

1 Comments

Good information. I agree with all of this and more. Every marketer should have a smart phone strategy, here's why; The smart phone will soon be the number one way consumers access the web, as cell phones outnumber computers 3 to 1, smart phone penetration is in the double digits and Best Buy just released a study that found 40% of non-smart phone users intend to purchase one in the next year. Smart mobile tools like Deal Chime, that shoot geo-based, retailer specific coupons to phones and Spyderlink that allows customers to take pictures with their phones of logos and bar codes for informational and promotional messaging are on their way to replacing the FSI, In-store coupons, out of home, radio, POS, and the conventional web, as consumers can be reached at the most important moments in their purchase decision process. Rodney Mason, CMO Moosylvania The Great State Of Design www.moosylvania.com