

Announcing “Retail Goes Mobile: Finding New Consumer Connections through Mobile Devices,” Free Webinar Hosted by Placecast

Free registration now available at <http://www.placecastwebinar.com/>

(SAN FRANCISCO, Calif.) – March 11, 2010 – National Retail Federation RACie Award-winning firm Placecast today announced they are hosting a webinar entitled “Retail Goes Mobile: Finding New Consumer Connections Through Mobile Devices.” The webinar, presented by Kathryn Koegel, President of Primary Impact Research, focuses on the latest research on mobile marketing within the retail sector. The webinar is [open to the public](#) and will take place on March 18th at 9 am PT/12 noon ET. The Placecast-hosted event is aimed at further educating retailers on how to drive in-store foot traffic and sales through mobile marketing.

“Mobile phones now have consumer penetration rates that surpass the Internet – the media force that revolutionized retail behavior in the last decade,” says Koegel. “Marketers need to grasp the implications of ‘go-anywhere media,’ which is what mobile phones represent. Consumers are using their phones to do everything from research products to check competitor retail pricing – even from within store locations,” continued Koegel. “New techniques have been developed that enable retailers to use location to increase the relevance of marketing communications. But this is also the most permission-based of all marketing disciplines, and marketers need to learn mobile best practices to ensure ongoing consumer engagement.”

“Retail Goes Mobile: Finding New Consumer Connections through Mobile Devices” will cover:

- Consumer Purchase Behavior Trends
- Media Consumption Changes: The growing shift from print to digital media with wireless access
- The Mobile Device Revolution: Is it a smartphone or a multi-media device?
- Reaching Key Demographics Through Mobile
- The Implication of Anywhere Media Driving Retail Results through Location-based Mobile Tactics

Kathryn Koegel is a noted expert in digital marketing, and has created work accepted and published by The ARF and ESOMAR. Her company, Primary Impact Research, focuses on data insight development for agencies and marketers. She is currently at work on a whitepaper called The State of Mobile Marketing: Benchmarks & Best Practices, which will be published in May.

1020 Placecast is the first location-based platform designed to use digital marketing to drive consumers into physical environments. The company recently won a 2010 National Retail Federation Racie Award for their ShopAlerts service. The award was given at the 2010 Retail Advertising Marketing Association (RAMA) Conference in San

Francisco this month. The Company won Gold in the mobile/apps category over leading brands such as JCPenney, Toys“R”Us and Meijer.

“Retailers are constantly looking for ways to leverage the unprecedented access they have through an always-on device,” said Alistair Goodman, CEO of Placecast. “We are excited to host Kathryn as she shares valuable perspectives on how marketers can increase brand loyalty and sales with innovative mobile solutions.”

The webinar will take place on March 18th at 12noon ET/9 am PT. Learn more at <http://www.placecastwebinar.com/>

About 1020 Placecast, Inc.

1020, Inc. is the developer and owner of Placecast, the first location-based platform specifically designed to use digital marketing on mobile to drive consumers into physical environments.

1020’s groundbreaking Placecast service recently earned the company the OnMedia Top 100 Award, given to game-changing companies in the marketing, branding, advertising, and PR industries. Current partners include NAVTEQ and Alcatel-Lucent, and marketers include FedExOffice, Avis and Budget Rental Cars and Hyatt Hotels. 1020 is funded by ONSET Ventures, Quatrex Capital, and Voyager Capital.

Media Contact: Rachael Himself, VSC Consulting
rachael@vsconsulting.com
office: 415.677.9125 x 257