

SoLoMo: Buzzword or Trend?

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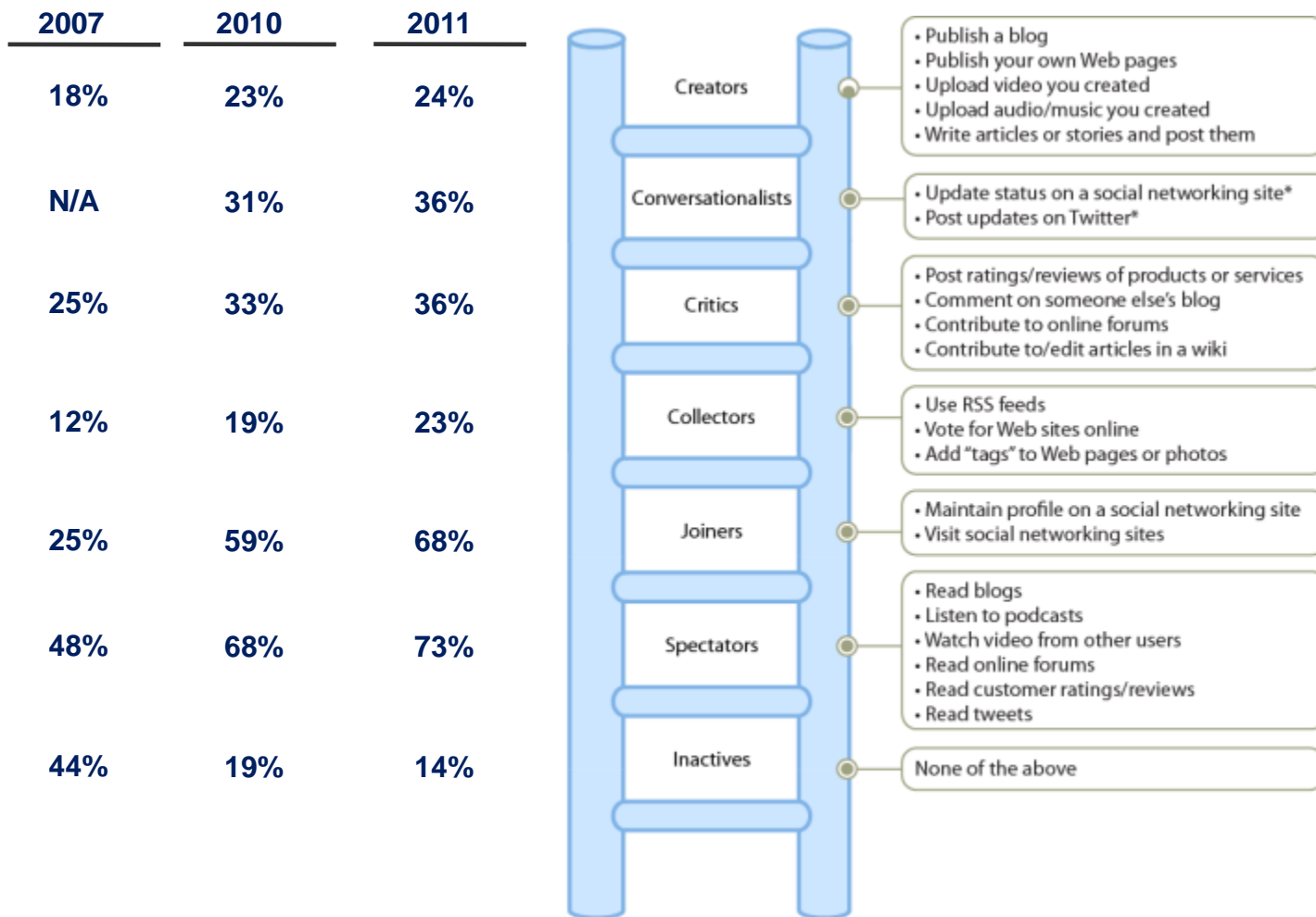
Senior Analyst

Forrester Research, Inc.



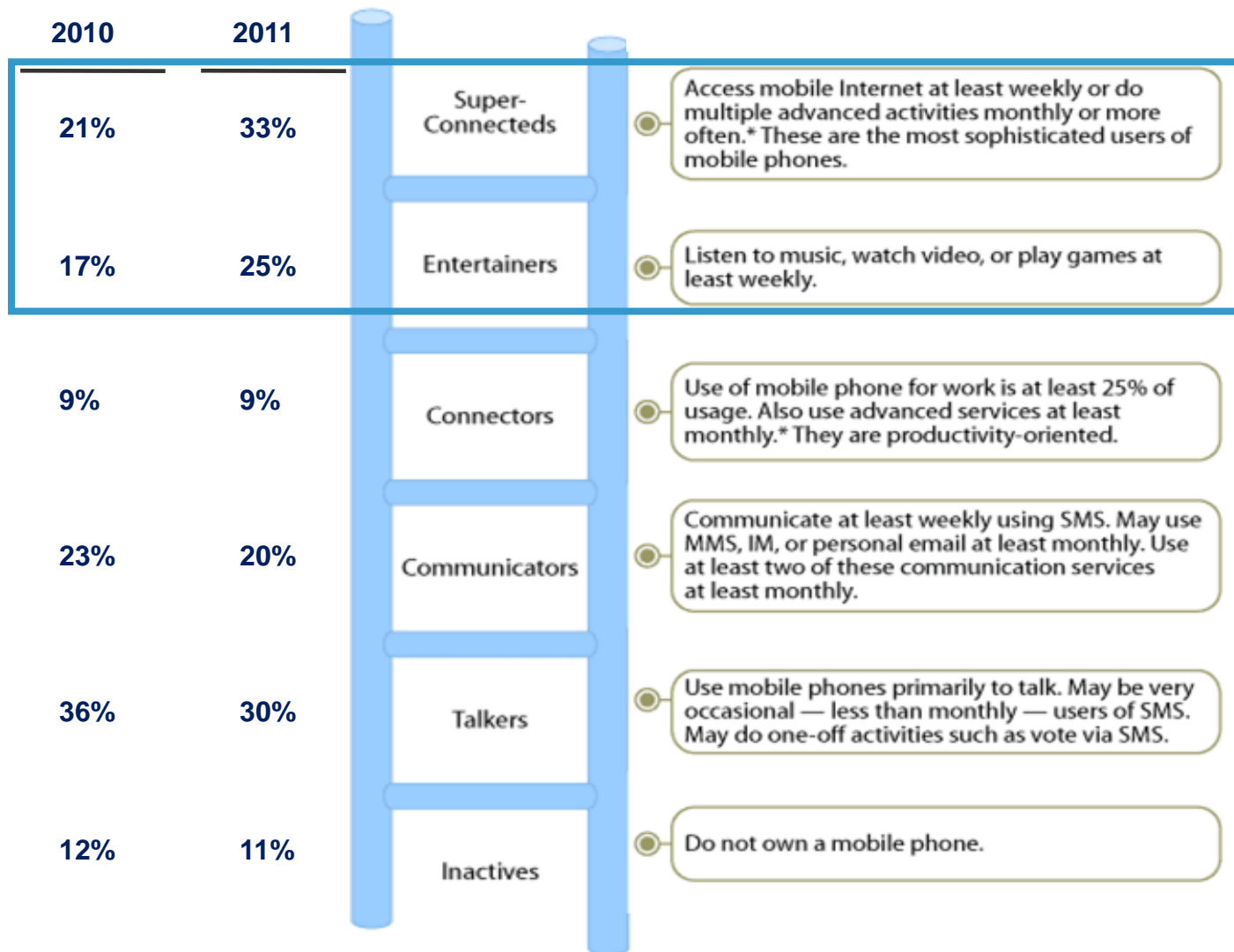
Tech adoption has skyrocketed

Social Technographics show that participation is growing rapidly...



Groups include people participating in at least one of the indicated activities at least monthly.
 *Conversationalists participate in at least one of the indicated activities at least weekly.

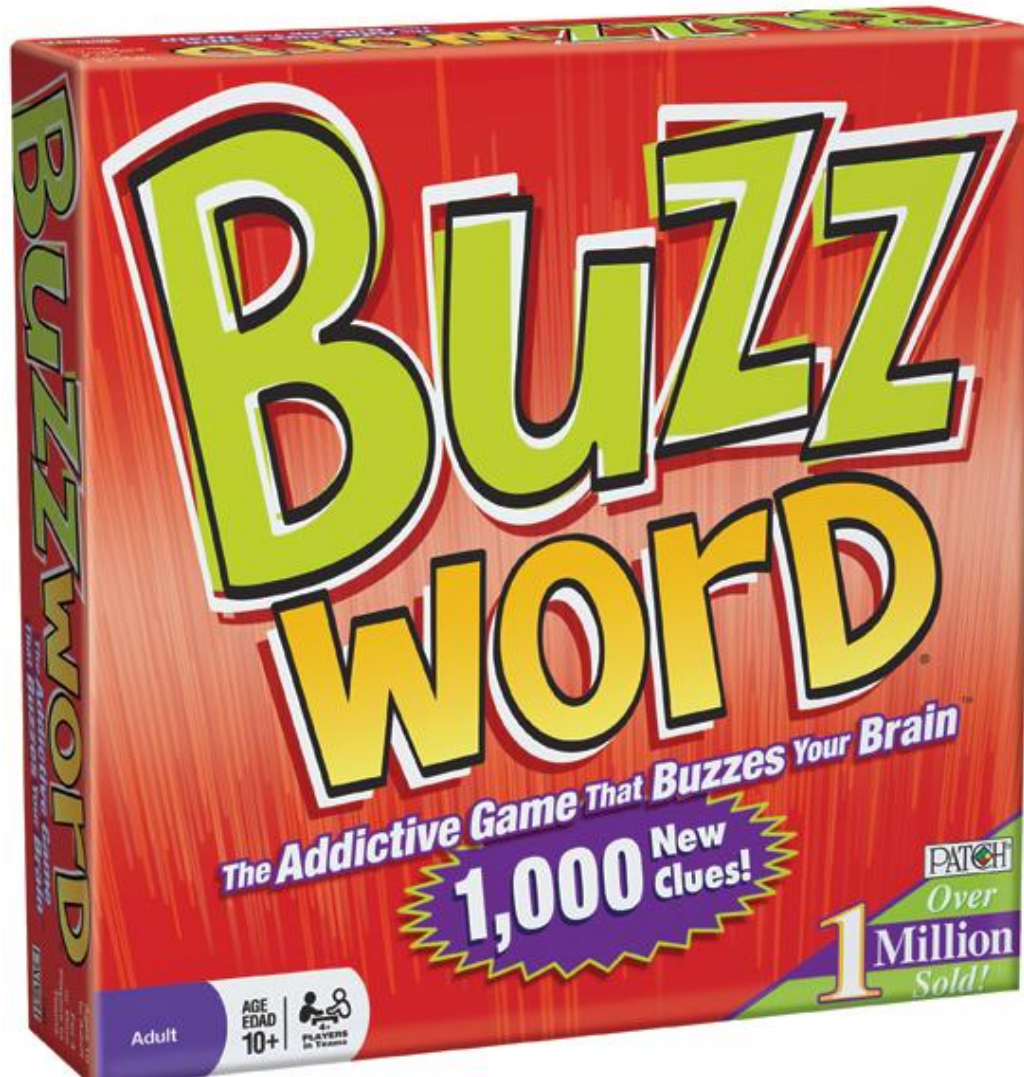
...And mobile behaviors are trending similarly





And these behaviors are merging

Enter SoLoMo! But is it the answer?



Geosocial apps trump big nets' location features

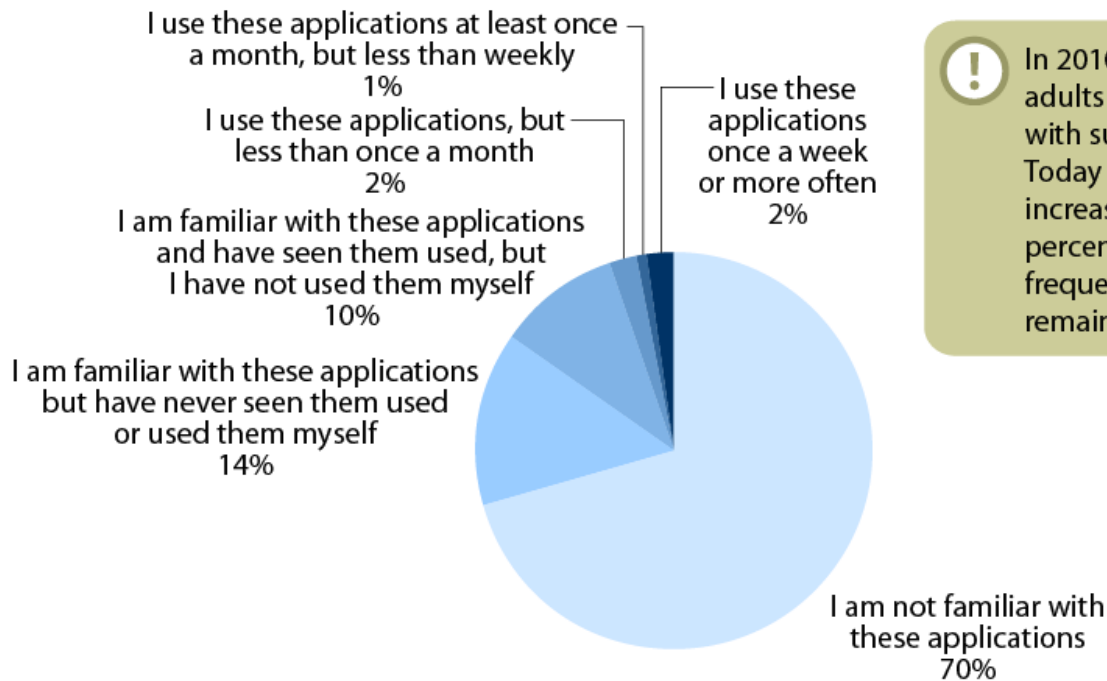
Content interaction revolves around location. Location is not incorporated as an afterthought.

Controlled access to who can see where the user is. Privacy is key.

But despite these promising features, few people are actually using these apps today.

Awareness has increased, but participation has not

“To what extent are you familiar with geolocation applications like foursquare and Gowalla that you can access on a mobile phone?”



! In 2010, 84% of US online adults were not familiar with such applications. Today awareness has increased — but the percentage of users and the frequency of use has remained the same.

Base: US online adults with mobile phones
(percentages may not total 100 because of rounding)

Source: North American Technographics® Online Benchmark Recontact Survey, Q3 2011 (US, Canada)

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Source: Forrester Research, Inc.

But those who *do* use them are influential, connected, and young

Likely to share opinions and brand deals with others. They are twice as likely as the average US online adult to share information about products they are considering purchasing or have purchased, or a product review, and are significantly more likely to share a promotional coupon or discount code.

Very active on their mobile devices and online. Ninety percent are mobile SuperConnecteds and 76% are Entertainers. Ninety-one percent are Joiners, and they are almost twice as likely to be Conversationalists and Critics.

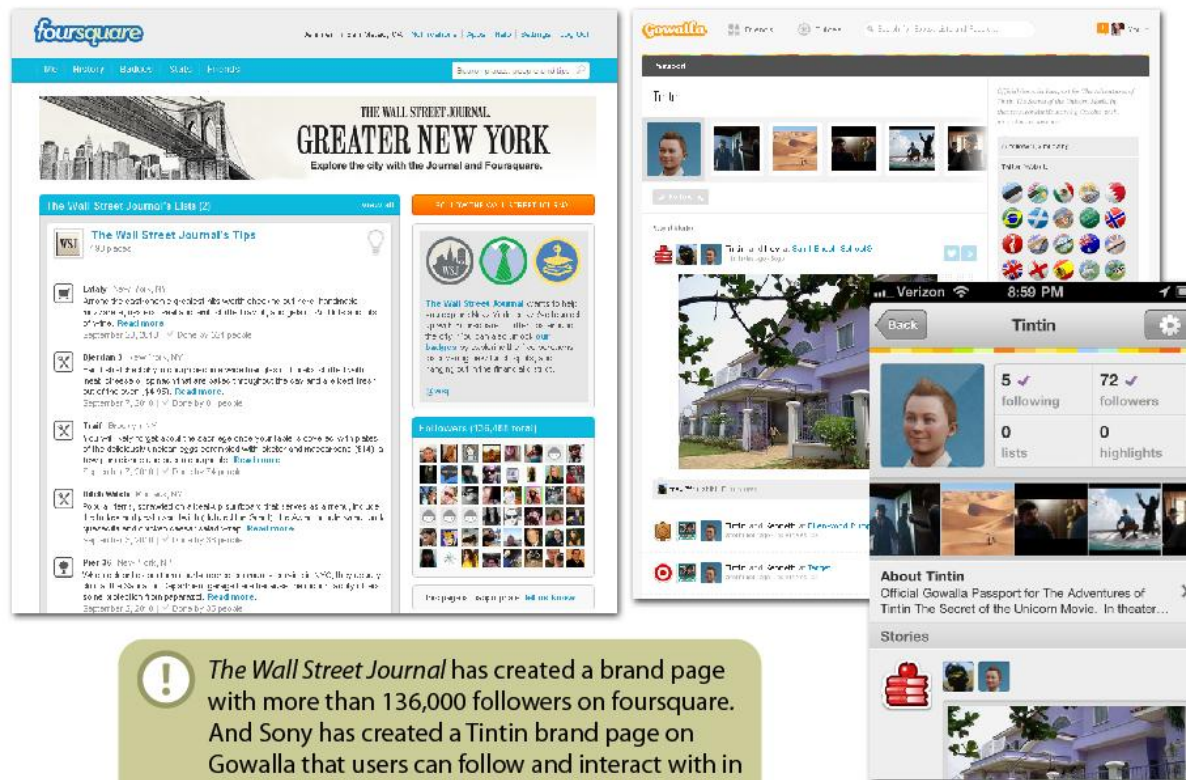
Skew younger. Three-fourths of geolocation app users range from the ages of 23 to 45. Specifically, 43% are Gen Y, and Gen Xers account for 32%.

Are primarily males, but female participation is increasing. Female geolocation app users grew from 22% last year to 37% in 2011.


Target these users by...

CLAIMING A COMPANY PRESENCE

4-1 Claiming a company presence is an easy way to let users connect with the brand



The image displays three screenshots illustrating brand presence on social location-based platforms. On the left is the Foursquare website for 'The Wall Street Journal Greater New York', showing a list of tips and a follower count of 136,481. On the right is the Gowalla website for 'Tintin', showing a profile picture, a list of photos, and follower statistics (5 following, 72 followers). In the foreground, a smartphone screen shows the Gowalla iPhone app interface for the 'Tintin' brand page, displaying the same profile picture and follower counts.

 **The Wall Street Journal** has created a brand page with more than 136,000 followers on foursquare. And Sony has created a Tintin brand page on Gowalla that users can follow and interact with in lieu of a location.

Source: foursquare website, Gowalla website, Gowalla iPhone app

Target these users by...

OFFERING CHECK-IN BASED REWARDS

4-2 Offering check-in-based rewards can motivate users to interact with the brand

Marketers can set rewards according to the types of interaction they want with users. For example, a Newbie Special on foursquare can drive new foot traffic, and a Mayor Special can encourage customer loyalty.

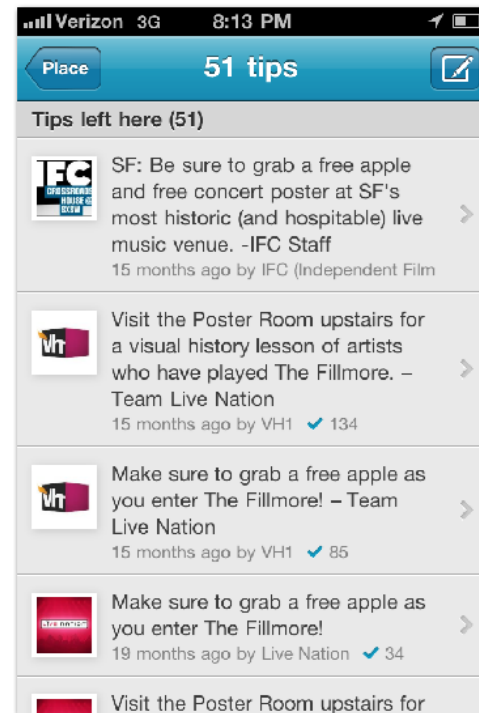
Source: foursquare iPhone app

Target these users by...

PARTICIPATE IN THE CONVERSATION

4-3 Marketers can connect with users beyond their specific location by contributing content

! Brands who consider the Fillmore in San Francisco — a concert venue — as brand-relevant leave tips for their followers and their target audience of concert attendees to see.



Source: foursquare iPhone app

Target these users by...

CRAFT LOCATION-BASED EXPERIENCES

Kmart

2606 Zion Rd
Henderson, KY 42420
(270) 827-3772
<http://www.kmart.com/pharmacy>

Reward Here!

9 challenges

17 visits

@Kmart

3

Rewards **Statistics**

	15% Off Home Purchase Deck out your dorm room for less with 15% off your entire Kmart Home purchase! Redeem at register. <small>expires 10/29/11</small>	3 points
	25% Off Kmart Home Item Grab a single item in the Home section and get 25% off! Save your cash for laundry instead. Redeem at register. <small>expires 10/29/11</small>	10 points
	Free Joe Boxer Pillow A free Joe Boxer pillow! It's way better than falling asleep on your philosophy book. While supplies last. Redeem at register. <small>expires 10/29/11</small>	12 points

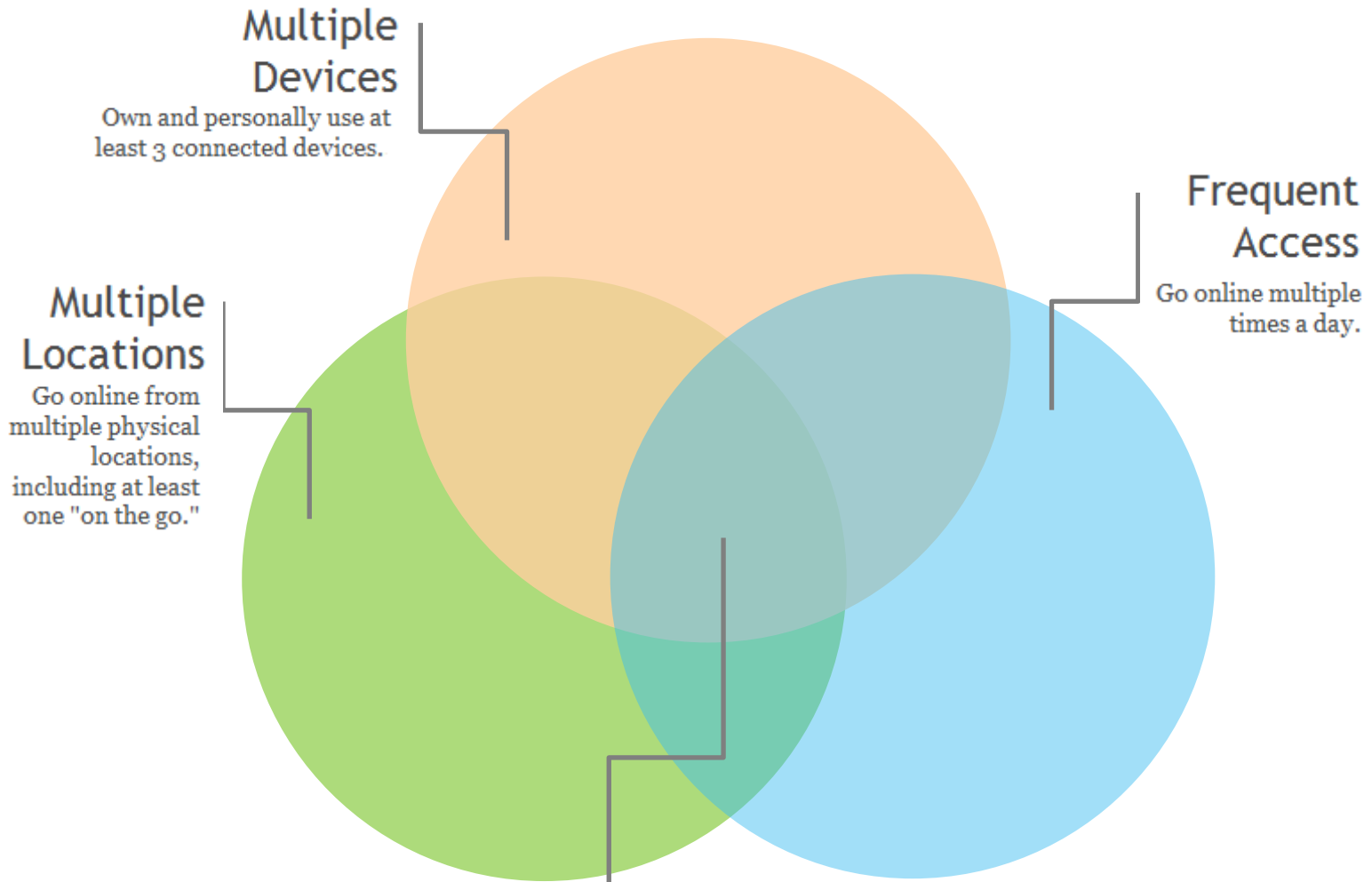
“The Scvngr game presents a huge opportunity for us to drive customers to specific areas of our store, getting them interacting with the products and rewarding them for having a good time.”

---Imran Jooma, president of ecommerce at Sears Holdings
(In an interview with Mobile Marketer)

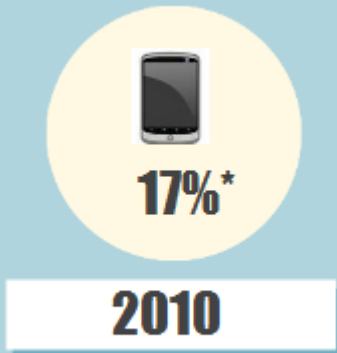


Think outside the check-in box





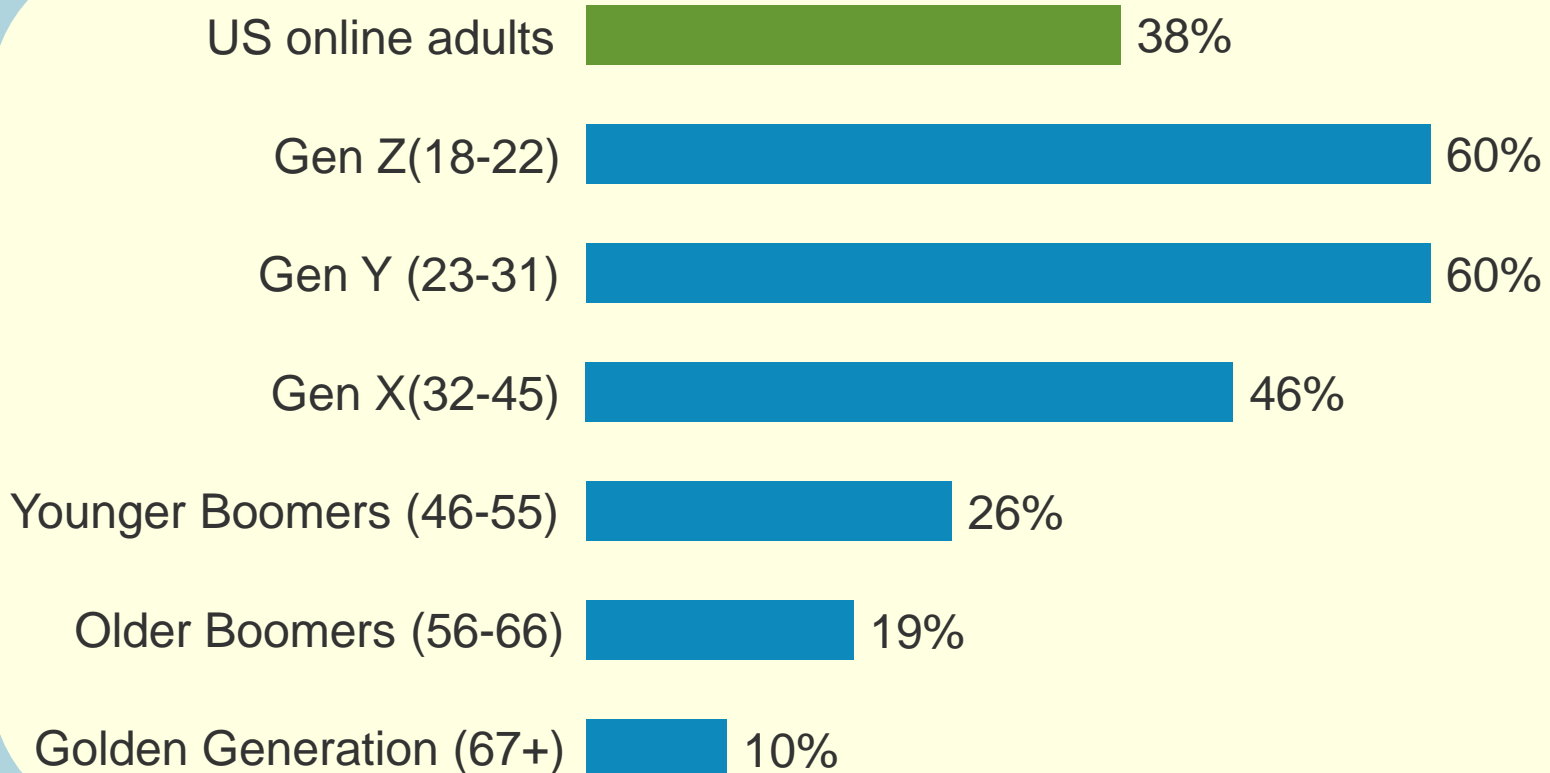
The Always Addressable Customer



* Source: North American Technographics® Benchmark Survey, 2010 (US, Canada)

**Source: North American Technographics® Online Benchmark Recontact Survey, Q3 2011 (US, Canada)

Every generation has its Always Addressable Customers



Base: US online adults

Source: North American Technographics® Online Benchmark Recontact Survey, Q3 2011 (US, Canada)

Your Always Addressable Customer is



An important part of your audience



Highly Educated



High Earning



Sophisticated mobile users



Are "Super-Connected"

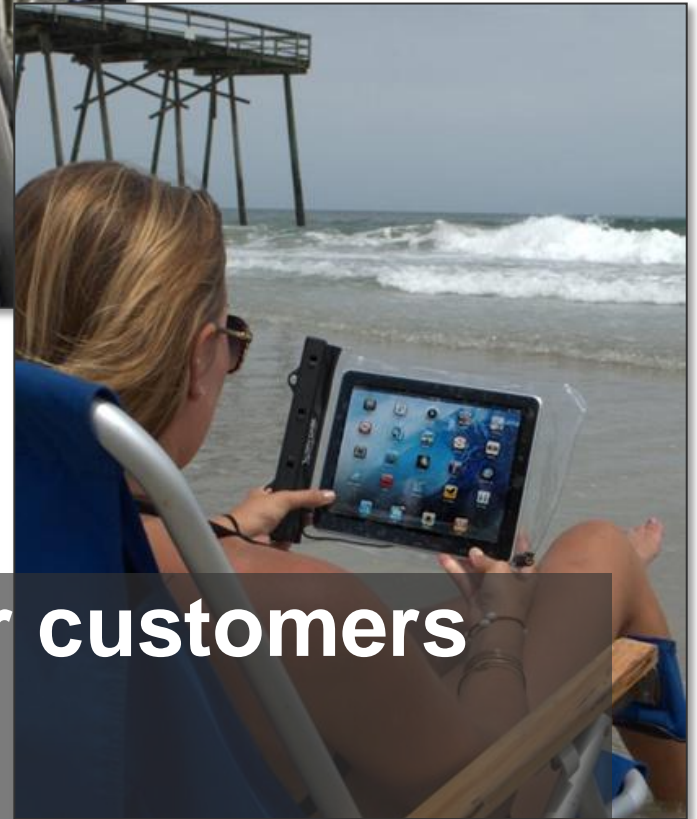


Extremely socially active

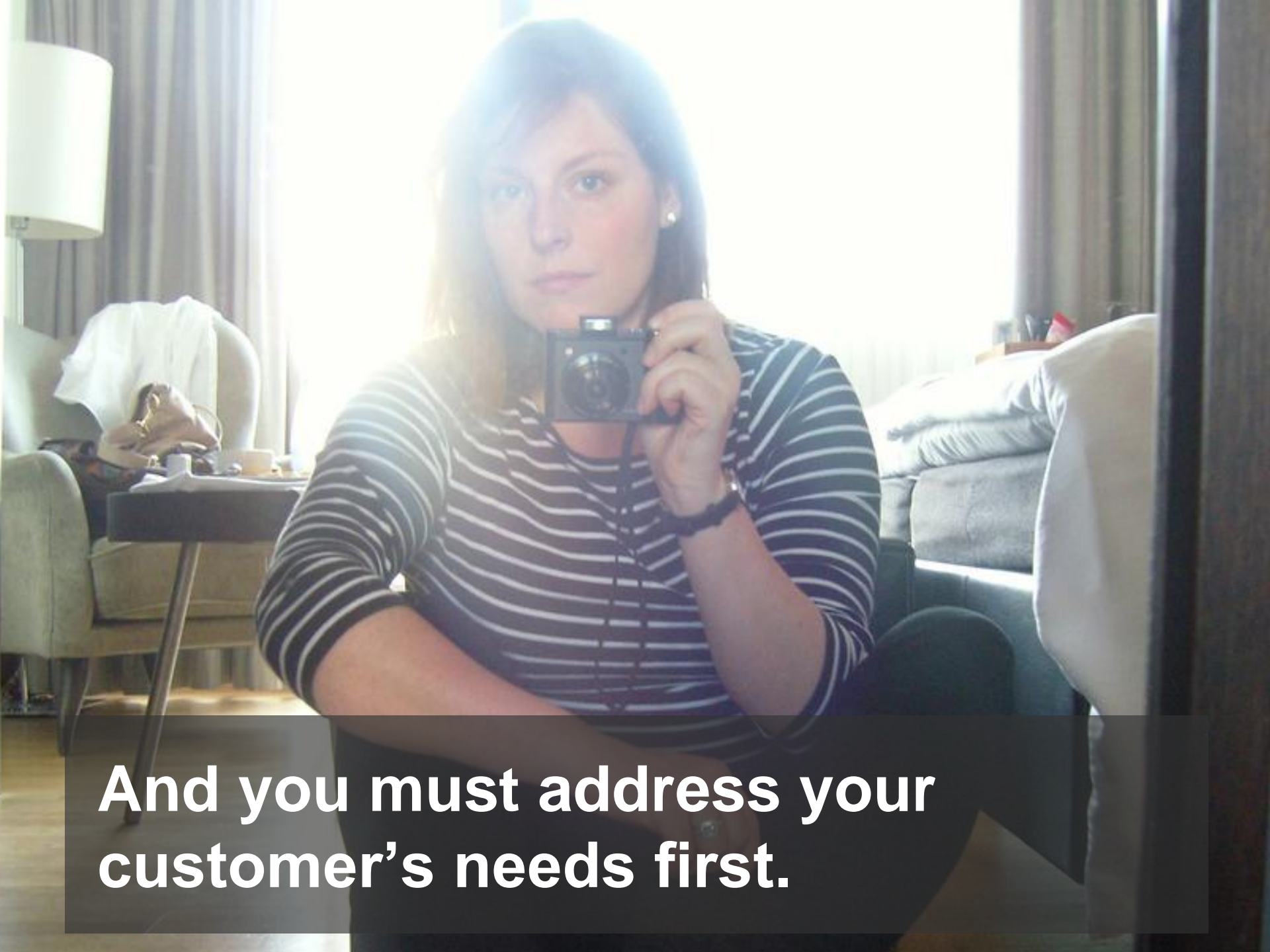


Over-index across all social behaviors versus all US online adults

Source: North American Technographics® Online Benchmark Recontact Survey, Q3 2011 (US, Canada)



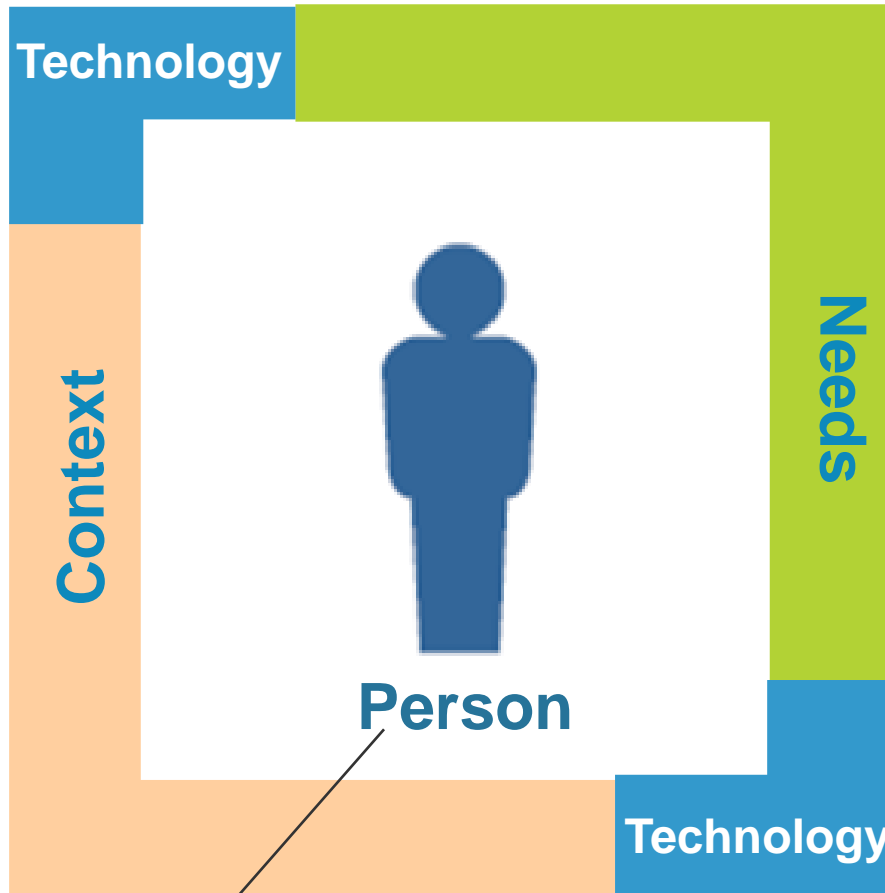
Now you can engage your customers
wherever they are



And you must address your customer's needs first.

The Addressability Framework

Through which technology can I deliver that value?



When, where and why are they engaging with me?

What is the gap between the person and their context, and how can I fill it?

Who am I engaging with and who else are they connected to?

Summary

Engage your Always Addressable Customers now

Check-in programs are great– for very specific objectives engaging very specific audiences.

Always Addressable Customers are social and mobile– but they're also the future.

Consider the person you're trying to reach, the context in which they experience a need that you can fulfill, and find ways to deliver value against that need.

Thank you!

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