



# Going Mobile

Video Training

# Introduction

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- ✓ Get your Business on Mobile
- ✓ Considerably grow your army of clients
- ✓ Instantly interact with your clients
- ✓ Millions of dollars have been invested

# What is Mobile Marketing?

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- ✓ Marketing on Mobile devices
- ✓ 7 billion cell phones all over the world
- ✓ It is doing better than traditional marketing methods
- ✓ It is an extension of Internet Marketing

# What is Mobile Marketing?

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- ✓ Mobile phone usage is exceeding the use of other devices
- ✓ It is less costly than traditional methods
- ✓ At the touch of a button you can send out information
- ✓ It has skyrocketed with the addition of the QR codes

# Why Mobile Marketing?

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- ✓ Customers are using mobile devices in new ways
- ✓ People are emotionally attached to their phones
- ✓ Its results are impossible to achieve through other media

# Why Mobile Marketing?

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- ✓ The number of mobiles will exceed the number of people
- ✓ One in four online searches is done on a mobile device
- ✓ 2 hours a day of usage
- ✓ By 2015 mobile marketing will generate \$400 billion
- ✓ SMS coupons are redeemed 8% more
- ✓ 60% of Twitter ads by 2015



# Why Mobile Marketing?

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- ✓ 68% of users use a mobile to look up a store address
- ✓ 40% of users that scan a QR code will buy the product
- ✓ 28% of users buy an item without checking it out in a store
- ✓ 52% of users use their devices while in a store
- ✓ 52% of users check the prices online
- ✓ 25% of users prefer mobile graphic ads instead of banners

# Why Mobile Marketing?

- ✓ 91% of users keep their phone within arm's length
- ✓ 70% of all searches result in an action within an hour
- ✓ It takes 90 sec for someone to answer a text message
- ✓ 52% of searchers call the Company they are researching
- ✓ 47% of users read reviews online for the product.
- ✓ 44% of users have used a mobile to search for a coupon



# Why Mobile Marketing?

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**THERE IS A LOT OF MONEY TO  
BE MADE HERE...**

# What's a Mobile Website?

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- ✓ The new online home for your business on Mobiles
- ✓ A website you create or adapt for mobile devices
- ✓ You can get the most out of your whole audience
- ✓ Brilliant way to communicate with your audience

# What's a Mobile Website?

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## Benefits:

- ✓ Accessible from anywhere
- ✓ Optimized for smart phones
- ✓ SEO friendly and have good rankings on Google
- ✓ Allow customers to use Geolocation apps
- ✓ Bridge the gap between online and offline advertising

# What's a Mobile Website?

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## Benefits:

- ✓ Easier and faster to create than regular websites
- ✓ Help companies build their brand identity
- ✓ Compatible across several types of devices
- ✓ Can be developed so that it acts like a mobile app
- ✓ Puts your business one step ahead of your competition

# Installing a Responsive Website

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- ✓ Greatest option for new websites
- ✓ Your clients will access it from any mobile device
- ✓ Your presence will look great everywhere
- ✓ You may create a site that will meet all of your needs

# Creating a Mobile Website

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- ✓ Maybe you already have a website
- ✓ It's fairly easy to create a companion mobile site
- ✓ [www.jqmbuilder.com/build](http://www.jqmbuilder.com/build)



# Adapting your Existing Website

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- ✓ You don't have to build it from scratch
- ✓ WordPress Websites
- ✓ Non-WordPress Websites

# Make a killing by selling mobile websites

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- ✓ Market your talent
- ✓ Businesses need you
- ✓ How? Where?

# Make a killing by selling mobile websites

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Go Local:

- ✓ Look at the local businesses in your area
- ✓ They do not have the time to build a site
- ✓ They do not have the profit margin to hire a firm
- ✓ YOU are the perfect fit for them

# Make a killing by selling mobile websites

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Go Surfing:

- ✓ Websites that list businesses are a great place
- ✓ Contacting them is where all starts
- ✓ The wider you cast your net, the more business you may “catch”

# Make a killing by selling mobile websites

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Go Personal:

- ✓ Relationships can drive long term business
- ✓ Remember to make your pitch personal
- ✓ Consider how your potential client's customers will use the site
- ✓ Use the stats given in earlier Videos

# Make a killing by selling mobile websites

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Go Social:

- ✓ Let your friends on social networks know about it
- ✓ “Like” businesses
- ✓ Ask them if they need help building a mobile site
- ✓ Share your mobile sites



# Make a killing by selling mobile websites

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Go Everywhere:

- ✓ <http://www.warriorforum.com/mobile-marketing/>
- ✓ The woman next to you at the beauty salon
- ✓ The hairstylist may be wishing for more clients
- ✓ The guy who changes your oil

# Make a killing by selling mobile websites

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How much do I Charge?

- ✓ Search the companies that sell mobile sites
- ✓ [www.warriorforum.com](http://www.warriorforum.com), [themeforest.net/forums](http://themeforest.net/forums)
- ✓ \$400 to \$900
- ✓ The price will go up for each additional service

# Make a killing by selling mobile websites

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How much do I Charge?

- ✓ \$500 per site will be ok for you to start
- ✓ Consider your strengths and weaknesses
- ✓ Have someone you trust take a look at your sites
- ✓ The more you create, the better your skills will become