• **Todd Ogden**, *Marketing Director*
  – Downtown Lincoln Association

• **Lori Raimondo**, *VP of Marketing*
  – Times Square Alliance

• **Jim Blakeslee**, *President & Founder*
  – Geocentric

• **David Daucanski**, *Chief Sales Officer*
  – Blueweb Mobile Media
10 Reasons Why to Use Social Media
Reinforce Your Brand
Engage Your Audience
Why Social Media?  Reason 2:

Engage Your Audience
Why Social Media? Reason 2:

Engage Your Audience

Downtown Lincoln Association added 7 new photos to the album A-Z Game: Guess the Pics (Expert Edition).

A-Z Game: Guess the Pics (Expert Edition)
Friday’s A-Z Game: Expert Edition! Be the first to guess all SEVEN letters in one post and win a free downtown POGO Card!

You, Stefanie Harold Warner, Kevin Thomas and 3 others like this.

Downtown Lincoln Association The correct answers as Missy said are: Archival, The Black Market, Cornerstone Printing & Imaging, Danny’s Downtown Deli, El Potrero, and Gourmet Grl
June 24 at 9:06pm · Like

Eileen Chalupa Boehmer I totally didn’t see Missy’s post... Next time IT’ll refresh the page! :D
June 24 at 9:09pm · Like · 1 person

Write a comment...
Why Social Media?  Reason 3:

Strengthen Downtown Bond
Why Social Media?  Reason 3:

Strengthen Downtown Bond

Downtown Lincoln Association would like to share its condolences to the businesses that were affected by the water main break on 14th Street including Post & Nickel and The Zoo Bar. Please support Doozy's (Still Open) for lunch today and any other business that was affected.

Unlike · Comment · Share · September 16 at 4:25pm

You, Diane Naumann Cunningham, Eileen Chalupa Boehmer, Stefanie Harold Warner and 6 others like this.

View all 5 comments

Brent O'Neill Yes Zoo Bar is open and both shows are a go.
September 16 at 5:12pm · Like

Tafe Sup Bergo Thank you. We appreciate your support!
September 17 at 4:57am · Like
Why Social Media? Reason 4:

It’s Cheap
Why Social Media? Reason 5:

It’s Alive!
Why Social Media? Reason 6:

It Multiplies
Why Social Media? Reason 7:

BECAUSE YOU CAN
You Don’t Need Any more Reasons......
SOCIAL MEDIA - WHY

GOAL: BROADEN REACH OF OUR MESSAGING BY OBTAINING 100,000 FANS/FOLLOWERS BY JANUARY 1, 2011

USE SOCIAL MEDIA TO SUPPORT:

- BUSINESSES OF TIMES SQUARE THROUGH PROMOTIONS LIKE "FACEBOOK FREE FRIDAYS"

- TIMES SQUARE EVENTS, PROMOTION & FEEDBACK

- SPONSORS BY INCREASING IMPRESSIONS RECEIVED VIA THEIR PARTNERSHIP WITH THE ALLIANCE

- NEWSWORTHY EVENTS COMMUNICATED QUICKLY IN OUR VOICE

- RALLY SUPPORT FOR DISTRICT CAUSES

- INCREASE TRAFFIC TO OUR WEBSITE
HOW DO WE GAIN FANS & FOLLOWERS? WE PROMOTE OUR SOCIAL MEDIA PLATFORMS EVERYWHERE:

- ON WEBSITE
- AT END OF ALL EMPLOYEES EMAILS
- AT EVERY EVENT
  - IN ADVERTISING
  - IN PRESS RELEASES
  - ON-SITE SIGNAGE
- E-NEWSLETTER
- TIMES SQUARE VISITOR CENTER

TWITTER
- FOLLOW ALL OUR BUSINESSES, AND THEY FOLLOW US
- CELEBRITY PHOTOS, SIGHTINGS ALWAYS POPULAR
- RETWEET

FACEBOOK
- CREATE EXCLUSIVE OPPORTUNITIES ONLY AVAILABLE TO FOLLOWERS
- SHARE YOUR BID POSTS ON YOUR PERSONAL PAGE
- ESTABLISHED TIMES SQUARE PAGE AS A “PLACE”
PROMOTING LOCAL BUSINESSES

- FACEBOOK FREE FRIDAYS! EVERY FRIDAY WE HAVE A TRIVIA QUIZ THAT PROMOTES A BUSINESSES AND AWARDS A PRIZE

- ANNOUNCE OPENINGS, SPECIAL DEALS, STORE EVENTS

- WE’VE PROMOTED OVER 320 INDIVIDUAL TIMES SQUARE BUSINESSES IN THE LAST 12 MONTHS

- ASK FANS ABOUT THEIR FAVORITE SPOTS IN DISTRICT

- RE-TWEET LOCAL BUSINESSES’ TWEETS
Times Square NYC
FREE FRIDAY! Taste of Times Square is coming up Monday, June 6th, and because you are a Facebook fan of Times Square, we're giving you a chance to win free food tickets so you can feast away on everything from ribs to oysters courtesy of the Times Square Alliance! Answer a few questions about the Taste of Times Square and you'll be entered for a chance to be one of 10 winners who will receive 10 food tickets for Taste of Times Square 2011 and a Times Square T-shirt! Enter by midnight on Tuesday, May 31. Winners will be contacted Tuesday, May 31.
More: http://www.timessquarenyc.org/about_us/FacebookQuiz.html.

Wall Photos
62,804 Impressions · 0.20% Feedback
May 27 at 9:17am · Like · Comment · Share

115 people like this.

View all 8 comments

Chinami Tatsuta I wanna go to NY.
May 27 at 6:59pm · Like

Karen DeMatteis Anderson I won!! Thank you!
May 31 at 5:27pm · Like

Write a comment...

• FACEBOOK
  - FREE FRIDAY PROMOTION
  - CREATED FACEBOOK EVENT AND INVITED FOLLOWERS
  - PHOTO ALBUM

• TWITTER
  - CREATED #TASTETSQ
  - ENCOURAGED PARTICIPATING RESTAURANTS AND ATTENDEES TO USE # AND RE-TWEET

• FLICKR – EVENT PHOTO ALBUM
• FOURSQUARE – SPECIAL DEAL - DISCOUNTED TASTE TICKETS
PROMOTING SOCIAL MEDIA AT OUR EVENTS

WE MENTION OUR SOCIAL MEDIA IN ALL PROMOTIONAL PIECES: POSTCARDS, POSTERS, PRINT ADS, EVENT PROGRAM & ONSITE SIGNAGE

The Times Square Alliance works to improve and promote Times Square. From trash and sanitation services, the Alliance manages the Times Square including New Year’s Eve, manages the Times Square Visitor Center and Museum and advocates on behalf of its constituents with respect to a host of public policy, planning and quality-of-life issues. For more information, visit TimesSquareNYC.org.

Use hashtag #TasteTSq when talking about this event on Twitter!

For more info about this and other Times Square events, connect with TimesSquareNYC
EVERY SPONSORSHIP PACKAGE INCLUDES A SOCIAL MEDIA PLAN ADDING IMPRESSIONS & VALUE.
SPONSORS USE THIS PACKAGE TO ACHIEVE A VARIETY OF GOALS, MOST OFTEN TO:
- DRIVE TRAFFIC AND INCREASE FOLLOWERS TO THEIR FACEBOOK PAGE
- PROMOTE A CONTEST/SWEEPSTAKES
- REINFORCE PRODUCT ATTRIBUTES
- TIE THEIR BRAND TO THE EVENT THEY ARE SPONSORING

• SPONSOR SOCIAL MEDIA PACKAGE INCLUDES:
  - FACEBOOK POSTS
  - FACEBOOK FREE FRIDAY FEATURING THEIR BRAND/PRODUCT
  - TWITTER TWEETS & RETWEETS
  - FOURSQUARE DEALS
  - PLUS:
    • WEBSITE INCLUSION
    • E-NEWSLETTER BLASTS
SPONSORS - INCREASING VALUE

Today is GOOD RIDDANCE DAY! From noon-1:30pm we invite the public to say farewell, once and for all, to those bad memories of 2010 and welcome a fresh start to the New Year! A Cintas Corporation mobile shredding truck will be in Times Square for participants to watch their funny, bizarre and heartfelt bad memories of 2010 get shredded into pieces. Also, cast members from Broadway’s American Idiot on Broadway will be on hand to help say Good Riddance to the end of year. The most creative entry to win VIP experience to American Idiot! (Broadway Plaza between 46th and 47th Streets)

Yesterday at 10:28am · Like · Comment · Share

197 people like this.
View all 17 comments

Md Hilmi Merry Christmas and happy new year 2011 NY
9 hours ago · Like · Flag

Write a comment...

Why we love lucy: they are all about letting your little light shine! Let your light shine at Mind Over Madness Yoga in Times Square on June 21.

Tuesday at 12:35pm · Like · Comment · Share

57 people like this.
Write a comment...

@PRNewswire: "@CarnivalCruise Line Brings Confetti Fun to #TimesSquare for New Year's Eve 2011 Festivities" http://bit.ly/nYr7h
AFTER THE ATTEMPTED BOMBING IN TIMES SQUARE, SOCIAL MEDIA ALLOWED US TO SPEAK DIRECTLY TO A LARGE AMOUNT OF PEOPLE – WITHOUT RelyING SOLELY ON PRESS TO COMMUNICATE OUR AND OUR CONSTITUENTS MESSAGES.

WE RECEIVED HEARTFELT AND ENCOURAGING REPLIES FROM AROUND THE GLOBE, AND OVER 1,000 “LIKES”

“TIMES SQUARE IS OPEN FOR BUSINESS”

“THERE WERE NO EVACUATIONS FROM BROADWAY THEATERS LAST NIGHT. DUE TO POLICE ACTIVITY THAT CLOSED A FEW STREETS IN TIMES SQUARE, THERE WERE SOME LATE CURTAINS BUT ALL SHOWS DID GO ON. FOR EXCHANGES OR REFUNDS, THEATREGOERS SHOULD CONTACT THEIR POINT OF PURCHASE. ALL BROADWAY MATINEE AND EVENING SHOWS WILL GO ON AS SCHEDULED TODAY. THE PROPER AUTHORITIES ARE DOING THEIR JOBS TO KEEP TIMES SQUARE SAFE FOR EVERYONE, AND BROADWAY SHOWS ARE SETTING THEIR STAGES TO DELIGHT AUDIENCES.”

- CHARLOTTE ST. MARTIN, EXECUTIVE DIRECTOR, THE BROADWAY LEAGUE
INCREASE TRAFFIC TO OUR WEBSITE

LINK POSTS TO WEBSITE CONTENT WHENEVER POSSIBLE
RESULTS

WEBSITE

AVERAGE MONTHLY TRAFFIC UP 76%

SOCIAL MEDIA (GOAL 100K)

AS OF JANUARY 1, 2011

• FACEBOOK FANS: 218,545
• TWITTER FOLLOWERS: 9,933
• FOURSQUARE CHECK-INS: 640

AS OF SEPTEMBER 21, 2011

• FACEBOOK FANS: 330,678
• TWITTER FOLLOWERS: 17,268
• FOURSQUARE CHECK-INS: 53,344
• FACEBOOK CHECK-INS: 290,300
TIMES SQUARE & SOCIAL MEDIA
Mobile – IDA 2011

• Jim Blakeslee, Geocentric
  • September 2011

• @jim_blakeslee

• jim@geocentric.com
Geocentric Clients

- AZ: Tempe/Mill Avenue District
- CA: Santa Barbara Downtown Org
- CO: Downtown Boulder, Inc
- DC: Capital Riverfront BID
- DC: Golden Triangle BID
- DC: Downtown DC BID
- DE: Wilmington Downtown Visions
- GA: Central Atlanta Progress
- MD: Silver Spring Urban District
- MD: Wheaton Urban District
- NC: Hillsborough Street BID
- NC: Downtown Wilmington
- NC: Downtown Raleigh Alliance
- NC: Downtown Greensboro
- OH: Downtown Akron Partnership
- PA: Center City District
- PA: University City District
- PA: Downtown Pittsburgh Partnership
- TN: Nashville Downtown Partnership
- TN: The Gulch District
- VA: Crystal City BID
- VA: Rosslyn BID
- VA: Downtown Roanoke
- WI: East Town Association
Geocentric Clients with Mobile

- AZ: Tempe/Mill Avenue District
- CA: Santa Barbara Downtown Org
- CO: Downtown Boulder, Inc
- DC: Capital Riverfront BID
- DC: Golden Triangle BID
- DC: Downtown DC BID
- DE: Wilmington Downtown Visions
- GA: Central Atlanta Progress
- MD: Silver Spring Urban District
- MD: Wheaton Urban District
- NC: Hillsborough Street BID
- NC: Downtown Wilmington
- NC: Downtown Raleigh Alliance
- NC: Downtown Greensboro
- OH: Downtown Akron Partnership
- PA: Center City District
- PA: University City District
- PA: Downtown Pittsburgh Partnership
- TN: Nashville Downtown Partnership
- TN: The Gulch District
- VA: Crystal City BID
- VA: Rosslyn BID
- VA: Downtown Roanoke
- WI: East Town Association
Dave Attell at the DC Improv

Fri Aug 21, 2009 - Sun Aug 23, 2009

Time: Doors at 6:30 p.m., early show at 8:00 p.m., late show at 10:30 p.m.

View Venue:
DC Improv Comedy Club & Restaurant

Dave Attell was named one of the 25 Funniest People in America by Entertainment Weekly Magazine. His caustic wit, rapid-fire delivery and his choice of material that can best be described as "very adult" has earned him the reputation as a "comic's comic." But if you ask Attell, he'd say, "I'm just trying to get some laughs and sell some drinks."
Public Mobile Analytics Report for m.goldentriangledc.com

- **72.8%** Mobile Traffic
- **43** Devices
- **40** Networks
- **7** Countries
- **27.1%** Mobile via Wifi

### Devices

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<td>Apple</td>
<td>45.4%</td>
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<tr>
<td>Blackberry</td>
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<tr>
<td>Palm</td>
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<tr>
<td>Nokia</td>
<td>6.8%</td>
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<tr>
<td>LG</td>
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<td></td>
<td>2.9%</td>
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### Brands

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<td>Blackberry</td>
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<td>1.5%</td>
</tr>
<tr>
<td>LG</td>
<td>1.1%</td>
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### Screens

- **320 x 480**
- **320 x 240**
- **480 x 360**
- **480 x 320**
- **240 x 320**

### Providers

- **AT&T, USA**: 46.8%

### Countries

- **USA**: 87.2%
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<th>Website</th>
<th>Mobile</th>
<th>Pageviews</th>
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<th>Mobile</th>
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<td>140,430</td>
<td>6,664</td>
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</table>
Georgetown Life

Circulator Bus

Georgetown - Union Station
Every Day: 7am - 9pm

Georgetown - McPherson Square (Night Service)
Sun - Thurs: 9am - 12am Fri and Sat: 9pm - 2am

Rosslyn - Dupont Circle
Sun - Thurs: 7am - 12am Fri and Sat: 9pm - 2am

Welcome to Georgetown, DC

Fashion

Dining

Hotels

Salons & Spas

Nightlife

Salons & Spas

By Category

All By Name

Near You
Ballet Chicago
17 N. State Street
Chicago, IL 60602
Phone: 312-251-8838

In Category: Dance

Ballet Chicago would like to offer all IDA Conference attendees a special $5.00 rate for its open ballet class on Wednesday, April 6 (5:30-7:30 pm). No advance registration.

Audio Tour

Theatre Loop
Art Loop
Landmark Loop

View All
Near You

Cloud Gate
Millennium Park
Chicago, IL

In Category: Art Loop

Cloud Gate, a public sculpture by Indian-born British artist Anish Kapoor, is the centerpiece of the AT&T Plaza in
LOCATE THE R-LINE ON YOUR SMARTPHONE

View the real-time location of the nearest R-LINE bus:

Snap the QR code below with your smartphone.

OR

Visit our mobile application at www.RLineMap.com. Be sure to bookmark this site!

Smartphones must support JavaScript to access the AVL map.
## Referrals Report:

Displaying 4899 links to 40 destinations over 265 days. (average=18.49 outgoing referrals per day)

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<td>QRdirectory</td>
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<tr>
<td>282</td>
<td>NewsOpenArts</td>
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<td>Taste of Pearl Camera Redirect</td>
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<td>250</td>
<td>steakanddeals</td>
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<tr>
<td>6</td>
<td>QR Code Bus Park Redirect</td>
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September 2013
IDA Conference:
Montreal
App Stores are Not the Future

Vic Gundotra, Google VP (7/2009)
MOBILE MARKETING

Proximity marketing...the key to connecting with consumers.

Downtown Delray Beach Deals
Downtown Options

The Tragedy Of Detroit
How a great city fell and how it can rise again

Olympia Snowe: The Senator Who Holds the Key to Health Care Reform
Joe Klein on Obama’s Foreign Policy Struggles
Heroes of the Environment: Time’s Green All-Star Team
Social Media

• Great Avenue to generate activity
• People are spending more time however; in shorter bursts due to need gratification and other stimuli

• Downtowns need to KEEP the visitors for a duration
• Downtowns need to remember that without merchants there isn’t a downtown
Social Media 2012

• Free Downtown wi-fi
  – Merchants 😊
  – Visitors 😊
  – Revenues Rise 😊
  – Building Owners 😊

• Share offers presented from the free wi-fi landing page and bring their social network downtown to be verbally and physically SOCIAL
MOBILE MARKETING

Proximity marketing...the key to connecting with consumers.

Weekly Vehicle and Pedestrian traffic exceeds 100,000 per week with average incomes of $54,000.
MOBILE MARKETING

Proximity marketing...the key to connecting with consumers.

Be the first on a brand new, cutting edge, Buzz Worthy network!*

- **Weekly Awareness**
  In order to access the web, an offer must be chosen by the user.

- **True point of purchase marketing**
  Decision making deals

- **Innovative**
  Imagine your ad, movie trailer, application, ringtone, coupon and more showing up on the mobile devices and landing pages of the population at the exact moment they are in the mood to spend money.

* Proximity marketing...the key to connecting with consumers.
MOBILE MARKETING

Proximity marketing...the key to connecting with consumers.

Ever wanted to look into the future?
That time has arrived! Behold the future, cutting edge advertising technology in an interactive window. Every downtown Blueweb is involved in will have 4 to 6 interactive directories, with a space for the sponsor of the month. Consumers can engage directly with your brand in a truly unique fashion.
BlueWeb Mobile Media has developed the proximity marketing solution to provide rich media content via Bluetooth and Wi-Fi to enabled mobile phones & PDA’s providing a free, creative, and unique way to connect with your consumers.

MOBILE MARKETING
Proximity marketing…the key to connecting with consumers.

BlueWeb Mobile Media delivers...
• Videos: Movies, Games, Commercials, Music
• Games: Tailored to Operating Systems
• Images: Wallpapers, Branding, Advertisements
• Ringtones
• Applications: Mobile, Sports, etc.
• Coupons
• Calendar Events
• Virtual Contact Cards
• QR Codes

and much more...

BlueWeb Mobile Media provides...
• Real time statistics
• Hotspot and WiFi network installation
• Hotspot configuration
• Network Configuration and Design
• Campaign configuration
• Monitoring
• Audience interactive services
• Database generation
• SMS campaigns
• Customized mobile widgets
MOBILE MARKETING
David Daucanski-EVP
Blueweb Mobile Media
dave@bluewebmm.com
561-329-9363

Capture your audience.
Questions?