

Why Your Business Needs A Mobile Experience

Presented by J.W. Owens



A Perspective 101 Series

Why Your Business Needs A Mobile Experience



The growth of the mobile industry is incredible

In just over 3 years, over 20 billion apps have been downloaded between iPhone and Android devices. iPhone sales in millions Mobile Industry

Over 500,000,000 Android phones have been activated Over 300,000,000 iPhones have been activated Android owns 47% of the U.S. smartphone market iPhone owns 29% of the U.S. smartphone market Growing Numbers

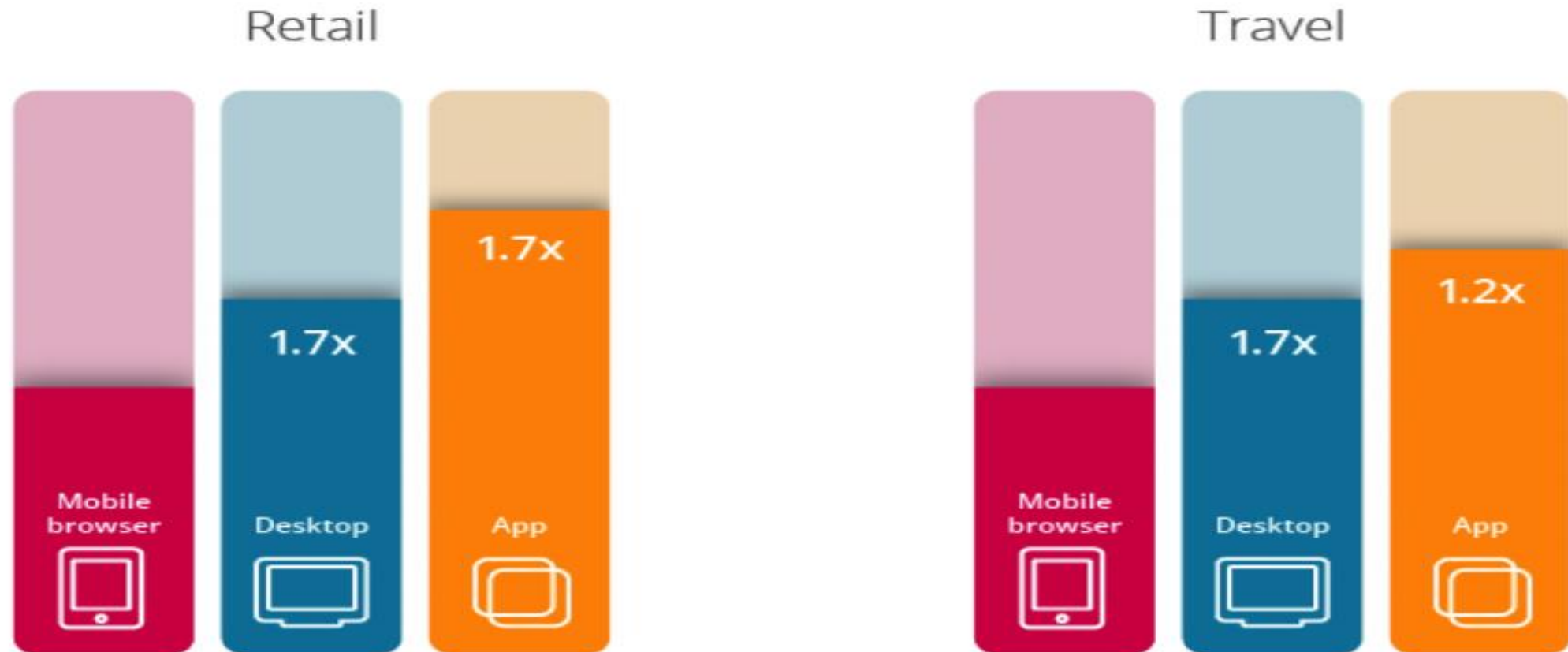
Why Mobile?

FACT: Customers are using mobile to find your competition.

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Mobile Retail Conversion Rates



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Why Mobile?

- **FACT:** Not having a mobile experience can lose you business.

Source: Compuware, "What Users Want from Mobile," 2011

Mobile Searches on Valentines Day Google released data in February 2013 showing that:

- In the U.S., 62% of total searches for popular national chain restaurants on Valentines Day occurred on high end mobile devices or tablets.

Why Mobile Apps? FACT: Your customers prefer apps over mobile websites. Sources: comScore, Alexa, Flurry Analytics, 2012

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- Mobile Business App Industry is Headed for \$50 Billion A New Report from Strategy Analytics shows 200 million mobile workers will be using mobile business apps in 2013. Predicts that the revenue associated with these mobile business apps will increase from \$25 billion in 2012 to **almost \$50 billion by the end of 2017**. Article on Mashable <http://mashable.com/2013/01/15/mobile-business-apps-worth/>
<http://mashable.com/2013/01/15/mobile-business-apps-worth/>
- Consumers and Mobile *"The consumer mobile experience has taught mobile workers to expect, even demand, access to information and applications from anywhere using mobile devices,"* said Mark Levitt, director of business cloud strategies at Strategy Analytics.Strategy Analytics.
- Workers and Mobile *"Mobile workers have moved beyond just mobile email and messaging to include other collaboration apps such as conferencing, productivity apps such as content authoring, and business process apps such as CRM and even ERP."* - Strategy Analytics

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- Businesses and Mobile *"The business imperative for workers to be productive while on the way to, from and at customer and other remote work sites is driving the rapid mobilization of business apps."* - Strategy Analytics
- Advantage of Being Flexible Mobile technology is one of the biggest advantages open to small businesses looking to gain an edge over large enterprises, and mobile apps are at the forefront of this trend. **Small businesses, with their ability to be flexible, are poised to be the big winners, here.**
- Advantages of Mobile Employees can quickly share information and make decisions no matter where they are. Business partners, suppliers, and distributors can connect to your company through custom apps that are surprisingly easy to build. **Customized mobile app solutions can help your business explore new opportunities while the big boys are still trying to schedule meetings to discuss what a mobile app is.**

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- **Embrace the Technology** The growth of mobile is great for small businesses but they need to embrace the technology and expand further. They need to develop QR codes, mobile websites, and mobile apps for their customers.

5 Reasons Smalls Businesses Can't Ignore Mobile

- 1. Connect with Customers Anywhere** Having a native mobile app or mobile website allows a small business to connect with customers at any time. Whenever customers want to interact with your business, they can. Fewer barriers there are to interaction, the higher your sales will go.
- 2. Drive Customers to the Store and Keep Them** There 70% of people contact a business after a search on their mobile device. If your business' mobile site appears among search results, and is easy to browse, chances are good that you'll be getting more store traffic and leads from it. If not, you may be somewhat invisible to customers that are out and about.

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- **3. Increase Productivity** Apps that allow your employees to navigate, communicate, check inventory, and manage workflow can all make your business run more smoothly and efficiently. Mobile apps can offer a quick way to enter data, take purchases, and accomplish other simple tasks.
- **4. Avoid Lost Business and Get Recommendations** Bad mobile experiences are expensive to small businesses. 57% of users won't recommend a business if they don't like the business's mobile site. 66% won't return to the site if it gives them trouble. 40% will ultimately head on to a competitor site.
- **5. Grow Your Business** Mobile search queries have grown by a factor of five in the last two years. Small businesses that go mobile ahead of others can expect to enjoy a share of new business that is larger than their ordinary market share. Mobile represents a huge new arena of opportunity.

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- **The Mobile Revolution** More than a third of U.S. Adults own a smart phone. 95% of smartphone owners search locally Customer attention span is only 7 sec. long
- **MOBILE WEB** % of Americans access the web on their mobile device. **TRIPLE DIGIT GROWTH** rate in usage. (eMarketer) (Quantcast) **Engagement is on the Rise**
- **Mobile Coupons are Booming** **MOBILE COUPONS Greater than 10x user growth** in 2010 with triple digit increases in 2011 & 2012 in North America. (Yankee Group)
- **37% 18-24 YR OLDS** **MOBILE USERS** checked their mobile in the last five minutes. 55% checked their mobile in the last fifteen minutes. 44% checked their mobile in the last thirty minutes. **Mobile is Immediate!** Source: InsightExpress

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- **Example of Growth SeamlessWeb**, a company that allows users to order takeout food delivery from local restaurants, saw a 25% increase to all transactions after they released their mobile app. <http://allthingsd.com/20120228/order-takeout-seamlessly-on-ipad/>

Online Population Increase

- **Mobile is TAKING OVER** Mobile is projected to overtake fixed computer access to the internet. <http://techcrunch.com/2012/06/14/comscore-us-internet-report-yoy-pinterest-up-4000-amazon-up-30-android-top-smartphone-more/>
- **Android and Apple Dominating** In March 2012 62.9% of new phone acquisitions were Smartphones Google had a share of 58%, while iPhones made up just over 26% of new smartphones

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- E-Commerce Online shopping has been impacting brick- and-mortar sales, too, thanks to what comScore dubs showrooming. – Process of using offline retail stores to look at products up close, then buying online.

Showrooming

- Why Mobile Apps? **FACT: Your customers prefer apps over mobile websites.**
Sources: comScore, Alexa, Flurry Analytics, 2012
- But I want a mobile website? A mobile app and a mobile website. Appear in the iTunes App Store, Android Marketplace, and mobilize your existing website. Complete mobile marketing solution.
- Why Our Company? We make mobilizing your business simple & pain free We help bring in new business and repeat customers We handle everything from start to finish We're mobile experts We're extremely affordable We're fast & easy to use.

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- **Information App can display** – Information on services – Restaurants menu (text or PDF) – All locations visible in Maps – One click calling – Events and more...
- **Links to social networks** Customers can link to your social media pages. Increase Facebook fans. Increase Twitter followers. Approximately 40% of social media users access their accounts through mobile devices
- **Loyalty Coupons GPS coupons** – When at your location, customers can check in and receive bonuses. QR code coupons – Used to replace stamp cards. – Increase customer loyalty! 28% of customers reported that they are Extremely Likely to increase their visits to a business if they have a loyalty reward card for them. (Total Research Corp & Custom Marketing Corps Loyalty Monitor Study)
- **Live Updating** Take full control over your apps content! App can update – Display special events – Specials of the week/day – Loyalty coupons – Image gallery – Everything inside – the app!
- **Push Notifications** Update your customers instantly – Special offers, updates, happy hours. Push notifications break the barrier between you and your customers. – Included completely FREE. – Compare to SMS – texting plans on average cost – ~\$200/month

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- Customers can link to your social media pages.
- Increase Facebook fans.
- Increase Twitter followers.
- Approximately 40% of social media users access their accounts through mobile devices



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Preparing A Sales Plan



This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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