HIGHER LOGIC™ HUG SF SUPER FORUM

#HUGSF12

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Your Mobile Future:

What You Need to Know

#HUGSF12

Welcome

Michael Jones

Director, Mobile Technologies
Results Direct

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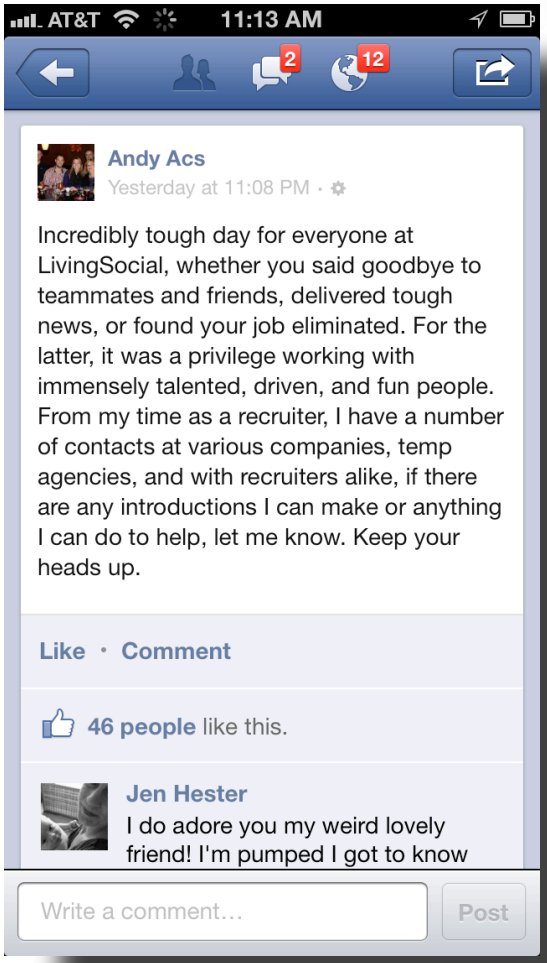
we deliver results

HIGHER LOGIC HUG SF SUPER FORUM

www.resultsdirect.com

Everyday…

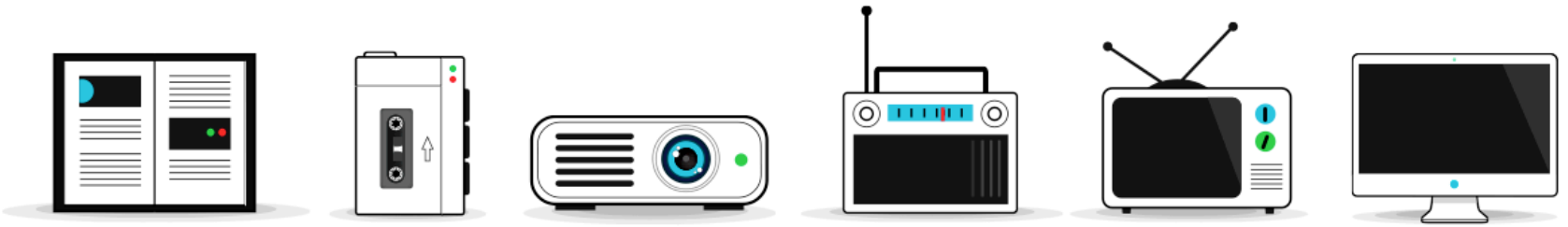
AT&T
11:16 AM
Social
LinkedIn
Facebook
Twitter
MbrCentric
Google+
Skype
AIM
Groups
Messenger
FPA Connect
GroupMe


AT&T
11:13 AM
Andy Acs
Yesterday at 11:08 PM
Incredibly tough day for everyone at LivingSocial, whether you said goodbye to teammates and friends, delivered tough news, or found your job eliminated. For the latter, it was a privilege working with immensely talented, driven, and fun people. From my time as a recruiter, I have a number of contacts at various companies, temp agencies, and with recruiters alike, if there are any introductions I can make or anything I can do to help, let me know. Keep your heads up.
Like · Comment
46 people like this.
Jen Hester
I do adore you my weird lovely friend! I'm pumped I got to know
Write a comment…
Post

Goals for Today

- Arm & empower you to be a champion for mobile
- Discussion of technology options
- Overview of mobile tools Higher Logic provides
- How social fits into an overall mobile strategy and options to increase engagement

7th


Print
Recordings
Cinema
Radio
Television
Internet

The Rise of Mobile

There were an estimated **5.9 billion mobile cellular subscriptions** globally at the end of 2011

- International Telecommunication Union

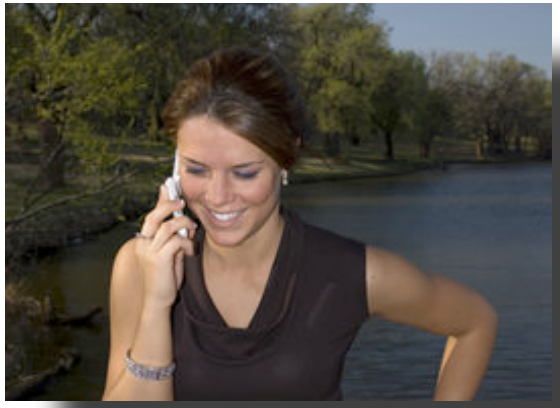
1 in 7 people in the the United States do most or all of their online browsing on their mobile phone

- Pew Internet Project

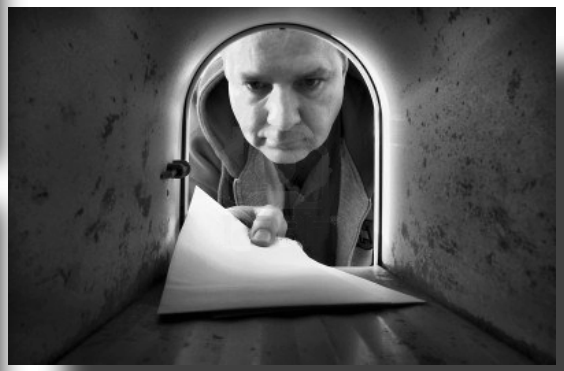
1 in 8 Internet page views happens on a smartphone or tablet, **doubling in just a year**.

- comScore

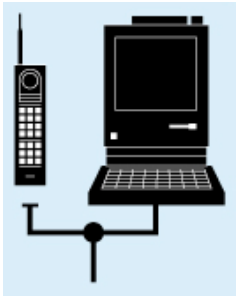
Mobile



Changed the way we are social



Rise of Social Networking



1979 Bulletin Board Systems

1997 AOL Instant Messenger

2002

2003

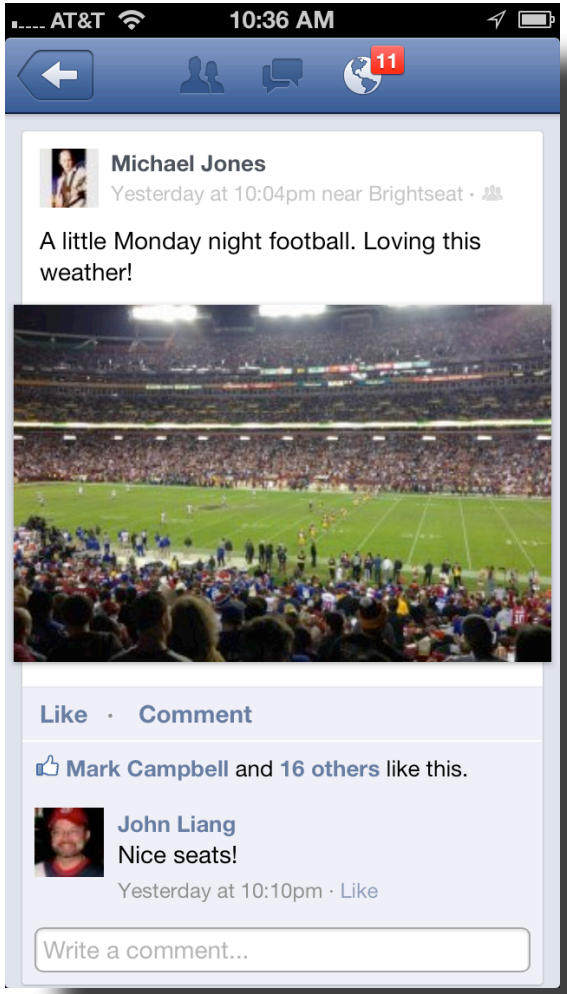
2004

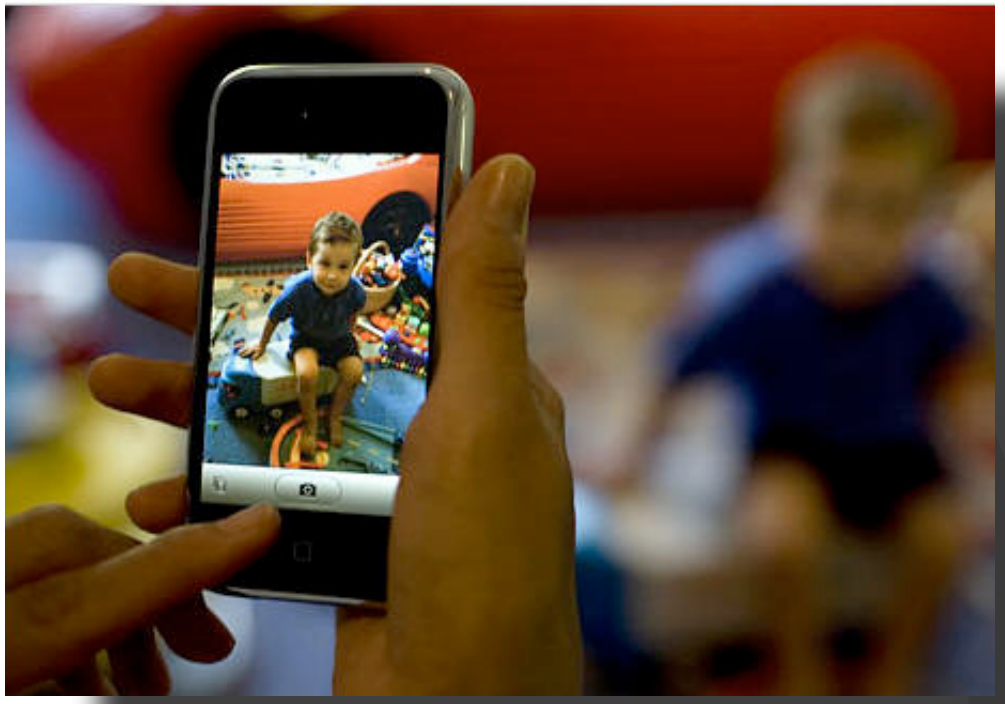
2006

2011

and it grew...

The merging of social networking and mobile

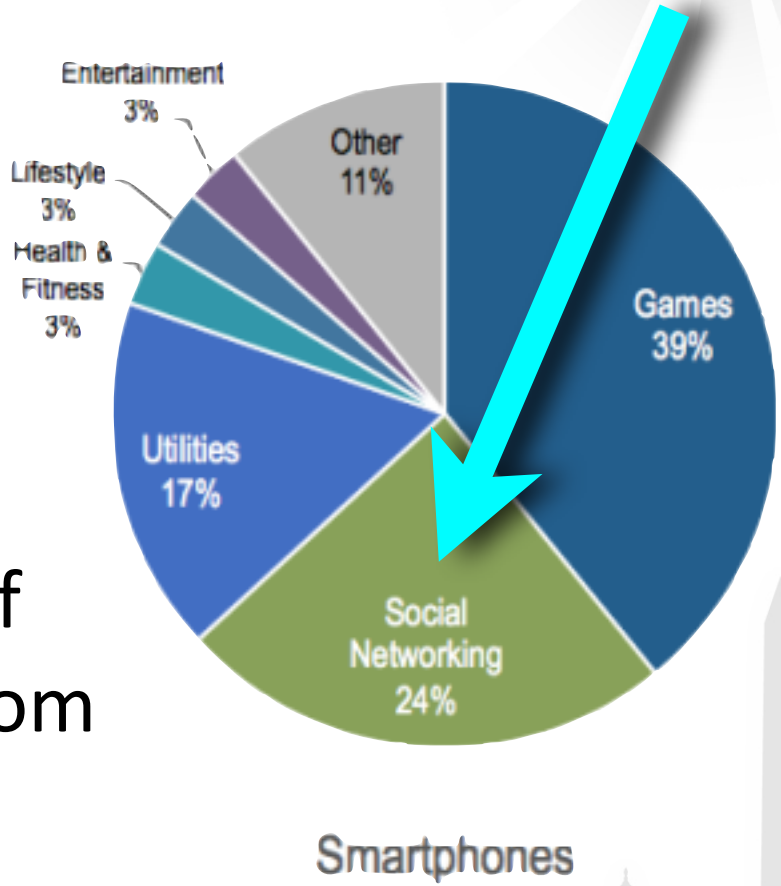




On Smartphones

- Almost 1/4 of smartphone user's time is spent accessing Social Networks

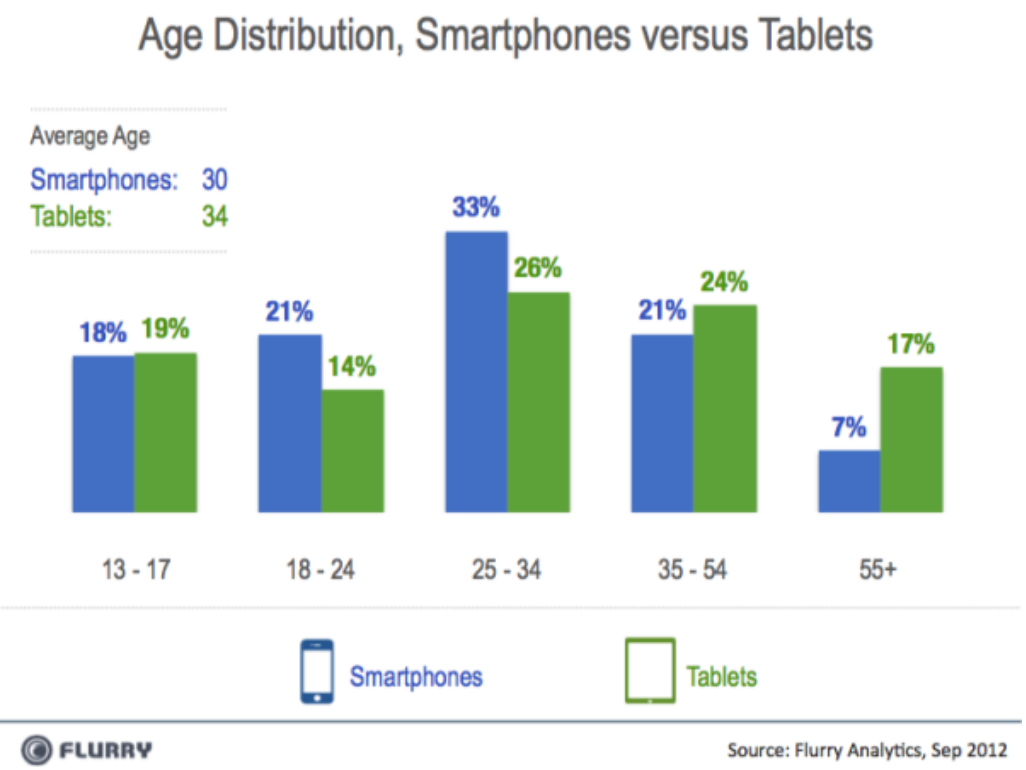
- Flurry Analytics, Sept 2012

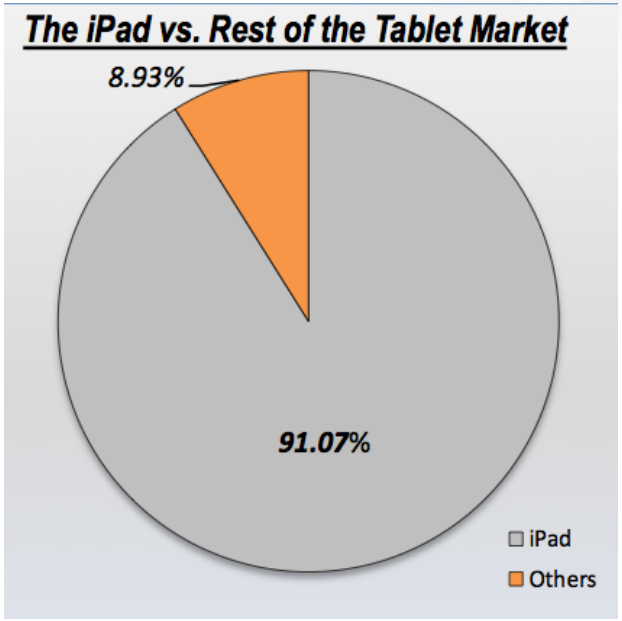


- 1/2 of all usage of our site comes from smartphones

- Twitter

On Tablets





- Greater adoption across older users
- iPad still dominates

Best Platform for Social

Both

Native App

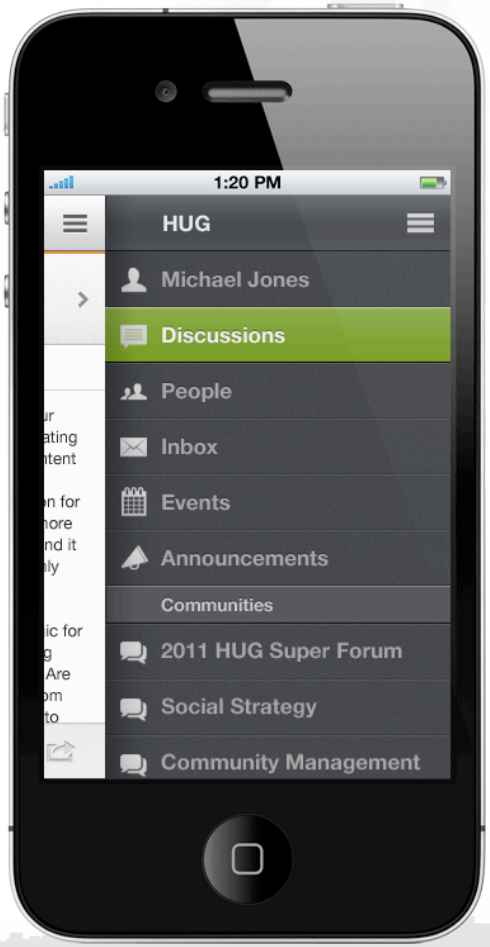
- Faster
- Offline
- Better usability
- Address expectations
- Installed on device
- Searchable in app stores
- Create Buzz

vs

Mobile Web

- Ubiquitous
- Email Support

Native Phone Apps



- For iPhone & iPod
- For Android phones
- Available in the iTunes and Google Play stores

Native Tablet Apps

- For iPad, iPad Mini and Google Tablets

Mobile Web

- Supporting other phone platforms

- Email support
- Search engines

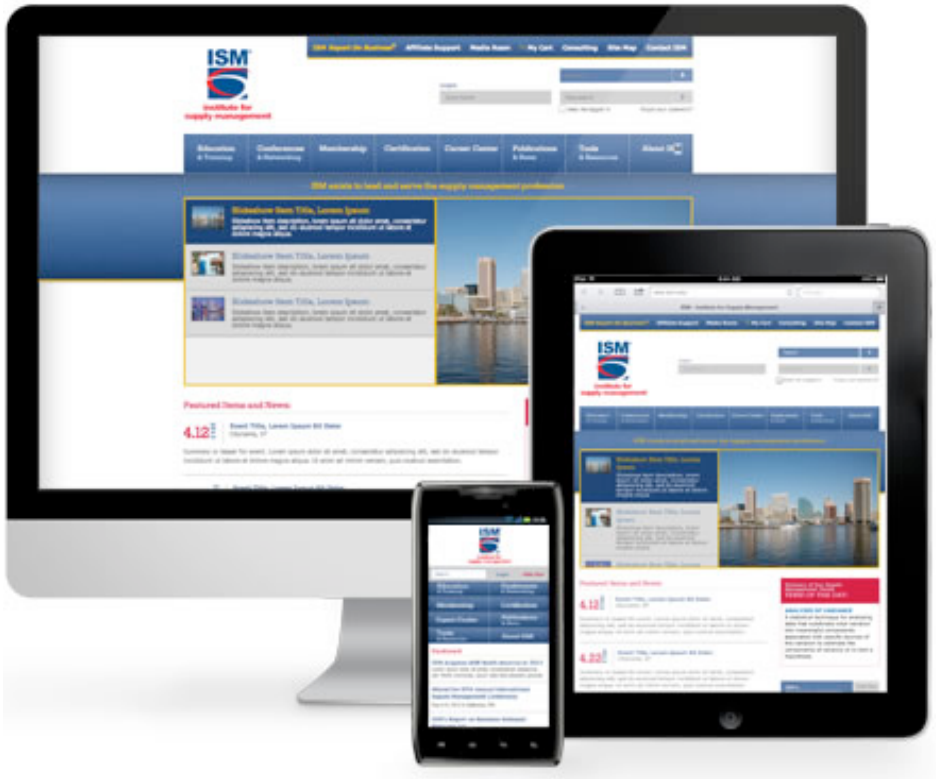
Branded Native Apps

Financial Planning Association

"We are thrilled to have the mobile app for our Connected Community in place. Our members have been asking for this functionality and we are excited about all of the different ways that this will drive engagement and conversation within the platform. Members have shared that they find the interface easy and intuitive to use. We look forward to how this new tool will serve our community and our membership."

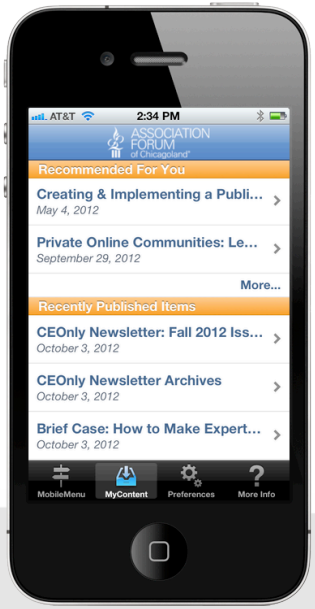
Laura Brook
Director of Community Development

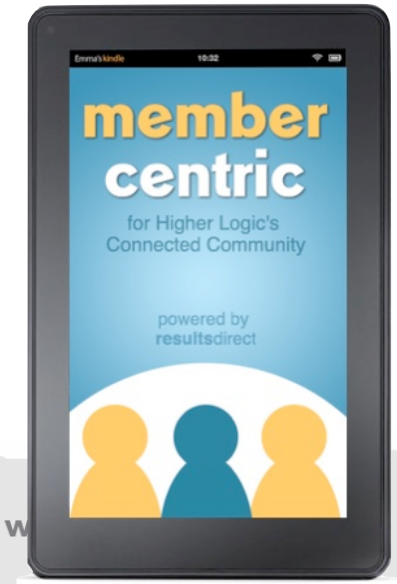
- Your icon
- Option to customize
- Higher visibility in app stores and on members devices



Covering the Basics

- Website Access
- Events
- Publications
- Content & News
- Social



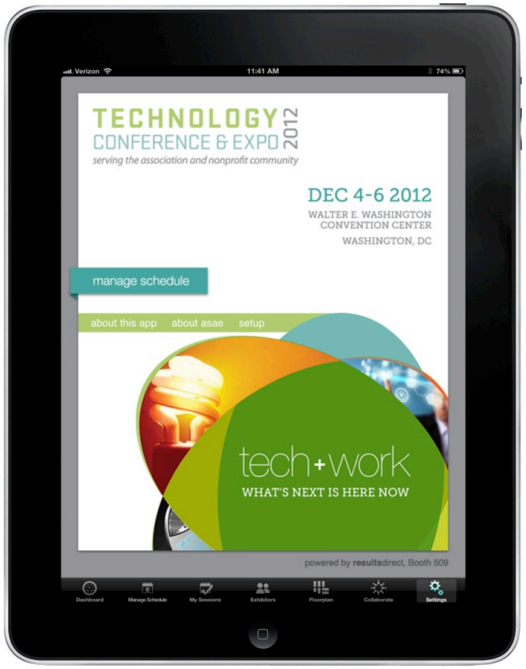


Mobile + Social + Events

- Inject Social Networking directly into Events
- Increase engagement and adoption

Mobilize your Community

- Events
- Advocacy



Summary & Conclusions

- Mobile technologies have changed how we are social
- The merger of social networking and mobile has already happened and is continuing to gain dominance
- To reach the biggest audience we must look at both native apps and mobile web across both smartphones and tablets
- Higher Logic is providing an increasingly sophisticated set of mobile tools to support Connected Community
- Providing mobile tools for social networking should be a key part of associations' overall mobile strategy
- Look for ways to integrate your community into your members lives

Mobile Strategy Guide

THANK YOU!

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