

**Subject:** [Mobile] #2: The Current State of Mobile

**Body:**

## Lesson #2: The Current State of Mobile

Hi [Name],

Did you know more than 100 million people in the US (over 7 million in Canada) now use smartphones?

And recent estimates show 145 million smartphones were sold in the first quarter of 2012 worldwide (up from 103 million in Q1 2011).

Now those numbers are certainly impressive. But what's even more remarkable than the amount of phones being purchased is *what people are doing* on those phones.

In 2011, US mobile commerce sales (including travel) surged 91.4%, to reach **\$6.7 billion**. And if growth continues at this rate sales are estimated to reach \$31 billion by 2015.

Did you catch that?

In 4 years US mobile commerce is expected to grow from \$6.7 to 31 billion. An increase of over \$24 billion! That means people are doing a lot more than just talking and texting on their phones... they're spending money, a lot of it.

So if millions of people are flocking to the mobile web ready to do business then the smart question every savvy business owner has is, "How can I better connect and serve all these people?"

Well the first and foremost thing you should have is a mobile version of your website. If you don't then people will arrive at your clumsy looking desktop site and without thinking twice, leave before they even read or look at anything.

Why?

Because they don't have time to try and navigate a desktop site (pinching and zooming in and out) while on the go. In fact 80% of customers abandon a mobile site if they have a bad user experience?\*

When people have a good experience on a mobile site they'll gladly return.



So the choice is yours.

You can continue to use your old and not-so-mobile-friendly desktop website and lose business to your competitors who are taking advantage of the mobile revolution.

Or...

You can get a mobile website up that loads fast and is easy to navigate. A site that features one touch call and mapping capabilities that provide your customers with everything they need to access and find your products and services while on the go.

So if you want to talk to someone who can help I'd encourage you to contact my team of highly trained mobile marketing professionals by [clicking here](#).

And if you act now you'll get a free 30 day trial of a mobile site. That means we'll make a mobile version of your website that can be accessed and tested on any smartphone. If you or your clients don't like it then cancel within 30 days and you won't owe us a dime.

Our process is simple and easy (especially if you already have a normal website up).

So what are you waiting for? Connect with us today by [clicking here](#).

To your success,

*Steve*

Steven Hudson

P.S. Do you still have questions like, "How is a mobile website different than a desktop website?" or "Will this replace or be in addition to my desktop site"? If you do then [click here](#) to get the answers.

\*Source: Limelight Networks, Inc. 2011

