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# Global Mobile Revolution

Using Mobile Apps to connect with Today's Consumer

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# An Overview of Mobile Marketing

The mobile marketing industry is growing at an exceptional rate. We are not too far away from the day when your mobile device will be your primary communication, productivity and entertainment tool.

What do your client wants from their mobile device?

- Instant information
- Video or virtual tours
- Easy search from their phone
- Other:

14000 petabytes

- Mobile data traffic generated by smartphones, features phones and tablets by 201

5.3 billion

- Number global mobile subscribers at the end of 2010

44 billion

- Number of worldwide mobile apps by 2016

Mobile technology is everywhere. Today's everyone uses their smartphone to not only make phone calls and text but to find directions, and information on classes and events. When your members are doing something on a mobile basis—when they are away from their home base, away from their office,—what problems can we help them solve, what issues can we help them address, what information can we deliver to them?"

The top mobile tools:

- Automated Voice Recordings
- Text ID – SMS



- Mobile Websites With Full MLS Search
- QR Codes
- Gateway App

# The SmartPhone

## Convergence of Technologies

The rise of the smartphone came about through the convergence of technologies. A phone is no longer just a phone – it's a phone, PDA, email manager, web browser, music play, camera, video recorder, book reader and even a TV.



## Which Smartphones to consider

1. iPhone
2. Android
3. Blackberry

Features should include:

- Cellular voice calling
- Email functions
- Real-time calendar and tasks lists
- Voice notes and MMS/SMS messaging
- Instant messaging
- Web browsing
- Real-time synchronization with data sources
- Keyboard technology
- Digital Camera
- Social Networks
- Multi-Media
- GPS
- RE Search
- Calculator

## Cool Apps

1. Voice to Text
2. Scan to PDF
3. Expenses
4. Remote Access
- 5.

*Tech Tip - Visit the website of your handheld to download social networking, multimedia applications.*

## Mobile Business Tools

### Automated Voice Recordings

Automated voice recording (AVR) systems or call capture systems are the most commonly used mobile marketing system in the real estate industry. In my area it is not unusual to see a yard sign with a phone number and code for recorded and automated information.

[www.kall8.com](http://www.kall8.com)

[www.cellsign.com](http://www.cellsign.com)

[www.drivebuytech.com](http://www.drivebuytech.com)

[www.digitalhomeinfo.com](http://www.digitalhomeinfo.com)

**Free Recorded Information - 24 Hours**

**1-800-999-9999 Ext. 2100**

**Text and SMS** SMS (short messaging services) and MMS (multimedia messaging services) are a channel to deliver information and content directly on their cell phone via text message. Simultaneously, you capture their contact information all in real time. Most phones have text functionality and anyone can send a text. A limitation with text is that some people don't want text or don't include text in their mobile plan. Another limitation is that you can only send a limited amount of text information back to your client.

**TEXT: Amy to SMS Code: 88500**

[www.mobilerealestateid.com](http://www.mobilerealestateid.com)

[www.goomzee.com](http://www.goomzee.com)

### QR Codes

A QR Code is a matrix code (or two-dimensional bar code) created by Japanese corporation Denso-Wave in 1994. The "QR" is derived from "Quick Response", as the creator intended the code to allow its contents to be decoded at high speed.1

When members scan a QR, they can view a web page, photos, contact info and instant click-to-dial. Members can leave feedback for you, email the information to themselves or even instantly sign up for an upcoming class or event.

QR Reader by [Kaywa](#)

QR Reader for iPhone by [Tap Media](#)

Quick Mark Code by [Droid X](#)

[Goo.gl URL](#) Shortener and QR Code generator



## Mobile Website Tools

A Mobile Website gives consumers an enhanced interactive experience which allows them to search all properties in the MLS and their surrounding area. A fully enabled Mobile Websites format should fit ANY mobile phone with internet access. Mobile Websites can be accessed when a buyer sends a text in for an individual property, through a custom Mobile ID, or your firm's existing URL. In all cases where the consumer texts in, their contact information is captured in your proprietary mobile database. Mobile Websites are phone and carrier agnostic so they do NOT need to be downloaded to be utilized by consumers.



You can use a service like <http://ready.mobi> to test the mobile readiness of your site.

Enter the URL of the page you want to check

URL

[More Options](#)

### Gateway App

A gateway app allows users to install a Branded icon to their smartphone and launch the Mobile Website as an APP for those devices. When a user loads your Mobile Website, the user will be prompted to install the Gateway App™. This can be installed directly, with no need for the iTunes store. Any changes made to the Mobile Website will be reflected immediately in the installed Gateway Application™.



A Gateway Application™ allows you to use the logo of your choice, and allow users to install an entrance to your Mobile Website as an app. You can leverage the power of having your brand on your user's Mobile phone, without the cost of developing a full iPhone app, or the hassle of using the iTunes store. For a fraction of the price, your brand can launch in one-click. Any updates you do to your mobile website are immediately reflected in your Gateway App.

[www.mobilerealestateid.com](http://www.mobilerealestateid.com)

**Other mobile apps:**

[Realtor.com](http://Realtor.com)

[Zillow](http://Zillow)

[Trulia](http://Trulia)

[Point2](#) and [A la Mode](#) offer mobile ready sites

**Wireless Sync** today's agents need to have real-time data:

- Calendar / Appointments
- Database
- Emails
- Tasks / Reminders / Follow Ups

No "in house" server (or maintenance, licensing, etc.).

Use an "Hosted Exchange Provider" \$10 / per user per mo.

- APPTIX
- USANET
- 123Together.com

Migrates all data "online" for time access AND sync by any appliance which means Instant team collaboration and Shared

- Calendar
- Files
- Storage
- Tasks

**Google Sync** is now a contender. Check out:

[m.google.com/sync](http://m.google.com/sync)

Synchronize the built-in calendar and address book on your device with your Google account.

Get your Google Calendar events to your device

Synchronize your Gmail contacts

Be alerted for upcoming appointments with sound and vibration using your device native calendar .

### Google Apps

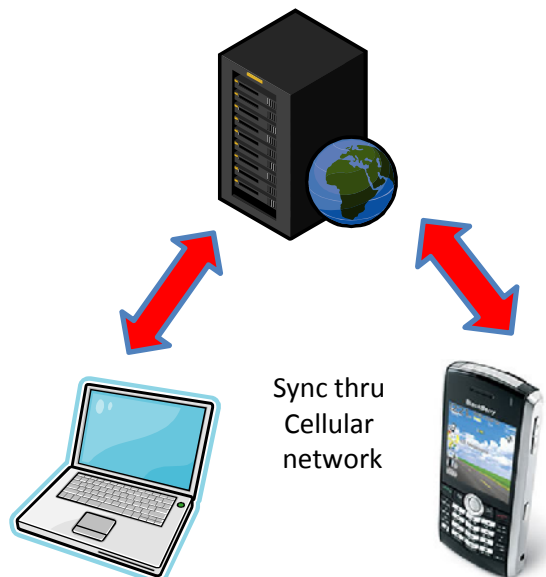
**Powerful communication and collaboration tools for your organization** The right tools can make projects faster and easier.

Whether you're working with colleagues, doing a school project, or coordinating with your group, Google Apps saves you time and trouble.


Collaborate more effectively with shared calendar and documents




Access your data from anywhere, even from mobile devices No software or hardware to install and maintain

Outlook data resides on a web-server



**Google Sync**

 BlackBerry

-  [iPhone](#)
-  [BlackBerry](#)
-  [Nokia S60](#)

**Get it Now**

Enter your number

United States ([change](#))

Or type this URL into your phone's browser:  
[m.google.com/sync](http://m.google.com/sync)

Google apps