

MANCHESTER

THE FRESH THINKING
SERIES

LONDON

Get the latest insights on mobile: the widest reaching technology in the world today.

jobsite

Havant, London, Manchester, October 31 - November 2, 2011

Fresh Thinking is a forum created by Jobsite to stimulate and share conversations with global thought leaders. This, the second event in our series, focused on Mobile - the widest reaching technology in the world today.

In a presentation 'stat-fest' Tomi Ahonen illustrated the power and potential of mobile in targeting and engaging with individuals. Tony Fish then explored what makes up our personal digital footprint and revealed that the real currency of the Internet is data.

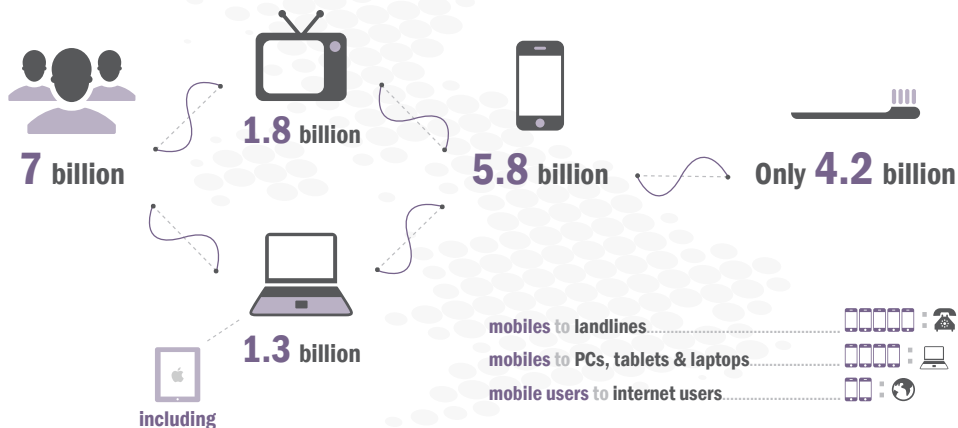
For the full presentation videos, see www.jobsite.co.uk/freshthinking



Tomi Ahonen, Consultant, Author and International 'Mobilista'

We all know mobile is the 'next big thing'. But just how big is it? The statistics create an interesting picture.

At the end of **2011** there will be:



Mobile exceeds barriers of age and literacy. And it exceeds reach of electricity. Now more people have use for a mobile than they do a pen and paper.

THAT's how big mobile has become.

It's big. AND fast.

Let's look at the figures. The average email is read within 48 hours. Yet, the average text is read within four minutes. Which means text messaging is literally 720x faster than email in terms of message through-put.

Which begs the questions: Why use email for your internal communications? Why choose email as the way to handle customer services? Why email a potential candidate when a text message is so much faster? Yes, there are times when you need to send a long message or an attachment. But if you can communicate by text you're increasing the speed of communication by 720. Now, there's a thought.

And there's more. Research shows that when a visitor comes to your ecommerce site via their computer the average length of time before your customer purchases is one month. On the other hand, if a visitor comes to your site via their mobile the average length of time before they purchase is one hour. Which makes ecommerce purchases via mobile – you guessed it – 720x faster than purchases via a desktop or laptop. Spooky.

I'm an addict.

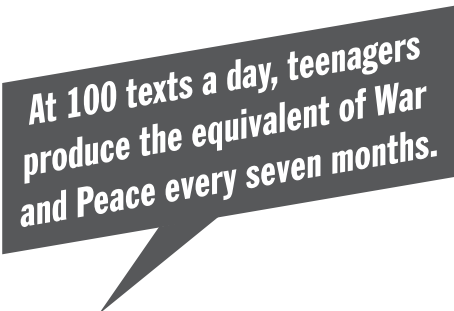
Remember when mobiles were just used for making phone calls? First generation phones were only voice. 2G was mostly voice. But with today's 3G phones the primary use is data consumption and creation. Now we look as much as listen. And you could say we're addicted. On average we look at our mobiles 150 times day. That's every 6½ minutes of every waking hour we reach for our mobiles.

Compare that to a three pack a day chain smoker who is compelled to reach for a cigarette 60 times a day. The average mobile owner reaches for their mobile 2.5x as often. Now that's addiction.

The 'Facebook generation' myth

The teenagers of today are the jobseekers of tomorrow. So we're obviously interested in how they use mobile.

In the USA (where mobile phone saturation was eight years behind Europe) 61% of young people prefer to use text messaging as a means of communication compared to 10% for voice and a miserly 9% for Facebook. And you thought they were the Facebook generation, right? Wrong. In fact, a third of teenagers will send on average 100 text messages a day and are so proficient they can text without looking at their mobile or even having to take it out of their pocket.










At 100 texts a day, teenagers produce the equivalent of War and Peace every seven months.

How about adults? In the US 31% of adults prefer to be contacted via text messages. In the UK that figure rises to 51%. In Sweden it's 61%. Think about that for a second. Half of all adults in the UK prefer to be contacted via text. So as a business, as a recruiter it's *essential* you have the option of text messaging as a means of communicating with your clients, candidates and associates.

There are TWO Internets: Mobile and PC

The 7th Mass Media:

- 1st mass medium **Print - 1500s**.....
- 2nd mass medium **Recordings - 1890s**.....
- 3rd mass medium **Cinema - 1910s**.....
- 4th mass medium **Radio - 1920s**.....
- 5th mass medium **TV - 1950s**.....
- 6th mass medium **Internet - 1995**.....
- 7th mass medium **Mobile - 2000**.....

We no longer question that cinema and TV are different, do we? Or that TV and radio, while both broadcast media, have different customers, content and business models? In the same way, we now need to appreciate that the Internet and Mobile are two completely separate mediums.

People often make the mistake of thinking of mobile as their 'pocket Internet'. It's not.

Yes, in the beginning mobile stole everything the Internet had to offer. And now mobile is larger than the Internet in terms of reach, audience and revenues. But just as television didn't kill the radio, mobile will not kill the Internet. Just don't fall into the trap of assuming you can treat them both the same. Or that they deliver the same thing.

Mobile is as different from the Internet as TV is different from radio

The 9 unique benefits of mobile*

*Any one can make your business money

1. Mobile is the first personal mass medium

Case study: In Japan the AXE deodorant brand ran a campaign targeting teenage boys, which featured attractive female avatars making personalised wake-up calls to boys' mobile phones. It generated 200,000 unique users and increased sales by 300%.

2. With mobile you're permanently connected

Case study: In Bengaluru, India, where the poor have less ability to seek work, Bobajob offered a mobile based work search, using basic phone services including SMS, WAP and IVR. Already, 100,000 people have signed up.

3. Only mobile is always carried

Case study: In Canada in 2009 The Hockey News launched a mobile version of its magazine after struggling with declining print sales. The online version, which was accessible 24-7 and easily read on-the-go, generated new sales to 300,000 younger mobile users. Interestingly, print sales also increased by 5%.

4. Mobile has a built-in payment channel

Case study: Mastercard, Airtel and Standard Chartered launched the world's first virtual credit card for mobile phones. Anyone needing a Mastercard payment can order a 16 digit code, receive a one-time authorisation code via text, and use it to make a payment.

5. Mobile is useful for impulse purchases

Case study: Tesco's South Korean supermarket Home Plus launched a virtual shop on underground train platforms where goods could be purchased using a cameraphone. Deliveries often beat commuters home, and sales increased by 130%.

6. Mobile measures audience accurately

Case study: A ComScore survey of US smartphone users found that 52% changed their mind at point of purchase, based on price comparisons they did inside the store on their smartphone.

7. Mobile captures social context

Case study: To make museum visits more interesting three UK museums created 'My Art Space'. 3,000 kids from 100 schools participated and took pictures, created blogs and discussed items via their mobiles. The result? They spent 4.5x longer on average in each museum.

8. Mobile enables Augmented Reality

Case study: Layar Vision in Holland created an overlay of Amsterdam so users can view the streets through their mobile to see which properties are for sale, how much they cost and details of their floor plans.

9. Mobile offers digital interface

Case study: New York store Daffy's had a window-display promotion where live models (men and women) would dress, undress and re-dress into outfits chosen by passers-by via text message. 1500 text messages were sent between 6pm and 9.30pm.

Beware the 'iSyndrome'

The iSyndrome is the mistaken belief that building an iPhone app is the same as having a mobile strategy. It's not. In fact, an optimised site for mobile browsing can provide significantly better reach at a lower cost than an app.

In January 2011 The Guardian's iPhone app had 214,000 downloads whilst the mobile site attracted 3 million unique visitors monthly. Meaning the mobile web had a 14x bigger reach than its iPhone app. And reach isn't the only consideration. Internet retailers in the US report that most apps cost in the region of \$10,000 - \$15,000 to develop yet a mobile optimised version of their site can cost just \$3,000. Or 4x cheaper.

No phone left behind

It's not that you shouldn't ever build an app. But start with a mobile optimised site first.

Kraft, the American food giant has a 'No Phone Left Behind' mobile strategy. They develop mobile services that work for the broadest audience first, playing to the lowest common denominator of handsets, and then they focus on premium services where relevant to their audience targets.

Likewise, Coca-cola has a 70-20-10 policy when it comes to their mobile advertising budget. They spend 70% on mobile messaging, 20% on mobile web and only 10% on mobile apps.

If you're in charge of your company's mobile ad budget, this is a pretty good guide to follow.



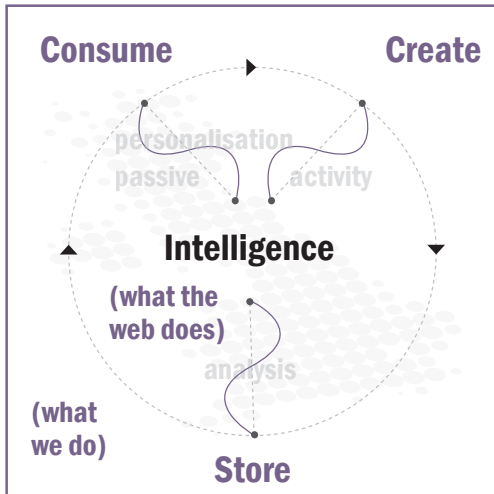
Tony Fish, Entrepreneur, Author and Investor

Whilst I don't know exactly what you're thinking, I know what generic behaviour looks like, what you've done and therefore what you're going to do. I probably know more about you, what you'll do and how you'll react than you're probably willing to accept!

Scary? Or is this just the digital world in which we live?

The Internet needs you

Let's start by taking a look at the Internet. The Internet needs you as a person and without you it doesn't exist. You consume data. You create data. And if you don't consume or create, the Internet, quite simply, has no purpose.



So as you're consuming and creating, the Internet is collecting and storing. And it's forming intelligence about what you've done, where you've been or what you've consumed.

Which is why mobile is now such a vital channel. Because not only does it increase your ability to download, browse, send and read, it also increases your ability to create, blog, photograph, upload, post and comment. So mobile is not just about consuming data and putting it in the palm of your hand. Mobile is also about collecting data from wherever you are, doing whatever you're doing, via the device sitting in your pocket.

Which brings us to a critical point. Take Facebook for example. We love Facebook because it's free.

And because it's free it's easy to forget there's a trade-off. That trade-off is actually your data. In return for the free service Facebook provides, we provide a whole bunch of data about what we've created and what we've consumed.

So think again if you think you're a consumer of Facebook. Make no mistake, YOU are the product. It's your data that sells.

And mobile makes this trade-off of data ever more efficient. So when you next use a 'free' service, keep in mind what you're actually giving away in return.

What about Privacy?

We all agree there are areas of our lives that we are perfectly happy to share with businesses and people who are trustworthy, well-known (to us at least) and engaging. At the other end of the spectrum there are companies and people we avoid who are unknown, value destroying, fraudulent, and unethical.

But how about that area in the middle? What's the definition of what should be made available and what shouldn't? Much like data access, people have different opinions of what's private and what's public; what's acceptable and what's just downright creepy.

Whether we think it's acceptable or not often depends on how the data is presented. Being asked to choose from a number of delivery addresses offered to us is more acceptable than being told 'we know where you live and we're sending your package there.' It's all about presentation.

Digital Footprint: The definition

Your digital footprint can be defined as:

What I say about myself. And what others say about me.

So you may tweet something that gets retweeted. Or you might write a blog and have people comment. Which means your digital footprint is not just about what you say; it's about what others say about you and how they interact with the content you've created. It's about the sense, assumptions and conclusions others draw based on your data. That data is embedded into the web and can be searched for in real time. Now. Immediately.

The important question: Can you control it?

No, you can't. Actually, you haven't got a hope. Everybody loves control because we've been bought up in a society that suggests control. At business school we were taught about control. Our parents taught us about it too. But the next generation, call them screenagers or millennials or tomorrow's jobseekers, understand that there is no such thing as control.

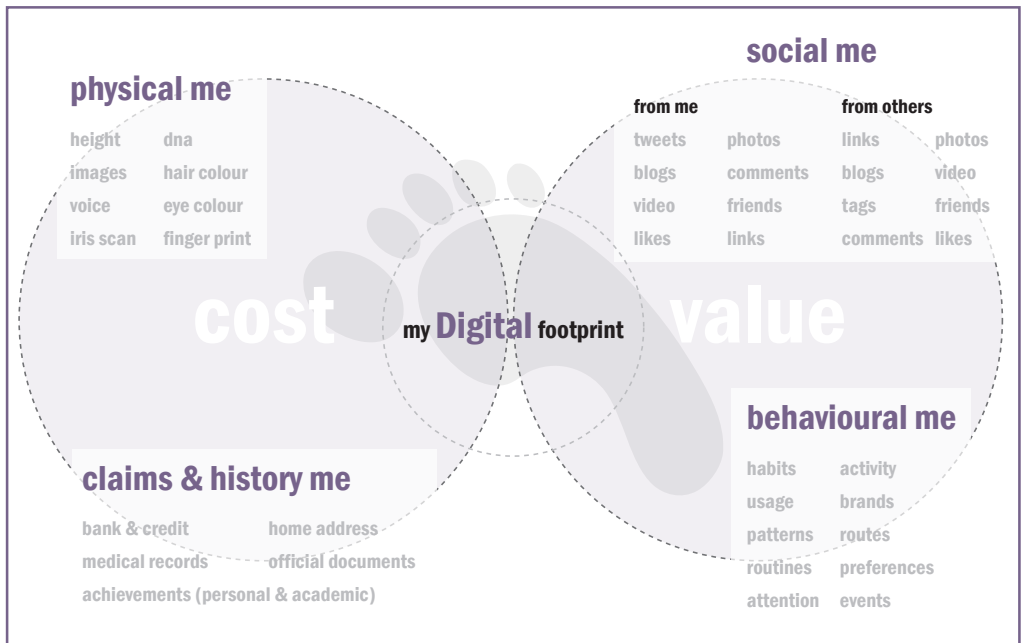
Nobody has control of their digital footprint.

Value lies in data, not identity

Who are you? Is your name and identity important? No it's not. The value isn't in who we are, but how we behave and what our preferences are.

Despite what some may think, Google doesn't want your identity. Neither does Facebook. They want your data. They want to know whether you're an influencer or easily influenced. Whether you're an authority or whether you're relevant. What you're likely to do in any given circumstances and why. The real value is not who we are but how we behave and our preferences.

Which provides interesting perspective for the recruitment industry. When we recruit someone, we spend a lot of time checking identities and confirming who someone is via their official documents. It's costly and it creates barriers and red tape. But actually, it's their actions which are much more important and interesting. How does someone behave? What are their preferences? Who are their friends and connections? What is their potential? That's where the real value lies.



Tomorrow's talent

Don't forget – background research works both ways. Today's jobseekers have more tools than ever that allow them to check out future employers. You can safely assume that by the time a candidate comes for an interview they have googled the brand, looked at your LinkedIn profile and even checked up on you and your employees on Twitter and Facebook. If you say something in the interview about the company, its ethos or product/ service that's not backed up by reality – they will know.

Screenagers are even savvier. They don't care where your data is. They don't care if it's on Twitter, Facebook or the company blog. They're more interested in the sentiment. They want to know *what* you (and your brand) are saying and what's been said about you (and your brand) - not where. They know how to gather this data and assess it. And they are ruthless when they find disconnect between what *you* tell them about a role or a company and what the *data* tells them.

Remember, screenagers do what they want. If a 20 year old comes in and doesn't like the job, they walk away. They want to do what they're able to do. They don't want to start at the bottom and work their way up. They want to go in at a level they think they're capable of doing. And here's the rub: often they're more capable than we are and can perform much better.

The data exists. Take advantage of it

Where should you post a specific role? This data exists. What's the best time of the day or the week or the month to post a job? This data exists. Who clicked on the ad? This data exists. How quickly did an ad get shared, retweeted or forwarded? And by who? This data exists. It's not about posting a job at the same time every Friday: It's about posting a job when that company is trending. Or when a particular industry is in the news. Or when a particular career or qualification is featured in the latest soap opera. If you don't know how to access or analyse this data, find someone who does. Now.

Digital footprint data means we can look at the reputation of the people coming through the door. We can see how they're being matched by their peers to a particular job. We can look at their level of authority and whether or not they'll be respected in the job they're applying for. Who will they influence? Who are their connections? What skills are they recognised for?

By analysing the data, by understanding the data, by using the data, corporations should find it easier than ever to discover and attract the right people into their businesses.



Our Fresh Thinkers - November 2011



About Tomi Ahonen

Tomi Ahonen is an author, consultant, motivational speaker and an internationally respected technology expert. He's also a self-styled 'mobilista' and the most published author on books about mobile.

The former Nokia executive has released twelve books on mobile topics, has been referenced in at least a hundred books by other authors and quoted in over 300 press articles in a dozen languages. He writes several columns and articles for the industry press every year, has a blog syndicated on CNBC and the New York Times, and tweets daily.

His speaking engagements take him all over the world and to date he has presented to a cumulative audience of over 100,000 at 250 conferences on six continents.

Now based in Hong Kong Tomi also lectures at Oxford University.

Connect

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About Tony Fish

Tony Fish is an entrepreneur, author and investor with over twenty years' experience working with leading brands, high growth companies and in venture capital.

Tony is a qualified board level executive with professional experience crossing all digital sectors with a specialism in mobile and web. He divides his time between his chairmanships, non-exec roles and board advisory work.

Tony is accomplished public speaker, visionary and strategist and holds global recognition from his peer group. He was listed in the Observer and Guardian's top 10 'Future 500 rising stars' report.

Tony is the author of "My Digital Footprint: a two sided business model where your privacy will be someone else's business" which was published in November 2009. He has previously co-authored two books on mobile and innovation.

Tony lives in London.

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