Communication Technology

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Introduction of iPhone

Smartphone Usage 1

- 139 million sold worldwide in 2008
- 1.5 billion sold worldwide in 2018

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Changed How We....

- Conduct business



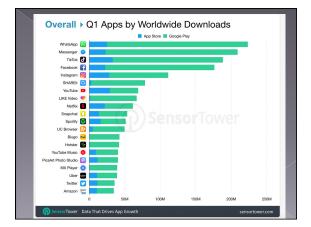
SAMSUNG

Apps

- Software application 🛛 💿 25% are games

- 205 billion downloads this year \$188.9 billion in revenue

- Shortcut or program Mobile, tablet & users have app desktop games
 - 38% of time spent on social media apps





Online Communication Tools

- Discussion groups
- Podcasts Vcasts

- Search engine optimization

- Newswires
 - Applications (apps) Social networking

Advantages

- Complete control

Disadvantages

- Must drive people to your site

- - Respond quickly to inquiries

PR works with IT

- Company info. > About/history
- Key personnel Awards/affiliations Directions Job openings Contact info.

- Online catalog Testimonials FAQs + answers

PR works with IT, part two

- Customer support contact info.
- News releases Announcements



E-mail

- Primarily a business communication tool
- Distribute information quickly/cost effective
 - > Embedded messages vs. text with links to sites
 - Catchy subject line
 - Short, to the point copy

Blogs

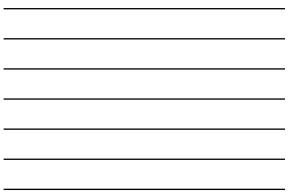
- Online diary
- Oitizen-created content
- Unfiltered opinion

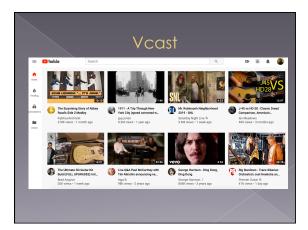


Podcasts and Vcasts

- Personal on-demand broadcasting
- Podcast = audio
- Vcast = video (with audio)

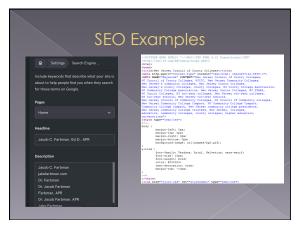






Search Engine Optimization

- META Tags in HTML code
- Sponsored links
- Placement is key!



Sponsored	d link:	5
Web Images Maps News Shopping Small more .		Sign.in
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RSS Feeds

- Real Simple Syndication
- News, blogs and other info via Internet
- Personal pages (such as MyYahoo, newsgator, Google, Podnova)
- End-user content customizatior
- No more gatekeepers

Newswires

- Provide news stories to media
- Most are fee for service
- Examples: Associated Press, Reuters, Business Wire, PR Newswire



Analytics

- <u>Website data:</u>

- Visited pages Preferred sections Keywords used

Social Media data:

Mentions growth

