What hashtags might work for me?
3. Is my hashtag available? (search it on the internet)
  - a. Does it convey a message?
  - b. Is it easy to remember?
  - c. Are you promoting the hashtag at your location and on social media?

#### @ Mentions/ tagging friends and pages

On Twitter, Facebook and a growing number of other social media platforms, you can mention others using this symbol, @name. Recognize and thank others by using @mention. Add your Twitter @username in printed promotions, packaging and signage. Some tips:

1. Check the settings in social media to be sure you allow customers to post to your page.
2. The use of the @ sign on Facebook will be noted as a check-in.
3. Use the @ sign to mention other businesses in your posts to strengthen partnerships, including local tourism and local groups of businesses.

#### URL—Hyperlinking vs. Shortening URL's

A URL is a uniform resource locator, often referred to as a web address. Shorter URLs can make it easier to post on social media sites. You can create these for free and track activity for your special offers, new products, keywords, or other special posts. Some sites, such as Twitter, automatically shorten URL links with an <http://t.co> link. You could also use resources such as Goo.gl, <https://bitly.com>, or



<http://tinyurl.com> to share your links through email and many social media programs. Some tips:

1. Hyperlinking—The address is hidden as a link to a word or picture. While this makes the URL shorter, tracking can be more difficult on different platforms.
2. Shortened URL—While handy and good tracking information is provided, this link means nothing to the customer and seems like spam to some.
3. Consider making links on your own website as short and simple as possible.

**Ads—Boosting Posts, Promoting Page**

Facebook and other social media sites/platforms have changed their functions when it comes to business pages. Their business models depend on ad revenue, and thus, businesses have to adapt to this model. Business posts do not show up in the feeds of each person that likes the page. Thus, targeted marketing in the form of purchased ads is becoming a necessity on these sites. Their ability to do specific, targeted marketing is some of the cheapest advertising out there.

Use the information from your target market to choose details when purchasing an ad. Change the target market on social media and compare results for similar posts.

1. See First
2. Promoting
3. Boosting

<input checked="" type="checkbox"/>	<b>Activity: How do interactions occur and work?</b>	<b>Notes, Status and Plans for the Future</b>
	Review hastags on your social media sites, note what works and what needs planned	
	Review check-ins and mentions	
	Review URL use, length and hyperlinks	
	Review boosting vs. promoting	
	Set up audiences for promotions (variations of your target market based on different events/seasons)	
	Other:	



## Customer Service: Content for Social Media

### Consumers shop on devices more than in stores.

From Wal-Mart's change to free 2-day shipping to the closing of Macy's and Sears store, retail is experiencing major shifts. How can you deal with these shifts? The Experience Economy is now more than what you offer at your location. From watching videos to interacting with your products and experiences on-line, the touch is both at your business and a part of your online presence.

## Mobile Commerce

### Accepting Credit Cards—Square, PayPal, Flint, Spark Pay, etc.

- Be sure you try the site out several times and read all of the fine print before you choose one.
- Make a list of features you want and need. To get a cash register or point of sale type option, there is more expense to the system.
- What do you get for the price? Percentage or fee? How quick do you get the money?
- How multiple phones/pads can use the system at once?

### Mobile Loyalty – Do you have an existing loyalty program? Any interest?

Take your punch cards and turn them digital. You can now track loyal customers through apps and sites. Loyalty is now integrated into several mobile payment apps.

- How can you do this – based on a check in? Your own app?
- KeyRing, <http://keyringapp.com/business>
- Stamp Me, <http://stampme.com/>
- Shoutem, [shoutem.com](http://shoutem.com)
- Farm Fan App, <http://about.farmfanapp.com/>

### Selling Tickets Online—Event Brite, Booking Bug, Yapsody, etc.

Selling tickets online is a great way to reduce congestion on event days. This is a great option for those events outside the regular season to spread the word and get a better idea of who is coming, rather than guessing on attendance for the event. Things to consider when choosing a site:

- Who pays the fee? Make sure it is the customer.
- Check your limits and ensure the service can enforce the limits.
- Make sure dates and statements on tickets are clear and defensible.

### Mobile Coupons – Groupon, LivingSocial, Google Offers, Local, Facebook

- Where would you like to find new customers?
- What offer would fit for them and you?
- How will you make the offer and then follow-up?
- How can you ensure coupons are not oversold or have a negative impact on your business?
- Is the offer used to enhance sales (such as out of season and slow time offers)?

### Resources

- [www.mobilecommercedaily.com](http://www.mobilecommercedaily.com) & [www.mobilepaymentstoday.com](http://www.mobilepaymentstoday.com)



<input checked="" type="checkbox"/>	<b>Activity: Are we using mobile for commerce?</b>	<b>Notes, Status and Plans for the Future</b>
	Does my credit card service accept tap and go?  What other concerns or options need reviewed?	
	Checked into loyalty programs – do any work for me?	
	I have reviewed options for selling tickets online to reduce lines and for off season events	
	Considered mobile coupons for slower times and finding new customers	
	Other:	



## Enhancing Marketing on Mobile

Additional mobile media tactics businesses can use to interact with customers. These are simply new marketing channels within smart phones and other devices. As customers continue to focus on their screens, marketers must find a way to gain some of their customers' screen time.

### **Texting**– 160 characters (Simple/SMS & Multimedia/MMS)

- Are there existing customers who would opt in?
- What system could support your texting communications?
- Many FREE texting services exist now, consider the services the company offers, security and ability for customers to subscribe to receive texts from you.

### **2D Codes (Quick Response Codes and more)**

All the rage just a few years ago, QR codes have gotten a bad wrap. According to structural-graphics.com, QR code scanning is actually on the rise. The most common uses are accessing coupons, downloading mobile apps and accessing product information. Amazon uses a version of the technology to scan product bar codes or QR codes to compare prices and availability. For most food and farm businesses, couponing is the number one opportunity in this area.

- Set-up, create short url, test
- Where would you like to include 2D codes?
- Ensure these codes don't just 'go to your website!'
- Can you get customer data (email, phone) when they scan?

### **Geo-targeting and Indoor Location Based Services (LBS)**

- Location-based Marketing Association, [www.thelbma.com](http://www.thelbma.com)
- Street Fight Magazine (Inside the Business of Hyperlocal), <http://streetfightmag.com>

### **Geo-fencing LBS**

- Geo-fencing is allowing users to interact with specific things when they are in a certain geographic area. The 'fence' is the area you are fencing in where they will get the information or are able to access it.
- Snapchat uses filters that can work with photos take at your operation. You simply design the filter, map the area and purchase the filter as a marketing tool.
- GoogleMaps has versions that can be used for tracking. The normal GoogleMaps will show your business in the area when customers search.

### **Mobile Advertising, Customer Service, and Commerce**

- Ensure the target market is defined and understood. Utilize all aspects of targeted marketing for the biggest impacts on your business and your bottom line.

### **YouTube & Videos**

- Plan
- Have a purpose
- Storyboarding
- Know equipment needs
- Production & Post-production



## Facebook Live

- Promote when
- Practice
- Mistakes are ok
- Interaction is KEY!

## Text on photos for Facebook

- Are you using text on photos?
- The best photos
- Checked out background
- Lighting
- Stamps with your logo?

## Pinterest Boards

Trends are being set through Pinterest these days. If you plan to get to the trendy moms, you'll need boards on your food, apples, pumpkins, corn maze signs, recipes for your products and more.

## Do-It Yourself (With Help!)

Farmers markets are losing sales. Some farm markets continue to have an older demographic. Why? Many are not changing to meet the needs of customers. Customers are challenged with choosing what they need for a meal. They buy items, they don't use them when they get home. They want a gourmet meal, but just don't know what to buy. The solution? Packing the entire meal together. Consumers want to do it themselves for the experience, but there are parts of the experience they want to avoid—the shopping and decision making. There are many mobile businesses that now provide solutions:

- Are we marketing to the new trends?
- How can you use social media to meet the needs of your customers?

## On-Line Reviews

One of Facebook's new Pages Manager features forces you to look at every comment before the notification will go away. This is their reminder to you to respond in some manner. Their message system even rates your response time now! (urgh...)

**Positivity**— When you receive a positive rating or have a positive comment—respond to it! Just liking it is a great start. If you can comment, that's even better. The customer will feel a connection and be even more positive in word of mouth marketing. Use the best reviews/statements in marketing on your website and other outlets.

**Negativity**—Take a deep breath. Before responding, talk it over with another team member. If something was your fault, acknowledge it. Do not blame the customer. Ask them leading questions to get details. If necessary, take the conversation off-line by encouraging them to private message you to resolve the situation.

**Plans/Prepared Statements for dealing with negative feedback/posts/reviews**—When it comes to your growing practices, the GMO issue, or accidents on your farm—have prepared statements ready to go. Your team should discuss responses to these issues and offer your business philosophy. If an accident does happen



<input checked="" type="checkbox"/>	<b>Activity: Enhancing Marketing on Mobile</b>	<b>Notes &amp; Status</b>
	Researched texting services and considered them	
	Would 2D codes be beneficial for me?	
	Would location based apps help my business?	
	Made a plan for making videos	
	Made a plan for using Facebook live	
	Made a plan for enhancing photos (logos, words, etc)	
	Made a plan for responding to reviews and plans for responding to key issues or emergencies	
	Reviews—On or Off during the busy season?	





## The Latest Apps and Gadgets: **Activity**

Visit at least one Mobile Marketing resource online and select the activities that best serve your marketing priorities.

**Mobile Media Marketing** - [www.themobileplaybook.com/en-us](http://www.themobileplaybook.com/en-us)

**Mobile Marketer**, [www.mobilemarketer.com](http://www.mobilemarketer.com)

**Mobile Marketing Association**, [www.mmaglobal.com](http://www.mmaglobal.com)

**Mobile Marketing Magazine**, <http://mobilemarketingmagazine.com>

<http://www.mobilemarketingwatch.com> & <http://tabtimes.com>

<input checked="" type="checkbox"/>	<b>Activity: The Latest Apps and Gadgets: I have...</b>	<b>Notes &amp; Status</b>
	<p>decided on 1 – 3 resources to help me stay informed on mobile media marketing opportunities.</p> <p>--i.e. – Use a personal twitter account to follow social media gurus, business consultants and others</p> <p>--i.e. – Join a roundtable through a trade association or the local chamber, etc.</p>	
	<p>Reviewed resources to see if there are any new apps that I can integrate into my business marketing plan</p>	
	<p>talked with my technology support people (or local chamber, business group) about our mobile media marketing.</p>	
	<p>Other:</p>	



## Summary

Trends evolve quickly as emerging technologies reveal opportunities based on new apps and gadgets. With wearable devices, such as the Samsung SmartWatch, iWatch and virtual reality goggles for phones entering the market, consumers will continue to use mobile devices in new and different ways. Privacy and security policies will continue to be developed and researchers will provide data to help businesses better understand the mobile media landscape.

Businesses can benefit by staying close to customers and to technology trends in order to do what they have always done with marketing - create awareness, offer trial experiences to demonstrate value, create remarkable experiences, build customer relationships based on trust, and deliver service focused on customer convenience.

Resources related to this topic can be found at  
<http://go.osu.edu/deviceready>

The DeviceReady Curriculum was developed by the  
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