



# 4-1 Discussion: Mobile and Social Computing

Mobile phones have transformed our lives. By allowing instant access to information, online purchases, a camera, and social media, our smartphones have become a part of our daily routines. It is imperative that businesses make online services easily accessible on mobile platforms.

Read the case study, "[Has Facebook Solved the Mobile Ad Problem?](#)". After reading the case study and completing additional independent research using the textbook and online resources, address the following:

- Research one of the following companies discussed in your textbook: Snapchat, Taco Bell, Karmaloop, 16 Handles, WeChat, Mxit, Saya, and iCow. Alternatively, feel free to research other companies.
  - Why is mobile computing critical to the success of an organization now?
  - Provide specific examples to support your answer.

Respond to two of your peers' initial posts and consider the following:

- Are there any additional advantages to integrating mobile computing for a business?

- What are possible disadvantages of mobile computing in your peers' initial posts?

To complete this assignment, review the [Discussion Rubric](#) document.

## Rubrics

 [Discussion Rubric: Undergraduate](#)

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## Discussion 4 Mobile and Social Computir

Seon Adams posted Jul 24, 2019 1:36 AM [★ Subscribe](#)

Mobile computing is important in this day and age especially in trying to gain and retain customers. Mobile computing has advanced and streamlined the way marketing is performed and have made it easier to target and engage with the demographic they are trying to reach.

“Traditionally, marketing professionals used demographics compiled by market research firms as one of their primary tools to identify and target potential customers. Obtaining this information was time-consuming and costly, because marketing professionals had to ask potential customers to provide it. Because of the open nature of social networking, merchants can easily find their customers, see what they do online, and learn who their friends are.

This information provides a new opportunity to assess markets in near real time. Word-of-mouth has always been one of the most powerful marketing methods—more often than not, people use products that their friends like and recommend. Social media sites can provide this type of data for numerous products and services. (Rainer, 2016)

And one company who has taken advantage of social Computing is Taco bell. Taco bell has, in a sense, personalized their marketing strategy to each consumer and by being active on social platforms the Taco bell consumer feels heard and engaged.

“Many experts believe advertising is the solution to the challenge of making money from social networking sites and social commerce sites. Advertisers have long noted the large number of visitors on social networks and the amount of time they spend there. As a result, they are willing to pay to place ads and run promotions on social networks. Advertisers now post ads on all major social networking websites.” (Rainer 2016)

Taco bells main demographic is Millennials and to reach them where they are taco bell had to go to where Millennials spend a majority of their time; social media. Taco bell has used to the social media platform to their advantage especially on twitter where it responds to costumers and other food chain outlets with witty tweets that are usually retweeted. “Brands and businesses that speak to their audiences in ways that resonate with them will ultimately drive deeper connections. Start by taking note of how your audience speaks on their social channels and then find ways to relate to them.” (Spadaccini 2019)

“Part of Taco Bell’s content strategy involves influencer marketing where they connect with influencers or other brands that aren’t necessarily associated with the brand but have amassed sizable fan bases on their own merit. The fast food company found a way to benefit fans of their brand while promoting their products. One way the company has accomplished this is by sending influencers their products prior to the official release” (Tulman, 2017)

So while other chains have a big share of the consumer market Taco Bell has big share of the social platform and has a bigger base than other fast food chains.

#### Sources

Spadaccini, C. (2019, January 15). Let's Taco Bout It: Lessons Learned from Taco Bell's Social Success. Retrieved from [https://streambankmedia.com/lessons-taco-](https://streambankmedia.com/lessons-taco-bell-social-success/)

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## 4-1 Discussion: Snapchat

Zulaika Rivera posted Jul 24, 2019 3:37 PM    [☆ Subscribe](#)

Mobile computing has become very popular in this generation. If it is not an ad on TV, there is one on your phone. Whether you see it on Facebook, Instagram or YouTube, multiple things are being advertised daily.

Snapchat is an application that has become very popular not only because of the type of pictures and videos you can post for your peers to see, but because of the filters that have caught many people's eyes. "Because most of Snapchat users are young people it was mandatory for the app owners to think about a strategy that would bring Emojis to Snapchat for the joy of their customers. This is the reason why Snapchat spent \$100 million last year for buying Bitstrips, an Emoji app to adapt the bitmojis to suit the Snapchat style. A recent article of TechCrunch gives many interesting details about the Bitmoji widget. For Snapchatters this is considered an extra touch for sharing their

thoughts in a more entertaining way" ("Mobile App Success Story: How Snapchat Did It?"). Snapchat has really kept itself up to date and has altered its application to keep users interacted.

Snapchat has grown and the filters that are in the app are being posted in various social media apps such as Facebook and Instagram.

Celebrities also use snapchat to post videos and pictures and keep fans updated in their daily lives. You can use snap chat on your tablet and mobile device, but that is why mobile computing is so important.

Everything is right there at the tip of your fingers and Snapchat has found a way to do it now. Not only in regards to the pictures and videos, but you can call someone, video chat and send messages via Snapchat.

"Hot/trending topics for marketing professionals now include Snapchat [as a growing rival to Facebook and Twitter](#) in the marketing and advertising streams. The B2C marketing opportunities with Snapchat are very clear- companies are able to organically present themselves where their consumers are, in the much coveted online space where consumers spend the majority of their leisure time" (Green, 2014).

Overall, if you want to keep up to date with technology and keep your organization in good standing, I believe mobile computing is crucial. So many people are on social media platforms, and using their phone. Snapchat has everything to do with your phone and its a way to keep everyone connected which is why people use this.

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## Discussion 4- Mobile and Social Computi

Kristie Dorsett posted Jul 24, 2019 3:33 PM [☆ Subscribe](#)

Hello Class,

I chose Starbucks as my discussion topic. When it comes to Mobile and Social Computing, Starbucks sticks out because it has a mobile application similar to Google and Apple Pay. One of the advantages of Starbucks app is you can place your order and pay at the same time. This helps you avoid the lines and can pick up and go. Also, you can use the app on your mobile device to scan and pay when ordering in the store. It is similar to Apple and Google pay. Another advantage is that you can earn points as you go like a cash back / loyalty card. This makes mobile and social computing easy and fast to use. In today's society we are always on the move, the quicker the better and more efficient a person can be. All from an app on your mobile device.

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Michael Smith

## 4-1 Discussion: Mobile and Social Compi

Brandon Sullivan posted Jul 24, 2019 9:39 PM [☆ Subscribe](#)

Mobile computing has changed a lot over the last few years. When done properly companies can have real time information updates while improving operation efficiency. We can speed up normal business transactions providing better customer service and experience resulting in repeat business. Mobile computing helps eliminate paperwork since data is collected, stored, and transferred electronically. Mobile computing allows data to be transferred quick and accurate avoiding transcription and interpretation errors that are common in manual data entries. It also involves automatic time and date recordings and tracking work in progress which assures transparency, accountability and traceability. All these functions are being completed from mobile devices from phones, tablets, and laptops allowing use to be more flexible and better connected across the globe.

iCow was developed to assist cattle herders in handling the expenses of their cows. This application allows herders to register each individual cow and they receive individualized text on their phones from things like veterinary care, feeding schedules, updated market rates, and has a database of experts. With all the data that is accessible it is easy to see where mobile computing comes in and allows everyone to communicate quickly while in the field instead have running back to make a call and wait on a vet to show up. Quickly pulling out a phone and logging on and looking up some data can allow you to see if you have an emergency or false alarm saving money from unneeded vet bills. Technology has evolved along with the way we access data on a daily basis.

References:

Key Benefits of Mobile Computing Technology. (n.d.). Retrieved July 24, 2019, from <https://marketinghog.com/key-benefits-of-mobile-computing-technology/>

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## Mobile Computing: KFC

Tammy Pilon posted Jul 23, 2019 10:24 PM     [Subscribe](#)

Mobile computing is important to any business that is trying to get customers. It offers a competitive advantage. It's akin to doing a radio ad in the '80s rather than just hoping your storefront sign and some flyers will do the trick. People have so many different avenues of information coming at them, but their phone or tablet is the most common way. People are pulling the plug on cable more and more so TV ads are less popular. Using mobile computing for a pre-integrated app or to advertise your business are a vital part of the sales process.

KFC has a new ad program out that not only targets the mobile phone generation, but it mocks it in a way that makes people laugh and agree.

It's attention-grabbing. KFC has taken the "influencer" trend and made a new spokesperson out of it. I'm sure that you all know what an influencer is, but just in case - an influencer is a person who uses their importance or fame to get people to buy things, or do things, that person may not do organically.

KFC has taken good advertising and combined it with a social media platform that will help increase sales. Another thing they have done is to create an app. The app looks great on the phone and it's easy to maneuver. The app is geared to encourage loyalty and make ordering easy. The layout is visually pleasing and the interface makes the app easy to use. By using tools like this KFC puts itself at the forefront of peoples minds and increases its sales.

Here's a sample of KFC's ad. Have fun, I'm off to get some chicken!



<https://www.business2community.com/public-relations/is-kfcs-virtual-influencer-colonel-sanders-the-start-of-a-new-weird-trend-02192241>



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by Michael Smith

## Mobile Computing - 16 Handles

Jessica Diers posted Jul 24, 2019 10:00 PM [☆ Subscribe](#)

I think it goes without saying that mobile commuting is the future (if not already the present) of advertising. Mobile use has become a common part of society, and businesses have changed protocols in order to accommodate customers. Wi-fi can essentially be accessed from anywhere, including airplanes! With mobile devices being so widely used, it only makes perfect sense for businesses to use social media for avenues of advertising. Depending on the phone you own, mobile apps are most often free, and can be downloaded in seconds, making it extra convenient for consumers to quickly make a purchase, place an order, transfer money. Mobile apps have essentially replaced in person shopping, banking, board games, and so much more. Before mobile apps, the different advertising avenues were strategic and businesses had to place signs, banners, flyers physically in places where consumers would most likely be. It's easy to know where to find consumers nowadays....social media.

16 Handles is a frozen yogurt chain that has taken a slightly different mobile computing route. Although they do not actually have their own app, they use multiple other apps, including Instagram, Foursquare and Snapchat. They use these apps mostly to advertise pictures of their products, and why wouldn't they? Who wouldn't want to see real life photos of what frozen yogurt delight they are possibly missing out on? They also use it to share coupons, advertise promotions, advertise featured flavors, and much more. The CEO of this company seems to

stand by the "less is more" outlook when it comes to apps, however, not having an app for your own company to me, seems to be a disadvantage. Admitted, I chose to research this company, solely because I had never heard of it, which sparked my curiosity. After reviewing their methods for mobile computing, it's clear to me why. I do not use Instagram, Foursquare or Snapchat, which are the only apps they advertise through. I'm sure many other consumers do, and are very well aware of this company and their products, but in this day and age, I would try to spread my advertising out a little more.

References:

Snap & Tap: 16 Handles' App Strategy. (2019). Retrieved from

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by Michael Smith

## 4-1 Discussion: Mobile Computing

Melissa Schoening posted Jul 24, 2019 1:06 AM

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If you think about the definition of mobile computing which is the real-time, wireless connection between a mobile device and other computing environments you realize how connected most people are to the internet (Rainer Jr. & Prince, 2016). While some companies have been slower to embrace mobile computing, that is not the case for Taco Bell. Taco Bell, which is a part of Yum Brands, embraced mobile technology back in 2014 when they launched a new mobile ordering and payment app (Little, 2014). The Taco Bell app allows the customer to order and pay for the food utilizing their mobile device. When Taco Bell announced the app, they went dark on their other social media platforms with an announcement about the new app which Taco Bell had spent two years developing (Little, 2014).

Taco Bell is still embracing mobile computing. Yesterday T-Mobile and Taco Bell launched T-Mobell Stores promoting Taco Tuesday. While the stores are only launched for three days July 23, 24, and 25 in New York, Los Angeles, and Chicago, there is other merchandise and giveaways are announced on T-Mobile (Schlosser, 2019). This combination of T-Mobile and Taco Bell working together is an excellent example of how both companies are utilizing social media and mobile computing to promote their companies. When T-Mobile and Taco Bell got together for T-Mobile Tuesday, with the TacoBell.com had the highest number of free

tacos. Since the inception of this T-Mobile and Taco Bell Taco Tuesday, Taco Bell has given away over 14 million tacos (Schlosser, 2019).

Taco Bell also utilizes mobile technology for customer food deliveries, while some locations may have delivery at the store level most use a third party. Grubhub is Taco Bells online ordering platform for delivery (Yum Brands, Inc. 10K, 2019). A customer can order what they want utilizing Grubhub, and their Taco Bell order is delivered right to them. A customer can also order the food on the Taco Bell app and have it delivered to them utilizing Grubhub.

Taco Bell realizes that to keep customers and attract new ones, they have to embrace technology, especially mobile computing. People want to be able to order from their phone, tablet, or computer and either have it ready when they go to the store and pick it up or have it conveniently delivered to them.

### References

Little, K. (2014, October 28). *Taco Bell disrupts fast-food ordering with new app*. Retrieved from CNBC: <https://www.cnbc.com/2014/10/28/taco-bell-disrupts-fast-food-ordering-with-new-app.html>

Rainer Jr., R. K., & Prince, B. (2016). *Introduction to Information Systems Supporting and Transforming Business Seventh Edition*. Danvers: John Wiley & Sons, Inc.

Schlosser, K. (2019, July 22). *T-Mobile and Taco Bell together again on Taco Tuesday, with launch of T-MoBell stores*. Retrieved from GeekWire: <https://www.geekwire.com/2019/t-mobile-taco-bell-teaming-taco-tuesday-launch-t-mobell-stores/>

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Starts Jul 20, 2019 11:59 PM

Assessment



Discussion

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Undergraduate

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