



Tech Tips from AdGeo

Issue 2011.8

In this issue: Marketing planning for 2012, upcoming DMA and CTIA conferences, and mobile/wireless trends.

Planning for 2012? Keep these marketing trends in mind

Fall means back to school, cooler weather, and planning for next year's marketing budget. Keeping up with new marketing technology trends and tools can be a challenge. As you begin your 2012 planning, here are four important trends to keep in mind. [More](#)

New data center increases reliability, availability

This month, we've added a new data center to our technology backbone. The new data center provides another layer of redundancy, further insulating our customers from the occasional local and regional disruptions within the national telecommunications infrastructure. We've also added some new IP technology that will make it possible to implement some behind-the-scenes improvements. (More on this next year...).

Upcoming events

DMA: 2011 | Oct. 1-6, Boston, MA

We're attending the Direct Marketing Association's annual conference. This year's themes are leveraging data for better marketing results, and integrating multiple marketing channels such as social media, mobile marketing, and traditional online/print marketing vehicles. We're particularly interested in the latter and will publish some highlights of what we see next month.

CTIA Enterprise & Applications | Oct. 11-13, San Diego, CA

Once again, we're attending this bi-annual event hosted by the CTIA (Cellular Telephone Industry Association), the premiere source of information and standards for everything related to mobile communication. We expect to hear more about how mobile applications, mobile-friendly web sites, and QR codes are becoming favored marketing tools, and how smartphones and tablets assert their dominance in the marketplace. As always, we'll publish a recap next month of the information and trends we find most relevant to our customers.

Mobile and Wireless Trends

- How do your customers like to be reached? New study suggests text message, voice calls. <http://ow.ly/6AIYW>
- Google wallet launched this month – the next step in mobile payments <http://ow.ly/6zZh6>
- Study finds mobile campaigns beat online campaigns in brand awareness/favorability, message association, purchase intent. <http://ow.ly/6t9Zz>
- Harvard Business Review: Retool your business with a mobile app. <http://ow.ly/6t8VG>
- IDC: U.S. mobile web access will eclipse wireline usage by 2015. <http://ow.ly/6s5Pf>
- New York Times: Mobile wallets gaining currency. <http://ow.ly/6o1BX>
- Amazon modifies web site design to be more tablet-friendly. <http://ow.ly/6mHcA>
- Are apps the new ads? Mobile apps are poised to surpass online display ads. <http://ow.ly/6iKjU>

Get Tech Tips in real-time on [Twitter!](#)