Making the Case for Mobile

Tips for marketing that’s mobile-friendly
156,000,000

# of smartphones owned in U.S. at end of 2013
Source: comscore.com

91% of U.S. adults own a cellphone
Source: theatlantic.com

65% own a smartphone
Source: Pewinternet.org

29% of Americans use ONLY mobile devices to access the internet.
Source: ondeviceresearch.com

83% of audience for this webinar note using mobile devices to manage their personal lives
Source: ondeviceresearch.com

80% of adults 18-44 have their smartphones with them 22 hours per day
Source: mediabistro.com

220,000,000

Mobile responsive Technology

Mobile friendly Marketing & strategy
Agenda

- Can’t ignore
- Your business & mobile
- What to do today
- Next steps

Can’t ignore | Your business & mobile | What to do today | Next steps

People look at smartphones 200x /day

Can’t ignore

40% of Americans under 35 used a mobile device to make a donation.

50% used a mobile device to browse non-profit websites and emails.
Can’t ignore

Local search

75% used phone to get real-time, location-based information
Source: PewInternet.org

90% of mobile searches lead to an action
Source: searchengineland.com

70% who ran a local search via mobile acted within one hour
Source: CMO Council

Can’t ignore

50% of email is opened on a mobile device.
Source: Litmus.com

80% of users delete mobile email that doesn’t look good.
Source: Blue Hornet

30% of users unsubscribe from email lists after receiving mobile email that doesn’t look good.
Source: Blue Hornet

Can’t ignore

Your business & mobile
What to do today | Next steps
Your business & mobile

66% of small businesses are using mobile for their business.

34% aren't.

Source: Constant Contact customer research

Why not?

1. We're a nonprofit...
2. We're regulated by the government
3. Not best for my products
4. Cost is too high

Source: Constant Contact customer research

Your business & mobile

Have no plans to adopt mobile in the future 65%

Lack of customer demand 56%

“Mobile isn't relevant to my industry or business” 28%
“You don't get to decide which device people use to access your content. They do.”

Karen McGrane, author of Content Strategy for Mobile
@karenmcgrane

At the end of the day, it’s about success.
Tip 1
Avoid using too much text.

Tip 2
Avoid multiple columns.

Tip 3
Clear and easy calls to action

Tip 4
Avoid tiny fonts.
Minimum: 22-point headlines, 11-point body text, improved contrast
**Tip 4**

Avoid tiny fonts.

Better: 22-point headlines, 16-point body text

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**Bonus 1**

Don’t ignore local search

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**Bonus 2**

Don’t ask customers or supporters to turn their phones off!
What to do today

Bonus 3
Don’t ignore mobile tech.

1.4 billion images
taken on mobile per day
Source: Nokia’s Vesa Jutila, at O2s lasting, 2012

100 hours
of video uploaded per minute
Source: youtube.com

Can’t ignore | Your business & mobile |
What to do today | Next steps

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30% of users UNSUBSCRIBE from email lists after receiving mobile email that doesn’t look good.
Source: Blue Hornet

35 |
Constant Contact

35 |
Constant Contact
Next steps

Tip 1
Less is more
Focus – use less text

Tip 2
Use a single column

Tip 3
Clear and easy calls to action

Tip 4
No small fonts (test, test, test!)

Tip 5
Use images carefully (don’t rely on them)

Bonus 1
Claim your listings: be found on local search!

Bonus 2
Let your customers use their phones

Bonus 3
Don’t ignore your phone (pics, video, social)

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