Road Side Advertising in the Digital World

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Marketing to Travelers
Changes in Advertising
Man, are you lost?
Location Based Services

Google Maps

MapQuest
Usage of Location Based Services

• 15.6 percent of mobile subscribers (254 million) in the US, actively use the mobile Internet.

• That’s 40 million active users out of a total of 95 million who pay for the service.

• Usage is increasing despite current recession!
Chart 2.
Active Users of Mobile Internet in the US

Source: Nielsen Mobile
Chart 3.
US Mobile Internet User Profile (May 2008)

Source: Nielsen Mobile
Chart 4.
Top Mobile Web Categories (May 2008, US)

- Portals: 35,700
- E-Mail: 26,100
- Weather: 16,800
- News/Politics: 13,000
- Search: 11,800
- City Guides/Maps: 9,900
- Sports: 9,700
- Entertainment: 9,600
- Videos/Movies: 8,600
- Music: 6,800

Source: Nielsen Mobile

- Yahoo! Mail: 14,200
- Google Search: 9,100
- Weather Channel: 8,600
- MSN Hotmail: 7,900
- Gmail: 7,500
- ESPN: 6,500
- Google Maps: 6,200
- AOL Email: 5,300
- MapQuest: 4,600
- Yahoo! Search: 4,100
- CNN News: 4,000

Source: Nielsen Mobile
The Buzz about GPS

• Not only can GPS devices tell you how to get there, they can tell you where to go.
• GPS advertising has huge potential...to almost literally drive traffic to the point of transaction.
How do I Take Advantage of this Info?

• Put yourself on the Map

• Utilize various Location Based Service Providers to enhance your presence

• Enhance your Community’s Presence using customized digital maps
Put Yourself on Maps
Check your listing on Google Maps
Google maps

resorts, near Brainerd, MN
Categories: Resorts, Motels & Hotels

Hidden Paradise Resort - more info ▶
6727 Ojibwa Rd, Brainerd, MN - (218) 963-3180
Write a review

Cragun's Resort - more info ▶
11000 Craguns Dr, Brainerd, MN - (218) 825-2700
Category: Resorts
Edited
5 stars, 71 reviews - Write a review
"Craguns is really a one-stop vacation spot. The cabins are decked out in 70's ..."

Reel Livin' Resort - more info ▶
5996 Birchdale Rd, Brainerd, MN - (218) 829-9054
Write a review

Sullivan's Resort & Campground - more info ▶
7685 County Road 127, Brainerd, MN - (218) 829-5697
Write a review

Kavanaugh's Resort - more info ▶
1685 Kavanaugh Dr, Brainerd, MN - (218) 829-5226
5 stars, 5 reviews - Write a review
"We will definately go back here. The grounds are well kept and the lake is beautiful."

Cragun’s Resort

11000 Craguns Dr
Brainerd, MN 56401
(218) 825-2700
(218) 829-3581
craguns.com

Get directions: To here - From here

Overview | Details (4) | Reviews (71) | User Content (6) | Web Pages (127)

This place is seriously awes.... - HI McDunnough - Jan 9, 2009
Craguns is really a one-stop vacation spot. The cabins are decked out in 70's cheese interior. Most of the cabins contain wood-burning fire places, which is a rarity these days. ...
List Your Business on Google Maps
New! Now offering a reporting dashboard. Learn how people find your business.

Sign up now »

Sign in to Local Business Center with your Google Account

Email: 
Password: 

Remember me on this computer.

Sign in

I cannot access my account

Help customers find you on Google, it's free.

Free listing
Local customers already search Google for the products and services you offer. Create a business listing to be sure they find you.

Free updates
Keep your address, phone number, hours of operation, and more up-to-date. Even create coupons and display photos and videos, all for free.

Now! Free insights
Use the power of Google’s data to learn where your customers come from and what they search for to find you.
Enter your business information below. Your listing will appear to the right. This is just a first step. After this has been completed, you will be able to upload photos and videos, specify categories, payment options and business hours and much more.

Country: United States
Company/Organization: 
Street Address: 
City/Town: 
State: Select state
ZIP: 
Main phone: 
Example: (850) 655-4000 Add more phone numbers
Email address: 
Example: myname@example.com
Website: 
Example: http://www.example.com
Description: 
Please enter in a few categories related to your business e.g. Restaurant, Dentist

Category: University
Category: Adult Education School
Category: Regional Extension Office
Category: Nutrition and Health Education
Category: Youth Development

Add another category

**Categories**

**Hours of operations**

Make sure your customers know when you're open!

- I prefer not to specify operating hours.
- My operating hours are:

  - Mon: 8:00 AM - 4:30 PM
  - Tue: 8:00 AM - 4:30 PM
  - Wed: 8:00 AM - 4:30 PM
  - Thu: 8:00 AM - 4:30 PM
  - Fri: 8:00 AM - 4:30 PM

Apply to all

University of Minnesota Extension Regional Center-St Cloud

3400 1st St N
Suite 400
St Cloud MN 56303-4000
United States

(320) 203-8050
http://www.extension.umn.edu

Email address: rcestcloud@umn.edu

Description: Located in Midtown Mall. This office is experts in Economic Development.
Payment options

Specify how customers can pay at your business.

- [ ] Cash
- [ ] Check
- [ ] Traveler’s Check
- [ ] Invoice
- [ ] American Express
- [ ] Diner’s Club
- [ ] Discover
- [ ] MasterCard
- [ ] Visa
- [ ] Financing
- [ ] Google Checkout
- [ ] Paypal

Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our photo submission guidelines.

- [ ] Add a photo from your computer
  - [ ] Browse
  - [ ] Add Photo
- [ ] Add a photo from the web

You have uploaded 3 of up to 10 images for this listing.

Remove

Remove

Remove

University of Minnesota Extension Regional Center-St Cloud

3400 1st St N
Suite 400
St Cloud MN 56303-4000
United States

(320) 203-6050
http://www.extension.umn.edu

Email address: rcstcloud@umn.edu

Description: Located in Midtown Mall. This office experts in Economic Development, N
Enhance your listing by associating videos about your business. To do so, upload your video on YouTube and enter the URL below. You can include up to 5 videos.

Example: http://youtube.com/watch?v=dFf7xv1JdXl

You have uploaded 0 of up to 5 videos for this listing.

Please enter in any other details you want customers to know about your business, for example:

Parking available: Yes.
Brands carried: Sony, Panasonic and Toshiba.

Places Nearby: Minco Computers, Old country Buffe
Parking Available: Yes

Email address: rcsслcloud@umn.edu
Description: Located in Midtown Mall. This office experts in Economic Development, Health Education, Food Safety, 4-H Development, and Dairy Livestock. Feel free to contact us.

Hours:
- Monday: 8:00 am - 4:30 pm
- Tuesday: 8:00 am - 4:30 pm
- Wednesday: 8:00 am - 4:30 pm
- Thursday: 8:00 am - 4:30 pm
- Friday: 8:00 am - 4:30 pm
- Saturday: Closed
- Sunday: Closed

Categories:
- University
- Adult Education School
- Regional Extension Office
- Nutrition and Health Education
- Youth Development

Photos:

Other:
- Places Nearby: Minco Computers, Old country Buffe
- Parking Available: Yes
University of Minnesota Extension Regional Center-St Cloud

Activity

Impressions

Actions

Totals

628 impressions
How many times users saw your business listing as a local search result

41 actions
How many times users showed interest in your business listing
Put Your Hot Spot on a Car Navigation GPS System
Report a change in 3 easy steps...

Step 1 - Locate
Step 2 - Describe
Step 3 - Submit

Can't find your country in the list? →
Enhance your Community’s Online Presence
Map Your Campus
Maps on Apps
Google Maps on iPhone

1. Search
2. Map
3. Info
4. Directions
Tourism Test Drives
Don’t Outsource

Crowd Source
• **Wikitravel** is a project to create a free, complete, up-to-date, and reliable *worldwide travel guide*. So far we have 21,071 destination guides and other articles written and edited by Wikitravellers from around the globe.
• Store and manage all your GPS tracks
• Add photos and videos to your routes
• Create your own map of routes
• Share your favorite trails with your friends
• Show off your trails in Google Earth
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