

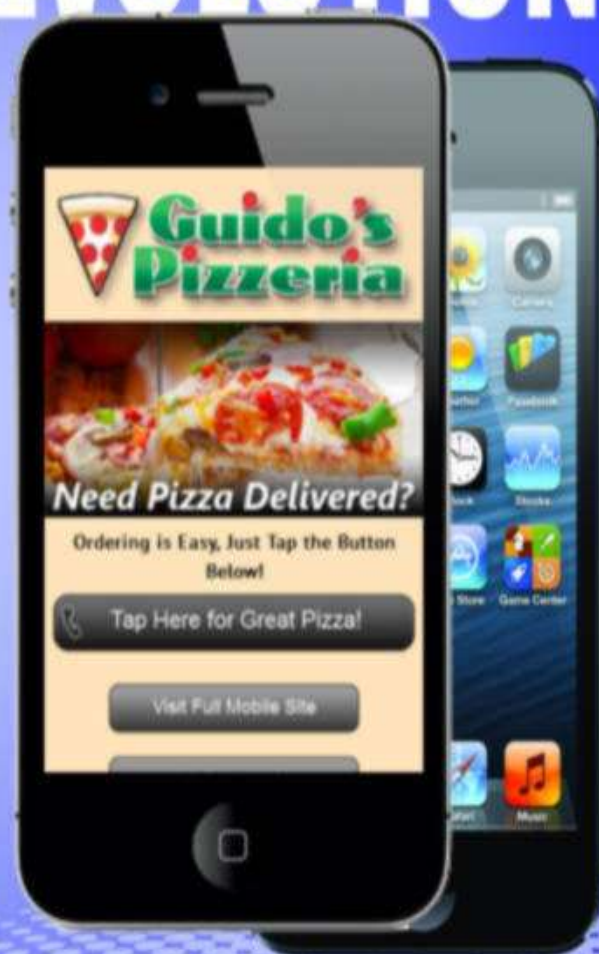
# MOBILE WORLD



**MOBILE APPS  
FOR BUSINESS;  
A NEW  
REVOLUTION**



**MOBILE GEOSOCIAL  
INTELLIGENCE**



► **FACEBOOK** ► **TWITTER** ► **YOUTUBE** ► **PINTEREST**



**TOP MOBILE  
COMMERCE  
TRENDS**



**MOBILE  
MARKETING  
STATISTICS YOU  
SHOULD KNOW**

**Dwayne Anderson**

# Mobile GeoSocial Intelligence

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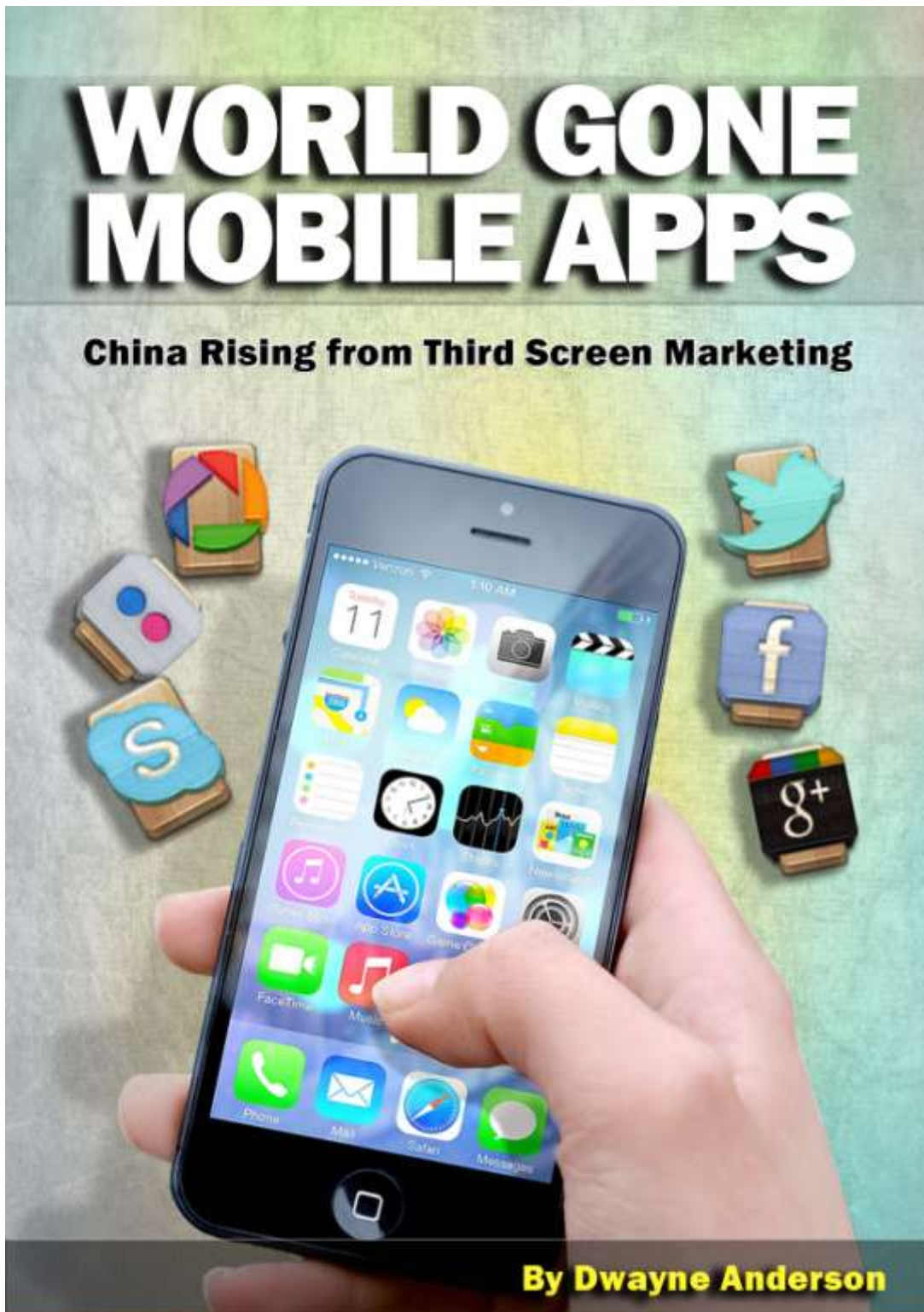
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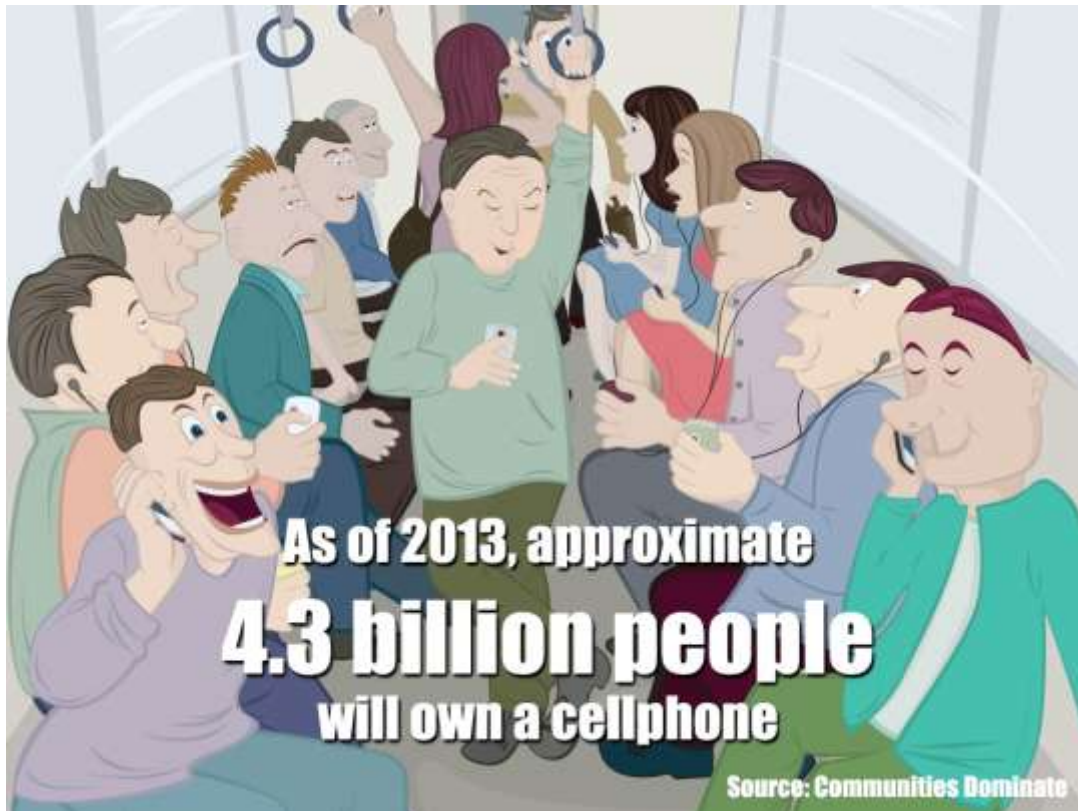
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### **Master the new Marketing revolution with Mobile Geo-Social Stats**

Today, the world has started embracing the fact that Mobile Social Media provides a real-time experience .It utilizes both the processing and mobility advantage which smartphones offer .

Real-time experience means that we can reach out and engage with friends, associates and customers at any time, place at anywhere without constraints. Consumers are sharing information and, at the same time, gaining immense knowledge at a faster speed. This is thanks to the services like text messaging, tweets, social media posts and blogposts. The world is witnessing a shift in how people discover and share information using mobile internet enabled devices.

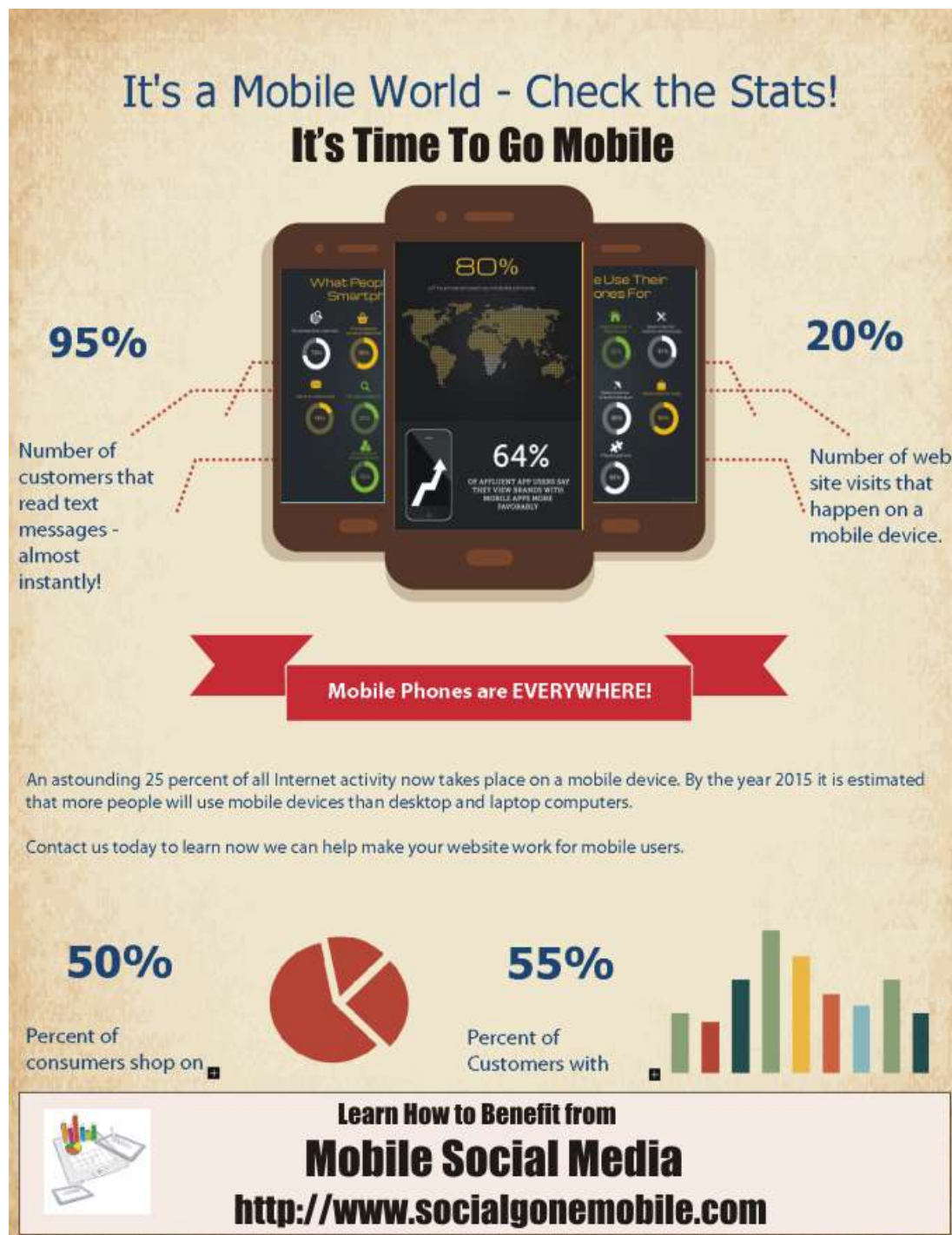
The Easy Access of the Internet on smartphones and other mobile devices has changed the way people communicate and consume information. It has created new ways of information dissemination and consumption; and it is still on its way to creating new ones. These allow consumers to make more and more quickly and informed decisions based on real-time data on-the-go

### **What does this mean for businesses and enterprises throughout the World?**

As consumers start to adapt to the power of mobile devices, it will cause a domino effect on every economy and starts to transform. It will adapt to the new mobile technologies which has proven to be challenging. Mobile social media technologies have proven to be highly effective and valuable when consumed on the go and especially whenever and wherever businesses are concerned.

As people start to weather the storm of the new media technology blast and fast exchanges from it; It also increased the demand for more processing power and the bandwidth for their internet enabled devices. This is for better communication and better audio and video capabilities, especially for the mobile phones or tablets.

Such demands allow users to communicate more effectively and progressively it will revolutionize into a whole new commercial paradigm shift; from personal computers to Mobile Internet enabled technology. These will bring on New and engaging opportunities and add more value to businesses throughout the world.



Welcome to the Mobile device revolution , the twentieth century paradigm shift spurred by the demand for easy access to content information and sharing them anytime, anywhere across all borders. Presently 1.3 billion people use the internet, and almost 2.3 billion people are using mobile phones. This means that 87 % of the World's population is using mobile phone for daily communication.

#### Smartphones:

- In 2012 , there is about 94 million smartphones users, by 2016 the number is expected to increase to 152 million occupying 63 % of mobile phones users arena

#### Tablets and ebook reader :

- In 2012, there are almost 40 million tablet users by 2016, that number is expected to breach the 100 million scales with tons of low cost tablet to be produced by World's two most largest factory namely India and China



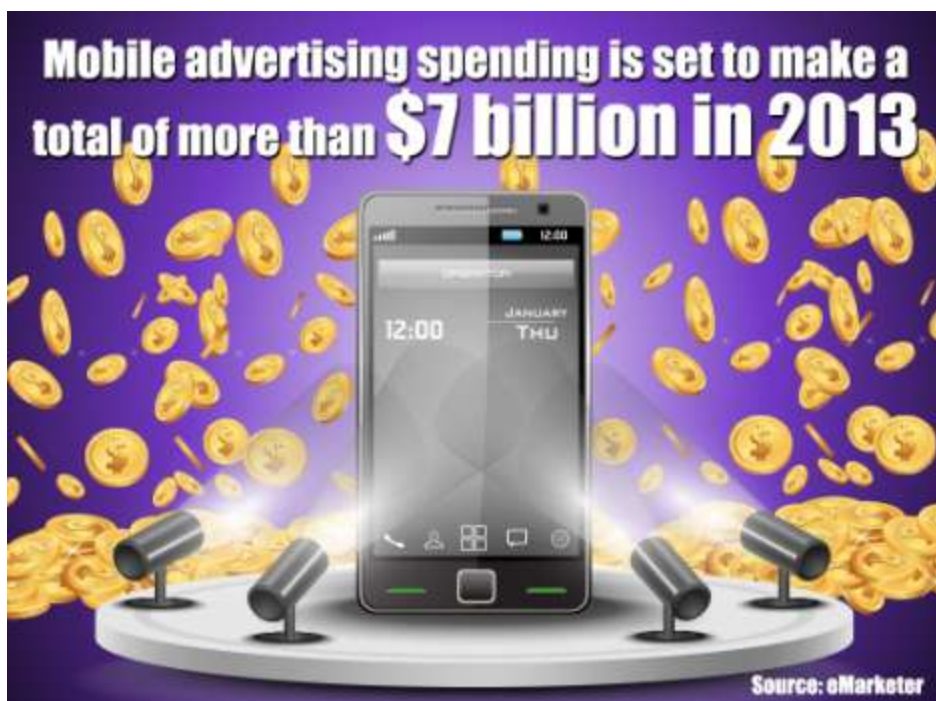


### What made them Go Mobile

The Mobile era has provided consumers by combining all the benefits of Web 2 and Social media and convert them to work with the mobile platform enabling new forms of engagement serving the market with media related technologies. This is Multi-tiered for different mobile platforms (**iPhone, Android, BlackBerry and Windows**) delivering a variety of mobile tools, seamless cloud support, GPS, Google Maps, QR code, mobile coupon, one-touch calling, analytics, and location based technology. Developing a multi-platform strategy for businesses with Mobile Intelligence and Social Media is no longer an option-it has become a necessity.

Social Networking platform working with mobile intelligence has the potential to revolutionize business processes across every industry

As consumers start to embrace the mobile technology better, the business world also evolves as users become comfortable with them. They start to accept and adapt to the effectiveness and productive benefits which mobile technology offers in ways of communication, marketing, and engagement. Social media has been used for distributing contents and engaging online via computer and now with mobility, Mobile Social Media offers better niche marketing. It can do better than mass marketing by focusing on niche markets with better third screen personal influence and reputation to generate desired results.



Marketers who will get the most out of this new reality are usually those who experiment on the connectivity of these platforms, incorporating the mobile technology as a key way to achieve business objectives and attain good results with profits. These are possible made by delivering the best possible experience opening to a whole new world of media Influence , sales and profits.



Unlike the other ways of communications , the mobile medium is always on the Go , and always “On” , it is very actionable and delivers information that is well acceptable by all ages for a wider audience whose attention span from communication purpose to Mobile search , Location based orientation ,exploitation of Audio and Video media files, Social networking and especially to access to new Mobile apps for all kind of application .

That’s the key Star power and influence of marketing in the moment.

#### **Small business owners are optimistic about growth, using social media sites and mobile devices to boost Marketing Exposure**

Small and Medium enterprise owners are fast adopting the use of social media sites like Facebook, Twitter, SinaWeibo , QQ , Google + and Renren alongside mobile technology to give their businesses better online exposure , according to an recent survey of 3,000 small to medium-size business (SME ) owners by Info-mobie , an Asian based survey company in Hongkong. The survey also found there are growing confidence among SME owners, with about 60 percent of respondents already owning at least one website and intend to convert them to be mobile friendly or to integrate mobile coupon features to their marketing program in the near future . Most of this companies are embracing mobile devices to improve productivity, particularly among the food service industry and those in hospitality trade . Popular businesses usage of Mobile Social Media include email , document, MMS , SMS text Promotion ,video product demonstrations and mobile coupons



**The use of search engines via mobile devices  
has grown over 500% since the year 2011**



<http://pinterest.com/moblogomobile/pins/>

**Source: Communities Dominate**

Mobile Social Media is quite new to most business owners, but already most of them have already incorporated social media strategies as part of their business marketing program led by Twitter, Sina Weibo and Facebook (which are cited as few of the leading social networking sites) for their businesses. Overall, more than 70 % of the surveyed companies admit using social media as their marketing strategy upgrading to mobile related apps, with 30 % experimenting with Foursquare, JiePang and other SoLo Mo Platform for Mobile coupon and location based marketing

**Mobile coupons get 10 times the redemption  
rate of a traditional clip-out coupon**



<http://pinterest.com/anchormobile/pins/>

**Source: AnchorMobile**



**Americans spend about 3 hours per day on their mobile phone – 2.7 of which are used to socialize**



**Mobile Device boom Spurs Media ,Apps and Entertainment Spending Worthy for Marketer to Implement Mobile Social Media Marketing**

In 2012 , the adoption rate of smartphones has far outpaced older mobile cell phones as these latest mobile devices are able to provide internet connectivity. They are extremely powerful and fun to use always loaded with new mobile application. Mobile media consumption has since soared as brands and marketers increasingly use this platform to engage with customers. Mobile media like video ,slides , video newsletters, and regular video communications has become standard features and is effectively driving Web surfing consumers to use their mobile devices for web surfing and mobile search function.

**26%**  
of all  
phones  
have WiFi  
capabilities



<http://infographic-geosocial.blogspot.com>

**Source: Communities Dominate**

The recent boom in smartphones and other trendy gadgets is spiralling the spending on entertainment and media throughout the world. Spending on such products and services in 2011 hit US 3.2 billion. But the stats are tipped to exceed US 3.6 billion this year, and predicted to hit US 3.88 billion by 2015. The world entertainment and media outlook report found that digital media products including online advertisements and e-books, games, movie and music downloads accounted for 28 % of all entertainment and media spending last year. This proportion is expected to rise to 45 % by 2015.

### The Rise of Mobile Tablet

Mobile computing has also further expand its footprint with the arrival and adoption of mobile tablet devices. Many researches has also indicated that more mobile tablets devices are being manufactured each recent years since 2008 which in turn are good news for marketers and especially for business to consumers (B2C) marketers.



- Mobile Tablet users spend 60% more per purchase than smartphone users ,especially in Games download and useful Apps which helps to improve in productivity and video sharing or photo sharing .
- 60 % of users rate tablets as useful for online shopping compared to smartphone mainly due to the larger screen size
- Consumers tend to spend 25-35% more when purchasing on tablets compared to other device

For this reason , marketers must come to terms with the Mobile Social Media reality, as mobile Internet enabled devices usage are on the rise and are facilitating changes in user behaviour – from “Content users being influenced concept ” - to how New trending audiences now getting more engaged interactivity with new content instead .

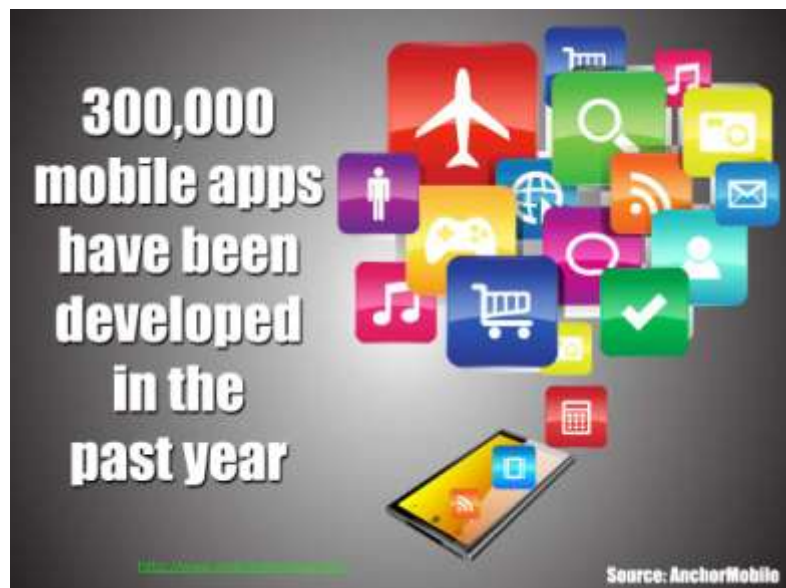




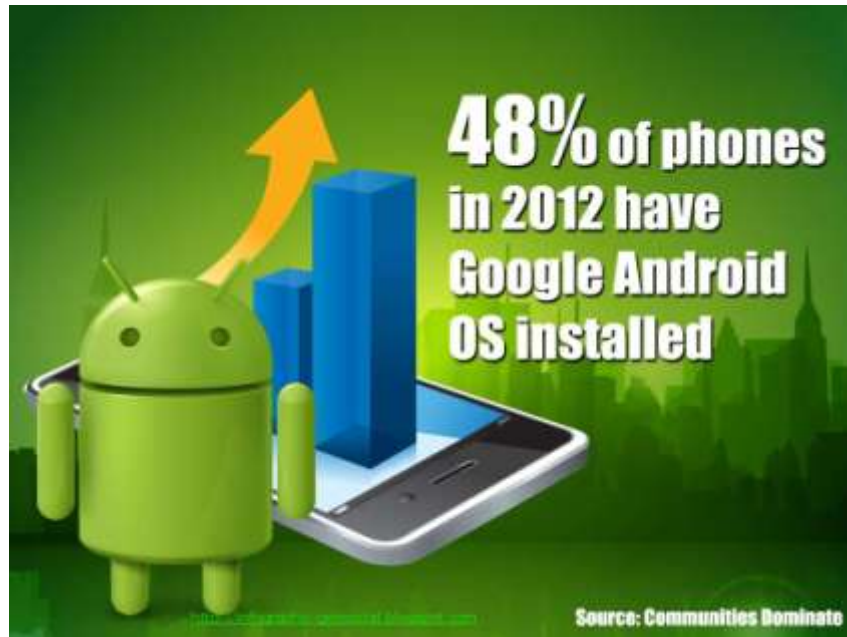
## The Smartphone Revolution

Recent Smartphone's SalesStatistics confirm the explosive growth and usage of mobile applications over the past few years especially for top major platforms with the following leading Operating Systems especially for iPhone, Android, BlackBerry and Windows

Almost 70 % of smartphone owners have downloaded apps on their device since their initial purchase . Usually Free Apps are most appreciated but usually will come with advertisements as part of their purchase package and it has been bringing in good advertisement fee with major mobile publishers.



The growth and sales of downloadable apps is expected to reach 70 billion worldwide in 2015, at which the app revenue will easily surpass above \$ 30 billion. This Sales figure for digital Application media products itself is very alarming and is an important point for consideration for mobile marketers that is if the mobile applications sector with download holds consistent with this figure then average every marketers will need to consider frequent creation of useful app experiences to engage your most valuable customers for every new campaign . Most of the Apps downloaded are smaller plug-in apps of major Social networking sites like Twitter mobile and Facebook mobile of which most consumers used with their desktop , and typically most of them has been converted to be mobile friendly ,which now keeps everybody in contact with the handy mobile .



Based on each mobile apps sale's statistic with its technical specification of the app's capacity and function, its derived sales figures will provide knowledge feedback on the app users behaviours, and preference and provides marketers the feedback data with full option ability to push specific products in a more targeted and meaningful way. This effective option to push notifications to your users will be a wonderful effective supporting tool for mobile application marketing, while more traditional method does not provide.



### **Making the move into Mobile marketing and Social Networking**

We Now Live in a world that is always on the Go all thanks to the advent of new technologies which has equipped us with the ability to communicate from anywhere, anytime and anyplace.

There is no question that our World needs for Mobile Social and Location integration is rapidly progressing and is definitely a segmented niche that it is worthy of consideration for businesses and marketers as an fast expanding entity with far increasingly globalize reach





The number of mobile users continues to grow and the mobile phone is quickly becoming the most essential tool for managing your social profile. It is estimated that by the year 2014, phone internet usage will surpass that of traditional desktops laptops,

As the potential target consumer market and customer base will be transitioning to mobile platform for World Wide Web access, it has also become crucial for your businesses to anticipate this convergence of technology and build a mobile presence in order to benefit from its effectiveness and popularity

### **Mobile Insights**

Mobile Marketing has been made popular with featured cell phone since early year 2000 where while the social networking services has recently rages on with more than 1.3 billion active users of Facebook, Weibo, Twitter and LinkedIn combined.

Market insights of Mobile technology taking on the World has started the transitioning of major social networking platform to mobile technology, that even Facebook has gone mobile and most social media giants begin to recognize and cater to today ever-present reality where the mobile and social media technology has embarked on several types of different platforms, ranging from the SMS text technology - all the way to full-fledged mobile apps, mobile advertisement, mobile ready video and commercials

**Retailer apps with store modes get 500% more interaction with customers than stores without mobile apps**



<http://www.mobilegenosocial.com>

**Source: Point Inside Via Digby**

The power of social mobile marketing lies in the fact that more and more people are accessing the internet through their cell phones rather than any other device. This is mainly due to the fact that cell phones have evolved tremendously and can be basically likened to small computers. In addition, more and more websites are adapting to this by making their content mobile-friendly.

**98% of all cellphones have networking or browsers built into them**



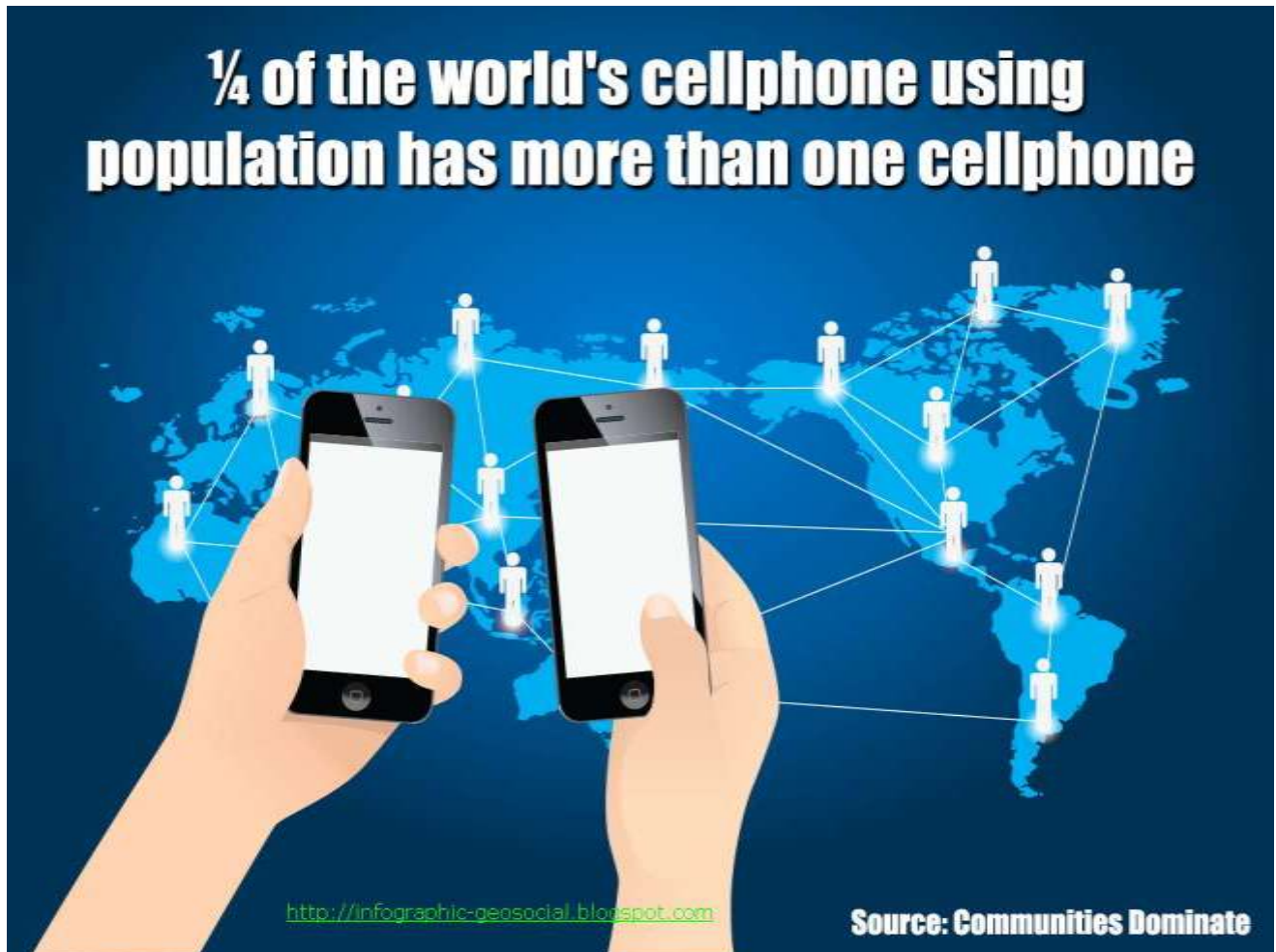
**Source: Communities Dominate**

To help you understand the big picture, here are a few interesting statistics

- More than 86% of Americans are cell phone owners.
- An average of 5 billion text messages per day, delivered.



- Giant corporations including but not limited to Ford, Pepsi, Starbucks and Burger King all have their mobile marketing campaigns.
- Visa and Paypal are expanding its E-wallet services and challenging rivals with their new in-store payment system, as the company broadens their services to the retail stores industry also with mobile technology
- Mobile fundraising will be another new way of giving donation



As you can see, cell phones are becoming increasingly important in people's lives, and as it happens, they are an excellent way to reach out to a enormous number of people.

They open your brand and business to a whole new and unexploited market which is only waiting to be tapped into, and that's precisely what most people are going to do in the near future.

If what you are looking to do is increase your brand's exposure and have the opportunity to market yourself to millions of new potential customers, then you should get into Mobile Social Media marketing straight away; a market stays untapped for only so long.



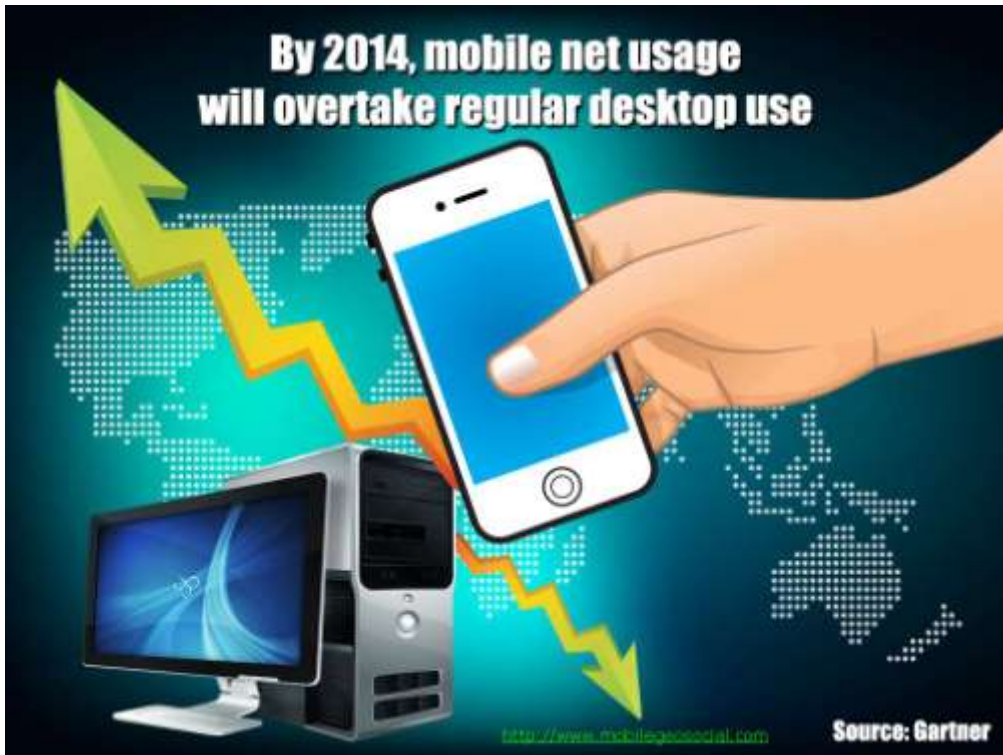
### Today's Mobile Marketing Trends

The mobile social media outlook is positive.

With prediction that there is a high possibility that the rate of Mobile overtaking traditional PC Internet access in the next few years. Simple math tells marketers that abundant of opportunities exist within all this Go Mobile technology to present media ads to the right audience at the right time







Besides the cost of telcos mobile plan, virtually everyone will have access to almost free text messaging capabilities from newer application like - Whatsapp and many other new mobile marketing trends with use of devices like the smartphones and PC tablet introducing new application, like the Mobile apps, LBS and QR codes therefore boosting the industry with multiple benefits as such they serve more than just mobile customer but also provide new marketing element for brands and retailing business to interact with customers to increase their businesses both in exposure and profits.



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