

The 12 Principles of New Media

Mobile phones: The ultimate direct response device

Conversation video transcript

Subject: It's a phone first

SAMANTHA MUCHMORE
DRAFTFCB

A couple of things that are really pretty simple. The phone number right there. So that you can just you see the ad for what it is. Say what it's for. And say call now and you can literally click and it dials. I mean it's a phone overall. It's not just a content device. So overlooked, very simple, click now and make reservations.

CHRIS SHIPLEY
THE GUIDEWIRE GROUP

When looking at the fact that this is by its nature is a communications device and then building that two-way communication into the exchange, I think that's going to be valuable.

Subject: Favorite mobile applications

GREG STERLING
STERLING MARKET INTELLIGENCE

There's pent up demand for mobile, for geo-targeted content on mobile devices that people are not taking advantage of because they don't really understand that pent up demand or the mobile use cases clearly.

Where you're in the mall and retailers can send out messages to users about specials or discounts or whatever in particular stores. And they've tested that and it's been incredibly successful. So you're able to capture someone who is in a shopping mode and they say go to the Bombay Company or American Apparel or whatever it happens to be and if you buy a pair of jeans you get an iTunes discount card.

CHRIS SHIPLEY

And so it's just this constant coaxing into continuing to engage, continuing to play. And I think models like that that are about how can we have a give and take that continues to hold your interest, to keep your interest, to keep you coming back, make a lot of sense.

COLETTE VOGELE
VOGELE LAW

I was just introduced to this new company called Phone Show. They're out in Boston I think or Maine. They're really nice guys. They've created a way for you to post your audio podcast and then your subscribers get a text message with the phone number and then they call the phone number and they just listen to the podcast on the phone. And it's really great. I get all the New York Times most emailed article podcasts. And they're just like two-three minute little episodes they're fun and interesting and they just say this article is about this and it's been emailed most this week and it kind of runs down the top ten. I really like that application.