

# Small Business Internet Apps & Uses

July 18<sup>th</sup>, 2012

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# What's ahead?

- Why use Internet?
- Web-based (cloud) services
- Traditional Website/Blog
- Social Media
- Mobile Optimization
- Connecting the dots . . .

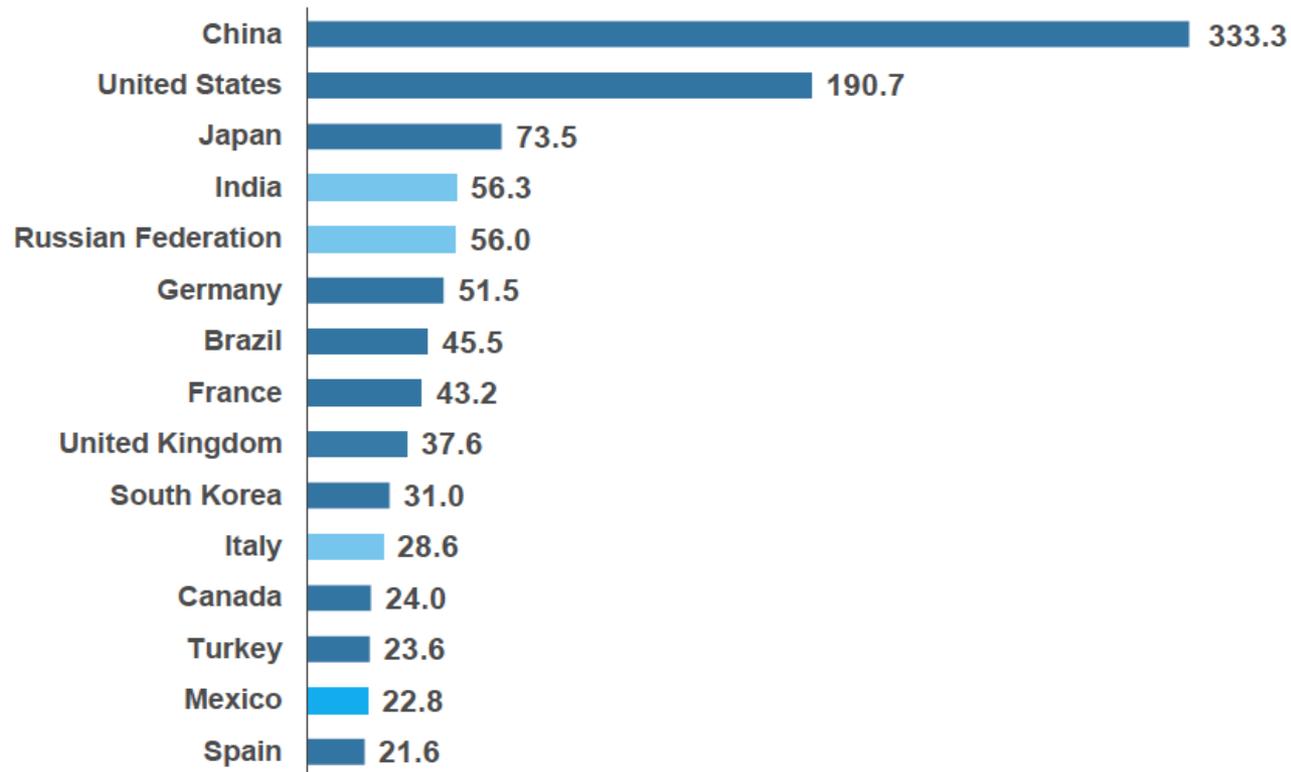


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# Why use Internet?

Internet Users Age 15+ (MM)



Source: comScore; 1Q 2012

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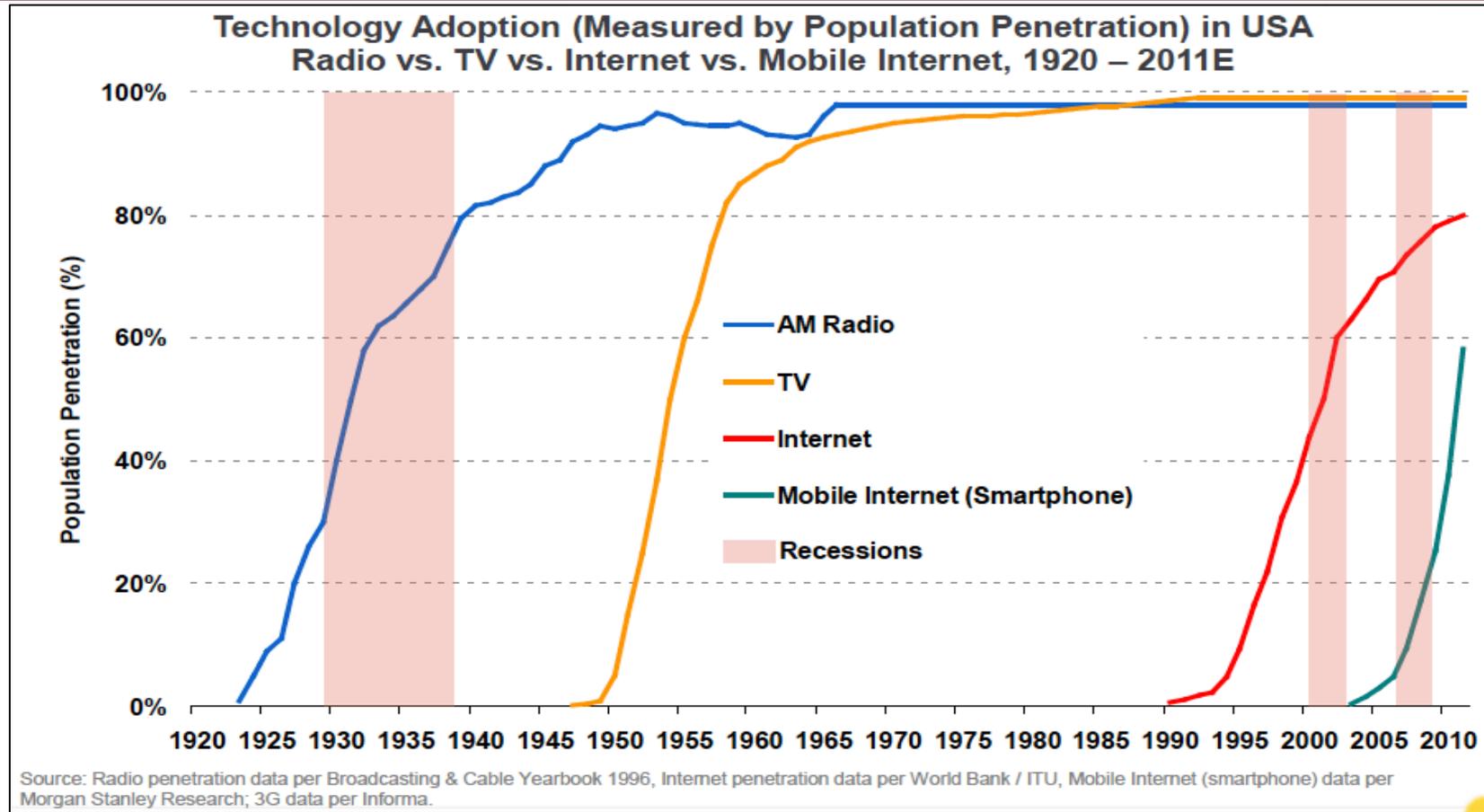
# Why use Internet?

- Worldwide, EVERY minute of 2011 ...
  - 48 hours of videos uploaded to YouTube
  - 217 new mobile web users
  - 571 new websites
  - 34,722 brands/organizations “likes”
  - 100,000 tweets
  - \$272,070 spent on web shopping
  - 204.1 million emails sent

Source: Mashable



# Why use Internet?



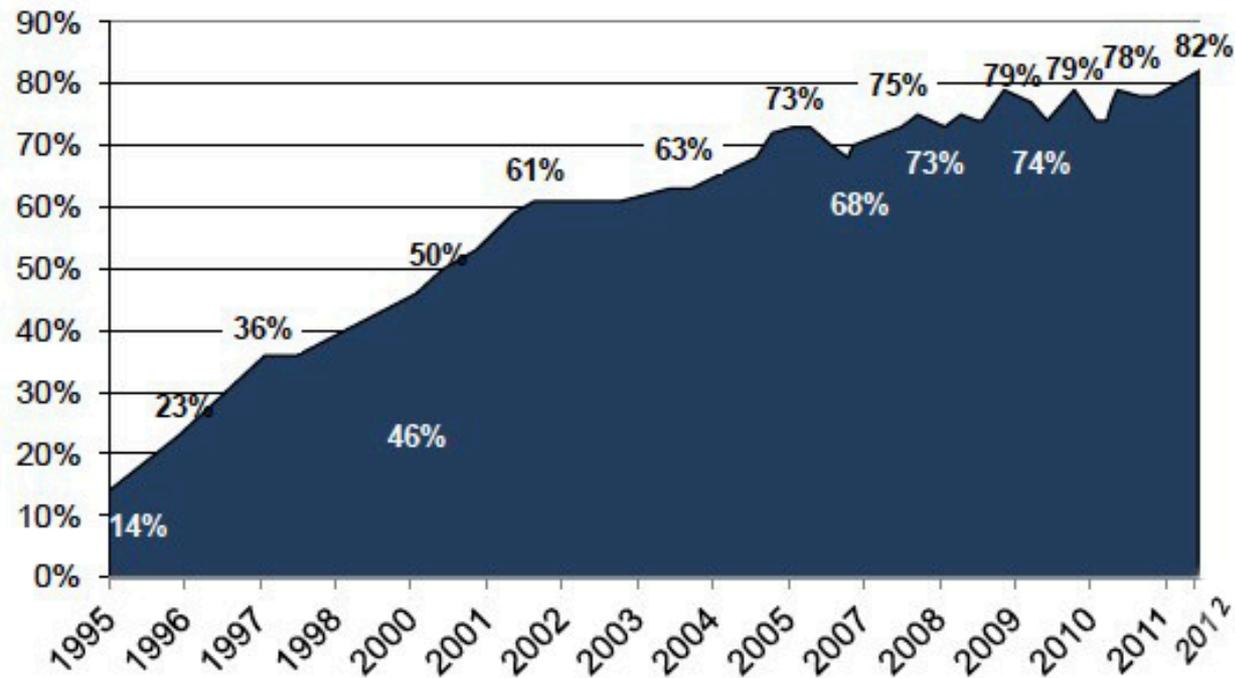
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# Why use Internet?

## Internet adoption, 1995-2012

% of American adults (age 18+) who use the internet, over time. As of April 2012, 82% of adults use the internet.



Source: Pew Internet & American Life Project Surveys, March 2000-April 2012.

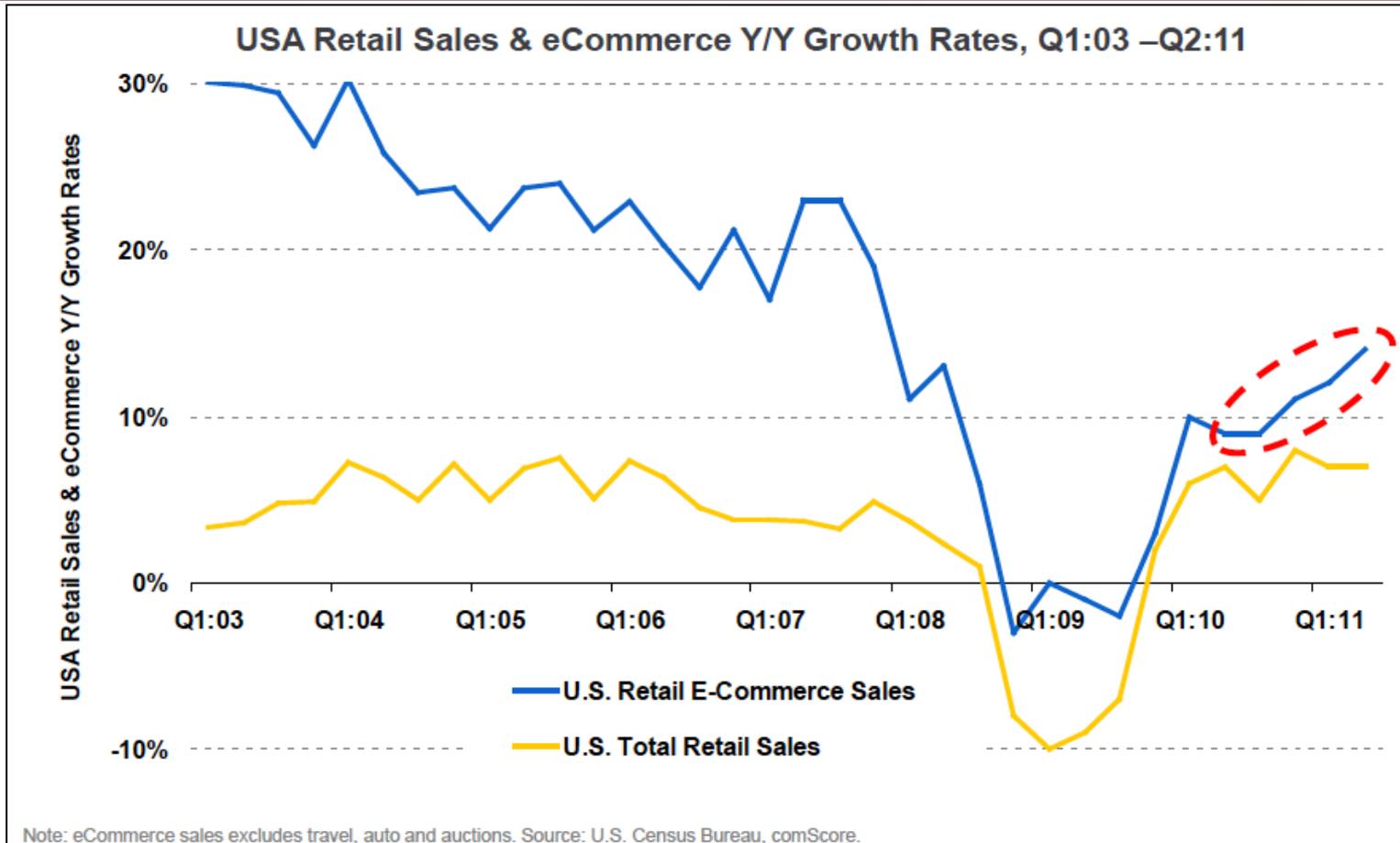
More: [http://pewinternet.org/Trend-Data-\(Adults\)/Internet-Adoption.aspx](http://pewinternet.org/Trend-Data-(Adults)/Internet-Adoption.aspx)



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# Why use Internet?



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# Web-based (cloud) services

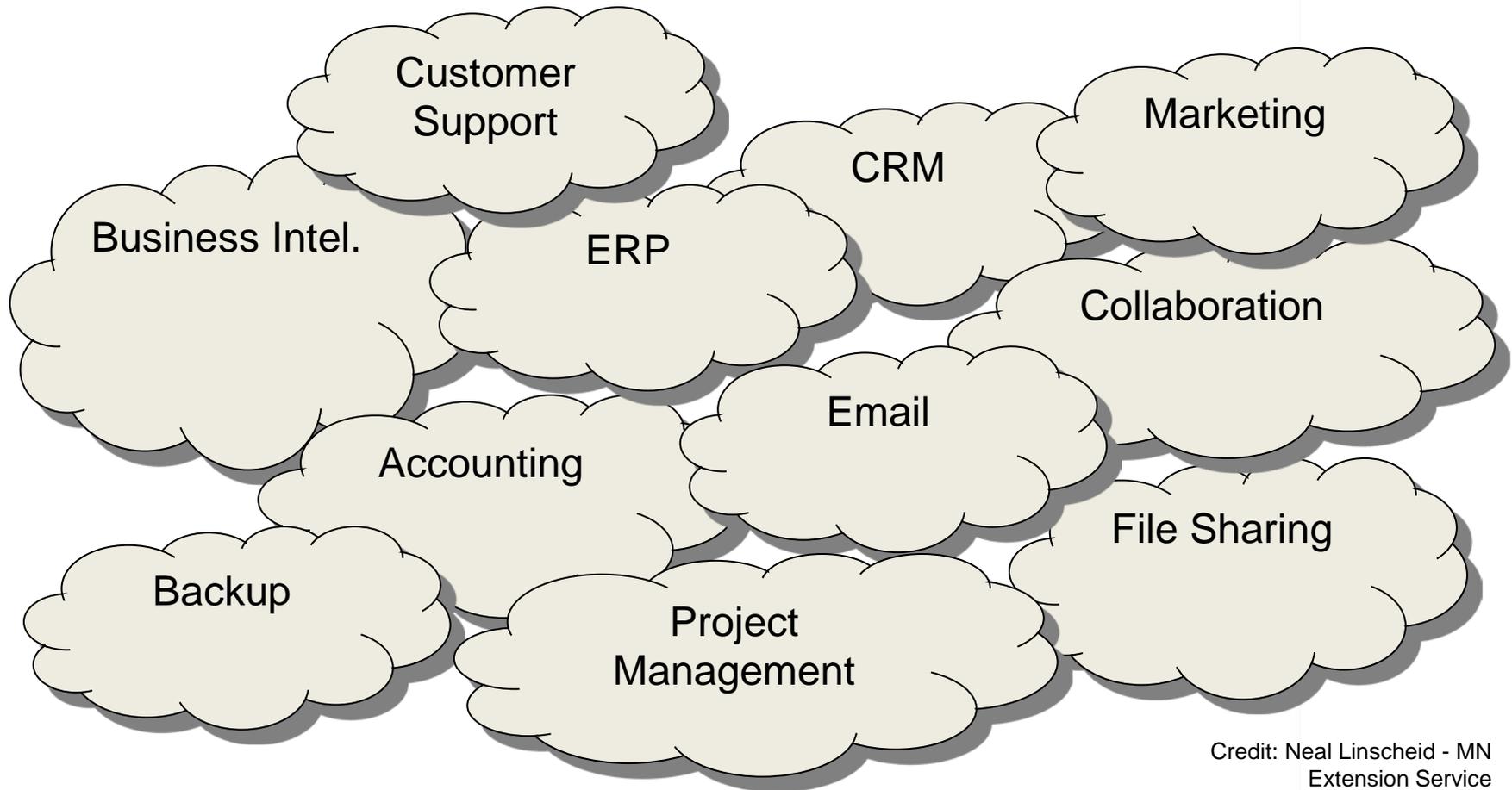
- Web-based services
- Increases productivity
- Potentially reduces IT costs
- High-quality, constantly updated software
- Synchronized access
- User control
- Pay as you go
- [YouTube Video](#)



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# Web-based (cloud) services



Credit: Neal Linscheid - MN  
Extension Service



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# Web-based (cloud) services

Item	Traditional	Online	Savings
Accounting	\$2,101	\$267	87.3%
Printing	\$ 875	\$497	43.2%
Telephone	\$ 696	\$264	62.1%
Specialty Logo	\$ 500	\$ 42	91.6%

Source: Internet Innovation Alliance

**TOTAL SAVINGS: \$16,000+**



# Traditional Website/Blog

- Showcase service/product
- Provide contact information
- Allow purchases/interaction online
- Integrate social media buttons
- [WordPress](#)
- [Zoho Sites](#)

<http://www.>



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# Social Media

- Primarily for marketing & awareness
- Improves ranking on search engines
- Real-time interaction with customers
- No. of users/members (2011)
  - [Facebook](#) (~845M)
  - [Twitter](#) (~140M)
  - [Pinterest](#) (~10.4M)
  - [LinkedIn](#) (~150M)



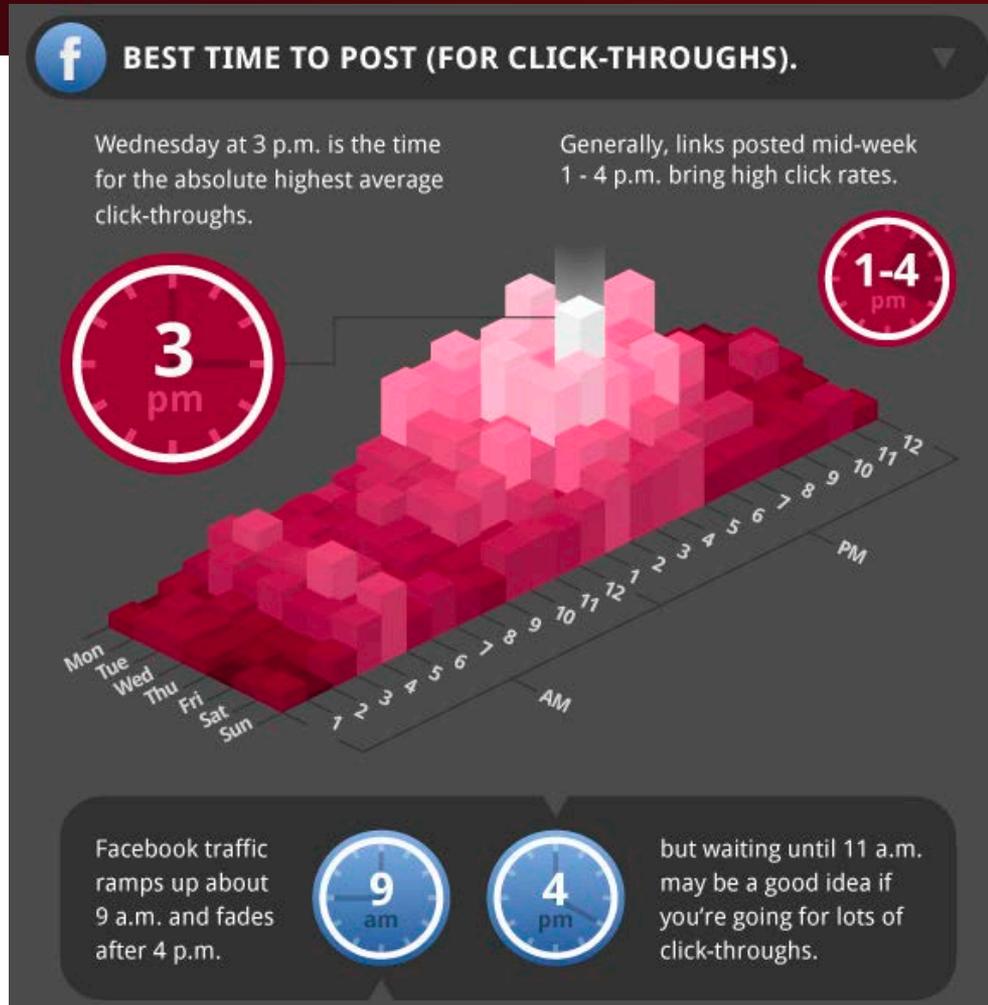
- **Facebook**



- Free; easy setup
- Most used by those ages 18 to 44<sup>1</sup>
- Avg. time (minutes) per user per month: 405<sup>3</sup>
- More apps becoming available every day
- **Dependent on facebook for layout and service**



# Social Media - Facebook



Source: WordPress



# Social Media - Facebook

facebook Settings Logout

**K9 Muscle**  
1,914 likes · 57 talking about this

Pet Supplies  
Discover True Potential with K9 Muscle and "LIKE" our fanpage! Here, you will see our durable, quality tested products in action, share photos of your favorite k9, and

About Photos Likes SHOP NOW Why Adopt?

Why Adopt a Pet?



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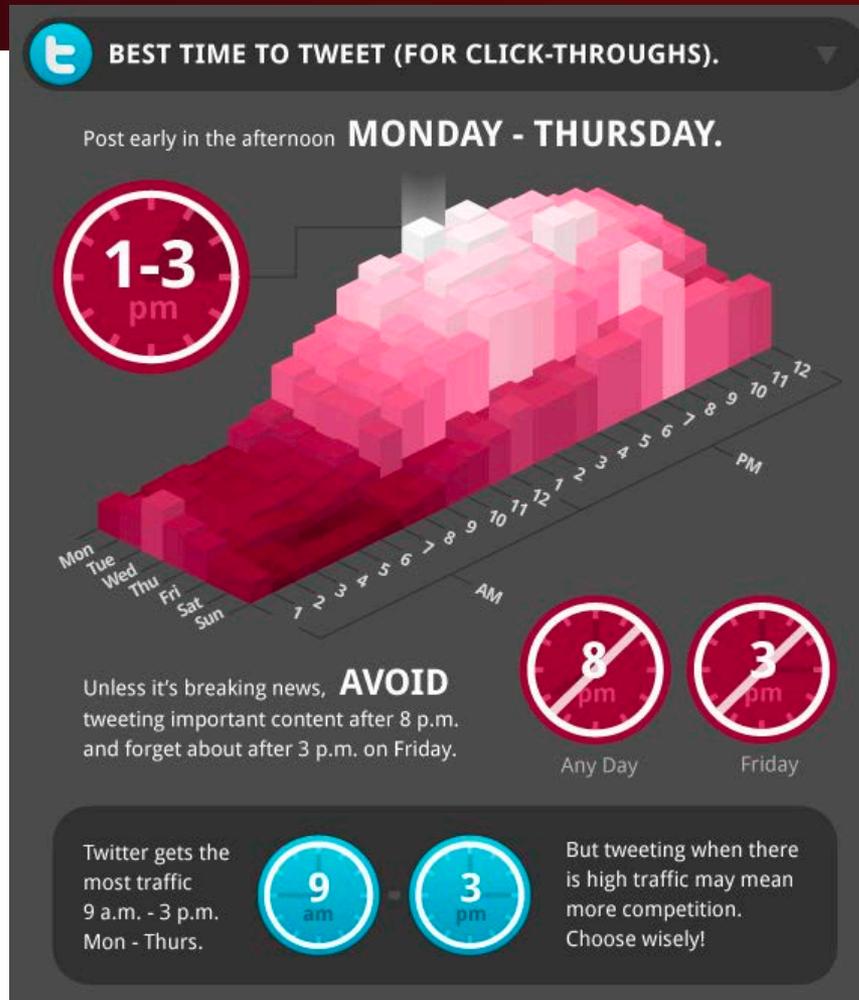
- **Twitter**



- Free; easy setup
- Most used by those ages 18 to 49<sup>1</sup>
- Avg. time (minutes) per user per month: 89<sup>3</sup>
- Short, to-the-point updates; address customer concerns
- Limited characters
- Constant tweets are needed to gain followers



# Social Media - Twitter



Source: WordPress



# Social Media - Twitter



**CentralStationGrill** @StarkvilleGrill

1h

Tonights special~~ 10oz ribeye topped w/ lobster tail over garlic bleu cheese mashed potatoes & asparagus topped w/ hollandaise!

#hailstate



**B. Davis Shoes** @bdavisshoes

9 May

Last day of my college career today! I'm excited and think i'll give away some store credit! 4th RT gets \$10 store credit! #EXCITED



**Dave's Dark Horse** @davesdarkhorse

5 May

Happy Derby Day! Come cool off w/ a Mint Julep & watch coverage of the Kentucky Derby! Wear a fancy race day hat for 10%off til 2!

#mytavern



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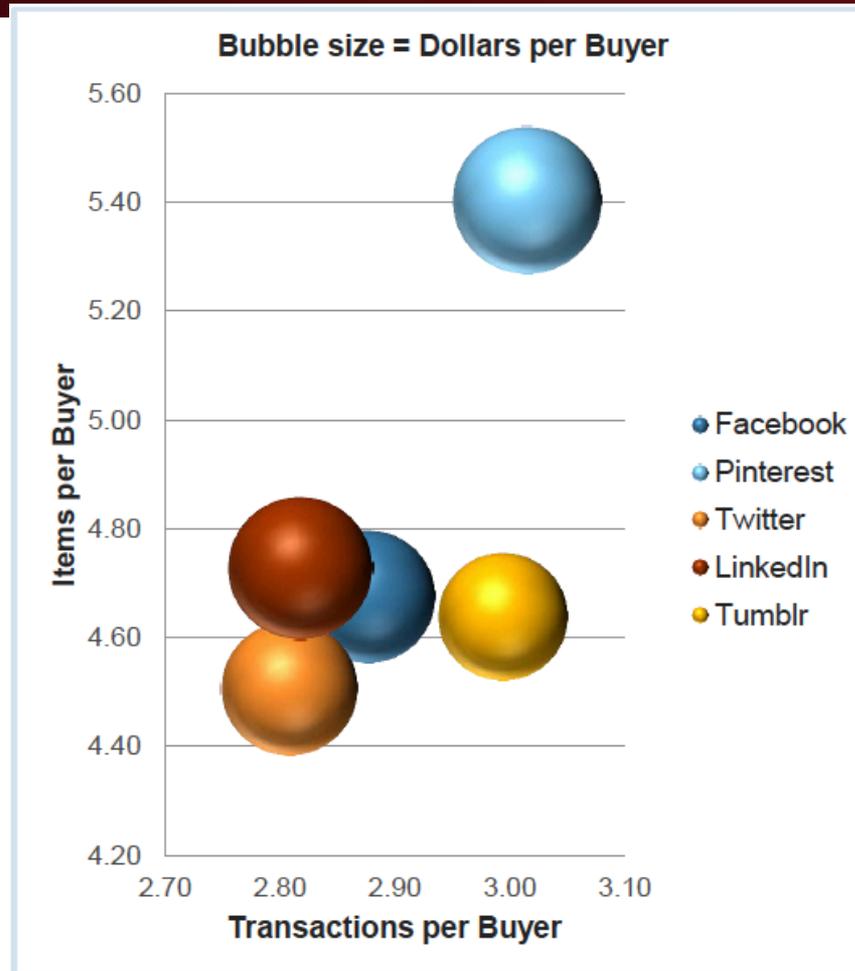
- **Pinterest**



- Free; easy setup
- Most used by those ages 25 to 54
- Majority Female (72%)
- Avg. time (minutes) per user per month: 405<sup>3</sup>
- Great search function
- Use increasing exponentially
- **Requires some skill to generate images**



# Social Media - Pinterest



Source: comScore; 1Q 2012



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# Social Media - Pinterest

## A BIT OF LINGO

Mastering any new social platform can be a challenge. Here's a primer on basic Pinterest vocabulary.

### Pin

"This recipe on Cupcakes.com looks so good I have to pin it."

An image or video added to Pinterest either from a website using a Pin It button or uploaded from a person's computer.



### Repin

"This cupcake recipe Sarah found looks great, I'm going to repin it."

Similar to a retweet on Twitter, users can repin items they come across that other users have pinned, adding them to one of their boards.



### Board

"I'm pinning so many cupcake recipes I should just make a cupcake board."

A set of pins. Users can create boards on any topic (recipes, birthday ideas, dream home) and can add as many pins as they like.



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Source: Pinterest

# Social Media - Pinterest



Etsy

The world's most vibrant handmade + vintage marketplace.

🌐 🐦 📍 Everywhere

Repins from



Griottes ▼



enhabiten



west elm

28 Boards

1525 Pins

16 Likes

Activity

Follow All

85145 followers

521 following

Gift Ideas

129 pins



Follow

Etsy Weddings

74 pins



Follow

Stuff We Love

256 pins



Follow

Yum! Recipes to Share

173 pins



Follow

DIY Projects

115 pins



Follow



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- **LinkedIn**



- Free; easy setup
- Professional networking
- Most used by those ages 25 to 54<sup>1</sup>
- Avg. time (minutes) per user per month: 21<sup>2</sup>
- Search by company size, industry, and geography



# Social Media - LinkedIn

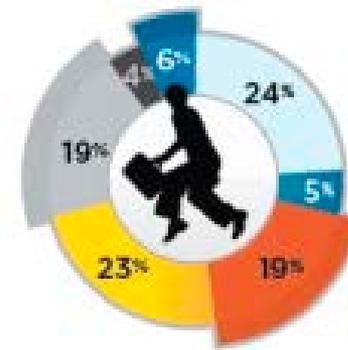
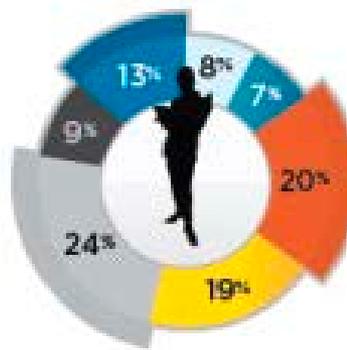
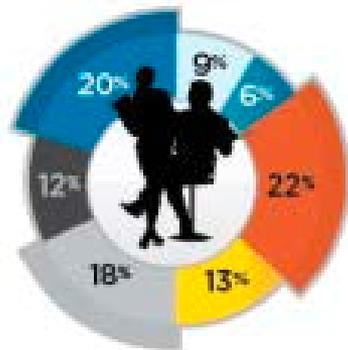
## THE USE

What do you use LinkedIn for the most?

Top-level Executives

Middle Management

Entry-level



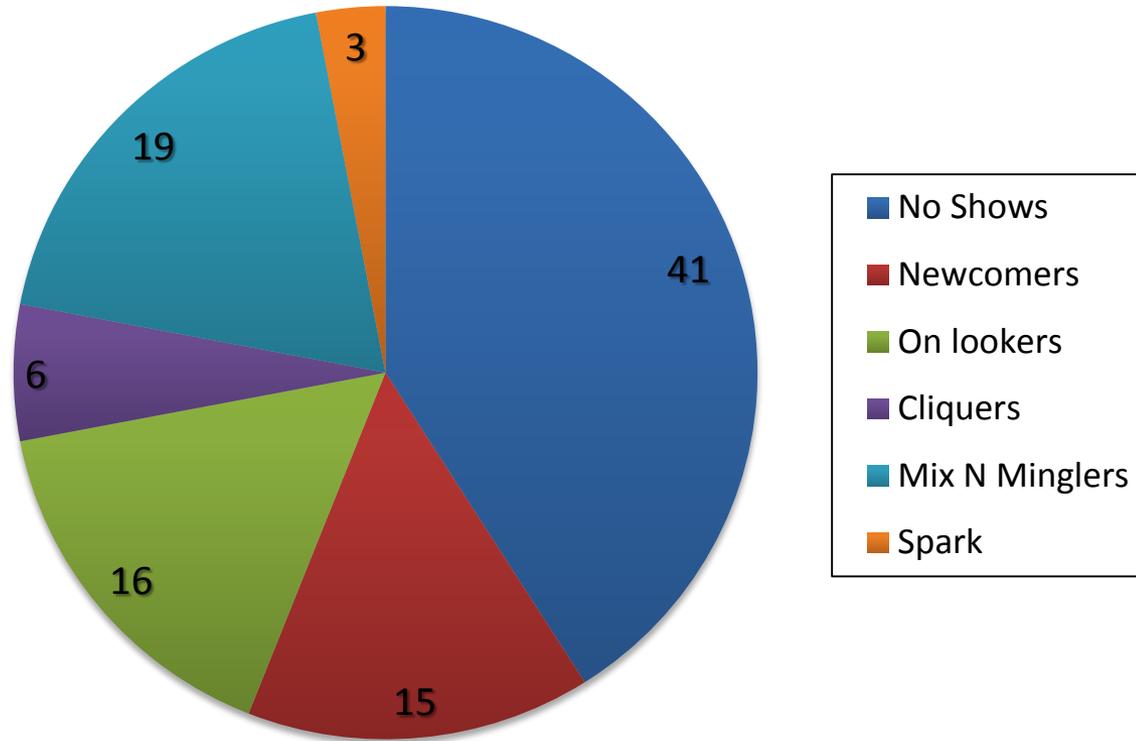
Source: Lab42

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# Social Media - Personas



Source: AIMIA



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- **No shows**
  - Did not log on to social media in the past 30 days
  - 65 years
  - \$30,000 per year
  - High school graduate
  - Living alone

Source: AIMIA



- **Newcomers**

- Passive users; more than likely joined reluctantly
- 39 years
- \$75,000 per year
- Attended college
- Married, 2 children
- Login every few days
- Networks: Facebook, YouTube

Source: AIMIA



- **On lookers**
  - Lurk on several social media networks but post infrequently
  - 36 years
  - \$85,000 per year
  - College degree
  - Married, 2 children
  - Login daily
  - Networks: Facebook, YouTube

Source: AIMIA



- **Cliquers**

- Active users of single-networks; share mostly photos, status updates, and comments
- 47 years
- \$95,000 per year
- Graduate degree
- Married, 1 child
- Login daily
- Networks: Facebook, YouTube

Source: AIMIA



- **Mix N' Minglers**

- Active users on multiple networks; like to follow brands
- 29 years
- \$95,000 per year
- Graduate degree
- Married, 1 child
- Login multiple times per day
- Networks: Facebook, Twitter, LinkedIn

Source: AIMIA



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- **Sparks**

- Most active and deeply engaged
- 24 years
- \$80,000 per year
- In grad school
- Lives with partner
- Always online
- Networks: Facebook, Twitter, Blogs

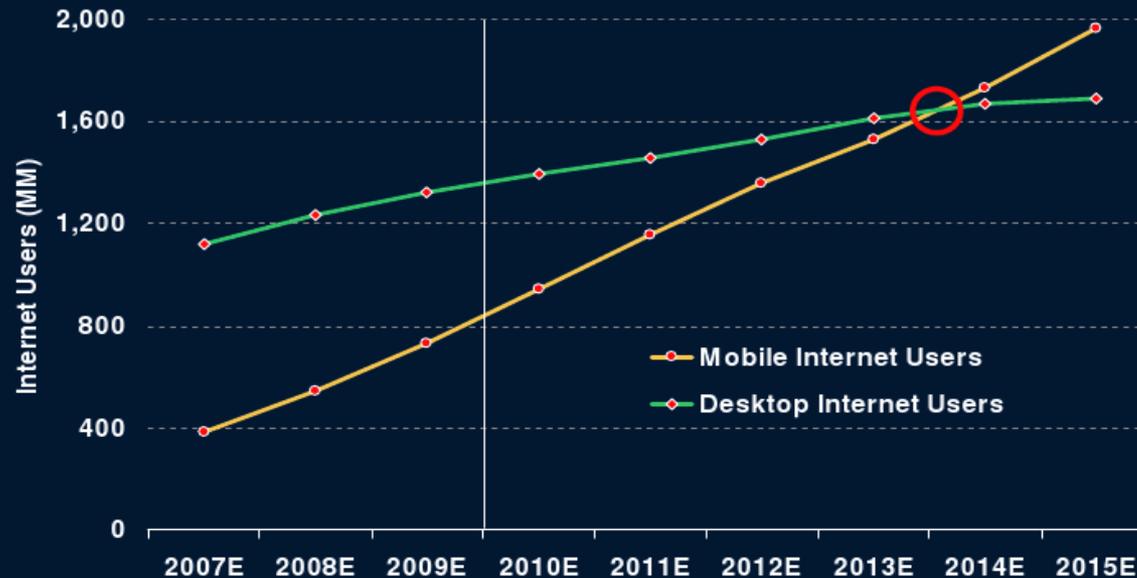
Source: AIMIA



# Mobile Optimization

## Mobile Users > Desktop Internet Users Within 5 Years

Global Mobile vs. Desktop Internet User Projection, 2007 – 2015E



Morgan Stanley

Source: Morgan Stanley Research.

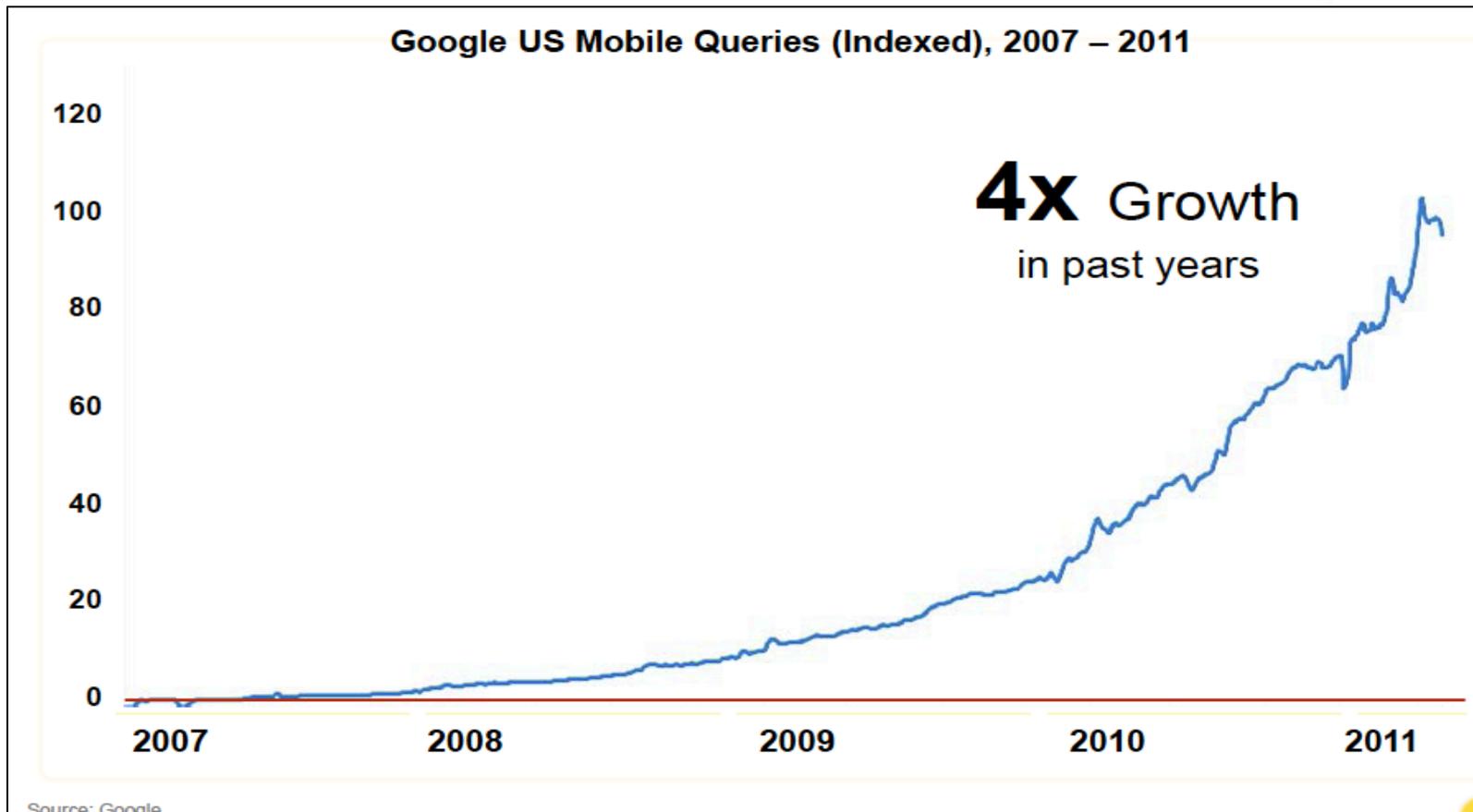
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# Mobile Optimization



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# Mobile Optimization

- Pew Internet (2012): **46%** of all **American** adults own a smartphone
- Pew Internet (2012): **68%** of smartphone owners make **\$75,000 or more per year**
- Pew Internet (2012): **75%** of smartphone owners **use location-based services**



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# Mobile Optimization

- Website Vs. App
- Convert website to mobile version
  - [bMobilized](#)
  - [FB fanpage mobilizer](#)
  - [Mobify](#)
  - [DudaMobile](#)
  - [GoMo](#)



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# Mobile Optimization

- QR Codes
  - [Generator](#) (Kaywa)
  - Readers
- URL Shortener
  - [Goo Gl](#)
  - [Bit Ly](#)
  - [TinyURL](#)



- **Location-based services**
  - [Google Maps](#)
  - [Yelp](#)
  - [Mapquest](#)
  - [Urbanspoon](#)
  - [Foursquare](#)



# Mobile Optimization



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Credit: Adeel Ahmed - MN  
Extension Service

- **Mobile Apps**
  - Allows to do more with less
  - Save costs
  - Increase revenue
  - Improve customer satisfaction
  - New apps come out every day



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- **Mobile Payments**

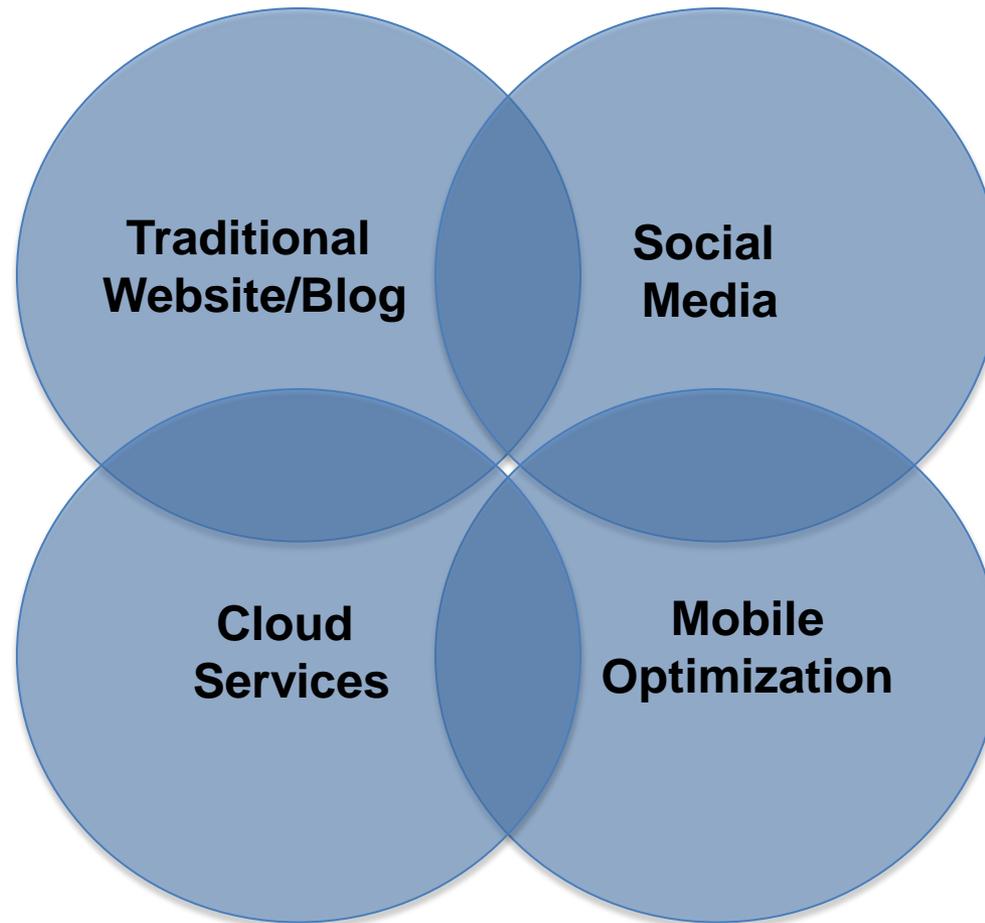
- [Squareup](#)
- [PayPal](#)
- [Intuit](#)
- [PayNearMe](#)



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# Connecting the Dots . . .



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# To conclude . . .

- Take advantage of web-based (cloud) services
- Integrate traditional website with social media and mobile optimization; SEO improves
- Strategically use social media depending on your customers; take it slow
- Overwhelming? Link/manage social media accounts ([HootSuite](#))
- Mobile optimization is a MUST



# Evaluation

- Help us improve!
- Complete the following online [survey](#).

