



# Mobile Marketing for Nonprofits

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# A Warning and a Disclaimer

- I get excited!
- Things change fast

# The Tools

- 1 Smartphone Apps
- 2 Mobile Web and Video
- 3 QR Codes
- 4 Text Messaging (SMS)
- 5 Location-Based Services

# Best Opportunities for Mobile Marketing

- At events
- Integrate with traditional media
- Think offline, not online




# Smartphone Apps

A big committment

# Market Share: It's a "Two Horse Race"

March 2011, Nielsen

- #1 – Android (29%)
- #2 – iPhone (27%)
- #2 – BlackBerry (27%) 
- Everything else (17%)

# Smartphone Apps: Good and Bad

## The Good

- Functionality
- Customizable experience
- PR

## The Bad

- \$15k+ to develop (per platform)
- Need a great idea
- Only 35-40% of mobile market
- Requires download
- ...moving on!



# Mobile Web and Video

Good first step

# Mobile Web and Video: Good and Bad

## The Good

- Works on ALL smartphones
- Most feature phones
- Very inexpensive and easy
- Can be used for fundraising
- YouTube makes mobile video easy

## The Bad

- Web content in two places
- Limited functionality (compared to apps)
- Attracting visitors

# Google Analytics: Mobile Visitors

## Visitors

Overview

Map Overlay

New vs. Returning

Languages

▶ Visitor Trending

▶ Visitor Loyalty

▶ Browser Capabilities

▶ Network Properties

▼ Mobile

Mobile Devices

Mobile Carriers

User Defined

Custom Variables

Site Usage		Goal Set 1		
Visits	Pages/Visit	Avg. Time on Site		
<b>13</b>	<b>2.54</b>	<b>00:01:49</b>		
% of Site Total: 2.34%	Site Avg: 3.41 (-25.60%)	Site Avg: 00:02:35 (-29.32%)		
Operating System		None		Visits ↓
1.	Android			4
2.	iPad			4
3.	BlackBerry			2
4.	iPhone			2
5.	iPod			1
Filter Operating System:		containing	<input type="text"/>	Go <a href="#">Advanced Filter</a>

# Where to Start: Mobile Web

- How to promote?
- m.organization.com or organization.com/mobile
- Site redirect or special purpose?
- Customize for audience
- Options for site/CMS



## QR Codes

Too much hype?

## How Does It Work?

- Users scan code with special app
- App opens web browser, video player, text message, phone

# QR Codes: Good and Bad

## The Good

- Create for free  
<http://qrcode.kaywa.com>
- Growing audience
- “Hip” appeal

## The Bad

- Does not capture info (unless SMS is used)
- Code must “do something”
- Requires QR reader
- Very small audience
- No viral potential

## Where to Start: QR Codes

- Where is it going to take them?
- Do you need to capture data?
- Techie audience?
- Placement and promotion
- <http://bitly.com> to measure



# Text Messaging (SMS)

Best call-to-action?

## How Does It Work?

- Users text a word to a 5 digit number – **Text ARTS to 12345 for...**
- System responds with a message, link to web site or video
- Mobile number is saved into a database
- System can ask for other data; email, zip code, etc.

# Text Messaging: Good and Bad

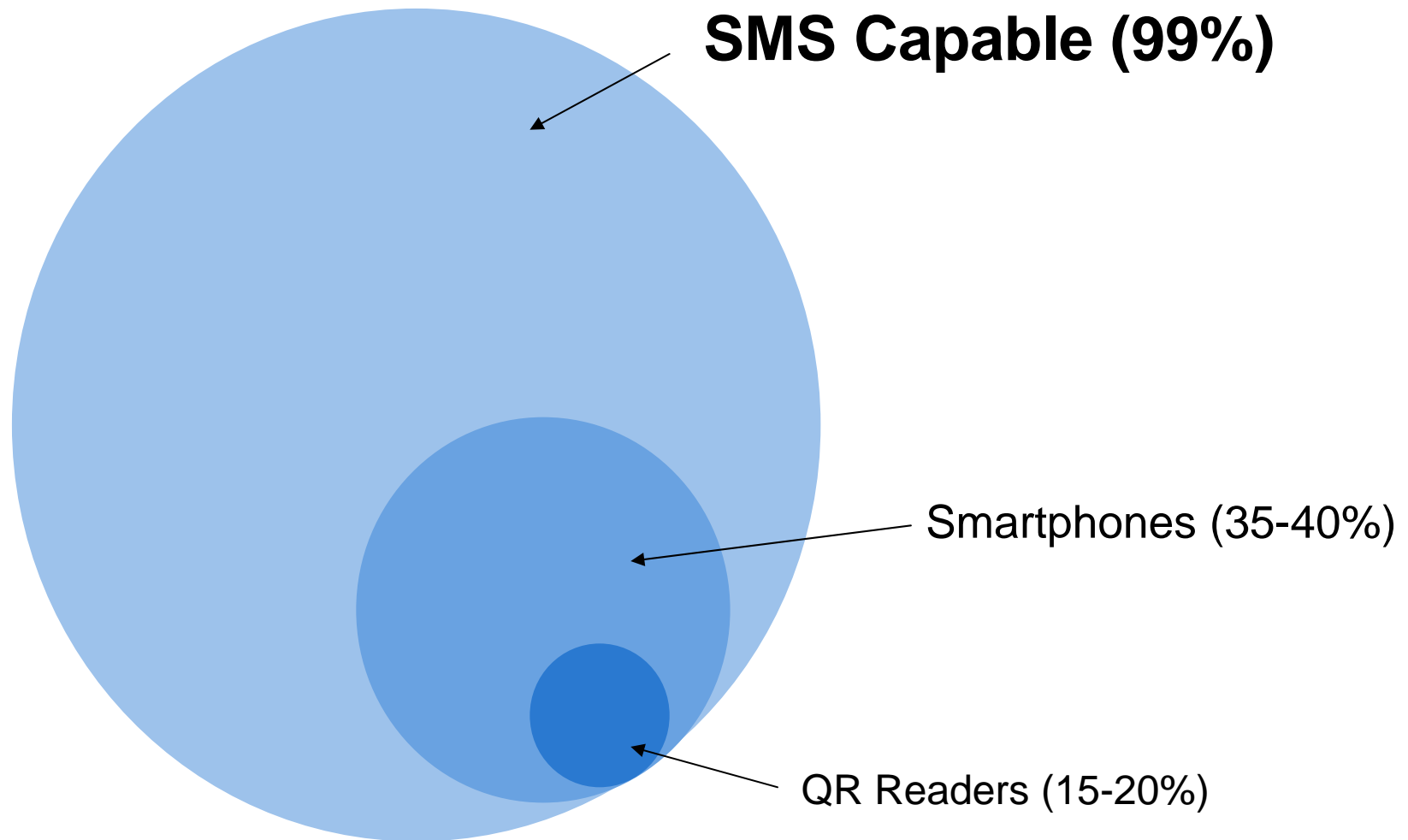
## The Good

- Largest audience
- Tremendous read rate/read time
- Quick, easy, cost-effective
- Promotes mobile web/video

## The Bad

- 160 characters including stop message
- Limited to text

# Audience Size



# Where to Start: Text Messaging

- Events and traditional media
- What is the incentive?
- Outbound messaging (database)
- Choose software platform
- Placement and promotion

## What About Text-to-Give?

- Costs require large audience
- Delay getting funds from carriers
- Fees, carrier cuts, etc.
- Gross revenue requirements (500k)
- Mobile web donations?
- Learn more at [MobileGiving.org](http://MobileGiving.org)



# Location-Based

Still very early

## How Does It Work?

- Users “check-in” at locations
- Information is shared (social)
- Organizations can claim locations
- Potential offers, awards

## Some Details...

- Used by only 4% of online Americans (Nov 2010)
- Foursquare is biggest (7 million users)
- Great for restaurants, bars, coffee shops

# Facebook Places: Changes

- No longer “check-ins”
- Places app is going away
- Users “tag” location in posts

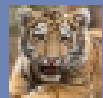
# Facebook Places: Changes

 News Feed

Top News · Most Recent ▼

 Update Status  Add Photo  Ask Question

I'm headed to @Pittsburgh zoo



**Pittsburgh Zoo & PPG Aquarium**  
One Wild Place, Pittsburgh, PA 15206



**Pittsburgh Zoo & PPG Aquarium**  
Organization · 601 people like this.



**Pittsburgh Zoo**  
Local Business · 0 people like this.  
1 was here



**Pittsburgh Zoo and Aquarium**  
Local Business · One person likes this.  
0 were here



**Pittsburgh zoo and aquarium**  
Local Business · 0 people like this.  
1 was here

# Suggestions and Examples

Start with SMS and/or QR

## Suggestions: Watch Our “Story”

- Scan QR code in print ad or text-in
- Launch YouTube player on phone

## Suggestions: Donations via Phone at Events

- Text DONATE to 12345...
- Respond with link
- Capture donation on mobile webpage
- Message participants later

## Suggestions: Facebook at Events

- Tell us why you ... on Facebook and tag us
- Contest winner?

## Suggestions: Giveaways at Events

- Text SUPPORT to 12345 for your chance...
- Randomly pull winner
- Thank attendees via text
- Reminder about next event via text, include mobile web link

# Text Messaging/Billboards: Hear Me

HEAR ME

HOME ABOUT TEAM TAKE PART TESTIMONIALS TECHNOLOGY HEAR ME BUZZ Login | Register

HEAR OUR KIDS >>

## TURNING UP THE VOLUME ON KIDS' VOICES <sup>SM</sup>

HEAR ME amplifies kids' voices using MEDIA and TECHNOLOGY to **CREATE** a world where they are heard, acknowledged and understood, giving them the power to **INSPIRE** social change.

**LISTEN**  
to an audio story

**SEE**  
a visual story

**READ**  
a written story

**WATCH**  
a video story <sup>SM</sup>

# Mobile Web: 3 Rivers Arts Festival



## Browse Events by...



## Browse Artists by...



## Visual Art Exhibitions

Ordered by date and time

### [New Juried Visual Art Exhibition](#)

Monday – Wednesday: 4 – 8pm

Thursday – Saturday: 12pm – 8pm

Sunday: 12pm – 6pm

Trust Arts Education Center | [Map it!](#)

New Juried Visual Art Exhibition, Visual Art Exhibitions | A showcase of Pittsburgh's creative community

### [Mo Knows Pittsburgh: The Photojournalism of Morris Berman](#)

Monday: 4 – 8pm

Tuesday – Saturday: 11 am – 8pm

Sunday: 11 am – 6pm

Shaw Galleries

# Text Messaging: Pittsburgh AMA



## Questions?

(ask and you might win an iPod)

Ask today's speakers questions any time during the program via text message. Text "AMA" followed by your question to 77007. You'll also be entered to win an iPod shuffle!



# QR Codes: Pittsburgh Zoo



# Text Messaging: Chicago Aquarium





# Questions?

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