Small Business
Internet Apps & Uses

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What’s ahead?

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

Internet Users Age 15+ (MM)

- China: 333.3
- United States: 190.7
- Japan: 73.5
- India: 56.3
- Russian Federation: 56.0
- Germany: 51.5
- Brazil: 45.5
- France: 43.2
- United Kingdom: 37.6
- South Korea: 31.0
- Italy: 28.6
- Canada: 24.0
- Turkey: 23.6
- Mexico: 22.8
- Spain: 21.6

Source: comScore; 1Q 2012
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?
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.

- 1995: 14%
- 1996: 23%
- 1997: 36%
- 1998: 46%
- 1999: 50%
- 2000: 61%
- 2001: 63%
- 2002: 73%
- 2003: 75%
- 2004: 73%
- 2005: 74%
- 2006: 78%
- 2007: 79%
- 2008: 82%

More: http://pewinternet.org/Trend-Data-(Adults)/Internet-Adoption.aspx
Why use Internet?

USA Retail Sales & eCommerce Y/Y Growth Rates, Q1:03 – Q2:11

Note: eCommerce sales excludes travel, auto and auctions. Source: U.S. Census Bureau, comScore.
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
Web-based (cloud) services

- Customer Support
- Business Intel.
- ERP
- Accounting
- Backup
- CRM
- Collaboration
- Email
- File Sharing
- Project Management

Credit: Neal Linscheid - MN Extension Service
### Web-based (cloud) services

<table>
<thead>
<tr>
<th>Item</th>
<th>Traditional</th>
<th>Online</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>$2,101</td>
<td>$267</td>
<td>87.3%</td>
</tr>
<tr>
<td>Printing</td>
<td>$875</td>
<td>$497</td>
<td>43.2%</td>
</tr>
<tr>
<td>Telephone</td>
<td>$696</td>
<td>$264</td>
<td>62.1%</td>
</tr>
<tr>
<td>Specialty Logo</td>
<td>$500</td>
<td>$42</td>
<td>91.6%</td>
</tr>
</tbody>
</table>

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](http://www.wordpress.com)
- [Zoho Sites](http://www.zohosites.com)
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)
Social Media - Facebook

• Facebook
  - Free; easy setup
  - Most used by those ages 18 to 44\(^1\)
  - Avg. time (minutes) per user per month: 405\(^3\)
  - More apps becoming available every day
  - Dependent on facebook for layout and service
Social Media - Facebook

BEST TIME TO POST (FOR CLICK-THRUOGHGS).

Wednesday at 3 p.m. is the time for the absolute highest average click-throughs.

Generally, links posted mid-week 1 - 4 p.m. bring high click rates.

Facebook traffic ramps up about 9 a.m. and fades after 4 p.m.

but waiting until 11 a.m. may be a good idea if you’re going for lots of click-throughs.

Source: WordPress
Social Media - Facebook

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 more.

About
Photos
Likes
SHOP NOW
Why Adopt?

Extension Broadband Education & Adoption Team (e-BEAT)
URL srdc.msstate.edu/ebeat | Like Us! MSUeBEAT | Follow us @msuebeat | @msuebeat

MISSISSIPPI STATE UNIVERSITY
EXTENSION SERVICE
• **Twitter**
  - Free; easy setup
  - Most used by those ages 18 to 49
  - Avg. time (minutes) per user per month: 89
  - Short, to-the-point updates; address customer concerns
  - Limited characters
  - Constant tweets are needed to gain followers
Social Media - Twitter

Best Time to Tweet (for Click-Throughs)

- Post early in the afternoon on Monday - Thursday.
- 1-3 pm

Avoid:
- Tweeting important content after 8 pm.
- Forgetting about it after 3 pm on Friday.
- 8 pm Any Day
- 3 pm Friday

Twitter gets the most traffic:
- 9 am - 3 pm
- Mon - Thurs.

But tweeting when there is high traffic may mean more competition. Choose wisely!

Source: WordPress
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 @bdavishoes 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
• Pinterest
  – Free; easy setup
  – Most used by those ages 25 to 54
  – Majority Female (72%)
  – Avg. time (minutes) per user per month: 405
  – Great search function
  – Use increasing exponentially
  – Requires some skill to generate images
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.

Source: Pinterest
Social Media - Pinterest
Social Media - Linkedin

• LinkedIn
  – Free; easy setup
  – Professional networking
  – Most used by those ages 25 to 54\textsuperscript{1}
  – Avg. time (minutes) per user per month: 21\textsuperscript{2}
  – Search by company size, industry, and geography
Social Media - Linkedin

What do you use LinkedIn for the most?

**Top-level Executives**
- Job search: 20%
- Networking w/ former employers: 12%
- Industry networking: 18%
- Co-worker networking: 13%

**Middle Management**
- Job search: 13%
- Networking w/ former employers: 9%
- Industry networking: 24%
- Co-worker networking: 13%

**Entry-level**
- Keeping in touch: 24%
- Hiring: 6%
- Promoting my business: 9%
- Networking w/ former employers: 23%
- Industry networking: 19%

*Source: Lab42*
Social Media - Personas

Source: AIMIA
Social Media - Personas

• **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*
Social Media - Personas

• **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*
Social Media - Personas

• 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
Social Media - Personas

• 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


Internet Users (MM)


Mobile Internet Users
Desktop Internet Users

Source: Morgan Stanley Research

Morgan Stanley

Extension Broadband Education & Adoption Team (e-BEAT)
URL srdc.msstate.edu/ebat | Like Us!  MSUeBEAT | Follow us  @msuebeat | @msuebeat
Mobile Optimization

Google US Mobile Queries (Indexed), 2007 – 2011

4x Growth in past years

Source: Google
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
Mobile Optimization

• Website Vs. App
• Convert website to mobile version
  – bMobilized
  – FB fanpage mobilizer
  – Mobify
  – DudaMobile
  – GoMo
Mobile Optimization

• QR Codes
  – Generator (Kaywa)
  – Readers

• URL Shortener
  – Goo Gl
  – Bit Ly
  – TinyURL
Mobile Optimization

• Location-based services
  – Google Maps
  – Yelp
  – Mapquest
  – Urbanspoon
  – Foursquare
Mobile Optimization
• **Mobile Apps**
  – Allows to do more with less
  – Save costs
  – Increase revenue
  – Improve customer satisfaction
  – New apps come out every day
Mobile Optimization

• Mobile Payments
  – Squareup
  – PayPal
  – Intuit
  – PayNearMe
Connecting the Dots . . . 

Traditional Website/Blog

Social Media

Cloud Services

Mobile Optimization
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.