

Mobile



Move to Mobile Now or Be Forgotten

Your Customers Have Moved to Mobile, Have You?

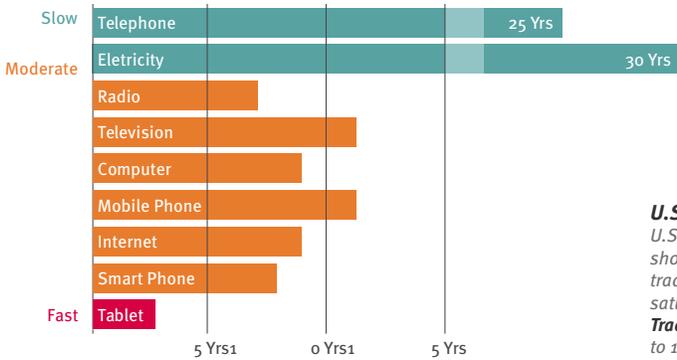
The Adoption of Mobile Devices and Smartphones is Historic

The adoption of mobile devices, including tablets and smart phones, is unlike anything the human race has ever seen.¹ But a simple observation of websites and content show that companies are lagging behind users. In fact, 96 percent of consumers say they've encountered websites that were clearly not designed for mobile devices.²

This is troubling when 57 percent of consumers will not recommend a business with a poorly designed mobile site. 40 percent of consumers will go to a competitor's page after a bad mobile experience.³

The migration to the mobile phone is a story about numbers of historic importance -- numbers that demand an investment in creating a strong mobile experience for your customers.

¹ITU, New York Times, Pew, Wall Street Journal, U.S. Census Bureau ²think with Google ³Source: Compuware, 2012



U.S. Technology Adoption Rates
 U.S. market penetration for nine technologies shows the speed at which they gained traction, reached maturity, and achieved saturation. Data through 2010.
Traction: Time from consumer availability to 10% penetration.

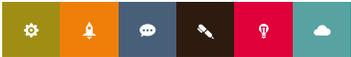
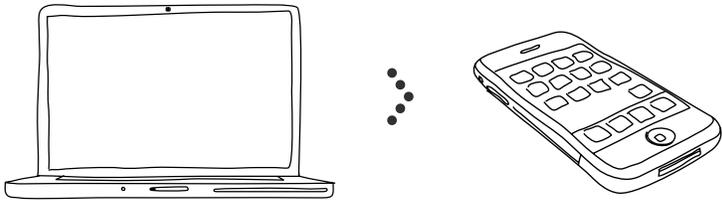
If your company has been ignoring what’s going on in mobile device adoption, our goal is to wake you up. If your company has dabbled in mobile marketing but doesn’t have a comprehensive strategy, there is ample evidence in this eBook to create one.



The PC Information Consumption Era is Over

The personal computer business isn’t as lucrative as it used to be. The following chart has a lot to say about why. The high-growth days are over, so it’s hard to turn a profit selling them. For personal productivity, PCs are still a worthy opponent for anything out there. As an information consumption and communication tool, the mobile device relegates the personal computer to a bygone era.

Who moved the customer’s monitor? Mobile computing did.



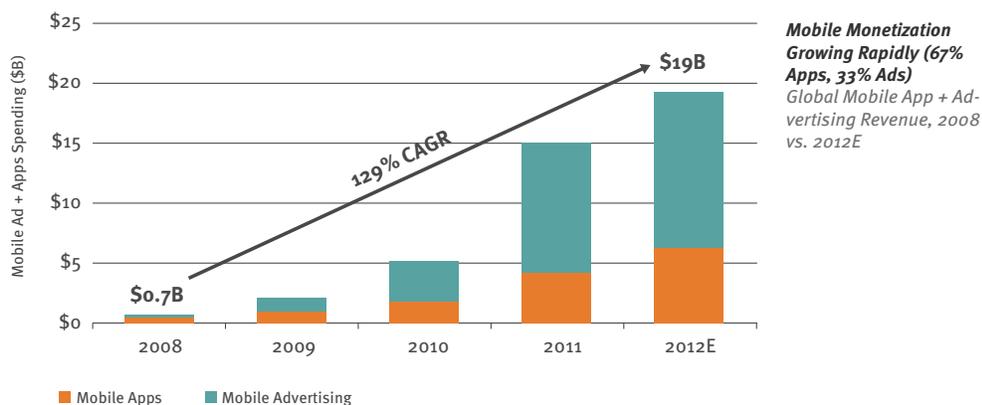
The mobile device has become the central control system in consumers' lives.

– eBay CEO John Donahoe

Mobile is Where the Customer is Now, and is Going to Stay

Mobile monetization is a rapidly growing part of our economy. Companies such as eBay report that 15-20 percent of its business already comes from mobile, and they see that number growing. eBay's CEO John Donahoe noted in July of 2012 that 90 million users had downloaded eBay's mobile app and those 600,000 customers made their first mobile purchase during the most recent quarter.⁵

The chart below shows a dramatic increase in revenue from apps and mobile advertising, particularly in the last two years.



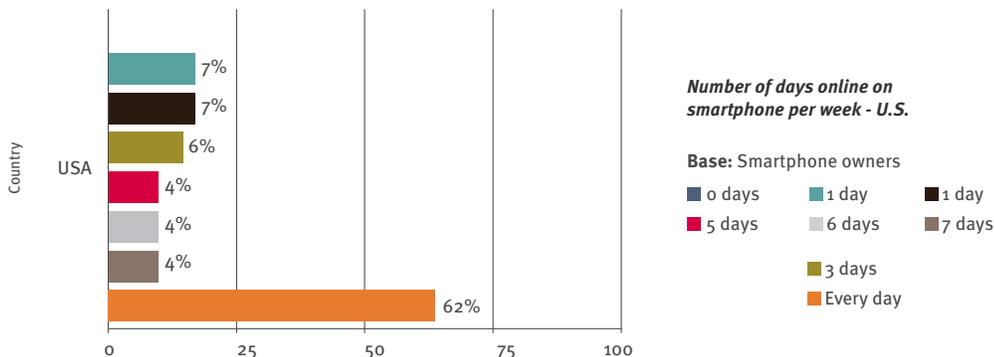
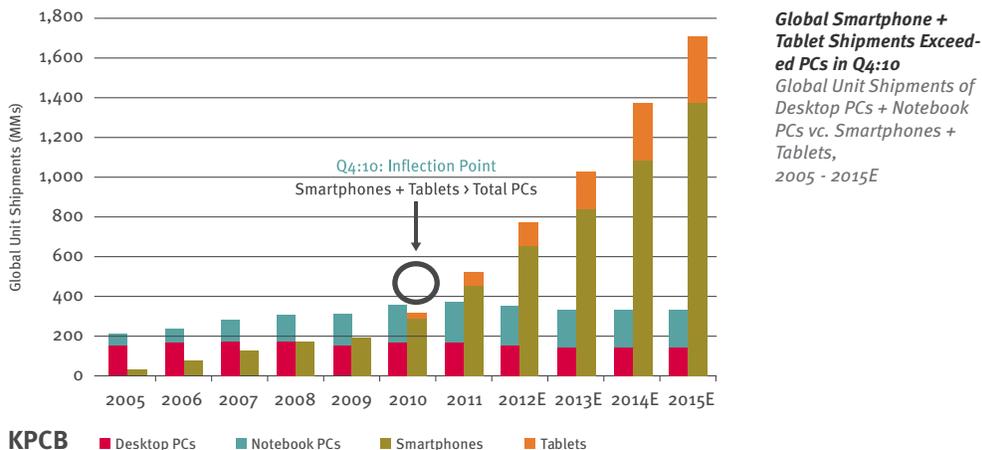
The majority of Americans use their phones daily⁶ and for most of us, our phones are with us the majority of the day. The millennial generation is particularly hinged to their mobile devices. In the U.K., 48 percent of 18-24 year olds admit that checking their mobile phones is the first thing they do when they wake up in the morning.⁷

⁵ New York Times, "Behind eBay's Comeback", July 27, 2012 ⁶ thinkinsights, Google 2013 ⁷ O2 Insurance, Oct 2012

Long-form activity is not often seen on the smartphone.

Quick-hit information retrieval seems to be the smartphone's role.⁸ The smartphone seems to be in a support position to help users get through their day.

Much has already been written about how humans no longer have to remember as much, since databases and the cloud can do that for us. One of the smartphone's greatest roles is that of a personal assistant that is with us 24x7.



⁸ thinkInsights, Google 2013



Trending: Smartphones Dominate Internet Traffic Today and Tomorrow

In February 2013, Cisco published a fairly comprehensive report on mobile.⁹ Some metrics that came out of the report include:

- Global mobile data traffic grew 70 percent in 2012.
- Average smartphone usage grew 81 percent in 2012.
- In 2012, the number of mobile-connected tablets increased 2.5-fold to 36 million, and each tablet generated 2.4 times more traffic than the average smartphone

The forecast out of the same report indicates:

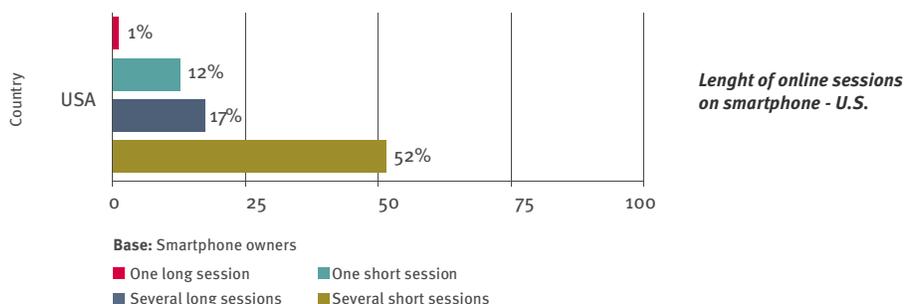
- By the end of 2013, the number of mobile-connected devices will exceed the number of people on earth, and by 2017 there will be nearly 1.4 mobile devices per capita.
- Mobile network connection speeds will increase 7-fold by 2017.
- Global mobile data traffic will increase 13X between 2012 and 2017.



The average smartphone will generate 2.7GB of traffic per month in 2017, an 8X increase over the 2012 average.

Studies⁵ show that fully engaged customers represent a 23% premium over average customers in share of wallet, profitability, revenue, and relationship growth. Customers who are actively disengaged, and who talk about it, are worth 13% less than the average customer.

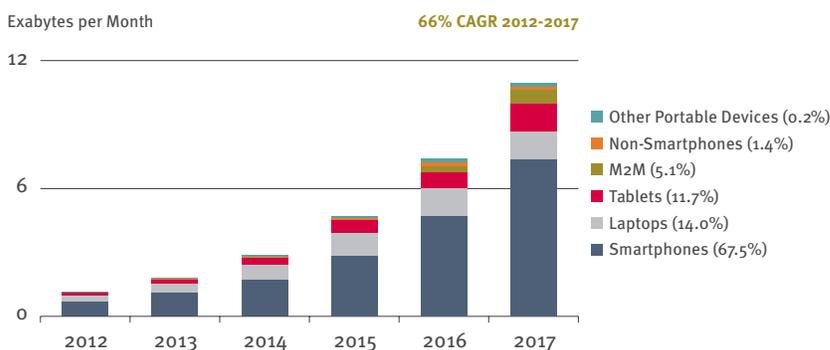
The average person influences over 250 people in an analog world.⁶ In 2009, a study from Harris Interactive showed that digital word-of-mouth has more influence than off-line word of mouth: Those exposed to digital word of mouth recommended brands 20% more often. The study also showed that all word-of-mouth had better outcomes than managed communications.



⁹ Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2012-2017, February 6, 2013.

When you look at the chart below, it becomes apparent that users have left the personal computer and have redefined their expectations going forward.

Smartphones Lead Traffic Growth

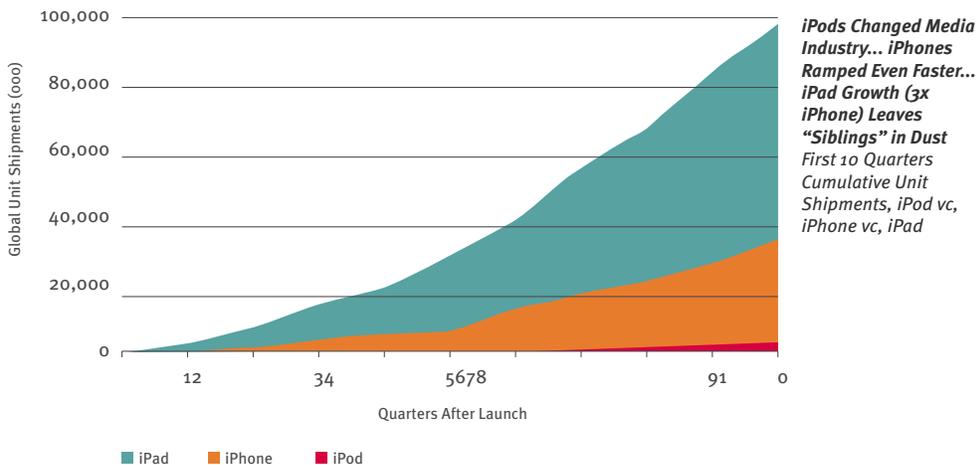


Figures in legend refer to traffic share in 2017.
Source: Cisco VNI Mobile Forecast: 2013



iPad Adoption Has Been Faster than iPhone Adoption

Even with this breathtaking adoption of iPhones, the iPad has ramped even faster. As mobile devices are used, they cross over from being used in the workplace and at home.

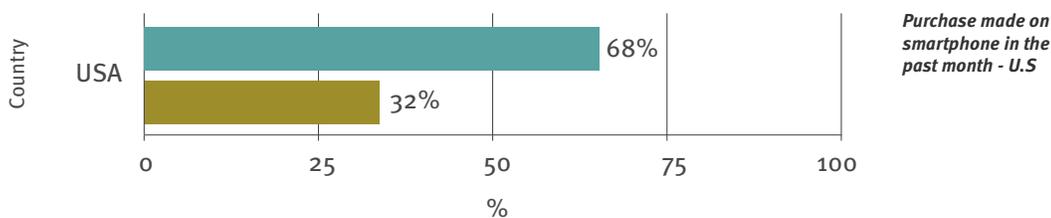


U.S. Mobile Users are Buying Online with Their Smartphones

It's evident that smartphones are becoming a constant purchasing companion. In 2012, research shows that anywhere from 64 to 68 percent¹⁰ of smartphone owners are now using their mobile devices to shop online.¹¹ That's an average of 66 percent of your customers purchasing with their smartphones.



Make It Easy to Buy from You



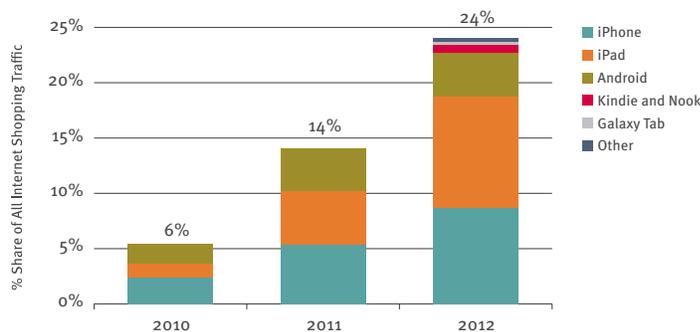
Base: Private smartphone users who use the internet in general and who purchase via internet on their smartphone

■ Yes ■ No

¹⁰ thinkInsights – Google, 2013 ¹¹ Source: eDigitalResearch and Portaltech Reply, 2012

Tablets Are a Growing Favorite for Online Shopping

Over the last three years, we've seen mobile devices enjoy a three-fold increase in usage for shopping. From the data below, the iPad has enjoyed a 10-fold increase in usage as a shopping companion.

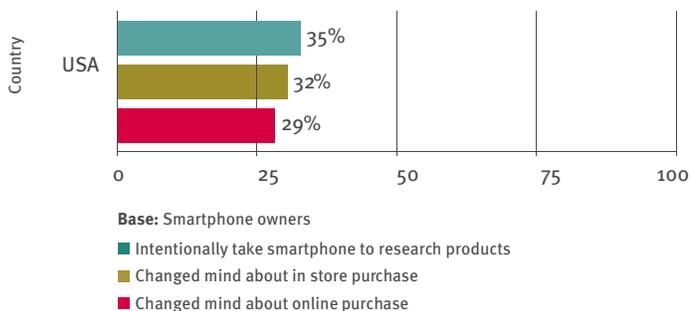


Mobiles + Tablets = 24% of Online Shopping on Black Friday in 2012 (vs. 6% Two Years Ago), iOS 4x > than Android
 % of USA Black Friday Internet Shopping Traffic From Mobile + Tablet Devices, 2010 - 2012



In-store Sales are Increasingly Influenced by Smartphones

The “mobile influence factor” for in-store sales will increase to \$689 billion by 2016.¹² Smartphones already have significant influence in stores and through online purchases as shown in the chart below.¹³ Sixty-four percent of affluent mobile application users say they view brands with mobile applications more favorably.¹⁴



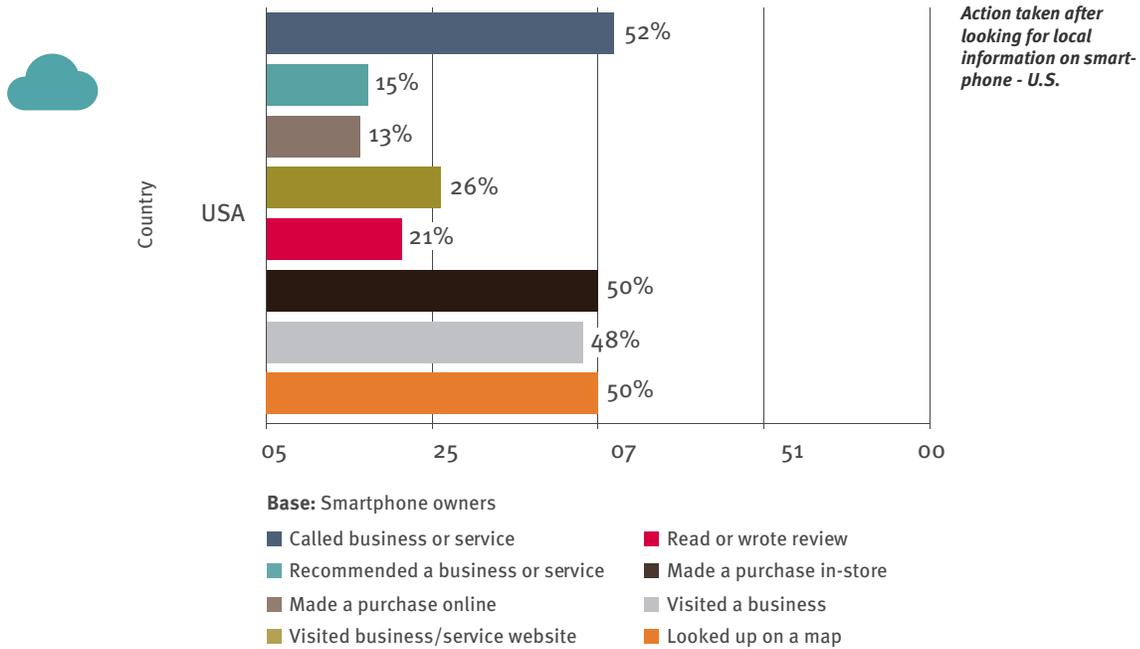
Smartphone influence on purchase decision - U.S.

¹² Source: Deloitte, 2012 ¹³ thinkinsights, Google 2013 ¹⁴ Luxury Institute, 2012

Four out of five consumers use smartphones to shop.¹⁵

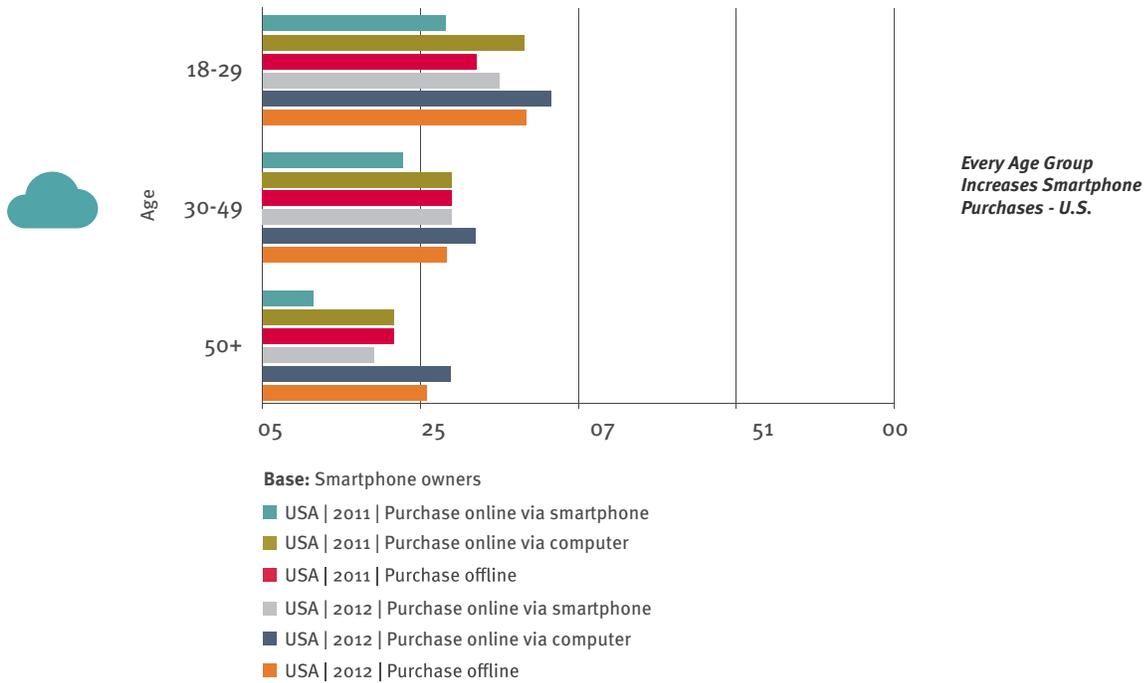
Smart shoppers compare pricing, products, reviews and expect to find mobile coupons. Why be misinformed when making a purchase? Consumers spent six times as much time in retailers' mobile applications in December of 2012 compared to a year earlier.¹⁶

Consumers look at several information sources¹⁷ prior to making a decision, and even B2B buyers complete 66 percent of their research before they talk to a company.¹⁸ After gathering their information, they are primed to take action, and will.¹⁹



The Increase of Smartphone Purchasing Crosses Generations.

It's apparent that everyone is getting more comfortable using the smartphone to make purchases and influence their decisions. As you can see below, the smartphone is being integrated into the shopping experience, and although the younger generation was comfortable first, the other two generations are coming on fast. In short, the use of smartphones for purchasing is growing across all age groups.²⁰



¹⁶ Source: Flurry, 2013 ¹⁷ Source: Conlumino and Webloyalty, 2012 ¹⁸ Forrester, Lisa Wizdo, Principal Analyst, October 4, 2012 ¹⁹ thinkInsights, Google, 2013 ²⁰ thinkInsights, Google, 2013

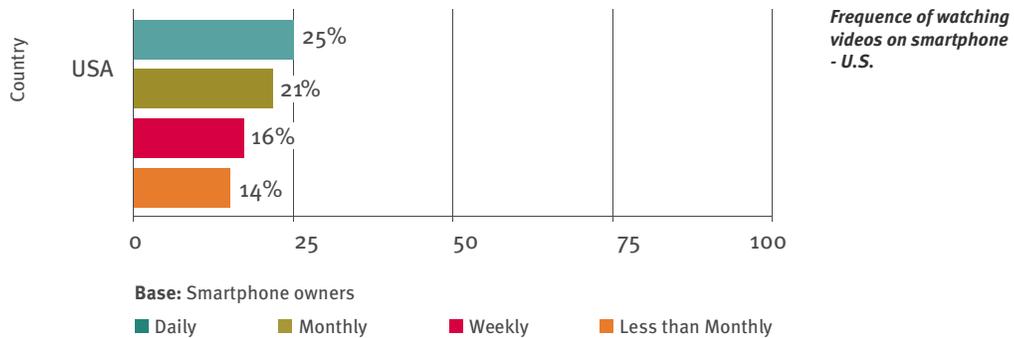
B2B Buyers Use Smartphones in their Purchasing Cycle.²¹

- 1 out of 3 B2B buyers download research such as whitepapers on their mobile phones.
- 85 percent of tech B2B customers research services on their mobile browser.
- 82 percent read reviews.
- 72 percent compare product or service features.
- 50 percent of B2B buyers are multi-device shoppers.
- 91 percent of Tech B2B mobile customers access a search engine on a mobile device to shop for tech products.

Video is the Favorite Content on Mobile Devices.



Mobile video traffic was 51 percent of traffic by the end of 2012. This was the first year it was over 50 percent.²² 25 percent of smartphone owners watch video daily.²³



²¹ Source: Google/Compete Tech B2B Customer Study, U.S. Sept 2012. ²² Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2012-2017, February 6, 2013. ²³ thinkInights, Google 2013



Video is Growing on top of a Growing Platform.

Two-thirds of the world's mobile data traffic will be video by 2017.²⁴ Video is not just for consumers. Already, 33 percent of B2B buyers report that they purchased a tech product/service online after watching a video.²⁵

Taking Action on Your Company's Mobile Experience.

Your customers have moved to a mobile computing lifestyle that may or may not include your business. By not adapting quickly to their movement, companies cut themselves off from the commerce, community and communication happening with customers on mobile devices.



What companies must do now for mobile marketing:

- 1) Design a mobile marketing strategy
- 2) Create you own mobile application
- 3) Create a brand identity for the mobile environment
- 4) Shift content to the mobile platform
- 5) Move your most important messages to video
- 6) Include a mobile element as a companion to everything customers do with you

Contact Fastlane today to create the ultimate Mobile experience.

²⁴ Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, 2012-2017, February 6, 2013. ²⁵ thinkIn-sights, Google 2013



Build a Well-Rounded Brand That Excites All the Senses

Smart brands deliver lasting impact and value. The right brand strategy provides endless energy to power your marketing, sales and communications efforts. We build “brands that move” – your customers, partners, prospects, media and other influencers.

- Map your brand story, core competencies and messaging to your brand identity
- Be unique and take a stand for something BIG
- Strike a chord that is relevant, stirs emotions and is timeless



Purposefire Lights a Path to Better Financial Results

Purposefire is a unique and transformational strategic program that combines internal communication, external marketing and a disciplined approach to social media.

Give your audiences the elements they need to share your purpose and all supporting messages with their trusted networks.

- Higher revenues – 4X revenue growth
- More jobs – 7X job creation
- A higher stock price – 12X stock price



Media & Beyond

At Fastlane, we define the convergence of Public Relations and Social Media as SocialPR. Today’s news and brand messages have the potential to travel at lightning speed, through traditional news organizations as well as through networks of influencers active on social media.

A SocialPR program involves building powerful messaging, sharing compelling content, and engaging the influencers who will tell your story the way you want it to be told – across the spectrum of print, broadcast, digital and social media.

- Tell your story by leveraging our unique Storyforce capabilities
- Build trusted relationships with key media influencers and market analysts
- Get quoted as a thought leader in your targeted markets



Content Marketing Fuels Your Outreach Efforts

Companies now have more ways than ever to tell their brand stories, share thought leadership and differentiate their products. At the same time, competition for mindshare is intense.

If you’re going to stand out, your content needs to be fresh, engaging and impactful. Fastlane specializes in content strategy development, execution and outreach that will:

- Fire up your SocialPR with real ideas that will get influencers talking
- Generate leads by sharing success metrics, using our unique Storyforce capabilities
- Raise your brand profile by positioning yourself as a leader in the marketplace



Creating That “Wow” Factor

Event marketing is all about the experience and the memories. It’s what separates good events from truly exceptional ones.

We develop well-rounded, experiential event strategies that are designed to break through and excite all the senses. Our Marketplace Makers practice even develops virtual events to complement a physical tradeshow or as a stand-alone online event. Working with Fastlane helps you:

- Develop integrated and full, social-enabled event plans
- Engage customers and generate leads
- Gain brand momentum and raise your brand’s profile
- Make the most of your trade show and event budget



Your Customers Have Moved to Mobile. Have You?

Mobile is fast becoming the primary place where prospects learn about your brand and make buying decisions. Shipments of mobile devices are already far outpacing computers at historic levels – yet many companies still don’t have an effective marketing solution for mobile.

Fastlane’s Mobile Marketing practice works with companies to develop a comprehensive mobile strategy to fully engage customers when, and how, they want to be engaged.

- Align with the 68% of consumers who bought from their smartphone in 2012
- Help 85% of B2B buyers who researched services on their smartphone in 2012
- Prepare for the projection that 78% of Internet traffic comes from mobile in 2017

For more information contact:

Christopher Faust • 855 677 5263 e 104 • chris@fastlane.co • 855 677 5263 • fastlane.co • copyright ©Fastlane



Over the past few years, Fastlane has helped Collabera (Formerly known as Global Consultants, Inc.) grow considerably on a global scale. We initially started with public relations, but have since worked with Fastlane on brand development, marketing communications and event marketing.
Cynthia Moricz de Tecso – Marketing and Supplier Diversity Manager Collabera

Fastlane gets it – their ideas are innovative, writing is full of impact, PR is business building, and the team members are consummate professionals.
David Glassman – Vice President of Marketing Onstream Media

Fastlane has been responsive to our needs and helped elevate our company's brand profile through well-designed, attention-getting advertisements, compelling tradeshow graphics, and sophisticated marketing campaigns.
Bill Gilbert – Vice President of Marketing Advantedge Healthcare Solutions

The Fastlane team brings its significant experience and forward-looking communications expertise to our venerable brand. As a result, Fastlane will enhance the already-strong relationships we have with the CEO community.
Marshall Cooper – CEO Chief Executive Group

We've worked with Fastlane for several years now and they continue to treat us as if we are their only client. Their passion, creativity and professional pride is contagious too. The entire team is a real joy to work with.
Jeff Neale – Director of Marketing Crohn's and Colitis Foundation of America

Fastlane captured the essence of my business and developed our ShinyPaw branding and image from scratch, everything from the logo and product packaging to our eCommerce-enabled web presence and business stationary. I couldn't be happier and would recommend them highly to anyone.
Roger Koman – Founder Therapeutic Pet Solutions