Harness the Power of Mobile
How to use mobile technology to promote yourself and drive more business
BE A MARKETER
All it takes is Constant Contact®
#BeaMarketer
Why are we here today? Mobile internet usage is growing...

51% of emails are opened on a mobile device

Source: Constant Contact
and it’s growing fast.

64% of American adults own a mobile phone

Source: PewInternet.org
The average person...

looks at their phone 150 times/day.
Why is mobile so important for small businesses?

- Work more effectively
- Consumers are finding your business
- Do things faster & smarter
Mobile drives business.

It’s how people read your messages, find you & make purchase decisions.
1. Mobile and local listings
2. Drive action with mobile marketing
3. Creating content with and for mobile
4. Next steps
Agenda

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And when it comes to mobile (local) searches...

- **80%** use smartphones to find local information (hours, products, address & directions)

- **More than 2x the rate** at which local searches lead to purchase v. non-local search

- **50%** of store visits happen within an hour of local search

- **78%** of searches that result in a local purchase are conducted on mobile phones
Where does local listing information come from?

- Consumers
- Business submissions
- Listing management services
- Data aggregators
- Vertical-specific providers
- Scraped data
Take control of your listing...

1. Search for your business
2. List places that list your business
3. Check your listing information for accuracy
4. List places that don’t list your business, but should
5. Update your information
Search & discovery checklist
Update your online information

- Hours of operation
- Parking options
- Business description
- List of products & services
- Specials/deals
- Logo & photos
- Contact info, URL & social channels
- Payment options
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What is mobile marketing?
It helps you work faster and smarter.
Offers & Promotions

Expected growth in digital coupon users’ mobile coupon or code redemption from 2012-2016

Source: www.emarketer.com
Offers & Promotions

Trackable coupon:
A digital coupon that’s sent to your email list, is an “open” offer, doesn’t require a prior purchase, and is easily shared via social media.
Offers & Promotions

Facebook promotion:
A marketing effort associated with Facebook and other social networks, where you drive customers to take advantage of an offer and specific call to action.
Events:

- Invitations
- Registration forms
- Tickets and check-in
Social media:

- Opt-in
- Check-in
- Customer content creation
QR Codes... what are they?

A barcode you can scan using an app on your mobile phone

Web address is embedded in the code
## Dos and don’ts of QR codes

<table>
<thead>
<tr>
<th>Do not do these...</th>
<th>Do these...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make them difficult to scan (no cell signal, too high up)</td>
<td>Make them accessible, easy to scan</td>
</tr>
<tr>
<td>Use them just to use them (especially on a website!)</td>
<td>Give them something extra – a coupon or exclusive content</td>
</tr>
<tr>
<td>Just bring people to your homepage</td>
<td>Provide a call to action – register, learn more or buy</td>
</tr>
</tbody>
</table>
Drive action with a mobile checklist
Use mobile marketing & a call to action to engage customers

- Send a mobile-accessible offer or promotion to customers
- Make it easy for people to learn, register & check into your events
- Encourage social media check-ins
- Create a QR code using free tools like Google’s QR code generator
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3. Creating content with and for mobile

Use mobile to create content.
Use pictures & video.
Social media apps... type, snap, film & publish
3. Creating content with and for mobile

Use events to create content.
With mobile apps, is the era of email over?

91% of marketers view email as the most effective channel for driving revenue. Email is still cited as one of the most effective marketing tools.
When email doesn’t look good on mobile

- 75% delete
- 30% unsubscribe

Source: smallbiztrends.com
Source: Blue Hornet
Make your emails look great on mobile.
Avoid these mistakes...

Too much text

Multiple columns

Tiny fonts
Make your emails look great on mobile.

- Less text is more
- Keep it simple with a single column
- Large fonts are legible
Make your emails look great on mobile.

Avoid these mistakes...

- Large off-screen image sizes
- Calls to action that are hard to find/read
Make your emails look great on mobile.

Size images to fit

Use clear & easy calls-to-action
Create your email right on your phone.
Mobile content creation checklist
Make your content easy to read & easy to access

- Design emails with mobile in mind
- Create & share multimedia
- Download social apps
- Post content to social media “in the moment”
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Embrace mobile.

Compete more effectively

It’s not about the device, it’s about your audience

Do things smarter & faster
What do you do next?

Use mobile for marketing activities & tools

Use mobile to promote your business

Use mobile to drive customers to your door
Resources

Learn more...
Local and online seminars
www.constantcontact.com
Scroll down to Seminars & Training

Get started today...
60-day free trial
www.constantcontact.com

Find help...
Constant Contact Marketing Resources
blogs.constantcontact.com/library
Check out blog posts, guides, videos, infographics, recorded webinars and more!