



Attracting the Digital Savvy Consumer – What they Expect from Local Businesses

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What' We'll Discuss Today

- Defining Today's Digital-Savvy Consumers
- Paradigm Shift and it's Affect on Local Businesses
- Mobile Web Consumer Experience
- What Delights (and Infuriates) Consumers
- Getting Your Business on Track



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Market Intelligence

- National and local market forecasts, small business research, digital and broadcast media industry data

Strategic Consulting

- Sales strategies, custom research, market vetting, tactical analysis, brand/product positioning, defining the collision of technology and media

Conferences

- A-List events for tech & media execs

Content Publishing

- Insight papers, ad forecasts, vertical reports, webinars, blogging, newsletter



Leading Local

About BuzzBoard

A Full Stack – SaaS - Marketing and Sales Platform

- Integrated Solution for:
 - Lead Discovery
 - Insights
 - Account Planning
 - Tracking
 - Competitive Analysis
 - Proposal Generation
 - Close
 - Onboard



One Platform
v. Many
Disconnected
Tools

Underneath Everything



Supplier Power to Customer Power





The Power of the Pen



Unrelenting Expectations

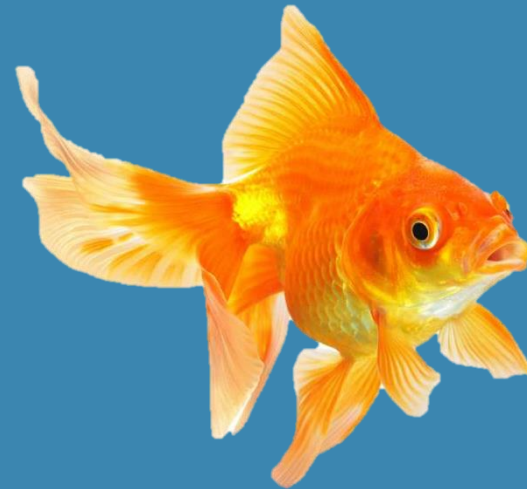
Implications

~~Rule~~
Innovation

Who Has the Longer Attention Span?



8 seconds



9 seconds

Source: Harald Weinreich, Hartmut Obendorf, Eelco Herder, and Matthias Mayer: "Not Quite the Average: An Empirical Study of Web Use," in the ACM Transactions on the Web, vol. 2, no. 1 (February 2008), article #5.

17*



*Percentage of page views lasting less than 4 seconds



4*

*Percentage of page views lasting more than 10 minutes

A close-up, slightly blurred photograph of a laptop screen. The screen displays the number '49' in a large, bold, orange font, followed by an orange asterisk '*'. The background of the screen is white with some faint, illegible text. The laptop's keyboard is visible at the bottom of the frame.

49*

*Percentage of words read on page with
111 words or less



> 150 Times a Day



7X


*Increase in time spent on
mobile devices, 2010-15

A close-up, profile view of a young woman with dark hair tied back, smiling as she looks at her smartphone. She is wearing a blue floral patterned top. The background is softly blurred, suggesting an indoor setting with a window.

68% of emails are opened on smartphones

Source: Movable Ink Device Preference

It's Not Just Millennials

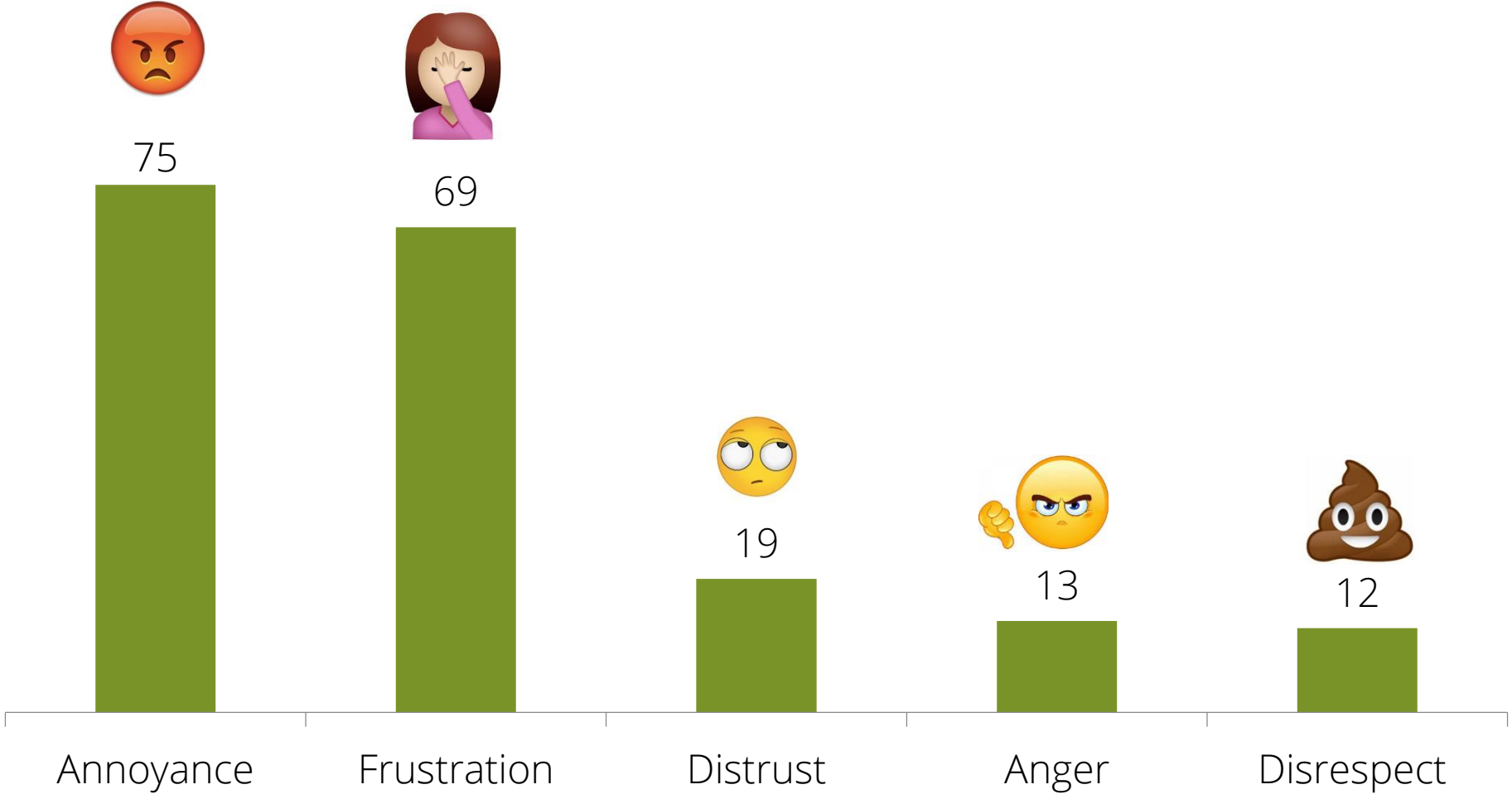


78% say they can't go 2 hours without checking their phone

87% say their smartphone never leaves their side

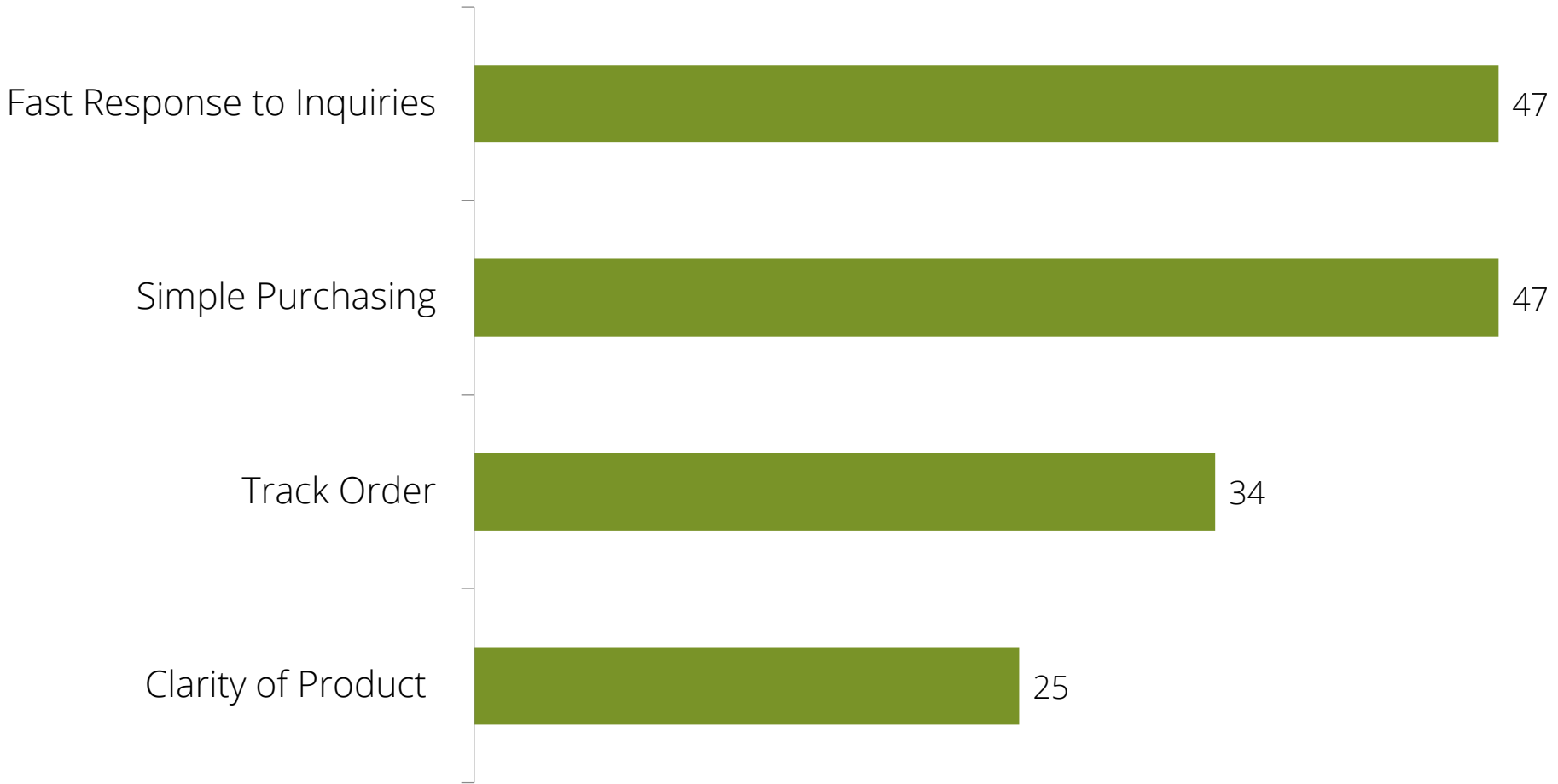
80% check their phones the second they wake up

When Mobile or Apps Perform Poorly



Source: SOASTA/Harris Interactive

What Matters to Consumers?



Source: Economist Intelligence Unit

What Do Customers Value Most?

Performance
77%

Fresh content
72%

Consistent
experience
51%



What Most Irritates Consumers?

Can't get a live person on the phone

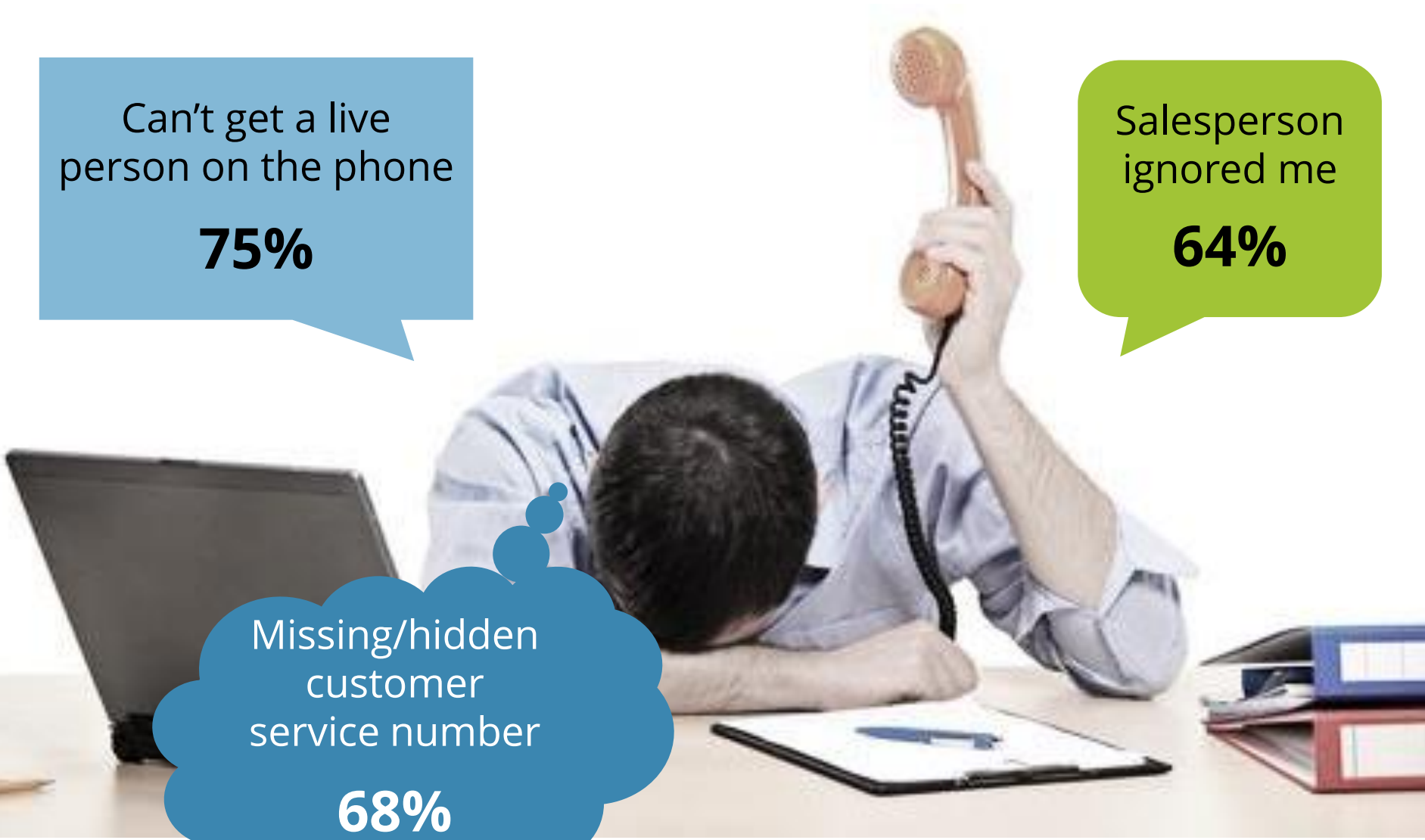
75%

Salesperson ignored me

64%

Missing/hidden customer service number

68%



Tying it Together

If you are not doing the following...



- Acknowledging that consumers are in control



- Building everything with a mobile first mentality



- Creating content that is brief and frequently updated



- Producing email messages optimized for mobile-first readers



- Responding immediately to customer complaints and inquiries



- Providing a first class customer experience

...then you are not keeping pace with the digital savvy consumer



So, are your advertising and marketing efforts on target?



Ways We Can Help



... How BuzzBoard is changing the dynamics at that moment of truth – when the rep and the merchant meet.

... How BuzzBoard customers are using BuzzBoard’s marketing segmentation to find the best prospects and deliver those prospects right to the sales rep.

... How BuzzBoard is integrated with Salesforce.com and other CRM platforms so that reps don’t have the aggravation of double entry.

... How BuzzBoard users leverage the competition aspect of BuzzBoard to engage their prospects and customers.

... How BuzzBoard’s customer success team is “loved” by our customers.

Test Your City Today

www.buzzboard.com/mobile-readiness/



HOW MOBILE READY IS YOUR CITY?

Enter your city in this space to find out

Enter City Here!



Shopping behavior of US mobile users



\$135

Mobile shoppers spend on an average per order



94%

of smartphone users conduct local searches on their device



50%

of smartphone users who search for a local business visit the store within a day



60%

of smartphone users make mobile purchases at least once a month

Mobile users and shoppers have leaped far ahead of local and regional businesses in adopting mobile commerce. Burbank SMBs need to get mobile-ready to win mobile searchers and shoppers and drive better growth through mobile commerce.

Mobile presence of Burbank local businesses

11,079 SMBs



51.9%

of SMBs don't have a mobile-friendly website

These SMBs don't interact with mobile users who conduct local searches and shop on their smartphones



69.8%

of SMBs don't have a responsive website

These SMBs miss out on consumers who search and shop on multiple devices including desktops, smart phones, and tablets

Go Check It Out Now

www.buzzboard.com/mobile-readiness/

*And then come and meet us at **BIA/Kelsey NEXT**:*

Join Us at BIA/Kelsey NEXT

BIA Kelsey
NEXT

On-Demand
Connectivity
Programmatic
Action Buttons
Attribution
Video
Social
Apps
Millennials
Adtech - Martech

SEE all the TOP THEMES
in LOCAL DIGITAL MEDIA

DEC. 9-10, 2015
Loews Hollywood | Los Angeles, CA

The graphic features a central text box with a dark blue background and white text. Surrounding this box are nine icons, each representing a different digital marketing theme: On-Demand (hand pointing at a screen), Connectivity (network of nodes), Programmatic (robotic hand), Action Buttons (lightning bolt and running person), Attribution (hand pointing at a storefront), Video (play button), Social (Pinterest, Facebook, Instagram, Twitter icons), Apps (smartphone with app icons), Millennials (glasses and mustache), and Adtech - Martech (mouse cursor and person icon).

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