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VOL. 126 | NO. 67 | Wednesday, April 06, 2011

## Marketing for the Future iPad technology takes PR, marketing into new realm

By Sarah Baker Updated 5:36PM  
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*The third in a series about how the iPad is revolutionizing local business.*

Brand identity and relevance are at the core of the marketing business model.

To be successful, agencies have to create a culture that fosters knowledge and perspective. That culture not only includes being on the technological edge for its clients, but also being more effective.

More than ever, clients are relying on agencies to advise them when mobile apps and Facebook apps, Twitter campaigns, device-specific content and the like make sense for them. With the motto, "Less in your hands, more in your fingertips," the iPad 2 is aiding in those efforts and more.

Like many others, Trace Hallowell, founder and managing partner of [Tactical Magic LLC](#), had his initial doubts. He wanted to be certain the iPad was actually a worthwhile business tool instead of simply relying on the novelty factor.

"When the iPads first came out, I thought they were sort of a ridiculous cross between iPods and laptops, and why would anybody need that?" Hallowell said. "Then I saw someone showing a website on it and I realized sort of all at once that this was my dream come true for presentations."

The focus stays in the group as opposed to on the wall, he said, providing a more intimate and interactive setting.

"I really like the arresting nature of the visual presentation and the kind of intrapersonal, just sitting between a few people, sharing images around a table," Hallowell said. "And then just the sheer, compelling beauty of photo transparencies on a light box, which is probably the most gorgeous way to present any sort of portfolio or creative work."

In the past, firms had to talk in theory about the marketing program, said [Ralph Berry](#), president of Thompson & Berry Public Relations. With the iPad, reps can take a live, portable show into every meeting.

"We're becoming an instant-gratification world when it comes to someone having a thought and being able to immediately demonstrate it," Berry said. "We are in a time in the PR and marketing world where you need to be able to demonstrate in real time exactly what some of the opportunities are, and an iPad has proven to be a great tool for doing that."



Brand strategist Trace Hallowell, left, and marketing strategist Susan Akil Ewing, right, both of Tactical Magic, discuss the rebranding of Visible School with Ken Steorts, president of Visible School. (Photo: Lance Murphey)

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RECORD TOTALS	DAY	WEEK	YEAR
PROPERTY SALES	75	216	3,483
MORTGAGES	110	269	5,905
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BANKRUPTCIES	62	208	4,695
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### THROUGH THE LENS

Weekly



Web2PDF

But the iPad's reach extends beyond a conference room. [Lori Turner](#), managing partner at [The Red Rover Co.](#), uses an app that converts her iPad into a teleprompter for clients during TV commercial shoots.

"It'll scroll the sentences through so they can read it and not memorize their script," Turner said. "The iPad has streamlined my ability to share information with clients, no matter where I am."

With forward thinking, the iPad helps speed the sale, an idea Web design and development firm Speak Creative knows well.

"We've heard some feedback from some of the folks that are out in the field and they really feel like there have been several jobs that they wouldn't have won without the iPad as part of their presentation," said owner [Jacob Savage](#). "It gave them a brand edge over the competition when they're in a situation where they're bidding against an old company who's still using the old paper processes."

Indeed, technology's changing nature is transforming the agency business at lightning speed. Since clients expect familiarity with the very latest, there's no way to train people fast enough, said Stinson Liles, partner with Red Deluxe Brand Development.

"You can't really create that knowledge base with continuing education seminars," he said. "There's got to be this culture of curiosity, experimentation, debate and opinion in the company."

To generate that curiosity, Liles and Red Deluxe owner Martin Willford bought all of its team members iPads for Christmas.

"Since a lot of this cool technology that we celebrate and people talk about around here is sometimes too big a splurge to do for yourself, Martin and I thought iPads for everyone would be a fun treat," Liles said. "It was totally a gift in recognition of a year of great work."

But it's more than just a pretty toy. It's economical, too.

For instance, Howell Marketing Strategies is using the iPad to go paperless. Two years ago, CEO [Amy Howell](#) made the commitment, when she moved her office to the South Main Historic Arts District, cutting her space requirements in half.

"We got rid of our fax machine, we do nothing but scan and email, we do all of our billing electronically, we file all of our art on our server," Howell said. "We are paperless unless we have a client that demands us to not be."

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