

5 WAYS TO INTEGRATE MOBILE Into Your Overall Marketing Strategy

The mobile device is taking over the world! Ok, not LITERALLY. But since 91% of adults are keeping their smartphones within arm's reach (Src: Morgan Stanley), it's clear that we're not going anywhere without them. And as a business owner, this opens up a whole new frontier for you and your team. An effective mobile strategy enables your brand to engage and connect with your customers no matter where they are or what they're doing. Read on because this month's Marketing Guide covers the know-how you'll need for integrating mobile into your overall marketing strategy now!

#1: Social Networking On-The-Go



Did you know that over 60% of social network users are using their mobile devices to access their social channels? (Src: eMarketer; Aug. 2012). That is a large number of people it's a huge opportunity missed if you're not leveraging mobile in your strategy today! Remember, social networking doesn't stop at the desktop! You can connect and engage with your fans and followers in real time, while they're on-the-go!

#2: Text Messaging



Texting can be an excellent way to help your message break through all the clutter. After all, 90% of text messages get read within three minutes of delivery! (Src: ImpigeMobileStrateg.com, 2011) If you develop a customized text messaging communications strategy into your campaigns and you can count on your marketing message getting noticed.

#3: QR (Quick Response) Codes



These little black and white codes have become an industry staple for only the most innovative marketers who want to bring traditional print advertising into the digital realm. They're easy-to-create, interactive tools to get your customers to get online and learn more about what you have to offer.

#4: Location & GPS Check-Ins



Thanks to your mobile phones, you always know where you are. But GPS is not only useful to anyone navigating their way across town, but savvy marketers can leverage this tool as well! This technology can help your team provide special offers to reward customers for stopping by and – of course - incentives to encourage new customers to take notice of your brand!

#5: Responsive Design! (TIP: This is a **VERY** important one!)

Have you ever tested to see what your website looks like on an iPhone? Or a tablet? If you (and your customers, for that matter) have to pinch, tilt, zoom, or perform all sorts of finger acrobatics to browse your site, that probably means that no one is staying around long enough to see what you have to offer. It's definitely time to work responsive design into your strategy to make sure that – no matter what – your customers' online experience is valuable and seamless.



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