

## GREAT EXAMPLES OF MOBILE MARKETING

For those who have been following our series about Mobile Marketing, the following are examples of mobile marketing strategies which effectively promote a company's services to their customer base and enhance the consumer experience. Needless to say, we can't all be Bank of America or FedEx, and therefore don't have the benefit of their deep pockets to fund the development of a custom application such as these. However, these applications are excellent examples of how each company has identified a need their customers have and then set about developing a method to meet that need. You, too, can do this – even on your small business budget; you just need to do some research, get creative, think of what tools you can develop or have available to provide to your customers, and how they might be adapted to be used by customers via their mobile devices. It might be as simple as a mobile coupon, or a mobile survey, or it can be as complicated as a purchase-by-cellphone transaction or some other service yet to be identified. The technology is changing so fast that just about anything you can dream up can be a possibility, if not now, then very soon. Take a look at the examples below and see if they spark any ideas that can be translated for use with your company!

### CAREERBUILDER BUILDS APP FOR ON-THE-GO JOB HUNTING



#### WHAT IT IS

An iPhone app that lets users search for jobs on the go. Have a sweet commute you just don't want to give up? Use the device at the location of your current job. It will tap GPS technology to find out where you are and let you search for jobs in the neighborhood.

#### HOW IT'S WORKING

"A few thousand" people have downloaded it and conducted a collective 500,000 job searches on the app, said Cynthia McIntyre, senior director of advertising at CareerBuilder. "It's about understanding the needs of our clients, which are businesses that post jobs ... [and] the consumers."

## LENOVO PIGGYBACKS ON THE OLYMPICS



### WHAT IT IS

Didn't have the time or money to go to Beijing? Lenovo, an official Olympic sponsor, launched a series of four mobile applications for BlackBerry, Windows Mobile and iPhone. The apps allowed users to track official medal counts, follow particular countries and see the latest Olympic photos, with candid shots of athletes.

### HOW IT'S WORKING

The most popular application was the one tracking news and medal counts, with Michael Phelps drawing a huge following, said Ken Willner, CEO of Zumobi, which powered the Lenovo apps. While Windows Mobile and BlackBerry devices had impressive download numbers, apps were most popular among iPhone users.

## RALPH LAUREN LAUNCHES MOBILE SHOPPING



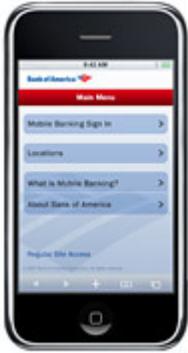
### WHAT IT IS

Short for "quick response," a QR code is a bar code that allows for high-speed mobile downloads. Depending on their devices, users can scan or photograph QR codes on window displays and print ads to get additional mobile content. QR codes are very popular in Japan and South Korea but have been slow to catch on here.

### HOW IT'S WORKING

Users can scan Ralph Lauren's QR codes on print ads and around the U.S. Open grounds (where Ralph Lauren is a sponsor) for easy access to the brand's new mobile commerce site. Users without QR readers can go to the brand's mobile site. They also will be able to watch U.S. Open videos and read tournament news.

## BANK OF AMERICA BRINGS YOUR BALANCE TO YOU



### WHAT IT IS

Bank of America, arguably the most aggressive banking institution in mobile, has created mobile-web applications that let users check balances and recent activity, transfer funds, and pay bills. It also created an app that takes advantage of the iPhone's GPS technology to tell people where they can find the nearest ATMs and banks.

### HOW IT'S WORKING

"More than 8% of the customers are new to the bank," said Douglas Graham, senior VP-e-commerce at Bank of America Corp. And for existing customers, he said, "it measurably moves satisfaction." The company addressed natural security skepticism with an anti-phishing site key.

## FEDEX DELIVERS A MOBILE MAILROOM



### WHAT IT IS

FedEx Mobile aims to transform the hand-held device into a mobile mailroom, with the ability to send and track your FedEx packages on the run. The application allows users to process a FedEx Express or FedEx Ground shipment, get rate quotes and transit times, and prepare customized shipping labels for print.

### HOW IT'S WORKING

With optimization for Apple's iPhone and iPod, BlackBerry, Palm, Symbian and Microsoft operating systems, FedEx Corp.'s application has seen a 53% increase in use since its launch last summer, said Russ Fleming, VP-digital access marketing. He credited the app's intuitive design and user-conducive interface.