

## **A Mobile Web Marketing Solution Opportunity**

### **Tourism Technology Pilot – Phase1 Background Information**

In today's economy, most new and many current customers will do their research and make their buying decisions online. Already, a large number of those customers will use their smartphone instead of a personal computer. This mobile market will soon be the primary marketplace for many products and services. By being one of the first regions to comprehensively market our businesses' products and services to mobile users we can win new customers and retain our existing ones.

A key recommendation of the Northumberland Premier-ranked Tourist Destination Project was to institute technological initiatives that will support the tourism sector and improve economic activity in the region by increasing visitation, tourism revenues and jobs. Northumberland County is seeking 150 interested businesses to participate in this unique pilot project as part of this mandate.

#### **Mobile Web Marketing System Pilot Project - Frequently Asked Questions(FAQ's)**

##### **1. What is a Mobile Web Marketing System?**

A mobile web marketing system provides a complete solution to rapidly find and engage new customers and to build repeat business, loyalty and enhanced satisfaction for all your current and new customers using online and web technology.

##### **2. How does it work?**

The Mobile Web Marketing System will enable more consumers to discover your business when they search with their mobile phone or on the web. It will allow you to offer purchase incentives to trigger purchase commitments that otherwise might not occur. It will also enable them to purchase your products and services quickly and easily, make appointments and bookings, provide reviews and referrals and allow you to partner with other businesses to provide and redeem incentives, reward repeat customers and more, all through the use of mobile technology.

##### **3. What will it do for my business?**

- a) Attract more customers to help grow your business.
- b) Allow new and repeat customers to be able to find your business easily.
- c) Let nearby consumers easily discover your relevant offerings and find your business through mobile maps and directions
- d) Earn more customer loyalty through incentives.
- e) Reduce or eliminate traditional marketing (print & adverting) costs.
- f) Allow your business to easily and economically tap into new technologies and marketing techniques.
- g) Make your business stand out from the competition.

**4. Does my business need to already have a website to participate?**

No. A mobile micro-website that interacts with hyper-local search and reality browsers will be created for all registrants.

**5. What is a mobile micro website?**

A mobile micro-website is a website that is designed to be easily viewed and quickly accessed on a variety of mobile devices such as iPhone, Blackberry and other handheld devices.

**6. How do I manage my micro-site?**

The vendor will create an initial version of the micro-site for each pilot participant. Businesses will be able to edit their micro-site and add their own logos and graphics, as well as optional new services which will be offered from time to time. Business level personal computer (PC) skills will be needed. There is no programming to do. The vendor will also assist with linking to existing websites.

**7. What is search & discovery priming?**

Consumers search online for products and services and ideally discover your business. Search and discovery priming allows your business to be found easily, and awareness is created through social marketing and by populating points of interest describing your business on local search systems such as Google Local, 4Square, Yelp, Rumble and others.

**8. Who is being invited to participate in the pilot?**

All interested Northumberland County businesses are invited to pre-register.

**9. Where will the pilot project be deployed?**

All of Northumberland County is included in the pilot phase.

**10. Why do I have to pre-register?**

Pre-registration is required by Northumberland County to ensure that there are a significant number of interested participants to validate the pilot project.

**11. How do I pre-register my business in the pilot project?**

Businesses interested in participating in the pilot project can pre-register by sending an e-mail to Patrick Clark [Clarkp@northumberlandcounty.ca](mailto:Clarkp@northumberlandcounty.ca) at Northumberland County Economic Development and Tourism. Please indicate “**Mobile Web Marketing System Pilot Project**” in the subject line and include your **business name, contact name, e-mail address and telephone number.**

**12. What is the deadline for pre-registration?**

Businesses are invited to pre-register by Friday April 9<sup>th</sup>, 2010.

**13. When will the pilot project be rolled out?**

The pilot will be rolled out during the spring of 2010.

**14. Can I back out after I've pre-registered?**

Yes, if you change your mind before pilot launch, there is no obligation to participate.

**15. How many businesses are required for the pilot project to go ahead?**

We are seeking 150 pre-registered businesses for the project to launch. Response levels will be assessed to determine launch feasibility. If you see value in the pilot please let your associates know and encourage them to participate. Success depends on a critical mass of participation.

**16. How long will the pilot project run?**

The pilot project will run for a one year period.

**17. What happens after the 1 year pilot project?**

The Return on Investment (ROI) performance of the pilot will be assessed during and at the end of the one-year pilot based on defined ROI criteria.

**Mobile Web Marketing System Pilot Project FAQ's – Costs, Payment & Training**

**18. How much will it cost?**

Participants will set a monthly spending limit to control the total amount they spend. To ensure useful participation, the spending limit must be set at \$9.95 per month or more. The monthly fees cover message delivery and coupon redemption. Coupon fees are only charged on redemption. The fees are set 5% and 12% of the purchase value of the offer presented with the coupon. These are expected to range between \$0.40 and \$8.00 for typical purchase incentive (coupon) offers where the retail value of the purchase is between \$5.00 and \$150.00. Costs to participants will only be triggered for outbound text messages to present coupons (typically \$0.05/message) and when a coupon is redeemed and a sale is made, ensuring a positive return for participants. Outbound message costs for delivered but un-redeemed coupons will typically add \$0.3 to the cost of each coupon redeemed, assuming 16% of the coupons requested are redeemed (an industry norm of 6 not redeemed for every 1 that is redeemed). Fees will be reviewed continuously with pilot participants during the pilot period to ensure significant positive return on investment and to assure ongoing participation.

Example purchase incentive coupon scenarios showing the associated costs and revenues they generate are presented in the following table (these are estimates to be confirmed prior to pilot launch):

Example Coupon Scenarios														
	A	B	C	D	E	F	G	H	I	J	K	L	M	
	Face Value of the Offer (Undiscounted value of the product being sold)	Discount Offered	Requests for Coupons	Messages to Deliver Coupons	Percent of Delivered Coupons Redeemed	Number of Coupons Redeemed	Redemption Fee as a % of Purchase Face Value	Redemption Fee	Cost per Coupon Delivery Messages	Total Message Cost	Total Coupon Redemption Costs	Total Coupon and Message Costs	Total Revenue Produced	
	Formulae		=C		= C x E	= C x F		= A x G		= D x I	= F x H	= J + K	= A x (1-B) x F	
Coupon cost of sales (lower than alternatives such as print advertising, pay per click advertising, telephone sales or direct mail)														
Partnered offer	Discounted dinner with purchase of B&B guest room	\$45.00	15%	20	20	15%	3	5%	\$2.25	\$0.05	\$1.00	\$6.75	\$7.75	\$114.75
Partnered offer	Attraction discount with purchase of dinner	\$25.00	35%	20	20	15%	3	5%	\$1.25	\$0.05	\$1.00	\$3.75	\$4.75	\$48.75
Single party offer	Discounted B&B guest room	\$100.00	15%	20	20	15%	3	5%	\$5.00	\$0.05	\$1.00	\$15.00	\$16.00	\$255.00

Note: Coupon scenarios often involve partnerships between two parties - one with a large audience and the other with a product or service the party is willing to discount to access the audience of the other party - these '...with purchase of...' types of offers are recommended. The discounting party avoids higher marketing costs of sale by being presented to the large audience of its partner. The party with the large audience avoids discounting its own product and instead passes on the discount for the partner's product/service to its larger customer base to incent a further purchase for both parties.

**19. When do I pay?**

You pay nothing to pre-register. Payment details will be determined once 150 registrants have signed up and the pilot project is given the green light to go ahead.

**20. Who do I pay?**

The vendor will collect all money through monthly credit card payments or as otherwise pre-arranged.

**21. What are the additional services?**

The ShrinkRay Web/Mobile marketing system will continuously offer valuable additional electronic services for small businesses of every type. These will include 'convert-to-a-sale' and 'convert to a call' applications such as appointment booking, online travel booking, tickets for attractions and entertainment, and much more.

**22. What do additional services cost?**

Additional services are provided on a fee-per-use, or on a monthly or annual subscription basis. Fees are modest in relation to value, usually with free trial periods in order to prove return on investment prior to a purchase commitment from the business. Fees for some initial optional services will be provided in the coming weeks.

**23. Will training be provided?**

Yes. The vendor will provide online (via web/video conferences )and classroom training at convenient sessions at the initiation of the pilot project. The vendor will also provide ongoing support via helpline, chat and email.

**24. Who is providing the service?**

BoomBoat Inc. is providing the service. It is built on the company's ShrinkRay Web/Mobile marketing system. For more information, please visit [www.boomboat.com](http://www.boomboat.com)

**25. What is BoomBoat?**

BoomBoat Inc. is a 10-year-old company providing system integration and large-scale electronic systems for small businesses using technology proven with leading banks and phone companies.

**26. What is ShrinkRay?**

ShrinkRay is a Web/Mobile marketing system that was built initially for large financial institutions and phone companies. It is in production providing mobile banking services for 9 Million INGDirect customers in the United States.

**27. Where do I get more information?**

Please send any questions not covered by the above Frequently Asked Questions to Patrick Clark [Clarkp@northumberlandcounty.ca](mailto:Clarkp@northumberlandcounty.ca) at Northumberland County Economic Development and Tourism.