

## 1 **Advanced Digital Tools to Enhance your Business**

Hardware, Digital Databases, Marketing and Apps!

## 2 **disclaimer...**

- I have no formal technology training
- But I have been an early adopter all my life...
- But you don't have to believe me...

## 3 **Terminology**

- Mobile Device – “A small computer that happens to make phone calls...”
- The mobile Internet - browser-based access to the internet from a mobile device (mobile broadband). Needs a mobile provider.
- Wireless Internet – provides access to the internet from radio waves rather than wires from a computer, laptop or mobile device.
- Tablet – mobile computer with screen, circuitry and battery in a single unit. Generally equipped with sensors including camera, mic and touchscreen.
- GPS – global positioning system
- Location-based services - an information service application, accessible with mobile devices. LBS utilizes the ability to make use of the geographical position of the device (GPS). These are the applications that pull all of these technologies together..
- Cloud computing – is the delivery of computing as a service rather than a product, whereby shared resources, software, and information are provided to computers and other devices as a utility (like the electricity grid) over a network (typically the Internet)
- SEO – Search Engine Optimization, is tailoring your website algorithms so that search engines rank you high.

## 4 **The Statistics**

- Highlights of the *Pew Internet Project's* research related to mobile technology.
- As of January 2014:
  - 90% of American adults have a cell phone
  - 58% of American adults have a Mobile Device
  - 32% of American adults own an e-reader
  - 42% of American adults own a tablet computer
- 44% of cell owners have slept with their phone next to their bed because they wanted to make sure they didn't miss any calls, text messages, or other updates during the night.
- 29% of cell owners describe their cell phone as “something they can't imagine living without.”
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## 5 **Social Media Rule**

- 80-20 was established as the rule to share content.
- Its has been proven, brands now respect it and apply it more than ever:
- 20% of the content must be about the brand, and 80% must be general interest information that contributes something nice to the users' lives.

## 6 **Cloud**

- Many services available
  - Cost depending on sizes
  - Examples include dropbox, icloud, evernote and many more. Your service provider.

7  **InfoGraphic**

- Even the Farm Bill has one!
- Create through free webservices
  - <http://visual.ly/>
  - <http://www.easel.ly/>
  - <http://piktochart.com/>

8  **Pictures**

Statistics by Twitter:

- pictures are twitted 361% more than videos
- a picture is re-twitted 128% more than a video
- a video is faved 49% more than a picture.
- 62% of the shared pictures are related to humor
- Is there any doubt about their leading role?
- Uploading and sharing pictures is the most common activity on Facebook.

9  **Editing Tools and What is Trending**

- PicMonkey: ideal to put up collages and applying quick editions to your pictures.
- Social Image Resizer Tool: perfect to adjust the size of images according to social media standards.
- BeFunky: great for a fast but still complete edition ideal. Includes filters, borders, red-eye fixing, lightning effects, etc. And the best thing is that you can do all this in your Mobile Device!
- Recite: to create quotes and transform them in appealing visual statements.  
[www.recitethis.com](http://www.recitethis.com)
- Pinwords: you can use backgrounds based on your own images or choose among pre-designed models. It's really simple, still, effective.

10  **Emoji's**

Happy Halloween everyone! 🍁👻🎃👹👺👽👾

11  **Meme**12  **Word Clouds**13  **QR Codes**

- QR codes are everywhere
  - The square "Quick Response" codes turn URLs, vCards, or any kind of text into a jumble of pixels that you can scan onto your Mobile Device instantaneously, no typing required.
  - Must download the app QR/Barcode Scanner - FREE
  - Generate your own online for your marketing promotions, signage or discounts – FREE
  - Add it to your materials and send customers to your website or social media pages
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Videos

- Animoto
- Masher

Logos

- Designmantic
- Logotypemaker

- Paid Services – such as 99 designs  
Banners

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15  **Google+ My Business**

16  **Page Information**

17  **Add Content**

18  **Good Information**

19  **Reviews**

20  **Final Thoughts**

- Mobile Devices: Are great accessories for doing business. Your customers are using their Mobile Device all the time.
- Images: pictures, quotes, memes, microvideos, infographics, will continue in popularity.
- Engagement: will be what all businesses are fighting for and effort will be given whether it is to develop content, to SEO strategies, or to the use of mobile devices.

21  **Questions**