



# Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

[www.asbdc.org](http://www.asbdc.org)

## **Increase Sales With A Smart Phone: Processing Credit Cards, Loyalty Programs, Customer Relations**

According to Forrester Research, a leading independent marketing and technology research company, "2011 will be the year of the 'dumb' smartphone user! Thanks to handset subsidies, smartphones will be available to the masses... thanks to customer education and the convenience that these devices offer, even 'dumb' smartphone users will consume more mobile media than ever before..."

Mobile devices have drastically shifted the online landscape to the point that in 2010 more than 50% of all Internet access was being done via handhelds. About 45% of mobile owners are using their devices to download social networking apps. In fact, 35 percent of Android and iPhone owners in the U.S. use apps such as Facebook before getting out of bed, according to a recent survey conducted by telecommunications equipment vendor Ericsson!



The data couldn't be clearer---mobile is the next frontier in outreach for business owners. Never before has the opportunity been made available to literally reach customers directly through their mobile device. In this three-hour, hands-on workshop participants will learn strategies and tactics to engage customers and create customer loyalty.

Learn how to accept credit card payments via Smart Phone applications

Develop your customer base by offering specials and deals through Foursquare

Grow on-going relationships with customers via Twitter

Apply Quick-Response (QR) codes to quickly drive customer traffic to your website or other online platforms

Create a system for online sales through mobile tools.

**COST:** \$20 (members); \$30 (non-members)

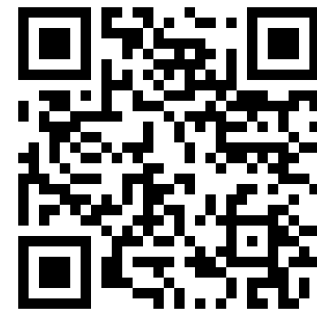
**LOCATION:** Calhoun County Chamber of Commerce

**TIME:** Tuesday Sept. 13 at 4:00-7:30 p.m (meal included)

**HOST:** Calhoun County Chamber of Commerce

**SPONSOR:** Appalachian Regional Commission

To register call: 256-237-3536 by Sept. 9; seating is limited.



Workshop taught by ShinyDoor, providing social networking guidance to the hesitant, and digital equality program development to community organizations. Shiny Door believes relationships are key to developing strong commerce and healthy communities. <http://shinydoor.com>