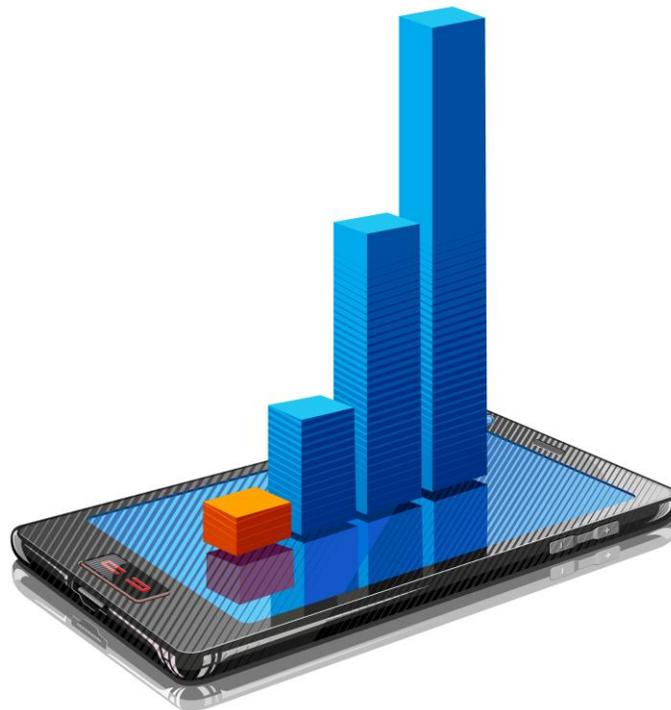

Build Your Business with Mobile

*The 4 Essential Steps to Building Your
Business with Mobile*





We are addicted to our smartphones.
Your customers are more likely to walk into your business holding their phone than their wallet.

Is your business prepared?

Your Customers are Mobile

Smartphones are everywhere. According to Nielsen, smartphone adoption reached 55.5 percent last year and just keeps going up. People are living their lives on their mobile phone: browsing the web, visiting social media sites, texting, shopping, and using apps to search for products and services.

Wondering how to get your business growing with mobile? We'll give you the essential things you need to do today.

A Few Interesting Facts About Mobile

Browsing	• Mobile traffic accounts for 23% of all web browsing (Walker-Sands)
Email	• 41% of commercial email is opened on mobile devices (Knotice)
Social Networks	• People spend more time using social networks on mobile devices than desktops (ComScore)
Shopping	• People spent \$25 billion in purchases from mobile phones in 2013 (Pew Research)
Texting	• 32% of survey respondents would rather communicate via text than phone (TIME)

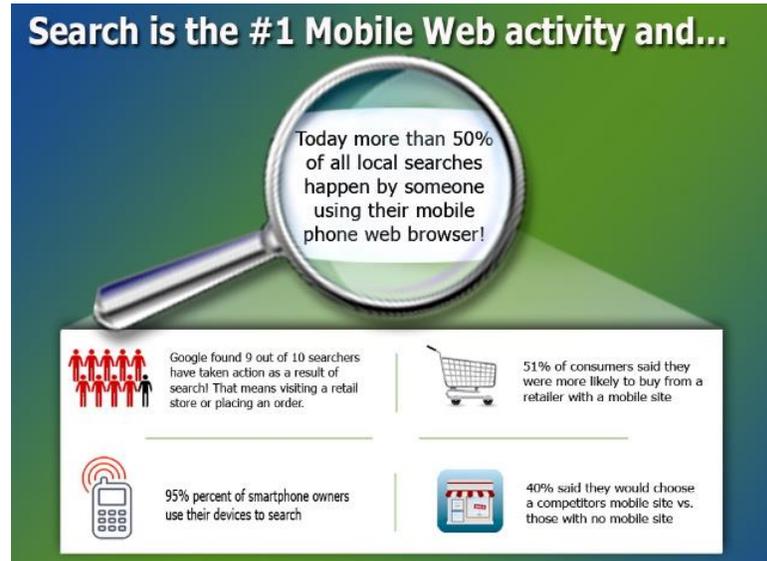
It Starts with Mobile Search

Over 50 percent of mobile searches are for local businesses. Whether you are a restaurant, auto repair, beauty salon or any type of business, people are searching now. More website traffic is going mobile and, your industry is trending up for mobile search!



Studies show that people using mobile search have a higher intent to purchase. 70 percent of mobile searches lead to action on websites within an hour, according to research from [iAquire](#).

Search is the #1 Mobile Web activity and...



64 percent of smartphone users only wait 4 seconds for content to load.
(Keynote Services)

But You Need to be Ready

A recent [Google](#) survey found that if your website isn't mobile-friendly, the majority of visitors will go elsewhere. More than half said a poor mobile experience makes them less likely to engage with a company in the future. On the flip side, 74 percent of those surveyed indicated they are more likely to return to a mobile-friendly site in the future and 67 percent are more likely to buy the site's product or service.

4 Essential Steps for Building your Business with Mobile



1

Get a Mobile Optimized Website

Having an optimized mobile website is essential. If your site isn't mobile-friendly, you are just going to frustrate and annoy your visitors and drive them to your competition. If you want to turn those visitors into customers – you better be mobile-ready!

- Make sure your images are optimized and your site loads quickly – you only have 4 seconds to capture their attention.
- Get impatient visitors to your call to action with easy to find and tap buttons on every page, and make most content available within 3 taps.
- Give them all the good stuff they are looking for – location, directions, click-to-call and click-to-SMS, mobile coupons, mobile sharing and more!



2

Make Sure They Can Find You

You've heard about SEO (search engine optimization.) Well mobile SEO is similar but with a few twists. Mobile sites are treated differently by search engines. If your site is not mobile, and they are searching for your type of business, you won't be ranked as high and risk not being found.



Here are some quick tips for making your business mobile search friendly:

- **Don't forget to redirect mobile browsers** from your desktop site to your mobile site! It only takes a minute to install the code and it is easy to do.
- Get your business listed in directories like Merchant Circle, YP and Manta. These listings will ensure that your site is found at the moment of truth when someone is doing a mobile search. If you don't have a desktop site, no problem, just use your mobile URL in all the directory listings.
- It also pays to be active with social networks and mobile apps that people use while conducting mobile searches and set up your profiles in apps such as Yelp, Foursquare, Facebook, Twitter, OpenTable, TripAdvisor, and Restaurant.com. For the most part these are free services to get listed.
- Use QR codes on print advertising, flyers, signs and posters that direct a visitor to your mobile site (and maybe reward them with a mobile coupon!)
- Do a little bit of research and find out what terms your audience is searching. Use Google Adwords Keyword tool for mobile.
- Make sure those keywords appear in your mobile page titles, URLs and content.



3

Get Them Buying, Build Mobile Relationships

Getting them to your mobile site is just the beginning. There is so much more you can do to continue to engage with your customers on mobile. After all they have their phone with them all the time, let's use it to connect and promote your business!

Here's what works:

- SMS mobile marketing is a simple and effective way to keep in touch and drive traffic through the door. Customers sign up using their phone and you send them great offers a few times per month. Look for a partner like MoFuse that can help with the whole package – from creating your mobile website, helping you to get sign ups, and delivering your ongoing mobile marketing campaigns.
 - Provide some incentive to sign up for texts from your business by offering mobile coupons.
- Make your mobile content shareable via social sharing buttons and encourage visitors to follow your social profiles!
- Optimize your email newsletters for mobile viewing.



4

Use the Data!

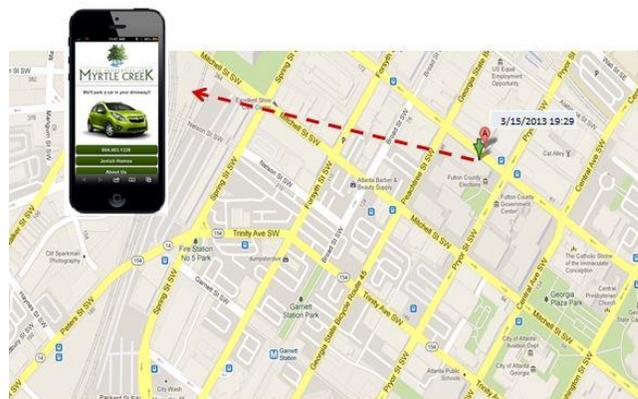
Mobile is going to play a critical role in your business moving forward. By having a mobile site and using SMS Marketing you are well on your way to having mobile help you to build your business. Your mobile efforts will also give you key insights about your customers.

Mobile site metrics help you understand how people navigate your site, what content they are most interested in, what phones they are using, and where they are located. This insight can help you better design your mobile site.



All this data also helps you refine your content and marketing. With MoFuse, for example, every click-to-call on your mobile site will be tracked including the time of day and location of the caller.

Just think of how much you can learn by understanding the time of day and where people are when they make the call. Maybe you are getting many calls from area hotels, signaling you are being found by people when they are visiting. Or, maybe your calls are coming from a nearby college campus and you can tailor your marketing and offers accordingly.



To learn more about our plans and services, or to sign up for your free trial:

Visit www.mofuse.com

Call 1-888-MOFUSE-8



Are you Ready to Get Started?

MoFuse offers mobile web solutions for small businesses, including the leading mobile web content management platform for building and managing mobile websites. We provide powerful and cost effective solutions that drive more business to your business, including SMS marketing, mobile coupons, mobile commerce and more. We offer a variety of plans for all businesses, whether you build it yourself or we build it for you. If you are ready to grow your business with mobile let us know, we can help! Contact us at sales@mofuse.com.