

OK, I'm Mayor. Now What?

A look at where SoLoMo will go and how
it might create value

Where Did it Come From?

KP
CB

KPCB's John Doerr Calls It "SoLoMo"...

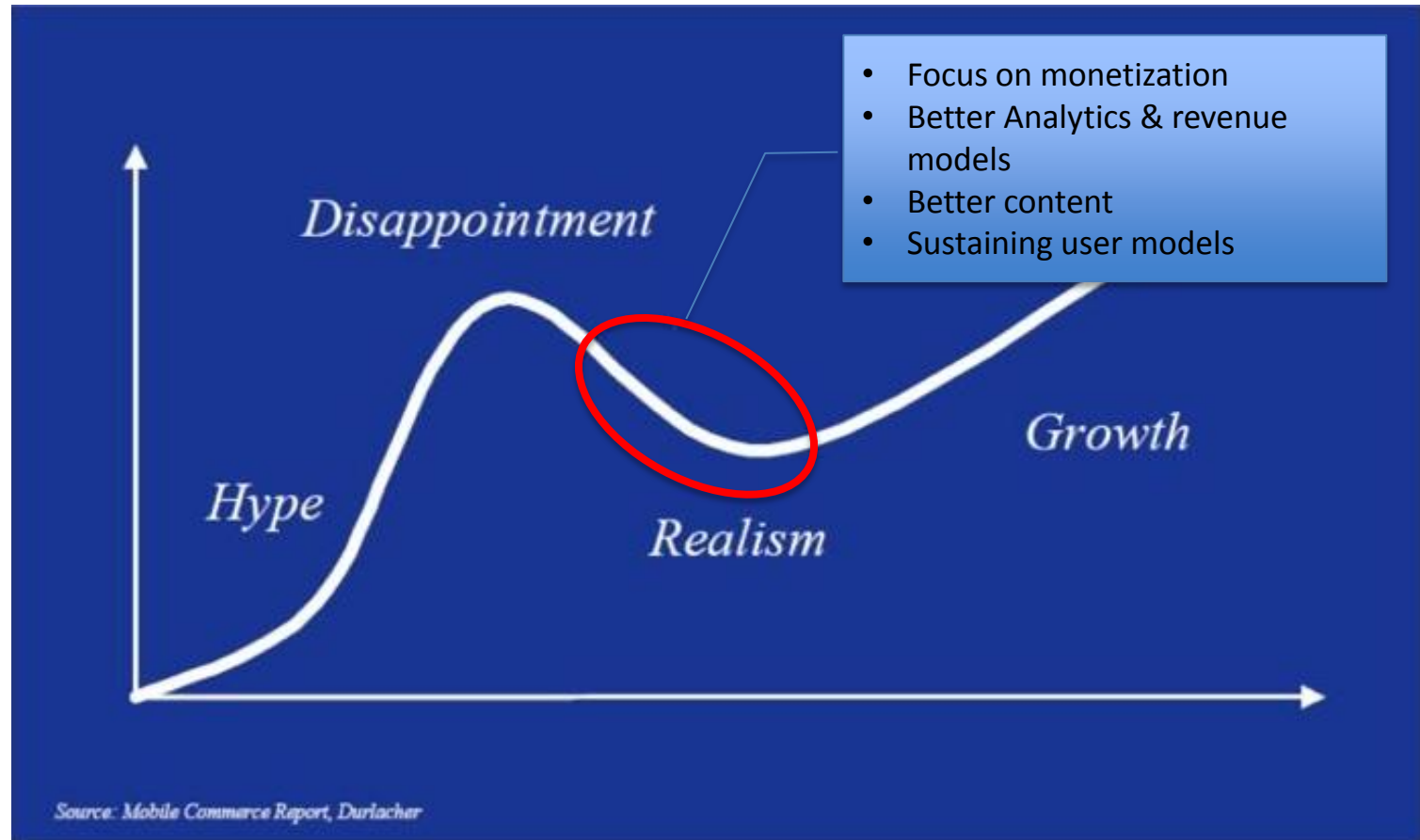
SoLoMo

Social

Local

Mobile

Where are we on the Hype Cycle?



SoLoMo Whack-a-Mole



May be the wrong order...

SoLoMo

Social

Local

Mobile

Mobile: The Basic Platform

Mo

Mobile

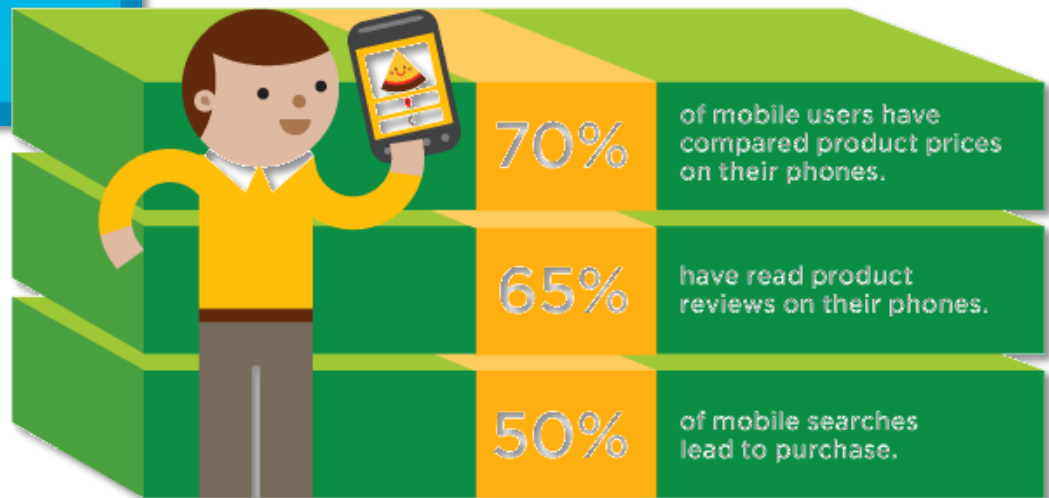
Lo

Local

So

Social

Mobile Has Become Obvious



For the non-quantitative...

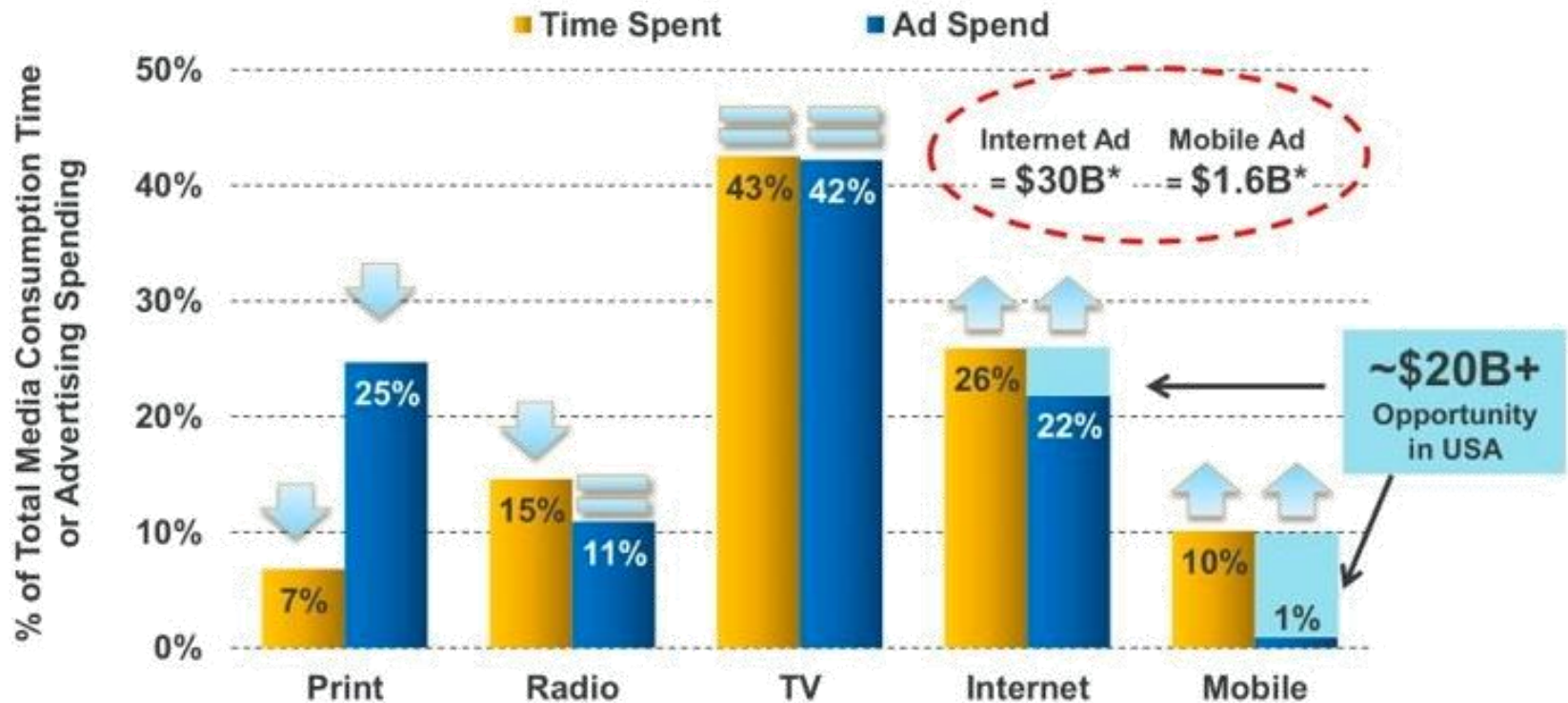


PRIOLEAU ADVISORS

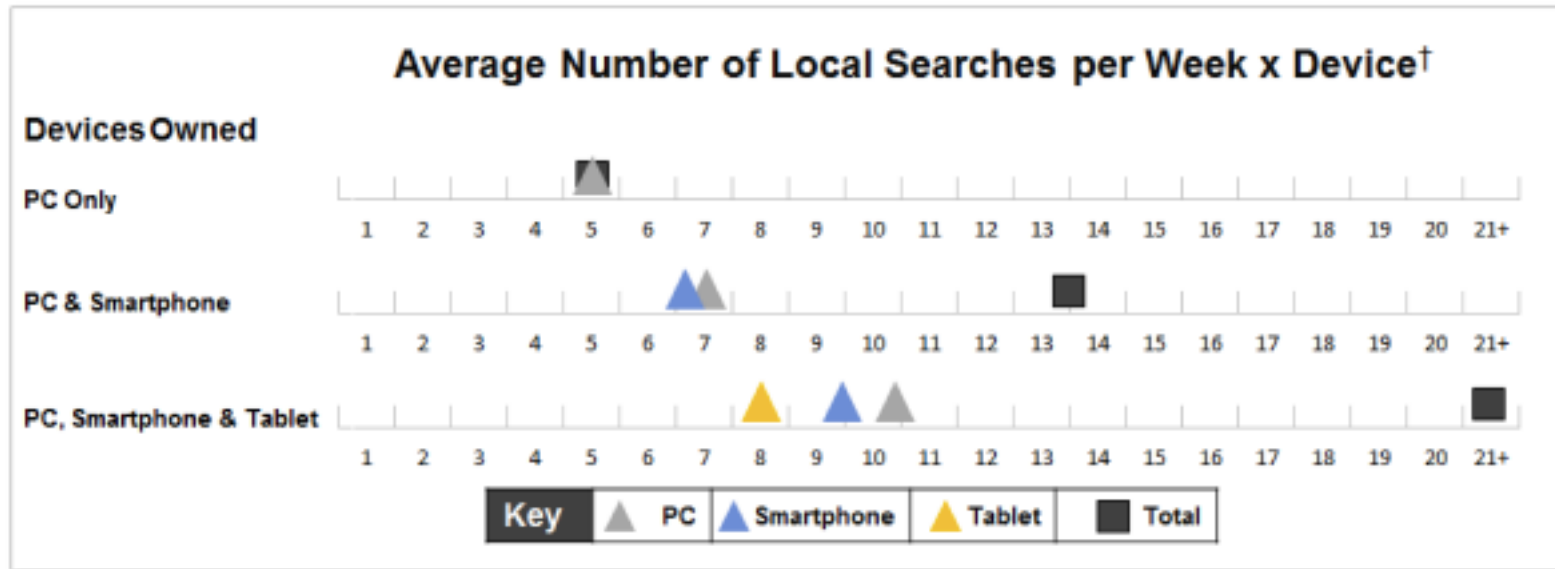
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The Hope: Untapped Potential

% of Time Spent in Media vs. % of Advertising Spending, USA 2011



Blurring of Desktop and Mobile



†Average number of searches per week, across locations (home, work/school, on-the-go)

Source: Immr Local Search Study, July 2012

- Search is strongly correlated to device ownership
- Can search, find, research, compare, respond, purchase, discuss equally well on Mobile and Desktop.
- Implication: What I saw on my desktop, I may buy off my mobile

Context: Personalization

- Mobile phones are ground zero for online personalization
 - Apps
 - Contacts
 - Calendar
 - Communications
 - Location Preferences

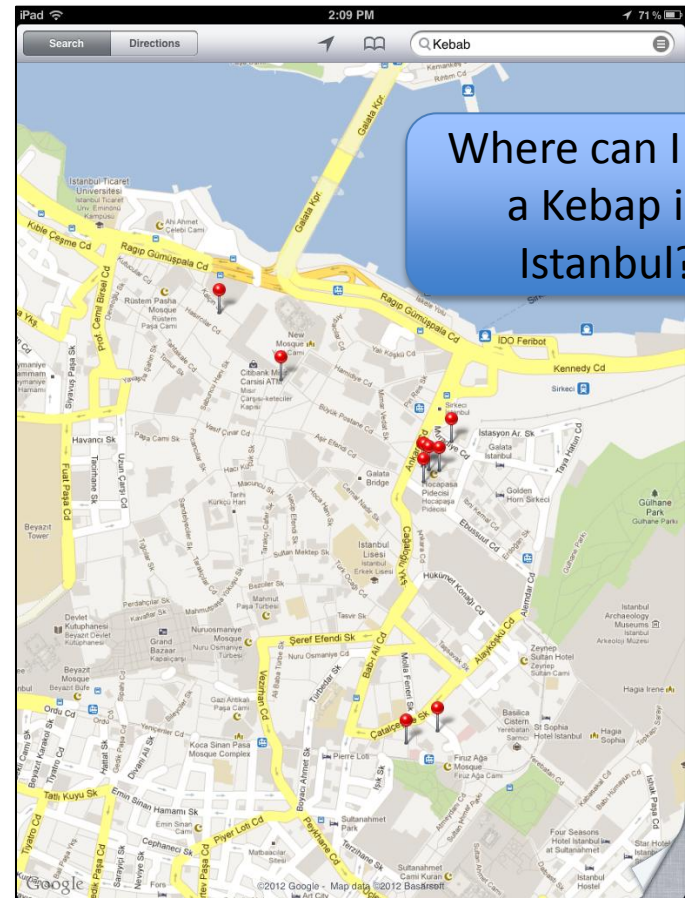


Location: Contextualization



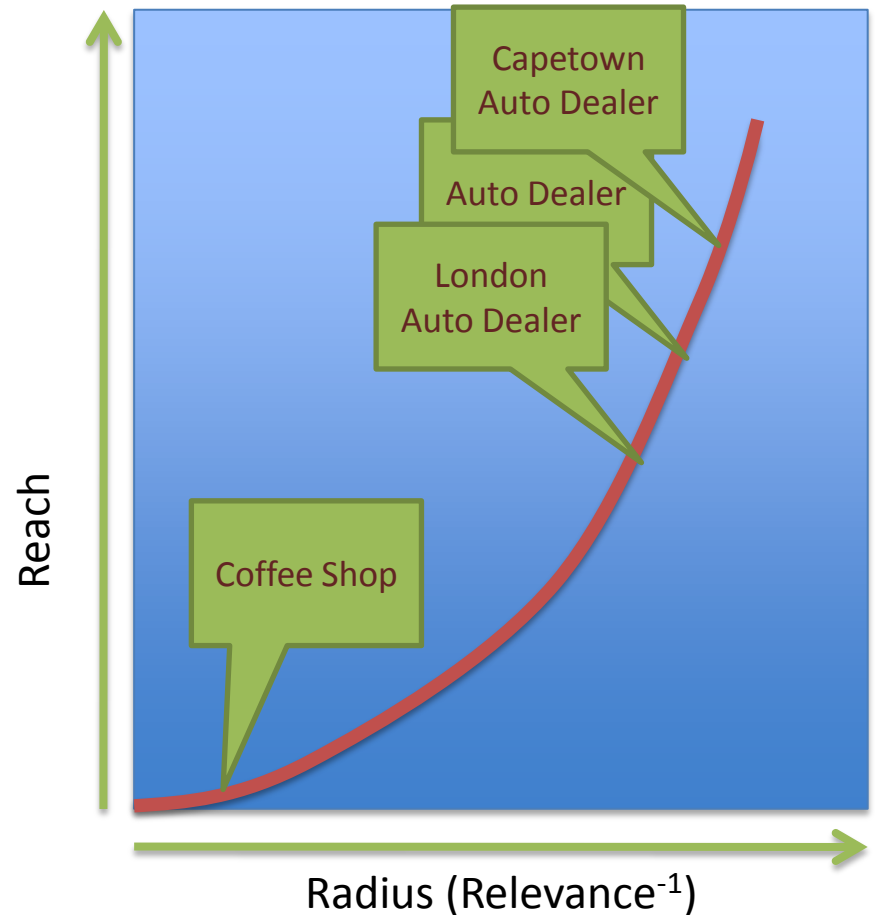
Local Search

- Most highly monetized online revenue
 - Online local search has disrupted off-line
- Well adopted, evolving merchant models
 - Search suggests intent
 - Search monetization well defined



Reach vs Radius (& Relevance)

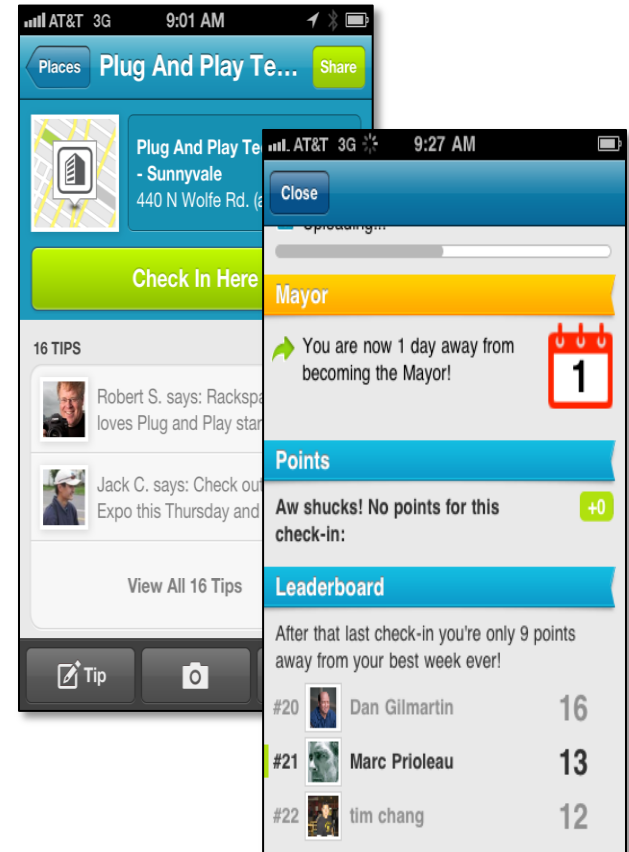
- Determining the right radius not a well understood science



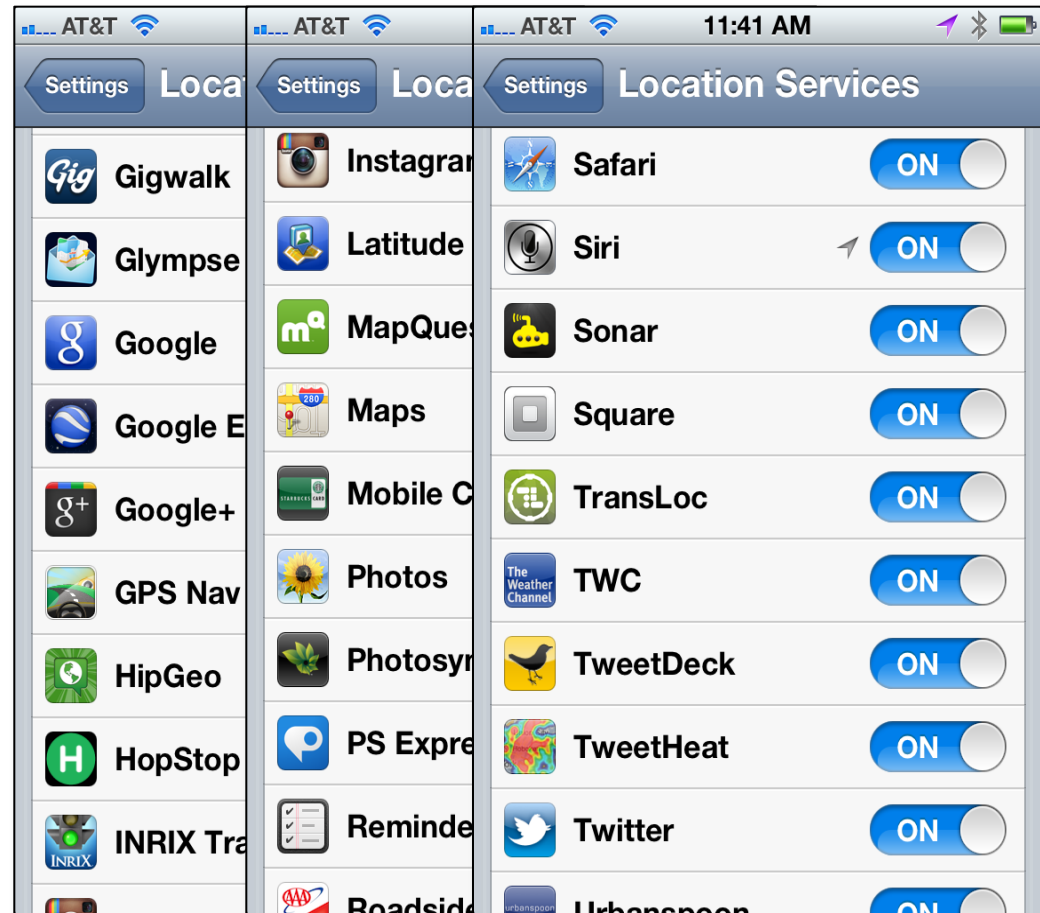
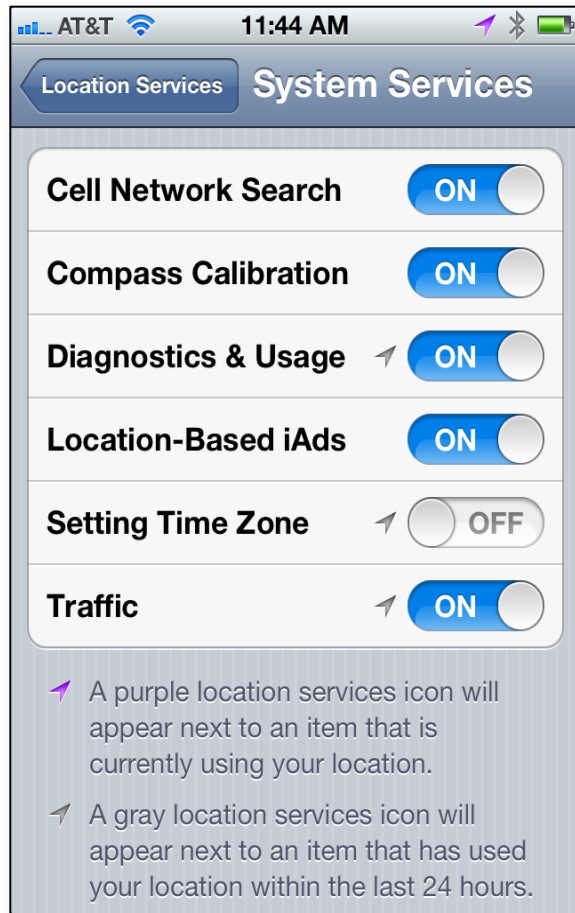
The Maligned Check-In

- Foursquare pioneered the check-in
 - Semi-Interesting social gesture
 - Very interesting engagement mechanism
- Problem: Check-In fatigue

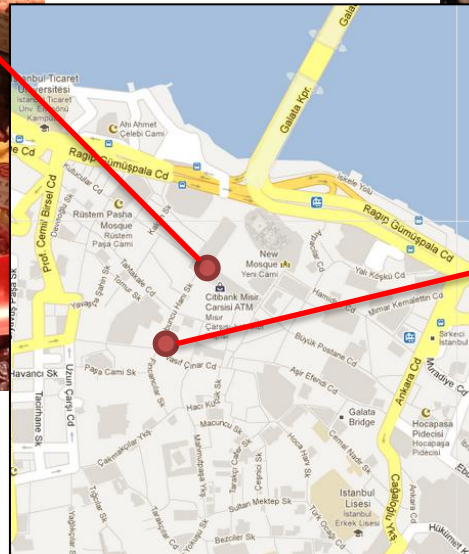
Most location based apps today assume:
Active User
Reactive Network



But phones track location...a lot



Places Have Context



Location for Personal Context



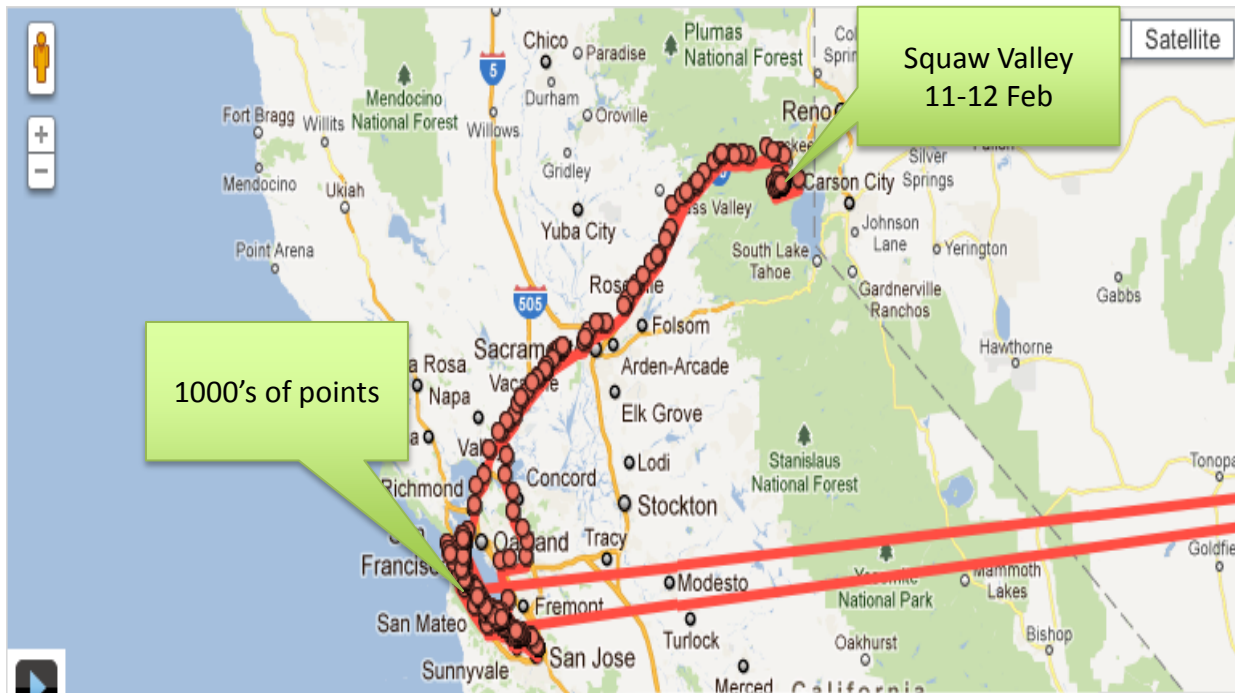
30 Days in My Life

Marc is:

- From California
- In Telecom
- Cheap
- A Swiss Air Traveler



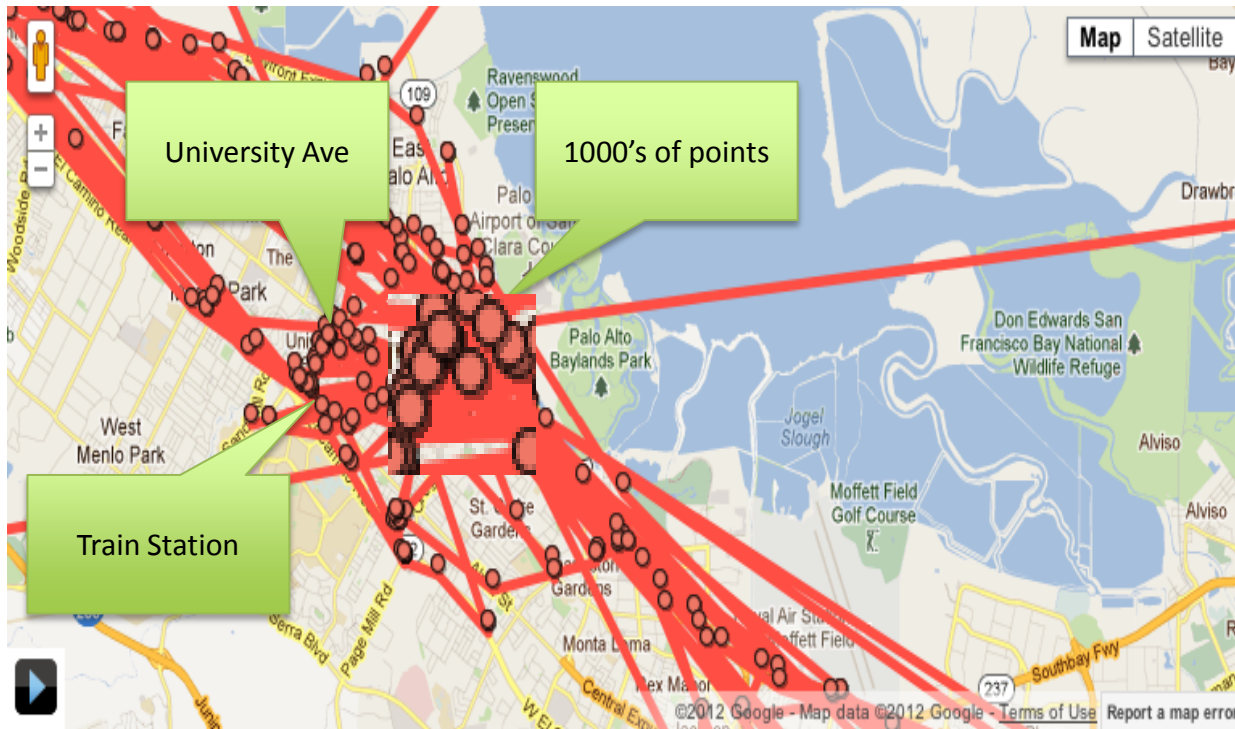
30 Days in My Life



Marc is:

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- Cheap
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- From SF Bay Area
- A skier

30 Days in My Life



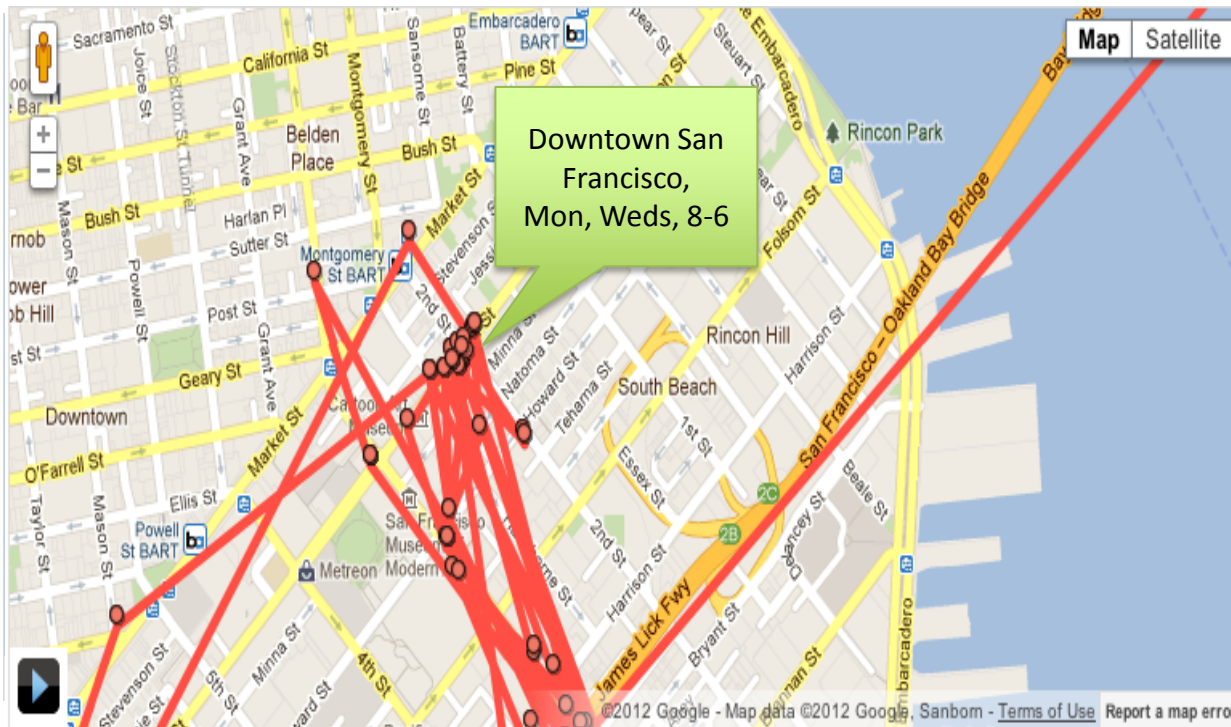
Marc is:

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- Cheap
- A Swiss Air traveler
- From SF Bay Area
- A skier
- From Palo Alto
- Likes to get coffee on University Ave
- A train rider

30 Days in My Life

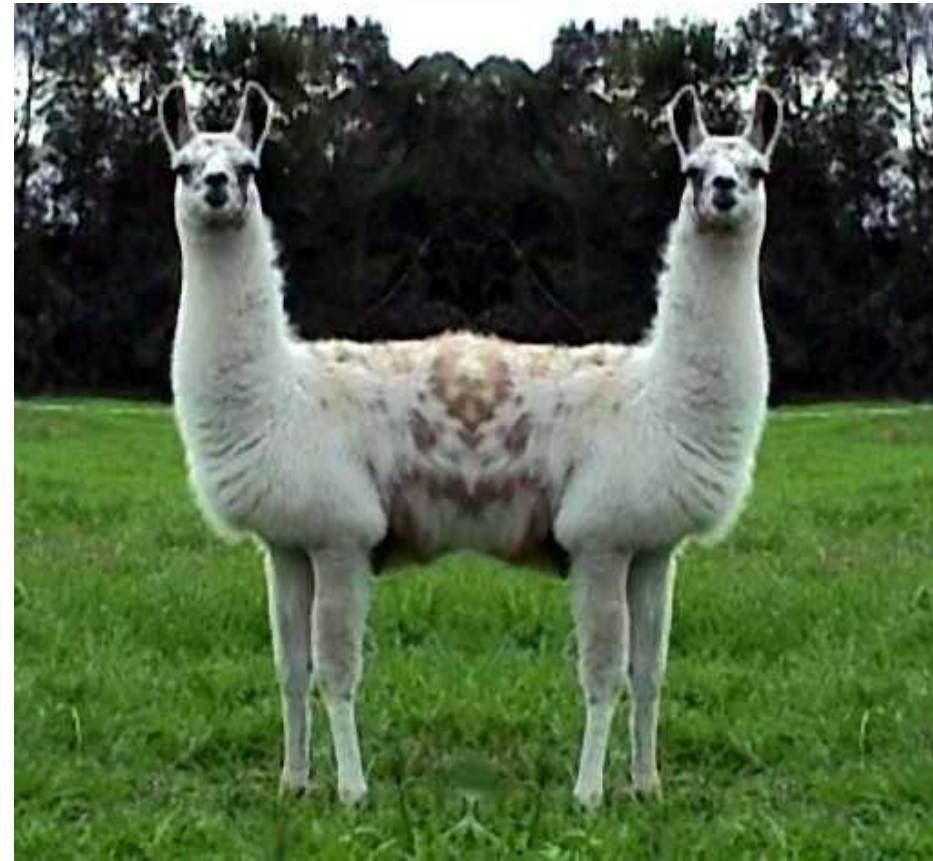
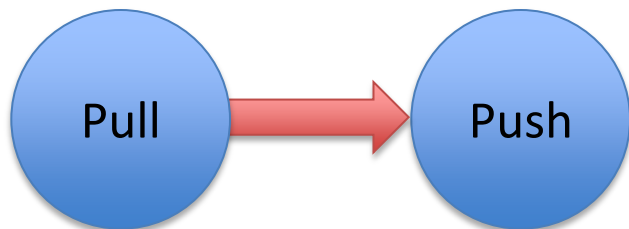
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- From California
- In Telecom
- Cheap
- A Swiss Air traveler
- From SF Bay Area
- A skier
- From Palo Alto
- Likes to get coffee on University Ave
- A train rider
- In downtown SF two days/week for work



Mobile + Location = Context

- We can assign meaning to location
- Meaning drives context
- Context drives relevance
- Relevance drives conversion



First Move to Push: Geofences

- Push message to people based on user location and (maybe) preferences
- Very advertiser-centered

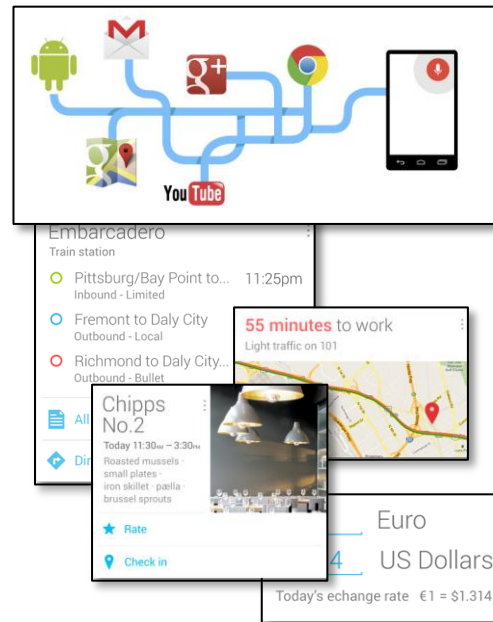


Two Services to Watch

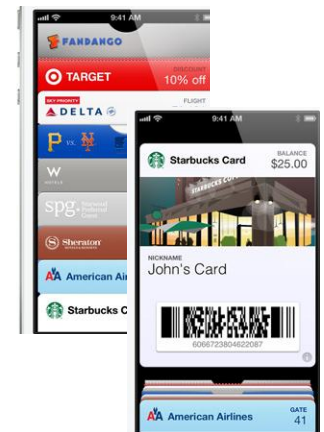
Push predictive information pushed to the user based on location, time, etc.

- Place Information
- Traffic/Real time data
- Deals
- Offers
- Friends nearby
- Etc...

Google Now



Apple Passbook



Social: Adoption & Recommendation

Mo

Mobile

Lo

Local

So

Social

Social Influence

- Social is no longer a discreet segment of online
- Every aspect of Online will have a social component
 - Communication
 - Search
 - Reviews
 - Marketing
 - Buying/eCommerce



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Social Recommendations in Search

Hi, Marc
Sharing Off | Your TripAdvisor | Sign out

City, hotel name, etc. **SEARCH**

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All 772 Istanbul hotels >

Sumahan on the Water ★★★★★
Kuleli Cad. No:51 Cengelkoy, Uskudar, Istanbul 34684, Turkey (Bosphorus) **Hotel amenities** **Save**

Danielle Thys has reviewed this hotel. [See their rating...](#)

Sumahan on the Water ★★★★★
Ranked #71 of 772 hotels in Istanbul
167 Reviews
Travelers' Choice® 2012 Winner
Trendiest

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Professional photos | 95 traveler photos

Travelers also viewed...

- Ajia Hotel** ★★★★★ 90 Reviews | Show Prices
- Tomtom Suites** ★★★★★ 311 Reviews | Show Prices
- Lausus Hotel** ★★★★★ Great Value! 224 Reviews | Show Prices

See which rooms travelers prefer - 22 traveler tips

167 reviews sorted by: Friends first | Date | Rating | English first

Friend's review
"Wow wow wow"
★★★★★ Reviewed July 9, 2012
1 person found this review helpful

Danielle Thys
Oakland, California, United States
Senior Reviewer
★ 9 reviews
Reviews in 6 cities
8 helpful votes

What a gorgeous experience. To pull up to the dock after a beautiful trip up the Bosphorus and enjoy excellent wine and food in this 5 star establishment was SUCH a treat. The owners, Nedret and Mark Butler are a Turkish-American couple who are architects. They have lovingly renovated this Ottoman distillery and no detail is overlooked. It is utterly...

More ▾

Was this review helpful? **Yes**

Which Social Network?



Social Graph vs Interest Graph

Quora

facebook

LinkedIn



Etsy

Twitter



reddit

Pose

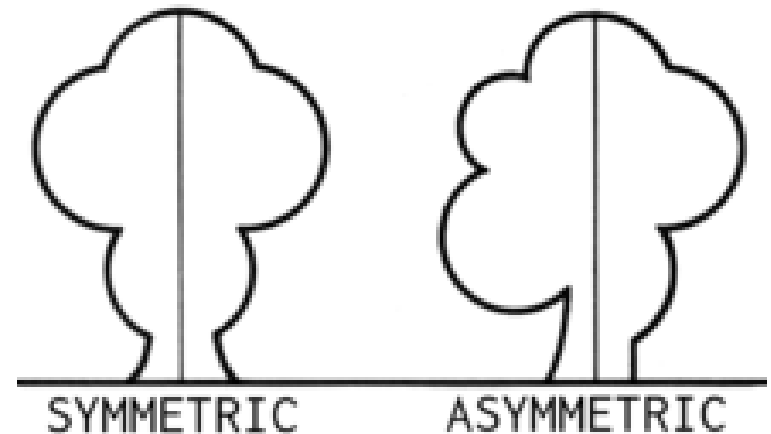
Pinterest

Google+

#ICivilistanbul

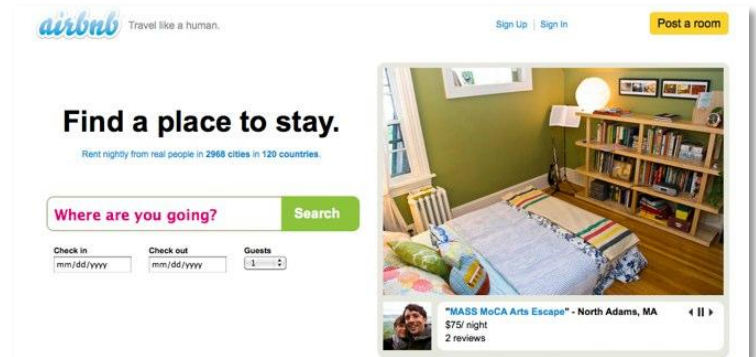
Social Disruption: Asymmetry

- Most transactions are asymmetric
 - One side knows more than the other
- Social information can shift the balance, creating new opportunities



Would you invest in...

- A business that assumes homeowners will rent spare rooms to complete strangers?



Job Search

In Employment
Who is the Buyer &
Who is the Seller?

- Glassdoor is building content for job seekers to be better buyers

The screenshot shows the Glassdoor website interface. At the top, the Glassdoor logo is followed by navigation links: HOME, JOBS, COMPANIES & REVIEWS, SALARIES, and INTERVIEWS. Below the navigation bar, a search bar contains the text 'online classified' and 'San Francisco, CA'. The page is titled 'Narrow Results' and shows '10 Classified Online Jobs in San Francisco, CA'. On the left side, there are filters for 'Distance' (Within 25 Miles), 'All Time' (selected), 'Last 24 Hours', 'This Week', '2 Weeks Ago', '3 Weeks Ago', 'All Company Ratings' (4.0+ stars selected), '4.0+ stars', '3.0+ stars', '2.0+ stars', '1.0+ stars', and 'All Job Types' (Full-time selected, Part-time, Contract, Internship, Temporary). The main content area displays job listings. The first listing is for 'Front-End Developer' at Armada Group. The second listing is for 'Head of Strategy & Operations' at eBay. A red box highlights the 'eBay Ratings & Reviews' section, which includes a company rating of 3.0 stars (based on 627 reviews), a CEO rating of 47% approve (based on 403 reviews), and a quote from a Senior Marketing Project Manager in San Jose, CA: 'Senior management seems to genuinely care about employee welfare'. The quote is followed by 'Pros' and 'Cons' sections, and a link to 'More eBay Reviews'.

Want a Tour?



highlight

 **taskrabbit**

Marc's Bold Predictions

	<u>Now:</u>	<u>Will be:</u>
Mobile	Equal	Dominant
Location	What's Near	What's Relevant
Social	"Like"	Social Recommendation Special Interest Symmetrical Transactions

Thank You

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