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Why Mobile Marketing?

Both business owners and their customers are using mobile devices in different and new ways daily all over the globe. The mobile devices we have today are capable of allowing users to communicate in many ways such as texting, talking, checking email, sending messages, and browsing the internet.

People are emotionally attached to their phones...

People use them for everything from checking in on FourSquare to sharing a selfie or updating Facebook, etc. Most people literally feel naked if they leave their homes without their phones, so that means there are huge reasons why mobile marketing is not only smart to do, it's seriously vital for all businesses if they don't want to lose ground with their clients and customers.

Mobile Marketing is also cheaper than other types of advertising...

That fact, plus the direct access to the customer that goes with it, makes mobile marketing results impossible to achieve through other media. It doesn't matter if your potential customer is out jogging, at work, out shopping or just lounging on the couch in their home, mobile marketing gives you a very personal and direct way to contact them about what your business can do for them.

Let me show you some crazy eye opening facts about mobile devices that will help you understand why these little but 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.
- One in four online searches is done on a mobile device.
- The average American spends 2 hours a day on his mobile device.
- By 2015 mobile marketing will generate \$400 billion.
- SMS coupons are redeemed 8% more than emailed coupons.
- Mobile advertising will account for 60% of Twitter ads by 2015.
- 68% of people use a mobile device to look up a store address.
- 40% of users who scan a QR code will buy the product.
- 28% of mobile users buy an item without checking it out in a store.
- 52% of mobile users use their devices while in a store to get help with purchasing decisions

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

When you see data like this, rest assured there is a lot of money to be made here. Many people might be 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.