

Using Smartphones as a Marketing & Programming Tool: The Future Is Mobile

10/12/11



Using Smart Phones
as a Marketing & Programming Tool

The Future is Mobile

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- WHAT MAKES A PHONE SMART?



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- HOW MANY OF YOU ARE USING SMART PHONES IN YOUR LIBRARY ALREADY?
- THOSE OF YOU WHO SAID YES, ARE YOU USING THEM FOR
 - ___ BEHIND THE DESK
 - ___ MARKETING
 - ___ PROGRAMS
 - ___ NETWORKING

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■ WHAT OPERATING SYSTEM ARE YOU USING?

- IPHONE (APPLE)
- SYMBIAN (NOKIA)
- BLACKBERRY (RIM)
- BADA (SAMSUNG)
- ANDROID (GOOGLE)
- MOBILE OS (MICROSOFT)
- OTHER

Share of worldwide 2011 Q2 smartphone sales to end users
Gartner (wikipedia.com)

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35% Adults Own a Smart Phone

44% Adults African Americans & Latinos

68% Use their Smart Phone to go Online EVERYDAY

Highest User Group 58% 25-34 year olds

87% Use their Smart Phone to access their E-mail

AWESOME GREAT SATISFIED CONVENIENT LOVE NECESSARY EXCELLENT GOOD USEFUL

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■ EMBRACING MOBILE TECHNOLOGIES

Scanning Library Cards

Mobilize Your Library

QR Codes

- eBook & Audio Collections
- Instruction via podcasts
- Virtual tours of your library
- Inventory & administrative Tasks
- Mapping of historic collections
- Community building Blogs
- Networking for librarians
- Location-based 'check-ins'
- Social sharing of what you're reading

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- SMART MARKETING
 - Social Networking
 - Quick Response Codes
 - Website Compatibility
 - M-Libraries
 - M-Library Creation Tools
 - Other online helper sites
- PROGRAMMING
 - A CASE STUDY*
 - WordPress Set up
 - Social Network Interactivity
 - Working a Smart Phone App
 - Program Activities
 - Equipment Security
- RETURN TO BASICS
 - Keep It Simple
 - Defining Our Goals
- WRAP UP
 - Resources
 - Q&A

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- MAKING YOUR MARKETING SMART



Using Social Networks and apps to build community

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Using QR Codes

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■ MAKING YOUR MARKETING SMART



QR BARCODES
AND HOW TO
USE THEM


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■ TRIVIA TIME



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■ MAKING YOUR MARKETING SMART



Website Compatibility

No FLASH

Validate your code @ W3C
<http://validator.w3.org>

Use vSlow and PageSpeed tools
To increase speed

Compress images using Smush.it
www.smushit.com

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m-libraries
Information on the move

M-Libraries -
Virtual Access to your library
www.libsuccess.org/index.php?title=M-Libraries



NO SHELF REQUIRED:
E-BOOKS IN LIBRARIES
by Sue Polanka

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winksite®



mofuse



boopsie



wirenode



z3nadoo



WordPress



mobiSiteGalore®
Dedicated Mobile Website Builder

MobilePress plugin

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Google



twitter



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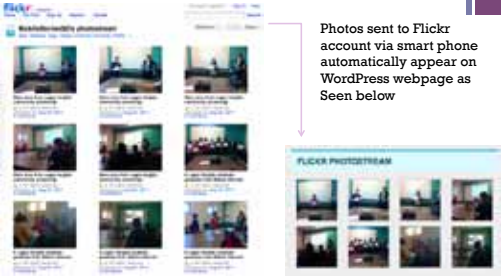






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+ Case Study:
MOBILE STORIES



Photos sent to Flickr account via smart phone automatically appear on WordPress webpage as seen below

+ Case Study:
MOBILE STORIES




+ Case Study:
MOBILE STORIES



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MOBILE STORIES

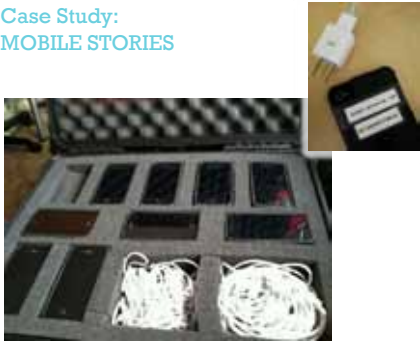
Teens In Action
creating a
newsworthy
video with a
smart phone



Interviewer
Interviewee
Audio Person
Videographer

This slide features a photograph of three teenagers in a room. One teen is holding a smartphone up to record. Arrows point from labels on the left to the individuals in the photo: 'Interviewer' points to the teen on the left, 'Interviewee' points to the teen in the center, 'Audio Person' points to the teen on the right, and 'Videographer' points to the smartphone being held.

+ Case Study:
MOBILE STORIES



This slide shows a close-up of a grey foam tray containing various smartphone accessories, including several black smartphone cases, white charging cables, and a white power adapter.

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Get Smart



This slide features a black and white photograph of a man and a woman. The man is holding a large, vintage mobile phone to his ear, and the woman is holding a smaller mobile phone. The text 'Get Smart' is written in a stylized font above the photo.

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■ QUESTIONS & ANSWERS



+ THANK YOU FOR ATTENDING



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