

PEARL RIVER COMMUNITY COLLEGE

NEWS & INFORMATION

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Mobile phones altering business methods

(Photo attached; caption below)

POPLARVILLE - Businesses must adapt to the use of mobile phones to remain competitive in today's economic climate.

That was the message from Lara Bowman during the Poplarville Area Chamber of Commerce Lunch and Learn Tuesday, June 2, at Pearl River Community College.

Bowman is a PRCC alumna who works for the Mississippi State University Extension Service Center for Technology Outreach.

Recent studies show 64 percent of Americans 18 and older have smart phones and 74 percent of them use the phones for directions or other location information, she said. Users who enable the location service feature on their phones and search for restaurants, for example, get location -specific information, she said.

"Your phone is actually making recommendations based on your location," Bowman said.

Business owners can go to Google My Business or Bing and register their businesses for free. The services display the business location on a map along with hours, contact information and customer reviews.

"With one click, I can call, get directions or go to the website," Bowman said. "You want to make sure people can come to your business."

Business owners can also claim their businesses on location-based services, such as Foursquare, Urbanspoon, TripAdvisor and Yelp.

Because of the increased use of smart phones, businesses need to have responsive web designs.

"You want your website to have a responsive design so that it pulls up correctly no matter which device you use," Bowman said.

The chamber holds the Lunch and Learn sessions quarterly in conjunction with PRCC and a sponsor. Mississippi Power sponsored Bowman's presentation.

PRCC President Dr. William Lewis welcomed the chamber members and guests and encouraged them to continue attending the Lunch and Learn meetings.

"We're growing all the time," he said. "We're certainly learning new ways to become part of the community."



Photo caption:

Lara Bowman, specialist with the MSU Extension Service center for Technology Outreach, talks to the Poplarville Area Chamber of Commerce about mobile phones and business.

PRCC Public Relations photo

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