

Wks 9-10: Mobile Messages to the Masses = Marketing?


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03/09/2012 04:21:57 PM

Subject: Wks 9-10: Mobile Messages to the Masses = Marketing?

Mimi Will

Last edited: 03/13/2012
03:51:59 PM
Messages: 156
Location: Bay Area

Marketing (as we're studying it) means '**persuasion, promotion, and information**' about products and services that are usually encouraging purchases. It is intentional to support sales and either **pushes** or **pulls** us towards the message using commercials, ads, and all the stuff we've been studying here in COIN 72.

Another form of marketing which is pervasive today is what I call '**accidental marketing**,' done by example or exception, through the media, word of mouth, results of legal cases, YouTube videos of riots and catastrophes throughout the world, some friend's endorsement of a tasty snack, etc. While not quite subliminal, it is marketing to the feelings/senses that make us aware of certain topics/activities going on in the world, but maybe are given/received in limited or biased or in-your-face mode or taken out of local social context.

Have you noticed this kind of marketing in recent political campaigns? TV shows us video spots, radio provides sound clips, YouTube shows us just what they want us to see, etc. (e.g., riots, protests, and sit-ins around the world). Whereas yesterday we had crowd-sourced SF bicycle flash mobs appearing in surprise locations on a Friday afternoon to stall traffic, the increasing availability of digital media in all its forms is now available to children barely able to walk, kids, adults, globally and it spreads quickly!

[Thought Points for Discussion](#), as we are on the **Mobile chapter** next:

- Does this 'unintentional marketing' provide a **subtle undercurrent** of power, manipulation, bias, etc. and how do people react these days (one by one thoughtfully, one to many emotionally, dozens to thousands in seconds without thinking, etc.)?

- The SuperBowl ads (and Apple's iPod3 announcement this week) got 'fast press' through the media, YouTube, smartphones, etc., giving a few days of 'viral buzz' to 'sell' others on wanting to see more, buy/do more, be the first to stand in line to purchase something, etc., to keep up with their 'friends' who sent these in the first place -- is that how you want **your** marketing to be used/misused (as in: anybody can take anything off the Net anytime and put it in their blog)?

- Who is 'paying' for the mobile ads, the **companies / marketers**, or the **people who own the cellphones** and are billed by the month/by usage?

- At what point does 'marketing' become 'manipulation' -- individually or en masse? Can you **cite some examples** where you are seeing this happening globally?

- Is this **more pervasive** using electronic/digital media than traditional advertising media?

Post Reply -- Everyone's comments welcome!



03/09/2012 09:36:27 PM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?

Ashley Eisele


Messages: 26

It seems to me that accidental marketing is more pervasive and more intimately intertwined with our lives than ever before, which makes sense because we all carry around tiny computers all day.

While I think that it is more pervasive, the 'volume' of all types of accidental marketing has risen so high that it can become white noise. It seems like the most effective messages and accidental marketing comes from 'real life', overhearing conversations, talking to friends, seeing people using something.

Mobile devices and the info they can bring us may set the stage or lower the barrier to trying something new, but (I hope) the human touch makes the difference.



03/10/2012 10:26:47 AM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?

Mimi Will

Last edited: 03/10/2012
10:27:57 AM
Messages: 156
Location: Bay Area

Good point about 'white noise,' Ashley! Yes, marketing/advertising/promotion is changing us, overtly or subtly!

-- Does anybody think that all the fast-moving 'snippets' of information about the world and its products/services/people/etc. is a consequence to being 'plugged in 24/7' lest we miss out on something?

Are the 'snippets' enough to get us to critical thinking rather than just following the masses, being told what to do by appealing to our emotions/stress/fast pace, etc.?

When creatively taken out of context and used in op ed pieces, political cartoons, marketing campaigns, etc., are we just working with the media for fun, rather than realizing what impact it has on large masses or the small kinds who are also exposed to this (and may

not be able to differentiate what is real or not)?

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03/10/2012 03:16:35 PM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?

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Renu Virdi

Messages: 38
Location: Palo Alto, CA

Aps are a great vehicle for mobile marketing. People are using their mobile devices for everything and aps allow the users to perform the functions on their mobile technology in the most optimum way.

Here is an example of how a DIY store called B&Q in UK used an iphone app to enable users to interact with them by providing 'How to Guides'; 'Hints and Tips'; 'Nearest Store Locator'; and 'Promotional Offers'.

http://www.migcan.com/our_work_post/mobile-advertising-2/

In addition, the same marketing company, "Mobile Interactive Group" does mobile messaging and SMS marketing. On their web site they state that 98% of SMS messages are opened compared to 90% of marketing emails are NOT opened. Here is more info from them:

<http://www.migcan.com/mobile-marketing/mobile-messaging/>

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03/10/2012 11:47:07 PM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?

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Johan Ruiz



Last edited: 03/10/2012
11:47:28 PM
Messages: 22

Media messages have grown to resemble the movie industry. Gone are the days when multiplexes would play a movie for an extended period of time (Avatar would be the last I can remember). In its place, films are given shorter windows in which film companies bombard the public with a barrage of marketing. Realizing that the constant 'white noise' makes it difficult to maintain a message in front of an increasingly savvy public, they have become more focused on opening weekend revenues. Although it seems like a more expensive business model, they get an opportunity to recoup their investment in a shorter window. Additionally, because of the manner in which film companies share revenue with the theater chains that exhibit the films, it is more advantageous for a film to gross 40-50% of its overall revenue in its opening weekend. Other advertisers have followed suit and focus on making large campaigns to promote specific shopping events (sales, new products, etc.). The brand building is increasingly done through social media to control the manner in which information is disseminated. To prove this point, think of the last time you saw Nike advertised in a TV or magazine spot. The company is more profitable than its ever been while operating in seeming 'obscurity.'

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03/11/2012 03:24:57 AM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?

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Michael Hanna

Messages: 57

Have you noticed this kind of marketing in recent political campaigns? TV shows us video spots, radio provides sound clips, YouTube shows us just what they want us to see, etc. (e.g., riots, protests, and sit-ins around the world). Whereas yesterday we had crowd-sourced SF bicycle flash mobs appearing in surprise locations on a Friday afternoon to stall traffic, the increasing availability of digital media in all its forms is now available to children barely able to walk, kids, adults, globally and it spreads quickly!

And this is precisely why countries like China and Russia want the Internet to be put under U.N. control:

<http://www.examiner.com/conservative-in-san-francisco/china-russia-want-u-s-to-relinquish-control-of-the-internet-mobile-telecom>

The sad irony is that the U.S. government wants this kind of control almost as badly. This is why the NSA is reading all your e-mail and recording all your phone conversations (at least those transmitted across microwave links), the CIA is doing data mining on your Facebook accounts, et cetera, et cetera.

It is only a matter of time before the events of the 'Arab Spring' happen here (probably VERY soon if the economy runs out of steam again), and when it happens, you'll learn the real meaning of the 'Patriot' Act, the Military Commissions Act, and the defense authorization bill that Obama recently signed. You will see people 'disappeared' for posting the wrong threats or criticism, or friending the wrong person on Facebook. And if it gets really bad, you'll see drone aircraft murdering American citizens on American soil. Don't make the mistake of assuming that all this stuff takes place in some private fantasy land and that you will never

be affected by it. It already IS affecting people all over the world.



03/11/2012 04:25:13 PM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?



Joseph Zielazinski



Messages: 8

Superbowl ads and special announcements that get 'fast press' are very annoying to me. When I think about a quality product or service that I want to use, just because it gets some insane amount of popularity in the first few days doesn't really impress me. Hype and Viral buzz is so frequent now-a-days that it can cover up other important issues and aspects because people simply want to be apart of some brand new thing. If a product/service can come out with a buzz and maintain and continue to generate that buzz for an extended period of time, then I would consider it successful marketing.



03/11/2012 11:39:48 PM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?



Annette Caves

Messages: 10

I have been hearing a lot lately on the radio about intrusion by Google and others into our privacy. We are specifically targeted for content and ads both, based on who they think we are. Amazon uses this to suggest other things we may wish to purchase. Google apparently can even look at the content in our address books on our phones. I hesitate to "like" things on Facebook or StumbleUpon, because it adds to my profile. I may get things I am interested directed my way, but I am becoming increasingly leery of the prospect. All great things come with a down side. The benefits of greater information is that we get greater specificity for things of interest to us, but does that mean we won't get information that we haven't sought out before? If I have a liberal or conservative point of view and my Google profile reflects that, will I get information skewed to my point of view with loss of balance. It is concerning.



03/12/2012 01:02:42 AM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?



Michael Hanna

Messages: 57

Anette,

If I have a liberal or conservative point of view and my Google profile reflects that, will I get information skewed to my point of view with loss of balance.

Yes, that is exactly what will happen. And it isn't just for political issues; you might get different results for a vegetarian or a non-vegetarian. For all I know, people with different blood types might get different results, if they had given that information to one of the social networks! This link from the people at www.DuckDuckGo.com explains the issue pretty clearly (and promotes their site):

<http://dontbubble.us/>

I think I included this in a previous post, but it really is worth looking at if you didn't happen to take a peek at it earlier.



03/12/2012 12:15:08 PM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?



Thomas Ford



Messages: 9

Location: San Jose CA

I agree that the ads on my phone can be a little annoying but as a web marketer I think it's great to be able to reach more people that way. I'm a web designer, and this is helping me with my business not only for myself but for my clients as well. I just got to get with it.



03/13/2012 05:57:52 AM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?



Pamela Smith

Messages: 8

When the internet first came out to the public, it was incredible to surf and was unbelievably pure. It was all about freedom and sharing of information and knowledge, free of advertising, marketing and commercialism. It was an environment with a scientist's view. Boy, did that change. The internet now requires skill at maneuvering through all the ads and commercialism in order to find quality content. I agree that it has become 'white noise'.

On the other hand, here is a fascinating and enlightening video on China and the effect of social media.
http://www.greenchameleon.com/gc/blog_detail/social_media_and_a_changing_china/



03/13/2012 03:51:45 PM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?

**Mimi Will**

Messages: 156
Location: Bay Area

You are so right, Pamela -- in the 1990s there was an 'unwritten code of ethics' where Internet users were respectful, willing to share/teach, generous in sharing 'important' information (such as where all the good pubs were in Ireland), and just about everybody used a dignified signature line in e-mails that not only identified them but also maybe had a one liner message or saying or something that wasn't obnoxious as some of today's social media postings are!

MW: Wk 9 discussion points have been updated and we can continue contributing to this thread in Wk 10.



03/14/2012 05:35:15 PM

Subject: Re:Wks 9-10: Mobile Messages to the Masses = Marketing?

**Katherine Mount**

Messages: 30
Location: Santa Clara, CA

- Who is 'paying' for the mobile ads, the **companies / marketers**, or the **people who own the cellphones** and are billed by the month/by usage?

Mobile advertisement is paid by the marketing advertisement to the company who owns and operates the application used on a mobile device. The company who operates the application offers different levels of service to customer. Usually, the free service includes the advertisement from marketers to pay for the application services provided to the public; however, if the public wishes not to see the advertisement, they are given the choice to upgrade and pay a subscription fee directly to the application company which eliminates the advertising and still allow the company to receive revenue for the service provided through the application. People can be build directly through companies for mobile advertisement and programs without knowing it, which I believe becomes more involved in the manipulation of advertising. Some companies offer a free trial service and inside the "terms and conditions" which is approved, if the person doesn't cancel there membership after the free trial period, they are authorized to charge your cell phone bill directly for the membership costs. I personally look over my bill every month because my son plays games on my cell phone frequently and I never know when he is going to accidentally authorize charges to my account. I believe once a free trial period is over, the access to the application should be terminated, unless requested again at cost.

Katherine Mount



03/14/2012 06:04:13 PM

Subject: Re:Wks 9-10: Mobile Messages to the Masses = Marketing?

**Matthew Flynn**

Messages: 27
Location: Sunnyvale , CA

I have 2 anecdotes regarding Google, privacy, and focused Ads.
I watched several of videos on YouTube.

1) Go Pro video ads. This is a small high resolution camera that 's used to record sporting events.

This is the video. It's probably one of the best ads for a camera ever done.
It records the results of some very crazy stunts

<http://www.youtube.com/watch?v=GUEZCxBCm78&feature=pyv&feature=pyv&ad=8662372819&kw=%2BGoPro%20%2Bvideo>

2) Adele Videos. After the Grammy awards, I watched several.

What is the net result?

As a surf to different sites , I have been shown GoPro ads at sites that are in no way connected to YouTube.

After watching 3 Adele videos, ads for wedding dresses started popping up in the upper right corner of YouTube. I'm assuming that women planning weddings are looking for music, and someone in the analytics department figured out a pattern of Adele videos and wedding planning.

At this point this isn't that much of an invasion of privacy, but it demonstrates the tracking ability of current tracking technology. It's nothing to worry about, not yet anyway.

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03/14/2012 10:19:08 PM

Subject: Re:Wks 9-10: Mobile Messages to the Masses = Marketing? [quote](#) **Jason Palomares**

Messages: 14

Regardless of intent, pushing content onto YouTube will have a viral effect, especially if the video contains a significant social event like the protests and riots in the Middle East. People are always intrigued about what is going on in the world. Videos involving scandals and celebrities seem to be quite popular on the Internet and they could potentially either enhance or hurt the star's reputation and marketability.

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03/15/2012 09:27:47 AM

Subject: Re:Wks 9-10: Mobile Messages to the Masses = Marketing? [quote](#) **Mimi Will**

Messages: 156

Location: Bay Area

Yes, this is what I meant when I posed the question about 'unintentional/background marketing and manipulation (if it's something that someone was not expecting and may be hitting someone 'emotionally,' not rationally -- some people continue to be 'led by the media' because they're curious/it's entertaining or something new, etc., instead of just saying NO and clicking off!).

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03/15/2012 02:29:59 PM

Subject: Re:Wks 9-10: Mobile Messages to the Masses = Marketing? [quote](#) **Nicole Barnes**

Messages: 13

Location: Menlo Park, CA

In my opinion, unintentional marketing is usually not a good thing. I find that more people are prone to speak out if something goes wrong. (I've seen too many people unsubscribe from email lists because one day it just became too much. I don't often hear of someone saying "Oh you should sign up for this email list, it's not invasive, and they only email you with important things." From what I've noticed, email has become more of a chore than a luxury, and although it's a handy service, people are always more apt to complain about the junk mail, much like snail mail. A service that comes to mind is Yelp, or company surveys. Someone who is satisfied with their experience usually would not go the extra mile to inform others, whereas if a restaurant serves bad food and makes them sick, a customer would be more likely to warn others of their dissatisfaction. In terms of the media, we are a nation that thrives on bad news rather than the good. Think of how many news stories are about bad happenings rather than good happenings. Recently, Invisible Children released a video regarding their Kony 2012 movement, which has become the most viral video in history, meaning is spread the quickest, not received the most views. I think this is remarkable for a 29 minute long video. For the few who haven't seen it, here is the link <http://www.youtube.com/watch?v=Y4MnpzG5Sqc> This spread has also caused a lot of skepticism for the company, and many people have researched the motives behind Invisible Children. I agree that stopping a foreign warlord is very important to the safety of children around the world, but at what cost? A non-profit may have other agendas for the money donated, and I think this viral video has made many people more aware of where their money is going, as well as educated at least the 79,000,000 people who have watched the video.

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03/20/2012 11:56:35 PM

Subject: Re:Wks 9-10: Mobile Messages to the Masses = Marketing? [quote](#) **Sylvia Sanchez Rodriguez**

Last edited: 03/20/2012

11:58:26 PM

Messages: 10

Location: palo alto

1.-Companies and Marketers pay for the mobile ads: Both the companies, and the consumers are paying for it. The companies are paying a fee for having there ads pop up, and having them placed on the side of the website were browsing. The consumers are paying for it by continually having to close the ads, or by having the size of the screen reduced, and by slowing down the speed of are connection from the provider which charges a per month fee.//
2.-When Marketing Becomes Manipulation: Marketing becomes manipulation when the truth is being stretched, or an outright lie. Example is Sprint claims they have unlimited texting, data, and a 4G network, but if you are using there network a lot, they will start to throttle you speed, and your connection speed will decrease. Yes they have a 4G network but they slow your connection if you spend to much time on there network.
3.- Is electronic/digital media more pervasive than traditional advertising media? I believe it's more pervasive using digital media. Since digital ads are instant, people believe they have to act fast to take advantage of the promotion, otherwise they will miss out.

Nitzeli Sanchez Rodriguez
Logur
Always.opportunities@gmail.com
650-669-1419

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03/21/2012 12:15:32 PM

Subject: Re:Wks 9-10: Mobile Messages to the Masses = Marketing? [quote](#)  [edit](#) **Martha Raup**

Messages: 80

Location: San Francisco

Sylvia, good point about the digital ads being more persuasive!

When are we going to get a law making only the sender pay for the cost? The worst example is these fly-by-night texters who send you messages that you have to pay for! I've been afraid to press the STOP button. I thought it was a scam, just to get you to respond. I'm glad to read there are restrictions on who can send what to whom, but it's not quite good enough for my tastes. What gives politicians the right to call whenever they want? And why should any business be able to contact you when you make a purchase? I've stopped clicking links to check things out - the tracking tools are fabulous for the marketers, but too often that leaves the consumer paying the bill - which includes time, our most precious "commodity".

Martha

 [profile](#)  [pm](#)  [email](#)  [www](#)  [YIM](#)

03/21/2012 06:44:30 PM

Subject: Re:Wks 9-10: Mobile Messages to the Masses = Marketing? [quote](#) 

Katherine Mount

Messages: 30
Location: Santa Clara, CA

Martha... I agree! I receive random text messages all the time from different companies because of the types of applications I have downloaded on my phone. Some of the companies have gotten tricky because if you do not actually read the "fine point" in the advertisement... some companies say you have to respond in order to stop charges from being applied to your account, and others say if you don't respond then charges will be placed against your account. I have stopped using applications because I don't want to take the chance of having more random messages sent to my phone. I also don't like that I get charged for the incoming text against my account (unless your lucky to have unlimited text messaging).

Katherine Mount



03/22/2012 07:03:02 PM

Subject: Re:Wk 9: Mobile Messages to the Masses = Marketing?

**Niki Smith**

Messages: 11
Location: IE & SJ

Thomas Ford wrote:

I agree that the ads on my phone can be a little annoying but as a web marketer I think it's great to be able to reach more people that way. I'm a web designer, and this is helping me with my business not only for myself but for my clients as well. I just got to get with it.

I agree that the ads on third party apps on my cell phone is annoying. To be honest I never actually read them, I always just skip over them. That being said, how many people do you think really read this or pay attention to the ads? I see a lot of people complaining about this form of spam.

dolly DOOM



03/23/2012 12:14:46 PM

Subject: Re:Wks 9-10: Mobile Messages to the Masses = Marketing?

**Denis Ivanov**

Messages: 21
Location: Cupertino

Ads on the cell phone are annoying! Some of the ads I receive are scammy, something like: "Do you need cash? \$1000 waiting for you! Reply GET1000 or STOP". The funny part is, when you reply STOP they usually don't stop...so the best way is just to ignore it.

All these text messaging ads are scam and I don't trust that stuff at all! They subscribe you to some services and charge you \$15-20 without you even knowing it...

In my opinion if you want txt ads to work, then you should come up with some creative way to run the campaign. Maybe run a lottery, or intellectual game or something else from the website or tv/radio and offer people to participate, but the key to success is to build trust with receiver.



03/26/2012 12:36:32 PM

Subject: Re:Wks 9-10: Mobile Messages to the Masses = Marketing?

**Mimi Will**

Messages: 156
Location: Bay Area

WOW, great response here, Folks 🍌

MW: Thanks, Everybody. Your points are updated and this thread has expired!



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