

MOBILE MARKETING

BASICS FOR SMALL BUSINESS

MOBILE MARKETING



Your customers are using their mobile phones more than ever. Smartphones are in hand or within reach every hour of the day, helping people connect, learn, shop, and play. It's time for your business to interact with past and future customers where they are eager to engage.

With today's technology, you can accomplish most of the same things on your mobile device that you can on your desktop. But, because of the size and ease of use, many people spend more time on

their smartphones and tablets than on their computers.

Is your business reaching customers on their mobile devices, where they love to spend so much of their time?

Businesses like yours have been using mobile marketing for years to reach customers, and you don't want to be left behind. Here you'll quickly learn the basics of mobile marketing for small businesses and why it is so important to your business.

MOBILE MARKETING



WHAT IS MOBILE MARKETING?

Mobile marketing is approaching your target customer base on their smartphones, tablets, and other mobile devices. This could be through SMS text messages, emails, social media, or even your website.

To succeed in mobile marketing, these key factors have to be in play:

- *You're using the mobile apps and platforms your customers use*
- *You're creating mobile-friendly and search engine optimized content*
- *You're marketing with your customers' mobile habits in mind*

With so much technology at hand - with the purpose of making our lives as consumers easier - it can be a challenge to catch the attention of new customers. Yet, with the foundation of a mobile-friendly website and mobile-optimized content, you can build a mobile marketing strategy that reaches a larger audience ready to take action on new information.

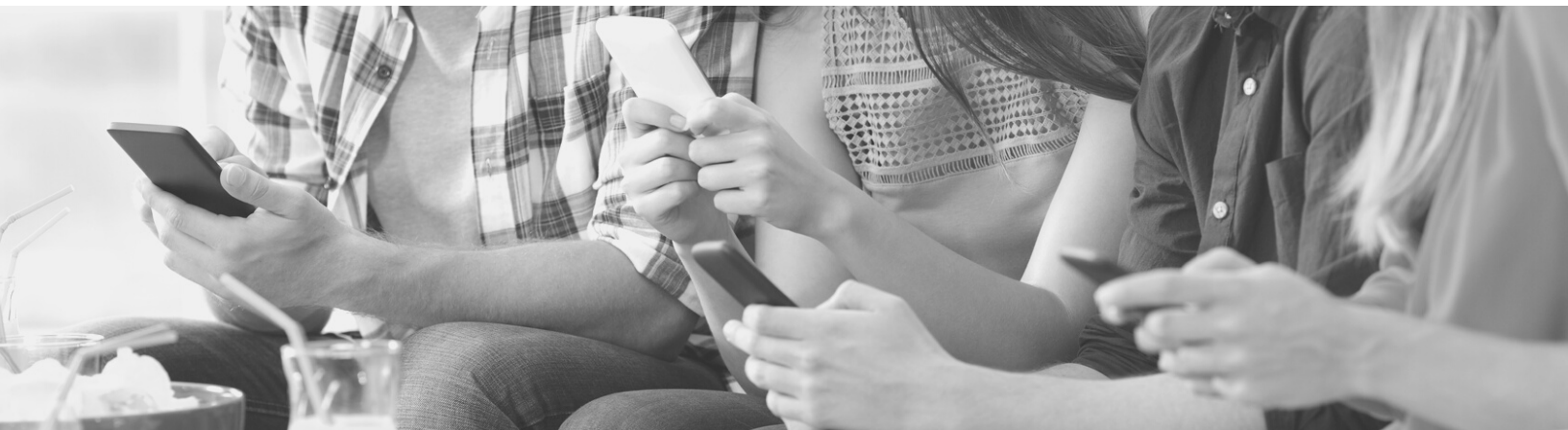
WHAT IS MOBILE MARKETING?

Mobile Marketing Channels for Small Businesses

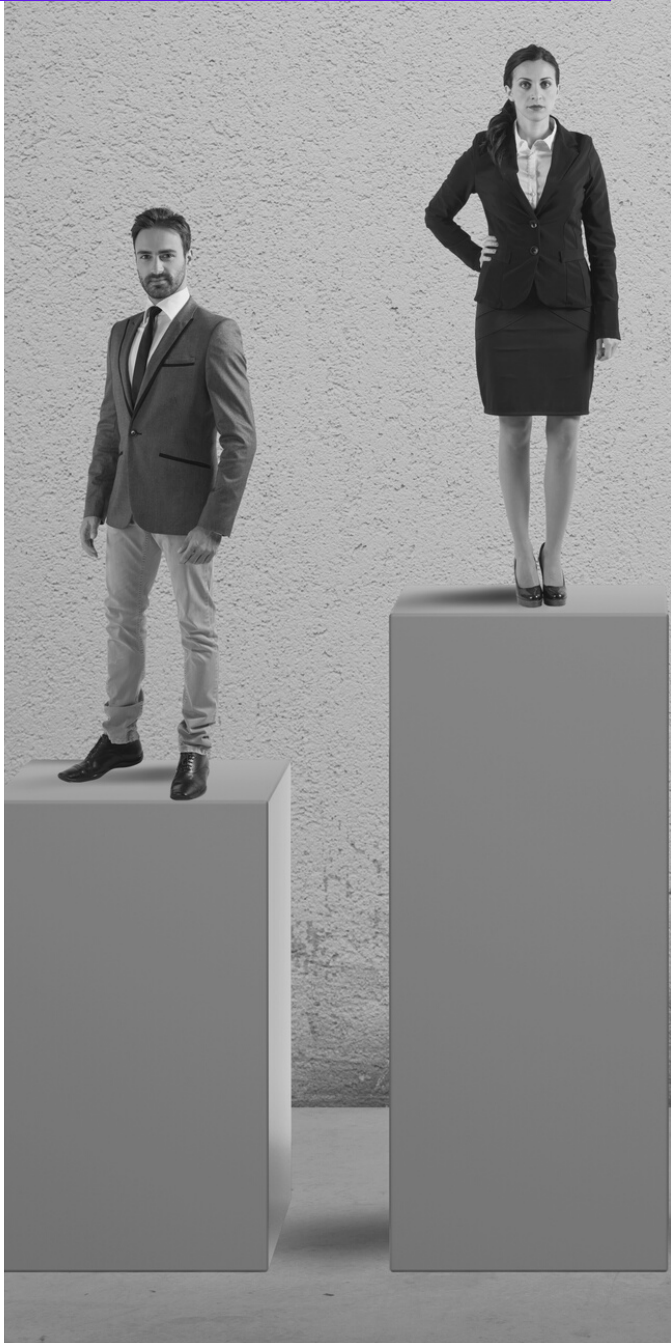
When creating your mobile marketing strategy, you won't need to learn or execute a bunch of new marketing tactics. Mobile strategies can follow your current marketing plans. You must just adapt your content to be viewed and engaged with on mobile devices while providing a practical benefit for a mobile user.

Here are some types of mobile marketing to consider adding to your marketing mix:

- Mobile-Ready Website
- Text Marketing (SMS or Push Notifications)
- Mobile Search Marketing
- Mobile Coupons
- Mobile Ads
- Mobile Payments
- In-App or In-Game Marketing
- Location-Based Marketing



MOBILE MARKETING STATISTICS



WHY IS MOBILE MARKETING IMPORTANT?

You've seen the mobile marketing efforts of other companies show up on your phone. They are the ads and promotions that pop up on Facebook, when you're doing a local search or using your favorite apps.

Getting your business name, products, services, and offers in front of customers who are constantly tethered to their mobile devices opens up a landscape of huge opportunities.

80%

SURFING THE WEB

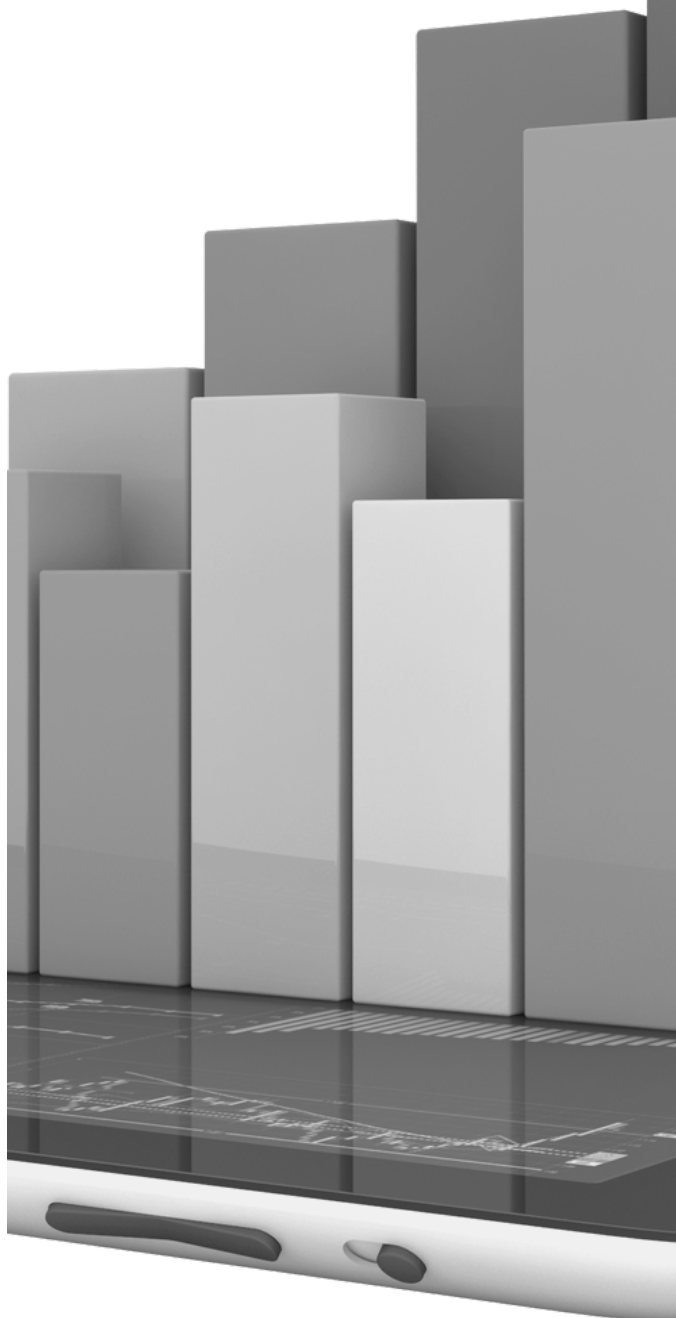
Over 80% of internet users are surfing the web on mobile phones. - *Smart Insights*

80%

BUY FROM MOBILE

80% of smartphone users will buy from companies with mobile sites and apps that are easy to navigate. - *Aum*

MOBILE MARKETING STATISTICS



96%

USE GOOGLE

When searching on mobile, 96 percent of people use Google.

- *Web FX*

5 HRS

EVER DAY

People spend around 5 hours a day on their smartphones.

- *Blue Corona*

77%

USING MOBILE

77 percent of adults in America own a smartphone.

- *Pew Research*

70%

MOBILE TRAFFIC

70 percent of web traffic comes from mobile phones.

- *Blue Corona*



MOBILE MARKETING STATISTICS

51%

FIND NEW PRODUCTS

51% of smartphone users find new brands and products via their devices. - *Front Burner Marketing*

\$201 BILLION

IN-APP SPEND

Global in-app ad spend will reach \$201 billion in 2021. - *WebsiteBuilder*

63%

SMARTPHONE RETAIL

In 2018, 63% of all retail website visits came from smartphones. - *SWEOR*

1 OUT OF 4

USE VOICE SEARCH

1 out of every 4 people aged 16-24 uses voice search on mobile. - *TechJury*

MOBILE MARKETING STATISTICS



91%

SOCIAL ON MOBILE

91 percent of social media users use their mobile devices to browse through social media. - *BrainWire*

52.2%

MOBILE TRAFFIC

52.2 percent of all website traffic is generated from mobile phones. - *Statista*

75%

PHONE IN BATHROOM

75 percent of Americans admit to bringing their phone to the bathroom. - *SWEOR*

25%

MORE MOBILE TRAFFIC

The Ericsson Mobility Report is predicting a 25% increase in mobile traffic by 2025. - *Ericsson*

4 BENEFITS OF USING MOBILE MARKETING



Leverage Cost-Effective Marketing

#1

When comparing the old versus the new, mobile marketing is extremely cost-effective. Radio and television ads are way more expensive than running a text message campaign or upgrading to a mobile-optimized website.

Today, the cost of deploying your mobile marketing campaigns has been reduced as more providers and platforms are battling for a chunk of your marketing budget. App and Search advertising costs remain low (even during the pandemic). And the affordability of turnkey platforms used for SMS marketing and the cost of text messages dropping drastically means more exposure for your marketing dollars - with even lower rates possible for larger campaigns.

BENEFITS OF USING MOBILE MARKETING

#2

Convenient and Easy

Catch the attention of your customers with user-friendly mobile marketing platforms and software that let you select who you want to see your message and when. You can create your mobile marketing strategy yourself or get the help of a digital marketing agency to build, optimize, and track your mobile marketing campaigns.

#3

Fast Start and Analytics

Technology makes launching new digital marketing campaigns a very quick process compared to traditional marketing tactics. Once you take the time to create your mobile marketing strategy, your ads and promotions could begin to show on customers' mobile devices the same day. Insight and analytics from your new campaigns quickly inform you of what's working and what's not.

#4

Location-Based Targeting

Location-based targeting uses real-time geographical data from a user's mobile device to provide information used in selecting who sees your mobile promotions. With mobile marketing, you can even use a device's location data to send alerts to users within a specific area about offers from your business relevant to their location.

IS MOBILE MARKETING RIGHT FOR YOUR BUSINESS?

While moving some of your small business budget towards mobile marketing might seem like a gamble, keep in mind that your customers are becoming less and less responsive to the traditional marketing tactics you're used to.

TV ads, billboards, mailers, and even emails are being ignored as more consumers trust that their phones will give them everything they need to do anything they want. Isn't it time you tried something new that reaches customers where they live? **You'll find that mobile marketing could be incredibly rewarding for your small business.**

If you've got questions on how to grow your business with digital marketing, we've got answers. CONTACT US!

Ask us about our website Lead Generation Software:

-Customer Engine

-Sparkwire

-TextEngage

-RepEngage

