

Show Date: 2/10/12

Guest Name and Title: Adrian Esquivel, Founder and President

Guest Company: TECKpert

Lou Thurmon: Welcome to the Brand Show. I'm Lou Thurmon.

Mark Lopez: I'm Mark Lopez. Today we're talking with Adrian Esquivel. He's the founder and president of TECKpert, a company specializing in mobile marketing solutions.

Lou Thurmon: Tune in as Adrian shares timely, targeted and topical mobile insights from medium size brands and retailers. Adrian, welcome to the show.

Adrian Esquivel: Thank you for having me.

Lou Thurmon: We are really excited to sit down and talk mobile marketing with you. To kick things off, we've seen an increase in location based marketing among larger brands especially in the retail category and we're just wondering if you could give some advice to medium size retailers who want to enter this channel.

Adrian Esquivel: Sure. Well with location based marketing, GPS and smartphones have really taken it to the next level. Retailers who really take advantage of touching their potential consumers who are always on the go and a lot of times, you're nearer at their place of business. Some of the things I've seen in the past are retailers taking advantage of that proximity by being able to push out incentives or updates. For example, "Come into the store and the next 20 minutes and you'll get 20% off an item". I've seen a lot of that and very successful in a lot of mobile marketing campaigns. Searching is very big with mobile devices. Having an online presence or mobile presence so that people can easily find you is key. Typically, sometimes, that includes setting up a Google place so that your location is always up here in all types of searchers from maps to search engines. It's always a very big component with being able to find somebody online. There's also a different social network that focus primarily on location based marketing which is Four Square, Facebook places, having a presence in those social networks is very important.

Mark Lopez: We know the cost of mobile marketing can vary greatly. What are some of the most cost effective ways that brands can market to mobile shoppers?

Adrian Esquivel: The easy answer is social media. You're going to get the most bang for your buck by utilizing social media. Twitter is free. Facebook is free. LinkedIn's free. Those platforms are free to use. So businesses can jump on there and really take advantage of the features that they provide to touch the consumer. All those platforms I mentioned have mobile apps and the majority of - or sometimes even half of those active users are accessing those networks from mobile devices. So having a presence there and being active on there is very important and it's cost effective. It's not going to cost you anything. Contests for example through Facebook are extremely effective. You can build a following on Facebook by setting up your fan page and creating a contest. You can increase engagement that allows you to promote a product or service. I've seen a lot of use of hashtags on Twitter to actually promote variety of different mediums. TV shows for example. In commercial, you'll see a lot of times hashtags being promoted. So being able to create a conversation on Twitter is extremely effective, extremely cost effective.

Lou Thurmon: Especially within small to medium size businesses and brands, having a mobile channel, people know they need to do it. They need to be out there and engaged with their potential customers and shoppers. However, they don't necessarily have a solid strategy behind getting onto those platforms. So what business advice can you give them before they actually enter into that channel?

Adrian Esquivel: Basically understanding your consumer, what they look for when it comes to your product or your service. Are you a restaurant? Are you providing a dining experience? Are you selling the goods if you are a retail location? Based on that and understanding your consumer and how they interact with your business, your location, your products and services, that's a first start. Once you understand how you're going to reach them, then you can start strategizing what's the best way to do that. Should we be going into promoting ourselves, our products, our services through social media? Should we be creating mobile optimized websites? Should we be creating an App? Should we be increasing the amount of time that we spent engaging our consumers to a specific platform? Should

we concentrate more on Twitter, Foursquare, Facebook? Those are some of the things, some of the questions you should ask yourself before diving into anything and while you're in the stage of the planning strategy.

Lou Thurmon: Let's talk pros and cons of Apps and mobile websites. You just mentioned both of those. What are the high-lows of both of those options?

Adrian Esquivel: Sure. Mobile websites now are being built in a technology called HTML5. It provides an enhanced user experience similar to what you would find in an App but it runs in a mobile browser. Basically, if you're opening, if you're using your iPhone or your Blackberry, you can just open up your browser and access a mobile website built in HTML5. Apps are typically native. They're designed and built for device in mind. They're more expensive to create. They're built in a device native language versus HTML5 where the technology is utilized the same across all the different devices. HTML5 is a great technology for mobile marketers. Companies have actually adopted HTML5 mobile website strategies instead of creating an App because it enables them to reduce the cost of development, and increase in the efficiency of developing that mobile presence across multiple platforms. It benefits advertisers tremendously because it allows them to create and deliver rich and interactive contents across all the different devices.

Mark Lopez: One of the challenges that a lot of businesses overlook are the resources needed to support these efforts. Now it's true a lot of these services are free to use and access but it's probably more important to understand that you have to support the ongoing effort. Being that's one of the bigger mistakes, what are the mistakes you see businesses making when going into mobile marketing?

Adrian Esquivel: That's a good point. I've actually seen a lot of companies that begin to execute a mobile strategy and then don't see it through. They don't continue to manage it. They don't continue to be on top of it and continue to engage and incentivize their consumers. Some of the other things that are common mistakes is not using the nature of the medium correctly. You're targeting people that are mobile. You don't forget that they're on the move. Consumer and brand

interaction are easy socially driven. People are constantly connected. They're on the go. They're aware of their location. They're tied into their social breadth. You can't forget this as a marketer. Another mistake is it's probably incentivizing people. If your consumer is interacting with you, don't forget to reward them for that. You have to build a mutual successful relationship for it to be successful. You have to always award your consumer for participating. You don't want the relationship to be one sided.

Lou Thurmon: Absolutely. Well Adrian, before we go today, we'd really love for you to share with us what you believe we'll see in the next phase of mobile marketing over the next 12 to 24 months.

Adrian Esquivel: I think you'll see a notable growth in mobile advertising. It's always been a challenge for advertisers to get their message across in a small screen. They haven't really jumped on the platform as much as traditional forms of advertising on the web. For the most part, Google has dominated the space. They have over 50% of the share of mobile advertising. If you look at recent news with the announcement of Facebook's IPO, I'm going to key my eye on what they're doing. Eighty-five percent of their revenue in 2011 was derived from advertising. They have about 425 million active mobile users but they don't leverage their mobile platform at all for advertising. So I really expect them to really clear away for advertisers to create content from sponsor stories to personalized target ads on their mobile platforms.

Lou Thurmon: It will definitely be a fun ride to watch. That's for certain. Adrian, thanks so much for being on the Brand Show.

Adrian Esquivel: Thank you for having me.