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The Mobile Revolution: Understanding Smartphone Consumers

Sometimes it's difficult to recognize major shifts in our world. For example, did you recognize the shift into the Information Age in the early '90s? Some did and those early adopters profited greatly because of it.

Well today there is another shift happening. It's been called the "Mobile Revolution" or "Mobile Movement." Smartphones have changed our lives almost without us even being aware of it.

Here are some interesting facts:

- More than 100 million people in the US (over 7 million in Canada) use smartphones
- 145 million smartphones were sold in the first quarter of 2012 worldwide
- By 2013, more people will get online with their mobile phones than with PCs

What Does this Mean for Small Businesses?

This means the people you are trying to reach are more connected to the Internet than ever before. But they're also busier than ever. That's why **80% of customers abandon mobile sites when they have a bad experience.**

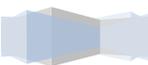
They don't have time to deal with a clunky, outdated desktop website on their phone. They will simply leave and find a company who has a **mobile friendly site** that's easy to use.

But how much business is actually done on mobile devices? Well consider this:

- 79% use smartphones to help with shopping
- 95% of people look for local info (88% take action within the same day)
- In 2011 US mobile commerce reached \$6.7 billion (Estimated to be \$31 billion by 2015)

How Can We Help You?

There are two ways we can help you. First, we can educate you regarding the important of mobile marketing. We've put together a 10-part training course called **Mobile Marketing 101**. This course was designed with the small business owner in mind. We cover such things as:



- Why Mobile Marketing is Important
- How to Combine Both Aesthetic and Functional Quality on a Mobile Site
- Why Social Media Should Serve Your Website (And Not the Other Way Around)
- A Study Comparing Mobile Websites to Mobile Apps
- How To Optimize Your Site for Fat Fingers
- How You Can Profit from QR Codes
- The Powerful Synergy Between Email Marketing and Mobile Phones
- And More...

These lessons are delivered via email on a weekly basis. And the best part is that it's totally FREE!

Grab Our Free 10-Part Mobile Marketing 101 Course

Done-for-Your Mobile Websites

The second way we can help you is by offering a **Done-for-You Mobile Website**. This means you get a cutting edge mobile site – professionally installed without any stress, hassles or technical knowledge!

The process is simple and the price is reasonable (especially when you consider how much more business you'll be getting now that people aren't avoiding your clunky desktop site like the plague).

Right now we're offering a **FREE 30-day trial** on our mobile websites. Which means if you email us a request we will create a mobile version of your website that will be viewable on every major smartphone (iPhone, Droid, Blackberry, etc.) in the next 2 weeks.

So what are you waiting for? You have nothing to lose and everything to gain!

And if you want to learn more about our company [click here](#).

If you want to see what your current website looks like on a smartphone and also see some demo mobile sites then [click here](#).

If you're curious how our process works (it's pretty simple) then [click here](#).

Thank you for visiting!

