

# Going



# Mobile

## Made Easy

**Special Free Report**

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**Quickstart Guide to  
Skyrocket Your Offline and  
Online Business Success  
with Mobile Marketing**

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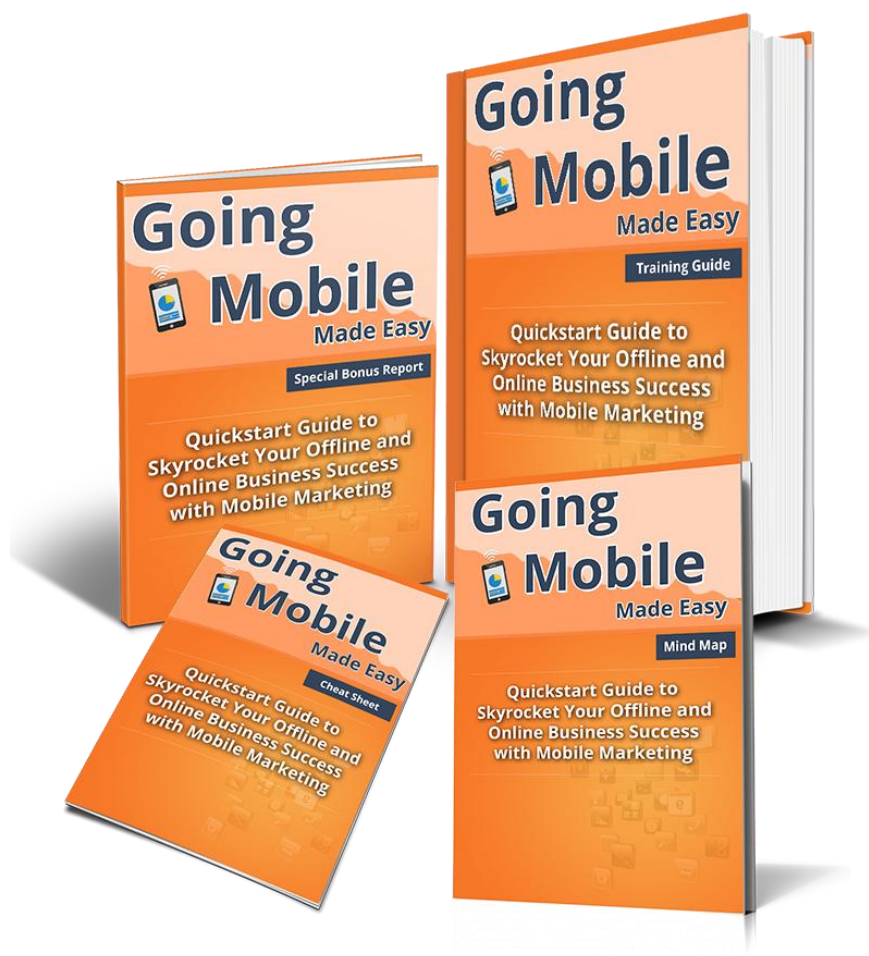
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# Limited Special Offer for You:

## Going Mobile Made Easy

(Exclusive Training)



Our latest and most effective **Going Mobile Made Easy Training System** has been designed to take you by the hand and walk you through the process of easily and effectively positioning your offline or online business on Mobile in no time.

This complete, high-quality training guide will surely help you to learn everything there is to know to **get your business on mobile in the shortest time ever.**

You will be able to **considerably grow your army of potential clients** or customers 100% targeted to your business just by being mobile. Something amazing about “Going Mobile” is that you are able to find and connect with a lot more people who share the same interests as your business; and you can do so much faster than with email, TV, radio or any other regular communication channel, including social media.

You will be able to **instantly interact with your new and existing clients** or customers 100% guaranteed, because people check their mobile devices several times a day every day. That’s the power of Mobile.

- You don’t have to worry about wasting your time.
- You don’t have to worry about ineffective strategies.
- You don’t have to worry about wasting your money on other training.

The only thing you have to worry about is reading every single word of this training guide and applying it.

Millions of dollars have been invested in the Mobile Market since it started, in order to give outstanding benefits to you and your business. This excellent training guide will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to get your business on Mobile the easiest way possible, using the most effective tools and in the shortest time ever.

Mobile devices are a huge and fantastic platform with which you can build your business to a whole new scale of success and reach all of your business plans.

**[Click Here to Get Privileged Access!](#)**

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## Introduction:



Everywhere you go, people are attached to their mobile devices. And they aren't just phones anymore; in fact, today's mobile phones are more like portable computers, with operating systems, Wi-Fi, 4G, and a variety of apps. In this Special Free Report, we'll give you a glimpse of what is possible when you decided to go mobile with your business and marketing. You'll learn a bit about the basics of mobile marketing, why it's important to have a mobile website, and how you can use a mobile website as an effective business and marketing tool.

The goal of this special free report, is to help you to get your business on mobile quickly, easily, and effectively. We'll give you an overview of mobile marketing and how it can affect your business, along with the rationale behind taking your business and marketing to the mobile platform. In addition, you'll learn about some of the differences between traditional and mobile websites, and we'll give you some great tips for setting your mobile website apart and making sure you get lots of traffic from mobile users.

People check their mobile devices dozens of times a day, so it just makes good sense to get your business in on the non-stop action by going mobile. Let's get started and get you mobile today!

To Your Success,

**Mozie**



## What is Mobile Marketing?

Mobile Marketing is simply marketing your products or services on mobile devices. By the end of 2014, the number of mobile-connected devices will exceed the number of people on earth. To put that into perspective, the current worldwide population is just over 7.2 billion people.

In short, mobile marketing is not the wave of the future; it has already arrived! It is an extension of internet marketing, and because almost everyone has a mobile device with them every day, your business can reach even more potential clients or customers when you embrace mobile marketing.



Go to a mall, college campus, or airport and take a look around. Virtually everyone is using a mobile device of some sort, and most of them are not just using them to talk on the phone. They are surfing the web, making purchases, booking reservations, and finding what they need and want. With options like SMS, apps, MMS, and QR codes, the possibilities of mobile marketing are endless. The daily use of mobile devices has outstripped the use of PC's, so it is essential that a growing business get on board.

## Why Mobile Marketing?

You may be saying to yourself, “I’ve got a great website, I send out regular emails, I even have a blog. Why is mobile so important, and what can it do for me that I am not already doing?” Here are just a few things to consider when asking *why mobile*?

### **People are emotionally attached to their phones**

When was the last time you went to work or out for an evening and realized you had forgotten your phone? We feel connected to our phones and with our phones. Because the vast majority of your potential customers or clients are probably carrying a mobile device in their purses or pockets, it just makes sense to capitalize on that always-available mobile connection.

### **Mobile marketing is cheaper than other types of advertising**

This is an especially important consideration for the small to medium business. Considering the proliferation of mobile devices, mobile marketing casts a wide net that no other medium can.

Your target consumers do not have to be sitting at a computer, listening to a radio, or watching television. You can reach them while they are jogging, waiting in line, eating out, or even lying on the beach. It’s a fact that Mobile Marketing makes you more accessible to your customers.

Let me show you some crazy eye opening facts about Mobiles that will help you understand why these little by extremely powerful devices are something that can add unlimited value to your business:



## Eye Opening Mobile Marketing facts:

|  |   |
|--|---|
| By the end of 2014, the number of mobile-connected devices will exceed the number of people on earth. <a href="#">Source</a> |   |
|  | One in four online searches is done on a mobile device. <a href="#">Source</a>                                      |
| The average American spends 2 hours a day on his mobile device. <a href="#">Source</a>                                       |   |
|  | By 2015 mobile marketing will generate \$400 billion. <a href="#">Source</a>  |
| SMS coupons are redeemed 8% more than emailed coupons. <a href="#">Source</a>  |   |
|  | Mobile advertising will account for 60% of Twitter ads by 2015. <a href="#">Source</a>                              |
| 68% of people use a mobile device to look up a store address. <a href="#">Source</a>   |   |
|  | 40% of users that scan a QR code will buy the product. <a href="#">Source</a>                                       |
| 28% of mobile users buy an item without checking it out in a store. <a href="#">Source</a>                                   |   |
|  | 52% of mobile users use their devices while in a store to get help with purchasing decisions <a href="#">Source</a> |
| 52% of mobile users check the prices of an item online they wish to buy. <a href="#">Source</a>                              |   |

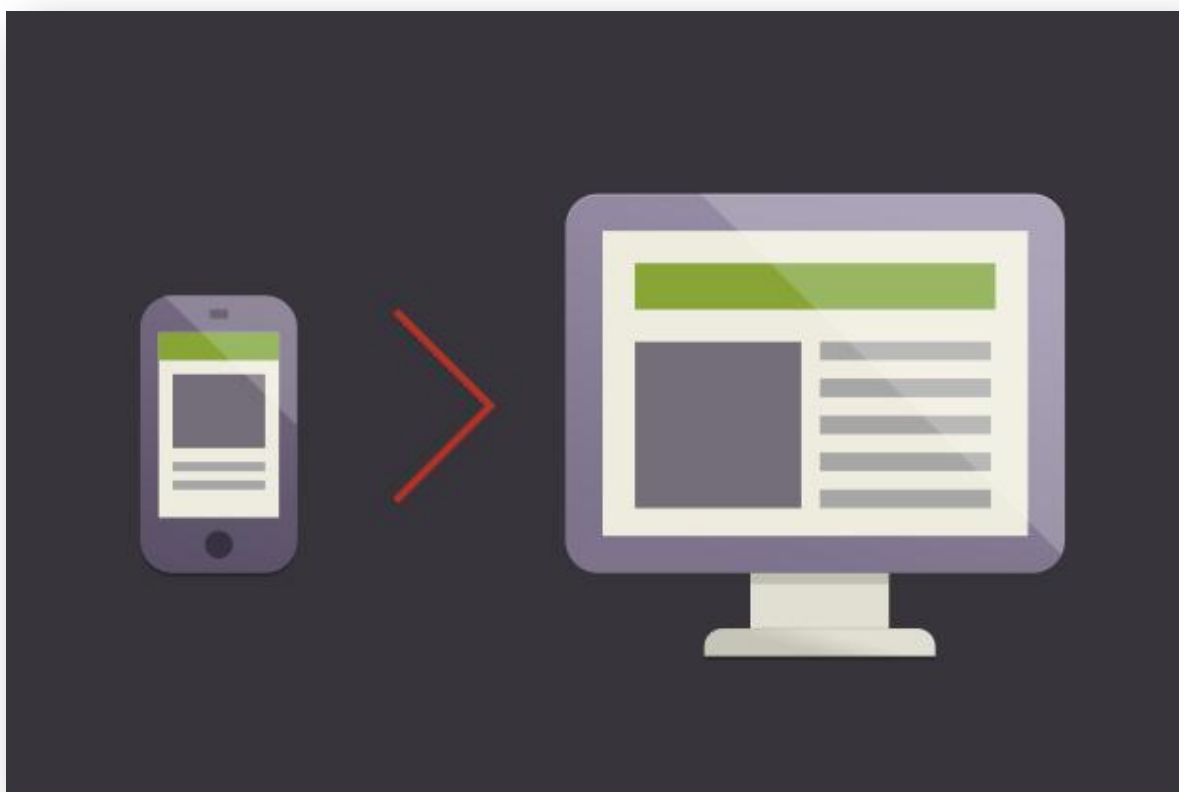
|  |  |
|--|--|
|  | 25% of mobile users prefer mobile graphic ads instead of banners. <a href="#">Source</a>                   |
| 91% of Smart phone users keep their phone within arm's length. <a href="#">Source</a>              |  |
|  | 70% of all mobile searches result in an action within an hour. <a href="#">Source</a>                      |
| It takes 90 sec for someone to answer a text message. <a href="#">Source</a>                       |  |
|  | 52% of mobile searchers call the Company they are researching. <a href="#">Source</a>                      |
| 47% of mobile users are more likely to read reviews online for the product. <a href="#">Source</a> |  |
|  | 44% of mobile users ages 18 to 34 have used a mobile device to search for a coupon. <a href="#">Source</a> |

When you see data like this, rest assured there is a lot of money to be made here. Many people are talking about it, but very few can really teach how to effectively position your business on mobile and make money with it at the same time.

## What is aMobileWebsite?

A MobileWebsite is the new online home for your business on Mobile Devices. It provides your business with a public identity on mobile phones, and it's where you connect with customers, develop your brand, and engage your following with the other half of the audience you can't reach using the regular communication channels.

Most businesses have a website these days; it is part of the basic marketing and function strategy. So if I already have a website, why do I need a mobile website? Does it really matter if my current PC website and my mobile site are the same?



Here are a few things to consider about the differences between viewing a website on a PC and viewing it on a mobile device:

## **1. The screen size**

The typical laptop or PC screen can be anywhere from 13-17 inches, or even larger depending upon the model. This means there is plenty of room for great graphics and lots of text, and because of the screen size, using the typical 12 point font is usually no problem.

Pull up your favorite web site right now, and you'll see what we mean. Now, go to that same site on your mobile phone. The graphics are smaller, or they take over the screen. You may have to scroll up, down, and side to side in order to see everything. And that text that was easy to read on a laptop is tiny on your mobile device screen.

## **2. Hyperlinks and Actions**

This is closely related to screen size. If you look at the icons on a smart phone, or even the letters on a touchscreen keyboard, they are usually about the size of a fingertip. This is because if they are too small, accurately pressing the correct letter or icon would be difficult.

If you are using a traditional website on a mobile device, then small size of buttons, hyperlinks, and icons make it very difficult to use. Sure, most phones allow you to expand the screen, but then the customer has to go looking for the hyperlink by scrolling until they find it. Chances are, they will grow frustrated and opt for a site that is easier to see and use.

### 3. Everything at a Glance

Because mobile websites are designed to show information efficiently on a smaller screen, most of them are designed to have an easily accessible index. Sometimes this is the landing page of the site, and sometimes it comes in the form of a drop-down screen or box. Either way, it makes it easy for your customers or clients to locate the part of your site they need to access. Below is an example of a PC website and its mobile website counterpart:



Notice how everything on the mobile site is right at your fingertips, while the site design on the left is not reader friendly on a phone. A potential customer would likely grow frustrated trying to navigate the site on the left, but the site on the right is easy to use on a mobile device.

# Tips to Get Your Mobile Website Moving

- Know your target audience. Don't assume that all of your audience has the same type of phone or even a smart phone, but create your site with the largest possible target base in mind.
- Keep the core of your content the same. Though the appearance and configuration of the two site styles may differ, the core content and organization of the content should be as similar as possible. For example, if your PC site's menu is organized by products and services, about, and contact us, this should also be the organization of your mobile website. If at all possible, if you can do it on the desktop site, you should be able to do it on the mobile site.
- Take a look at the Mobile Marketing Association. This organization can help you keep up to date on current trends, regulations, and programs to make the most of your mobile website.
- Keep it user-friendly. Navigation should be simple. Content should be delivered quickly. Bells and whistles are great, but not at the expensive of fast, easy to access content.
- Fewer pages means less download time. It is best to keep a mobile website as streamlined as possible, with no more than two or three layers.
- Take advantage of redirects. You've probably typed in a web address on your phone before and been pleasantly surprised that it intuitively took you to the mobile site. This will save your potential customers or clients

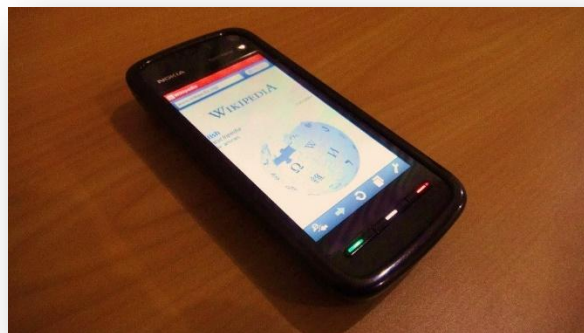


time, so take advantage of redirects that will sense when your visitors are using mobile devices.

- Don't forget the full site. No matter how similar the content, there are some things that are on your full site that you just won't be able to get onto the mobile site. So make sure your users have the option of going to the full site if they want to do so.
- Sound Bites will get your customers to bite. Make your text brief and catchy. Use slogans, short phrases, and bullet points instead of narrative text.
- Promote your mobile site using all of your already-in-place marketing resources. Once your mobile site is up and running, let your Facebook followers, Twitter followers, email subscribers, and PC website users know it's out there.
- Pull in the consumer. Paying attention to details such as readable font, complementary colors, and images that reflect your site's mission and services will grab attention and make your site aesthetically pleasing. Avoid clashing colors and fancy fonts that are hard to read. Clean, complementary, and captivating should be the keywords that guide design.

## Conclusion:

Mobile marketing is set to overtake fixed internet access by the year 2014, according to Mobile Marketing Analytics. Consider that a sale coming from mobile phones on eBay happens every 2 seconds, and smartphone sales have overtaken PC sales.



Knowing how to optimize your business' mobile marketing can make a huge impact on your visibility, profits, and success. And the growth of mobile use is happening faster than any other technology growth thus far. It took 38 years for the number of radio users to reach 50 million and 13 years for the number of television user to climb that high.

Even the number of internet users didn't reach 50 million for 4 years. However, the Draw Something phone app only took 50 days. The time to take your business mobile is now!

I hope you have found this introduction to the mobile website informative and helpful. Our business is to help your business grow and succeed through every possible venue, including mobile marketing. It's time to take advantage of this technology that is already at the fingertips of billions.

To Your Success,

**Mozie**

## Resources

### Mobile Website Videos

- ✓ <http://www.bluetrainmobile.com/blog/how-to-embed-videos-on-mobile-websites/>
- ✓ <http://www.youtube.com/watch?v=oSFQsjk-drQ>

### Mobile Website Tools

- ✓ <http://www.bluetrainmobile.com/blog/5-key-mobile-marketing-stats-you-need-to-know/#.UwfulYXp3FA>
- ✓ <http://www.virtualmechanics.com/products/spinnerpro/>

### Mobile Website Training

- ✓ <http://www.webucator.com/mobile-training/mobile-web-development.cfm>
- ✓ <http://www.lynda.com/Mobile-Web-training-tutorials/1465-0.html>

### Mobile Website Blogs

- ✓ <https://blog.kissmetrics.com/mobile-mania/>
- ✓ <http://www.mobilemarketer.com/>

### Mobile Website Forums

- ✓ <http://mobility.mobi/>
- ✓ <http://mobiforge.com/forum>

### Mobile Website Infographics

- ✓ <http://www.digitalbuzzblog.com/infographic-2013-mobile-growth-statistics/>
- ✓ <http://www.techrepublic.com/blog/smartphones/infographic-rise-of-the-mobile-strategist/6233/>

### Mobile Website Affiliate Programs

- ✓ <http://www.affiliateranker.com/directory/Mobile/>
- ✓ <http://www.mobyaffiliates.com/>

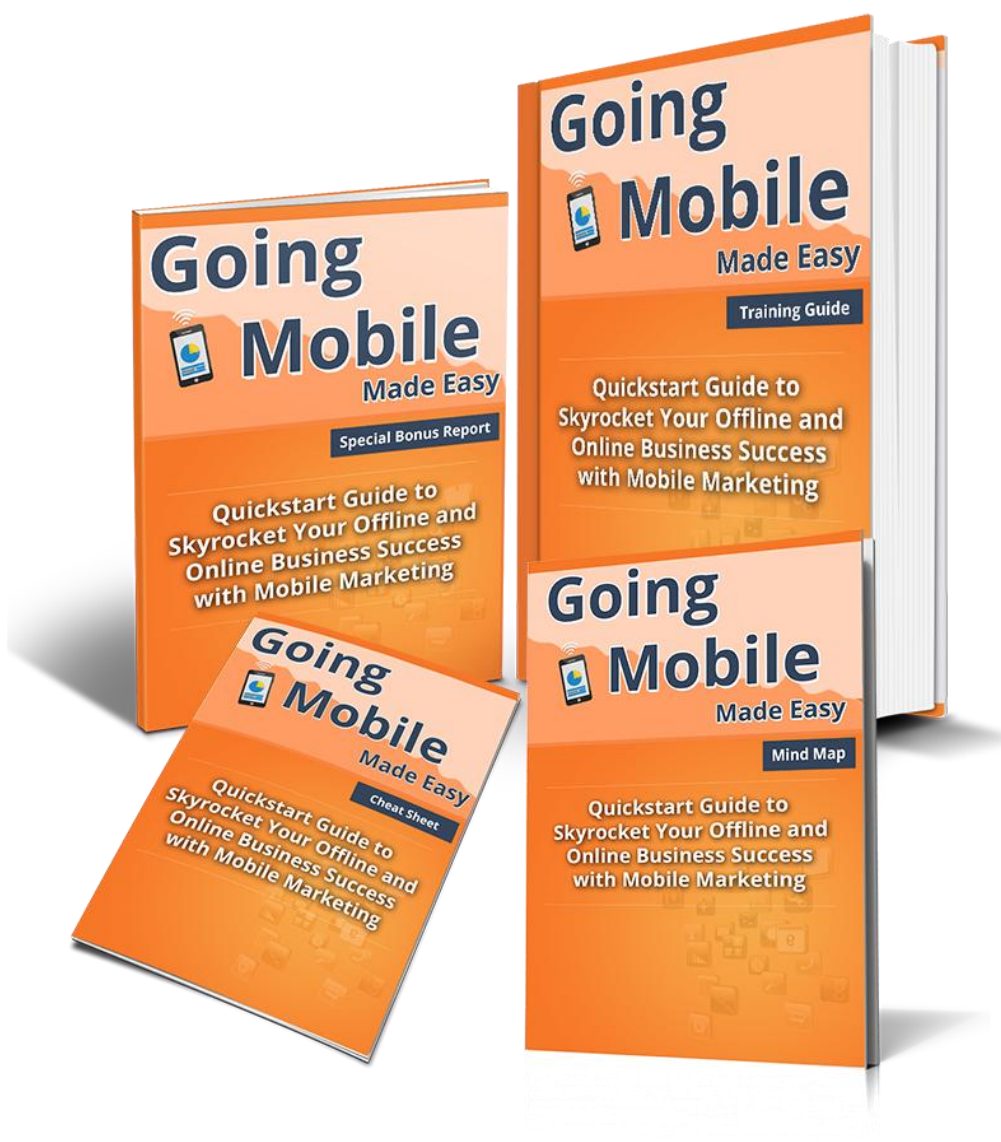
### Mobile Website Demographics

- ✓ <http://www.brafton.com/news/mobile-web-use-rising-across-all-demographics-in-the-u-s>
- ✓ <http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>

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