
Get ready: 2010 smart phone & internet marketing

Web 2.0+, web 3D, “iPhone” & beyond for Medical Devices

CONSULTANCY RESEARCH: PROJECT REPORT

Published: June 2009, updated Nov 2009

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TG2 Ltd
Europe House
2 Thornhill
Wantage
Oxon OX12 9HT
UK

TEL: +44 7770 538298
FAX: +44 118 329 0453
tony.houghton@tg2eu.com
www.tg2eu.com

TG2 Brussels
Level 20/21
Bastion Tower 5
Place du Champ de Mars
1050 Brussels
Belgium

tony.houghton@tg2eu.com

“I was sick and you looked after me.” Matthew 25:36

J'étais malade, et vous m'avez soigné. Matthieu 25:36

ich war krank, und ihr besuchtet mich. Mattheus 25:36

estuve enfermo, y me atendieron. Mateo 25:36

Users perceptions of their own use of social networking include:

- i) browsing profiles and collecting friends;
- ii) an efficient way to manage existing relationships;
- iii) an easy way to link up with old friends;
- iv) a tool to build confidence;
- v) treating profiles as a tool for self-promotion.

5.4.6 User profiles

Ofcom research in the UK (2007) has categorised users into five types based upon how people used social networking sites, and in particular, how they interacted with others on these sites. The Table 8 summarises the segments.

Table 8 Social networking site user segments

	Style of use	Gender	Age	Size of segment
Alpha socialisers	Flirting, meeting new people	Mostly male	Under 25s	Minority
Attention seekers	Posting photos to get comments from others	Mostly female	Teens to 35+ (especially mothers)	Some
Followers	Keeping up with friends	Male & female	All	Many
Faithfuls	Finding old friends	Male & female	Older 20+	Many
Functionals	Pursuing interests and hobbies	Mostly male	Older 20+	Minority

Source: Ofcom Social Networking Sites research, September-October 2007

a) Alpha socialisers. This group consisted of regular users who went on social networking sites often, but for short bursts of time. They searched through the profiles of people they didn't know (usually those of the opposite sex), commented on their pictures in flirtatious ways and added them as friends. For Alpha Socialisers, 'friends' on social networking sites were anybody they had added to their friends' list. For this type of user the focus was very much on entertainment and on casual communication with others, usually people they didn't know. It was common for users to search through the online friends of their existing contacts to find new people to contact. Through contacting friends of friends, and even friends of friends of friends, it was possible for their networks to be very large.

b) Attention seekers. This group comprised social networking site users who craved interaction with others, often from the Alpha Socialisers. Most of these users had posted photos of themselves and friends in provocative poses, partying, drinking and portraying glamorous lifestyles. This type of user was keen to customise their profile. They regularly updated their 'skins' (the style, colours, and design of their site home pages) to reflect an aspirational image, e.g. glitter and sparkle and images of 'hunky' men. Attention Seekers were willing to

6.3 Mobile search

With the shipment of ever more powerful mobile phones (see section 2.2.7) search on mobile phones is the area of development, change and attention. Mobile web browsing as a percentage of total web browsing currently stands at 0.72% (NetMarketShare.com, 2009). All the leading search engine suppliers offer mobile specific offers. Google launched its 'improved' mobile search in March 2007 in the US. This was extended to UK, France, Germany and Canada in January 2008 and has since been extended worldwide. Google promised that the new search service for mobile phones, gave "faster" and "more relevant results". An upgraded "local search experience" is based on Google's belief that mobile search is more often used to find area information such as cinema listings.

Google certainly dominates mobile search (Figure 67) and is predicted to take \$21.31 billion in mobile advertising revenues in 2009.

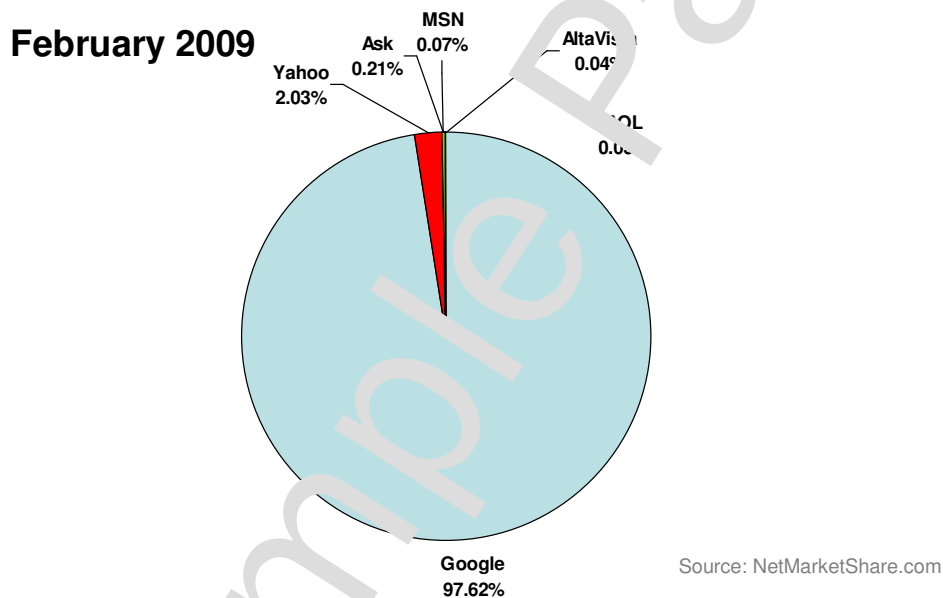


Figure 67 Mobile Search Engine Use

The dominance of smart phone use in mobile search (and thus web use) compared to 'lesser' phones can be gleaned from the operating systems used in search. iPhone's proprietary system has the largest share with two thirds (Figure 68) and Java ME just under 10%. Contrast this with the operating system of all smart phones reviewed in Figure 11, illustrating the impact of the iPhone on search engine use.

Table 16 Role of different tools in sales conversion process: web 2.0 & mobile equivalents

		<i>Awareness</i>	<i>Comprehension</i>	<i>Conviction</i>	<i>Action =decision</i>	<i>Post decision</i>
Video display / gaming ads	A D V E R T					✓
Banner ads						✓
Paid for search ads						✓
Organic search						✓
Company & partner websites						✓
Localisation ads						✓
e-newsletters, e-forms, polls	P R U E B L L A I T C I O 'N					✓
Direct e-mail, SMS						✓
Blogs, fora, wikis						✓
Viral, social networks						✓
e-media - press relations						✓
Virtual worlds						✓
Sponsor + other event PR						✓
Sales offers, e.g. SMS, GPS ads		S Pr				
Sales visits: e-commerce, instant messaging	S Act					✓
After sales service: e-CRM						
Mood tasks		Interest	Acceptance	Preference	Insistence	Reassurance

8.3 THE MESSAGE: engaging others

The politically oriented concerns of the general public vary considerably by country and over time. The EU Commission regular opinion survey, Eurobarometer, indicates that healthcare is the fifth (equal) most important pre-occupation of voters, with unemployment, economic situation, inflation and, crime, featuring more highly. If anything, the relative importance of healthcare has declined slightly from 2007 and through 2008 as the economic concerns have taken a higher precedence.

We can take these findings and include them in an integrated map of personal motivation. The political issues might be characterised as those that will have a dimension of external opinion and debate impacting the individual. This may be in a news context but can also be debate amongst friends and colleagues. Then there are the news items which will shape thinking about issues, shown on the lower axis of the motivation map (Figure 90).

The two other dimensions we might consider is what we might call “me” – my own concerns and behaviour and “direct” – the direct experience of healthcare.

9. Strategic implications

9.1 Stimulating a 'brainstorming' session

Medical Device companies need strategies to accommodate newly emerging technology in order to impact better on customer attitudes and behaviour. To stimulate internal debate we have taken five facts from each of the five chapters of research findings and drawn out a question challenge as a starter for Medical Device company management (Table 17). Use this table to initiate a brainstorming session of the management and marketing teams

Table 17 'Brainstorming' session starters

	CONNECTIVITY Chapter 2	CONVERGENCE Chapter 3	'NOMAD' CULTURE Chapter 4	ONLINE RESOURCES Chapter 5	SEARCH ENGINES Chapter 6
Theme	a) Segmentation of comms platform uptake	a) Web TV & Cinema	a) WiFi generation 2	a) M...s	a) Living without Google?
Example fact	Enthusiasts 11%, Functionalists (=measured engagement) 17%, Economisers 8% (cost matters), Abstainers 21%	50-60% younger audience has viewed TV online, 50% revenue from ad supported	Use Wi-Fi Hotspots + 46% in 1st half 2008 future use analogue TV digital switch over spectrum?	... services (e.g. St...) make blogging easier, each time take photo on mobile, do you want to publish?	82% global share, ever more dominance: Chrome browser, Gphone, G docs, Gmail, etc
Medical Device Co. challenge	- what cross over do these have with medical market segments?	- are there segments we can now afford to reach with ads?	- Are there patient WiFi opportunities?	- Could we ever embrace the culture of blogs?	- What could be the global contract with Google?
Theme	b) Mobile phones or landlines?	b) Camera	b) Nomadism	b) Wikis	b) Organic search & optimisation
Example fact	Global mobile 2x internet penetration, Italy 38% homes no landline 2006	21% French internet users store photos online, YouTube most popular site in Germany, >BBC in UK	At time, 1 place connections: location no longer a constraint	180 bn articles in Wikipedia, many other shared projects	80% search use is 'organic' (not paid for)
Medical Device Co. challenge	- what is our mobile offer?	- before, after operation clips & stills host?	- rehab exercise support opportunities?	- How does shared project concept apply to healthcare?	- Strategy for academic back-links, better use of page names in body of sites
Theme	c) Smart phones (?4G)	c) Web 2.0 video conferencing	c) Cloud computing	c) Social networks	c) Adwords
Example fact	Now 13% of sales (iPhone, Blackbry, Nokia)	Japanese use VoIP, 30% Poland	Internet based free applications software, e.g. Google Docs traffic +152% in last year	54% 16-24 yr olds UK using, 34% every day	40% EU online advertising spend is adwords
Medical Device Co. challenge	- is the website truly mobile friendly?	- how should this change call centres & help lines?	- Offer presentations & anatomy calculators in Google applications	- Since talking to another person who has had an op is strong desire, how can we harness the power (new format engagement ads)	- What budget, what languages, which words
Theme	d) User patterns	d) Gaming consoles	d) GPS banalisation	d) Virtual worlds	d) Geographic applications
Example fact	Instant messaging, audio, pictures, personal organisation	39% watch DVDs on game console, BBC iPlayer (view again) now on Wii	6% new phones shipped 2008 GPS enabled	22% of global broadband users registered by 2019	"Google maps has literally pushed my site to the top of page one in Google." Oct 08, Austria
Medical Device Co. challenge	- what more can we do operation schedules, outcomes, appointments?	- where do we connect with this segment?	- nearest surgeon, clinic Street View	- Build a virtual branded clinic for our operations	- Using my Maps for surgeons, hospitals, distributors

CONTENTS

EXECUTIVE SUMMARY.....	ix
1. Introduction	1
1.1 Objectives of the study	1
1.2 Method	1
1.3 Scope of the report.....	2
1.4 Use of the report.....	2
1.4.1 Target audience	2
1.4.2 Application of the results.....	3
2. Trends in connectivity	4
2.1 Socio-techno context	4
2.2 Mobile phones	4
2.2.1 Global expansion.....	4
2.2.2 Indicators.....	5
2.2.3 Mobile versus landlines.....	6
2.2.4 Demographics of mobile only.....	7
2.2.5 3G connections: capacity	8
2.2.6 Beyond 3G - 4G.....	10
2.2.7 Smart phone market shares	11
2.2.8 Smart phone capabilities and operating systems.....	12
2.2.9 Use patterns.....	14
2.2.10 Mobile marketing.....	16
2.3 Internet access	17
Broadband, speeds	18
2.3.1 Fibre access network.....	20
2.3.2 Purposes of use	21
3. Convergence.....	23
3.1 Media.....	24
3.1.1 Telecommunications.....	24
3.1.2 Television.....	24
3.1.3 Cinema	27
3.1.4 Radio.....	28
3.1.5 Computing.....	30
3.1.6 Music industry.....	30
3.2 Technical.....	31
3.2.1 PDA	31
3.2.2 iPod/ MP3 players	31
3.2.3 Camera	32
3.2.4 Voice over the internet [protocol] (VoIP)	33
3.2.5 Video conferencing	34
3.2.6 Gaming consoles.....	36
3.2.7 Satellite navigation.	38
3.3 Web3D.....	38
4. 'Nomad' culture and localisation.....	40
4.1 'Nomad' culture	40
4.1.1 WiFi hotspots, generation 2	40
4.1.2 The iPhone phenomenon.....	43
4.1.3 Digital offices and nomadism	44
4.1.4 Cloud computing	45
4.2 Localisation.....	47
4.2.1 Mobile mast tower distances	47
4.2.2 GPS banalisation.....	48

4.2.3	'Galileo' and competition.....	48
4.2.4	Precision	48
4.2.5	Advertising and localisation	50
4.2.6	Mobile social networking.....	50
5.	Online marketing resources.....	51
5.1	Blogs, fora and chat rooms	51
5.1.1	Corporate blogs.....	53
5.1.2	Moblogs (Mobile blogs).....	53
5.1.3	Twitter	53
5.2	Wiki's and shared projects.....	54
5.2.1	Development of wikis.....	54
5.2.2	Wikipedia's resource	54
5.3	Video & photo postings	55
5.3.1	Popularity.....	56
5.3.2	Professional content	57
5.3.3	Advertising.....	58
5.4	Social networks.....	58
5.4.1	Development	58
5.4.2	Users.....	60
5.4.3	Frequency of use.....	61
5.4.4	Reasons for use	61
5.4.5	Building social networks.....	63
5.4.6	User profiles	64
5.4.7	Site popularity	65
5.4.8	Advertising.....	66
5.5	Virtual worlds	67
5.5.1	Users.....	67
5.5.2	Market shares	69
5.5.3	Advertising.....	70
5.6	Online gaming	70
5.6.1	Market shares	71
5.6.2	Mobiles & gaming	72
5.6.3	Advertising.....	72
5.7	E-mail campaigns	73
5.8	E-newsletters	74
5.9	Forms, quizzes, surveys and polls	75
5.10	Online advertising.....	77
5.10.1	Display and rich media advertising.....	77
5.10.2	Video clip adverts.....	78
5.11	Phorm and other forms of targeted advertising.....	79
6.	Search engines.....	82
6.1	Search engine market shares and importance	82
6.1.1	Supporting technologies for search	83
6.2	SEO (Search Engine Optimisation).....	84
6.2.1	Organic search	85
6.2.2	Adword- promoted search	88
6.2.3	Google's Universal Search.....	89
6.2.4	Value and application	91
6.3	Mobile search	91
6.4	Geographical applications.....	93
6.5	Contextual advertising.....	94
7.	Example case studies of online enabled campaigns	97
7.1	Mobile marketing.....	97

7.2	Video interactive	98
7.3	Social networks.....	98
7.3.1	Burger King.....	98
7.3.2	BigFix	98
7.4	Virtual world examples	100
7.4.1	Auto: Toyota Scion.....	100
7.4.2	Banking: Well's Fargo	100
7.4.3	Hotels: Aloft	100
7.4.4	NGO: American Cancer Society	101
7.4.5	Technology company	101
7.5	Medical sector	102
7.5.1	EU Hospitals	102
7.5.2	Eucomed.....	102
7.5.3	Pharmaceutical example	102
8.	Communication model: behaviour and perception	103
8.1	THE MEANS: Communication models.....	103
8.1.1	Connections	103
8.1.2	Advertising trends	104
8.1.3	Internet.....	106
8.1.4	Public Relations	108
8.1.5	Digital marketing.....	110
8.2	THE MIX: Role of different media.....	111
8.2.1	Communication mix.....	111
8.2.2	Communication reinforcement	113
8.2.3	Sustaining a campaign	114
8.2.4	Different mix for different times of the day	115
8.2.5	Applying communication theory	115
8.3	THE MESSAGE: engaging drivers	120
9.	Strategic implications.....	123
9.1	Stimulating a 'brainstorming' session	123
9.2	Target audiences	125
9.3	Model web 2.0 / mobile communication plan.....	127
9.3.1	Messages	127
9.3.2	The plan.....	130
9.3.3	Change of plan elements over time	133
9.3.4	Performance measurement	133
9.4	Differences for different type of Device player.....	136
9.5	Training.....	136
APPENDIX: REFERENCES		139

	page
5.7	E-mail campaigns 72
5.8	E-newsletters 73
5.9	Forms, quizzes, surveys and polls 74
5.10	Online advertising 76
5.10.1	Display and rich media advertising 76
5.10.2	Video clip adverts 77
5.11	Phorm and other forms of targeted advertising. 78
6	Search engines 81
6.1	Search engine market shares and importance 81
6.1.1	Supporting technologies for search 82
6.2	SEO (Search Engine Optimisation) 83
6.2.1	Organic search 84
6.2.2	Adword- promoted search 87
6.2.3	Google's Universal Search 88
6.2.4	Value and application 90
6.3	Mobile search 90
6.4	Geographical applications 92
6.5	Contextual advertising 93
7	Example case studies of online enabled campaigns 96
7.1	Mobile marketing 96
7.2	Video interactive 97
7.3	Social networks 97
7.3.1	Burger King 97
7.3.2	BigFix 97
7.4	Virtual world examples 99
7.4.1	Auto: Toyota Scion 99
7.4.2	Banking: Well's Fargo 99
7.4.3	Hotels: Aloft 99
7.4.4	NGO: American Cancer Society 100
7.4.5	Technology company 100
8	Communication model: behaviour and perception 101
8.1	THE MEANS: Communication models 101
8.1.1	Connections 101
8.1.2	Advertising trends 102
8.1.3	Internet 104
8.1.4	Public Relations 106
8.1.5	Digital marketing 108
8.2	THE MIX: Role of different media 109
8.2.1	Communication mix 109
8.2.2	Communication reinforcement 111
8.2.3	Sustaining a campaign 112
8.2.4	Different mix for different times of the day 113
8.2.5	Applying communication theory 113

8.3	THE MESSAGE: engaging drivers	page 118
9	Strategic implications	121
9.1	Stimulating a 'brainstorming' session	121
9.2	Target audiences	122
9.3	Model web 2.0 / mobile communication plan	124
9.3.1	Messages	124
9.3.2	The plan	128
9.3.3	Change of plan elements over time	131
9.3.4	Performance measurement	131
9.4	Differences for different type of Device player	134
9.5	Training	134
	APPENDIX: REFERENCES	137

ORDER FORM

To **Tony Houghton**
TG2 Ltd
Europe House
2 Thornhill
Wantage
Oxon OX12 9HT
UK

Tony Houghton +44 7770 538298
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e-mail: tony.houghton@tg2eu.com

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