

mobile World



Mobile Apps for Business;

A NEW REVOLUTION

How Mobile ADVERTISING Can BOOST your Business



Mobile MARKETING Statistics You Should Know



Top Mobile Commerce Trends



Social Media with Mobile



Why Creating a Mobile Presence is so important?



5 Reasons Your Business Needs a Mobile Site

If you are responsible for marketing your business, then there's no doubt you are aware of just how

important it is that you have a strong presence on the Internet.

There are many ways of developing this presence, from social media sites to blogs, and you should be taking advantage of all of them.

One of the latest, most effective ways of taking full advantage of the world wide web's marketing potential is by using a mobile website.

A mobile website is just what it sounds like – a website specifically designed to be viewed on mobile devices.

So, why does your business need a mobile website if its traditional site is doing just fine?

Here are five compelling reasons why:

Aesthetic appeal.

You may wonder why people can't just view your existing traditional website on their mobile devices.

The truth is, they can. The other truth is that your traditional website simply doesn't look very good on a mobile device.

Do this: shrink the view on your web browser by zooming out until

you have to squint to read the text.

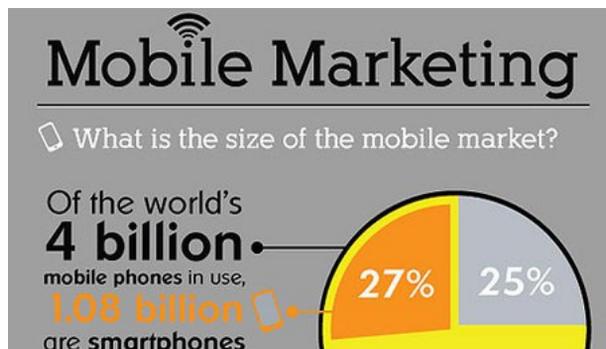
Not a good viewing experience, right?

The statistics. You can't argue with numbers.

Basically, more people today use their mobile devices to access the Internet than they do their desktop or laptop computers.

As a matter of fact, many people accessing the web today ONLY do so through their mobile devices.

Can you afford not to cater to this considerably large market sector?



5 Reasons Continued.

Data transfer costs. Many mobile users must pay data transfer fees.

Traditional websites have much more data than mobile websites, and therefore can cost a lot of people a lot of money to view.

How often are customers willing to pay you to market to them? Enough said.

Navigation.

As previously mentioned, traditional sites are much smaller on those tiny mobile device screens.

That means site visitors must do an awful lot of scrolling to take the whole site in . . .

and let's face it, web surfers don't want to have to work to read a web page.

Also, it can be nearly impossible to hit navigation buttons on such a tiny screen when the website hasn't been optimized for mobile devices.

Today's web audience.

The fact that most people access the Internet via mobile device also means that most people use their mobile devices for any of a

wide variety of things – shopping, searching, entertainment, and more – and these are all aspects you could add to your mobile website to increase

your reach and broaden your customer base.

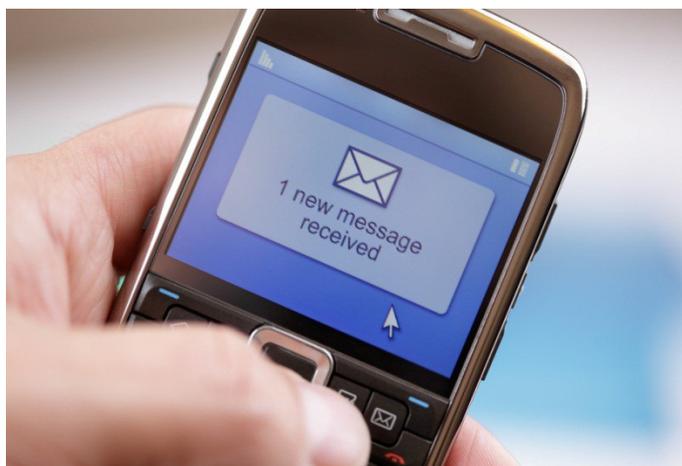
As you can see, there are a number of very good reasons to build a mobile website for your business, and as soon as possible.



I saw this



Instead of something like this!



Click here for FREE eBook

Why You Should Take Your
BUSINESS MOBILE in 2013



5 Essential Elements for Your Mobile Site

So you did your research and you understand the importance of building a mobile website. That's great.

You are truly ahead of the game when it comes to the world of Internet marketing.

Now you need to know how to build the most effective mobile website possible . . . and, no, it is not nearly the same as building a traditional site.

A mobile website is a new brand of site, and it involves a unique set of considerations.

Here are five essential elements for your mobile website:

Content. If you are at all experienced in web design, then you've most likely heard the phrase, "content is king."



Mobile web design relegates content to a new level, underneath navigability.

Sure, it is still important that your content is accurate, relevant, informative, and easy to understand.

However, the most important thing is that your content is short, concise, and free of any unnecessary verbiage.

A good rule of thumb is that it should all fit on one page (and on a tiny mobile device screen, at that).

Graphics and navigation buttons.

Keep the touch screen in mind when designing a mobile website.

Any good mobile site should have thumb-friendly navigation buttons.

Additionally, other graphics should be kept to a minimum.

Single column layout.

You don't want your site visitors to have to work to view your page.

It should not be necessary to zoom or scroll to fit your site's content on the screen.

The most effective way to display your mobile website is in a single column, which will be compatible with most smart phone screens.

In 2012, the U.S. alone saw a 55% increase in smartphone subscriptions



62% of smartphone users make local searches from their phone

Around 70% of businesses do not have a mobile version of their website



Are you mobile?

Essential Elements of a Mobile Site Cont.

Use the mobile device's inbuilt functionality.

This refers to all of those things a mobile device can do that a desktop or laptop can't do – phone calls and GPS, for example.

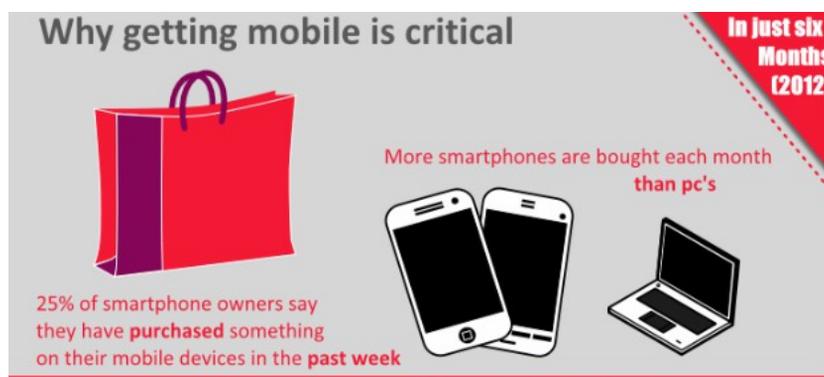
To aid the user experience, provide a way to access these features so that your site visitors can call or locate your business with just the touch of a button.

Navigation layout.

In addition to having simple, large-scale navigation buttons and search boxes, you should also arrange your site's navigation tools in a way that integrates well into the column format.

You may opt to stack them, put them in a drop-down menu at the top or bottom of the page, or present them as the home page. As you can see, mobile web design is a whole new ballgame.

It is important to keep all of these factors in mind if you are to build an effective mobile website.



QR Codes for Your Local Business



If you are responsible for marketing your local business, then you have most likely heard about QR codes, and it is even more likely that you have noticed these unique-looking “codes” popping up all over the place.

Those pixilated boxes on coupons, advertisements, signs and more are QR codes. And those codes are your next great marketing ploy.

Keeping up in today’s technology-based culture means staying abreast of the latest marketing advancements, and QR codes are at the top of that list.

Interested in what QR codes can do for you?

Here are five great ways you can use QR codes for your local business:

Showcasing your goods.

Do you have a new product or service that you really want to promote?

Then link a QR code to an online product presentation.

Feature your business offering in full color and detail, so that when customers scan your code, they are put face to face with your tempting advertisement.

Offering special deals.

One great way to get people to scan your QR code, and to in turn win them over as customers, is to offer a special deal via QR code.

Link to a coupon or web-only offer and watch the new business roll in.

Measuring marketing effectiveness.

Using QR codes to market your business offers you a unique opportunity to measure the effectiveness of that marketing.

When you use QR codes, it is easy to track turnover rates, so that you can alter your marketing as needed to improve your results.

How do you brand a QR code?

Well, you can actually incorporate your business' logo into the QR code, itself, to create a lasting impression on your customers.

How much of your competition is making use of QR codes in this way?

Not much (if any). Now that's staying ahead of the pack!

Social media.

There's no argument that social media marketing is pertinent to the success of your local business.

Link a QR code to your social media accounts to increase your followers, and thereby increase your reach and strengthen your Internet presence.

QR codes are a great way to increase your local business' customer base.

The best thing is that QR code marketing campaigns are extremely cost-efficient, as well as extremely effective.

Make the most of your QR code marketing by enlisting the help of professionals.

Hire us, [Your Business Name Here], to help you with your next QR code campaign.



Scan this QR Code to visit our Mobile Site

" WE DEVELOP THE MOST VALUABLE REAL ESTATE ON THE PLANET... "

THE SMARTPHONE SCREEN >

MobiTalki.com



To Get Your Own QR Code
[Click Here](#)

Effective Ways to Use Text Messaging for

Biz Text messaging is one of the latest crazes in the world of mobile marketing, and it's spreading like wild fire for good reason:

it is cheap, easy, and highly effective.

If your business has not yet incorporated text message marketing into its business plan, it should be.

Just make sure you are using text messaging to its highest potential.

How do you do that? Here are some pointers for the most effective way to use text messaging for your business.

Offer something.

Don't make the mistake of bombarding your customers with promotional message after promotional message.

Otherwise, you risk seeing them opt out as quickly as they opted in.

Make sure you are offering them something of value.

Coupons and specials are great way to reward those who opt in to get your text messages, and making the mobile customer segment privy to these "opt in only" offers is also a great way to keep them loyal, and to ensure they continue to open your messages.

Keep it simple.

When it comes to text message marketing, short and sweet is a good rule of thumb. Remember that mobile phone users don't like to scroll, and they are generally on the go while reading their texts.

Get to the point, and quick.



Know your audience.

Are they paying to be able to receive your texts?

Are they willing to follow-through with a phone call, or a visit to your website?

What time of day or night are they most available on their cell phones and able to respond?

Analyze your target market to answer these questions, and you will be able to target your text messaging specifically to them and their needs and, in turn, get higher rates of return.

Have respect.

Don't spam the people who opt in to receive your messages.

It's an insult.

What's more is that it increases the likelihood of them opting out.

Remember that many people must pay fees to receive texts.

Text messaging can be a very powerful marketing tool for your business.

Mobile Website Promotion

So you've decided to take the not-so big leap and create a mobile website? Congratulations! You are truly at the head of the pack.

Mobile websites are the future of web design and Internet marketing, and anyone who wants to maintain an edge when it comes to having a strong web presence simply cannot afford not to have a mobile site.

Now that you have your mobile site, what do you do with it? You need site visitors, and that means getting the word out.

Here are four ways to promote your mobile website:

Your traditional site.

Announce your mobile website on your traditional website.

Use a banner, or an otherwise obvious attention attracting device, to let your site visitors know they can now access you while they're on the go.

Include a link to your mobile site, and also a few details about what makes your mobile site unique.

Broadcast email.

If you aren't marketing through email, you should be.

And spreading the word about your mobile website to your existing customers is a perfect example of a reason why.



Social media.

Social networking sites like Facebook and Twitter are a great way to announce your new mobile website.

You don't have to sell people on your site because they are already your friends and followers.

A short and sweet message informing them of your new venture, along with the link, is perfect for promoting your mobile website through social media.

Just be sure to announce the news several times, at different times of day, so as to reach as many contacts as possible.

Get specific.

You can customize the promotion of your mobile website to the type of business you run.

The opportunities are all around you, and you just have to look for them.

Branding.

Include the mobile site link on all of your marketing materials; make it part of your brand.

It should be on your business cards, in your advertisements, and in the signature of all your email correspondence.

10 Mobile SEO Secrets

If you know anything about web design, then you understand the importance of search engine optimization (SEO).

You also know that SEO protocol seems to change faster than you can stay abreast of those changes.

Now you have yet another SEO concept to master: that of mobile website design and SEO.

Mobile SEO is different from traditional SEO in a number of ways.

Here are ten mobile SEO secrets that you absolutely cannot afford not to know:

The guiding principles.

First off, it is important that you understand what you are dealing with.

Keep these things in mind: mobile search engines are unique to traditional search engines, mobile users exhibit unique web browsing behaviors, and mobile site design is altogether different from traditional site design.

Keyword relevancy.

Mobile users don't have a lot of time, or even resources, for lengthy searches.

Your keywords must pertain to short, sometimes sketchy, search terms.

Keep it simple.

Keyword usage.

Content on mobile sites is terse and concise.

You must choose short keyword phrases,

Variance.

Keep in mind that your mobile SEO must read well on a wide variety of mobile devices, and through an equally variant number of browsers.

Again, simplicity is key.

Predictive search.

This feature is a handy way for search engines to help web searchers fill out their queries.

Choose keywords that fall into the most highly ranked predictive search results.

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Are you mobile?

Content categories.

Decide which category your site best fits into, and optimize its content so that it is most likely to be featured when mobile web users search for that particular category. Google standards.

Read up on Google mobile site standards and comply, comply, comply.

Otherwise, Google will tweak your site for you in order to read it and display it to mobile web viewers (this is called "transcoding"), and you will not be in full control of your site's presentation.

Mobile Apps for Business

“There’s an App for that” is not just a catchy one liner used by mobile device users, it is becoming an expectation as there are currently over 700,000 apps now available to download and 1 million of them are expected by 2013, and that is only in the iTunes App Store alone.

Not only is there at least one type of app available for just about anything you could think of, more than half of mobile phone users access these apps ten or more times per day and continue to search for and download over 20,000 apps every single day as well.

There is no other way to market to customers and attract new customers in the mobile environment than by creating a great app for them to take advantage of, especially when you consider that apps will hold a user’s attention longer than a typical website will because it is much easier to click away from a website while an app offers more interaction.

Having a branded mobile app gives your business the opportunity to stand out from the competition, have something new and exciting to use for marketing and advertising goals, retain current customers and attract new customers.

The type of the app you create for your business can be pretty much anything that your customers would find relevant and the more entertainment, fun and value you put into it, the more popular it will be, the more people will want to download and use it, the more they will talk about it, and the more successful your business will become.



This makes an app exponentially more valuable than any other type of marketing or advertising you can do in the mobile marketplace. What else is incredible about creating an app is that after the initial investment, the app can continue to market on its own for free when it’s uploaded to Android Apps or iTunes Apps for Apple.

The value of creating an app is just as valuable whether you are a B2B or B2C company. You can make use of mobile device features such as GPS, click to call or click to text options and the multimedia functions that allow you to include video and audio into your app if you so choose. In fact the best apps will include the highest sensory value combined with an easy to use and navigate interface.



Mobile App Ideas

Depending on the nature of your business, you can create one great app, or an entire collection. Here are some ideas to get you started:

- A Mobile Coupon App
- A Map that will automatically show users the easiest way to get to your location from anywhere they happen to be
- Interactive "How to" App for your product or service
- Premium Customer App that gives them insider information and promotions not available to the general public
- Display videos
- Quick Order App
- Event App that gives session schedules, speaker bios, contact information, maps, social media integration or whatever else would be helpful for those coming to your special event or showcase
- ROI Calculator
- Networking App that allows customers to quickly communicate to key staff members
- Games App that is based around your particular products or services
- Daily Reminders App
- Anything at all that will provide a better experience with your products and services. For example a yoga studio might create an app that offers yoga positions or a meditation timer; a motivational service might offer a quote app. The amount of ideas you can come up with is pretty much unlimited.





“Be Global 24-7”

**MAKE 2013 THE YEAR YOU
“MOBILIZE” YOUR BUSINESS!**



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