HELP YOUR COMMUNITY GET A SIGN ON THE DIGITAL HIGHWAY

Can people find businesses, attractions, and other places in your town with a computer, a smartphone or GPS device? It's not enough to be in the phone book any more. You must have a web presence so customers and visitors can search for you via Google Maps, Mapquest and similar services. You also want to be found by owners of GPS devices and by the 150 million people using smartphones, such as iPhones and Androids, to get directions—and advice on where to go. Location-based mobile applications are revolutionizing the way people find and choose places to shop, to eat, to fix their car—you name it. Advertise your community and everything good it offers along the digital highway. University of Minnesota Extension workshops can give you the tools and know-how to make a mark in the digital world.

BENEFITS

• Understand how today’s consumers use location-based services in everyday activities.
• Learn how to place your business or organization on a variety of digital maps.
• Make sure the available information about your business or organization is correct.
• Learn how to maximize your organization’s digital map presence.

HOW CAN EXTENSION HELP?

Community economics educators offer:

• Affordable one and two-hour workshops that tell local businesses what they need to know to be more visible on digital maps;
• One-on-one training for organizations to create their own interactive custom maps for use on their websites; and
• Consultation to help communities examine their current presence on GPS maps, and how they might work together to strengthen that presence.

CONTACT US

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THE MOBILE REVOLUTION

As the digital age progresses, electronic devices that combine cell phone, computer, GPS, and the Internet in one handheld unit are enabling people to access huge amounts of information while on the go. The technology helps people decide where they should go; what hotels, shops and parks lie ahead; what restaurants are nearby, what the menu is, and even the reviews. All this information in the palm of their hands! Can they find your business?

BY THE NUMBERS

- There are 150 million active users of Internet and GPS-enabled devices (smartphones and other mobile Internet devices.)
- A third (34%) of the buyers of these devices earn between $100,000 and $150,000 annually.
- 64% of users are between the age of 25 and 54, while 11% are over the age of 55.
- Smartphone and GPS use and sales continue to surge despite the sagging economy.

WHO SPONSORS EXTENSION PROGRAMS?

- Chambers of commerce and tourism associations
- Convention and visitor bureaus
- Economic development offices
- Local media
- Local government
- Foundations
- Anyone interested in strengthening their local business climate

WHAT OTHERS HAVE SAID ABOUT THE PROGRAM

- “Good info for local businesses to utilize.”
- “It’s easy and free to list!”
- “Thanks for the eye-opening presentation.”
- “I will take this info back to my town.”

OTHER OFFERINGS TO STRENGTHEN YOUR COMMUNITY BUSINESS CLIMATE

Our eCommerce workshops help communities make technology a bigger part of how residents live, work and play.

A Market Area Profile gives a full description of the customers a community attracts – their lifestyles, preferences and potential.

A Retail Trade Analysis report describes a city or county’s retail strengths, weaknesses and shopping patterns.

An Economic Impact Analysis provides data to help decision-makers respond to changes in the economy.

Public Finance workshops engage community groups in conversations about public value, public finance and land economics.

Business Retention and Expansion programs get citizens involved in meeting the needs of local business.

Tourism Development programs offer workshops, consultations, and expert assessments to help communities cultivate attractions and visitor amenities.