#### **OSU EXTENSION REPORT**



# Mobile Media Marketing

Emerging trends in social, mobile and location-based marketing present unique opportunities and risks for farmers and other food businesses

The Maps & Apps program guides entrepreneurs by helping them see how consumers:

- find their business online.
- view their business on mobile devices.
- use social media to access their content and special offers, as well as to post comments, photos, videos, reviews, and location-based check-ins.
- utilize apps and GPS devices to find and navigate to their business.
- access the latest apps and gadgets.



#### OSU EXTENSION SUMMARY REPORT - 2013

## Maps & Apps

### Education

- 8 conference presentations for 325 producers
- 2 webinars for 100 participants
- 1 hands-on workshops for 22 producers
- 400+ visitors to online multimedia resources

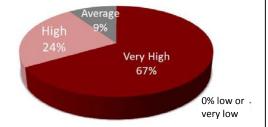


Hands-on workshop participants attended the BYOD event Bring Your Own Device

### **Impacts**

- Conference participants rated the session 6.25 on a scale of 1-7.
- 96% of workshop participants reported a very high (55%) or high (41%) increase in ability to improve their online presence for customers.

## Increased knowledge of how to use mobile media to improve market access



## Additional Developments

- More than \$50,000 was generated in grants and program income.
- Research included targeted interviews, a review of literature on interactive marketing, relationship marketing, adult learning, and technology.



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