

ON-THE-GO MARKETING

Smartphones are hot technology right now, providing a means to engage with customers wherever they are – in your bakery or even their bathroom.

Chris Morton, managing director of Mobile Marketing, says mobile marketing is at the same stage as the internet was in 1995, but while the internet took 10 years to get to a high level of use, mobile will be much quicker – three years he estimates.

Dr Jonathan Reynolds, academic director at the Oxford Institute of Retail Management, says it should be possible to add, say, an extra £500 revenue a week to a single-site bakery using mobile marketing, but the incremental business is difficult to measure. "You would have to prove the promotional material had a way of being tracked back, so any sale you make can be attributed to that cause."

Dr Reynolds says the mobile marketing options used will depend on the customer base and whether they are mobile literate. "You have to understand your customer intimately and the way they communicate, because it gives you a clue about what mobile marketing methods to use."

Services that can be used include:

- **Qype:** a user-generated content site. A free profile allows you to add in your website, address, images and contact



Marketing that targets mobile or smartphone users and utilises social networking is the modern way to engage with customers, says Andrew Don

details. Claiming your profile means you are contacted whenever users leave reviews and you can manage your online reputation. A premium listing enables you to add PDF documents, social channels, vouchers and special offers.

- **Foursquare:** a location-based mobile platform that makes cities easier to use and more interesting to explore. Users "check in" with a smartphone app or short messaging service (SMS), and share their location with friends while collecting points and "virtual badges".

- **Quick Response (QR) codes:** two-dimensional codes that smartphones can read, providing users with text, website link or other data. It could be your plive and

raisin bread's ingredients, a video of the manufacturing process, or a promotion. They might be accessed on a website, on marketing material or on packaging.

- **Text marketing and loyalty schemes:** such as Mobile Marketing's Loyalty TXT.
- **Social networking favourites,** such as Facebook and Twitter: great for updating followers with latest offers and news and getting them to communicate with you.

Smartphones will increasingly also be used to pay for goods, with the incorporation of near field technology (NFC), enabling customers to "wave and pay" with their devices – something experts have told *British Baker* is expected to take off in the next two to five years. **B**



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The Office of Telecommunications' (Ofcom) latest communications research shows 27% of adults and 47% of teenagers now own smartphones and people use them everywhere, from the dining table to the bathroom and bedroom.

The research found that 55% of adult smartphone users have used their phone for social networking (teenagers 74%), 97% used Facebook (teenagers 97%), 24% for Twitter (teenagers 26%), 5% for LinkedIn (teenagers 0%) and 5% for MySpace (teenagers 13%), and 10% of teenagers also used Bebo.

One of the advantages, says Dr Reynolds, is that customers who use smartphones could be the ones who promote your business when they are posting on social networking sites or using Foursquare to tell friends they are at your bakery buying artisan products.

Moreover, you do not have to be Steve Jobs or Bill Gates to utilise the technology. "You can set it up easily and cheaply," Dr Reynolds says.

Technophobes should be able to find someone with the expertise to help them make the most of the opportunities – perhaps within their own workforce, or among younger employees' friends and relatives who work in these areas.

Morton says craft bakers can pay for help from consultants or use a firm that is prepared to trade knowledge for market

entry and development. He advises craft bakers to also consider apps and mobile websites. "Apps are best if they know what type of phone their customers tend to use and the demographics of their consumer." He points out that mobile websites will work across platforms, but they are not as fully effective as apps.

5 WAYS TO GET A Foothold

- Talk to your customers about their marketing preferences – will they find what you are proposing useful?
- Try some of these services out so that you understand what they do
- Talk to a teenage relative about what is working and what is not
- Experiment with a small number of mobile marketing applications for free, such as Twitter, Foursquare and Facebook
- Remember to track the results of your experiments in terms of the sales that are generated, so you know what works and how well

Source: Dr Jonathan Reynolds, academic director at the Oxford Institute of Retail Management

BAKERS ON MOBILE MARKETING

ANDREW GREEN commercial director
Euphorium, Islington, north London

"I use an iPhone and Nokia E72. We are starting to engage in mobile marketing more now, using Facebook and Twitter, plus an event publisher, Bullseye Hub, which has text marketing. We have a blog site, which was launched recently and interacts with our Twitter account. We are also a premium business customer of Qype. Our current efforts are on database/community building, so our efforts to use social media can have a wider reach."

STEVE BARNES director
Slattery's, Crumpsall, Manchester

"I use an iPhone to look at email. We've looked at using codes that give customers 10% off, but we've not got round to it. I think digital and social media will have to play a greater part in future."

DAVID SMART production director
Greenhalgh's, Lostock, Bolton

"I've been on Twitter and Facebook for at least a year – good for connecting more directly to the public and an excellent way of marketing. It's hard to quantify how much extra money it brings in. Within the next six to 12 months we will bring out things like QR Code. I use a Blackberry predominantly for email and searching the net. I think digital and social media will have a much greater influence in future. We are still scratching the surface."

PETER KELLETT, co-owner
Kellett and Richardson, Chorlton

"We don't get involved with Twitter and Facebook, but I'm not saying we won't. You can promote what you do and keep that local, which is a good thing. I have a Blackberry and iPhone 4. I use the mapping system when I'm out and the internet."

SARAH GAYTON, director
Taste of the Moorlands,
Staffordshire Moorlands

"I've got a QR code to show people how I make my oatie biscuits. It shows you a YouTube video of what goes into the biscuit. This can help to attract the younger generation. With new modern technology, we can reconnect people with those who produce their bread. I'm on Twitter and Facebook. Social media can get you some big publicity and it will make money."



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