

THE MOBILE WEB AND HOW IT WILL IMPACT YOUR BUSINESS



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SERVING MOBILE DEVICE USERS

A potential customer or client reaches your mobile website and selects your “call” icon on their small but adequate mobile device screen. At nearly the same time, another potential relationship is developing as someone selects your “map” button on their mobile phone in an effort to discover your location.

In either case, you have successfully connected with and adequately served two prospects, customers or clients by way of mobile devices. Had these mobile visitors landed on your regular website, it is doubtful that the user experience would have been as beneficial or productive.

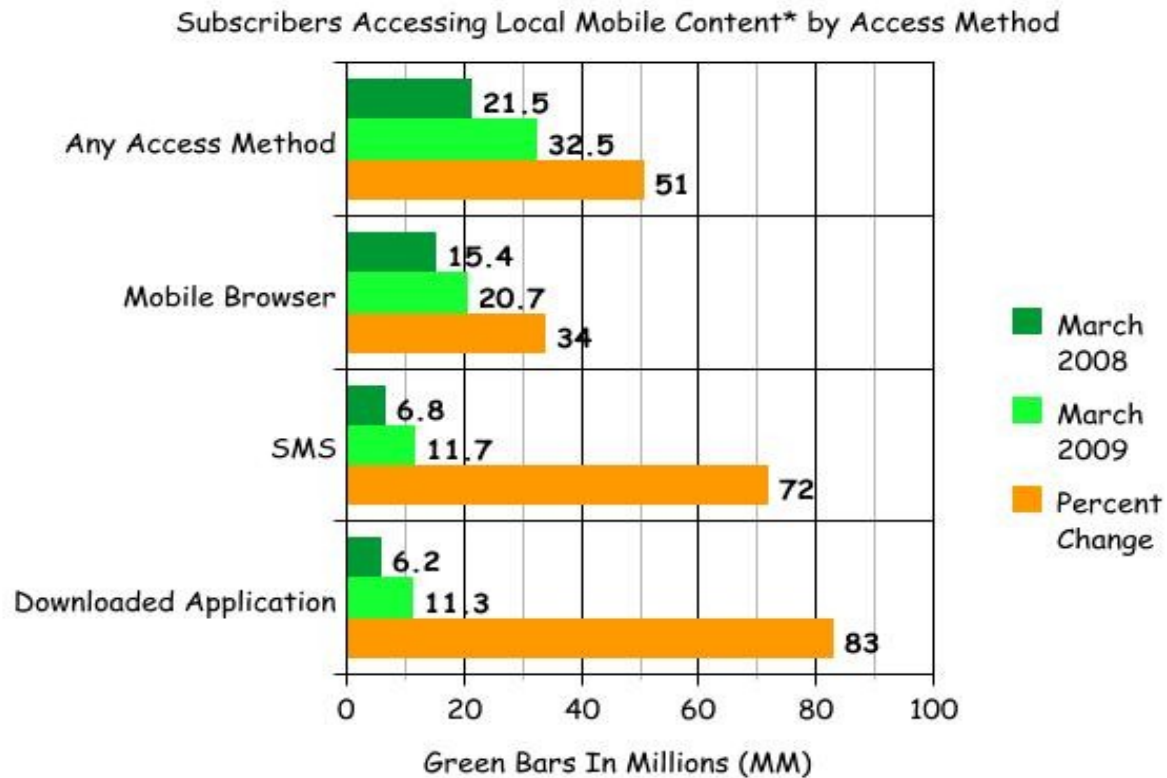
The above scenario attempts to illustrate the growing importance of catering to the needs of mobile device users. It further emphasizes the success or failure of delivering a satisfactory user experience by way of your current website platform.

The overwhelming majority of regular websites are difficult, if not impossible for many mobile device users to navigate. At worst, the site would appear as a jumble of text and graphic elements -- at best, it would be difficult to navigate and cumbersome for the user. When presented with this situation, it has been proven that few if any mobile users would stick around long enough to figure things out.

A mobile website, on the other hand, is specifically designed for the small screen size and functionality of mobile devices (*i.e.*; smart phones like iPhones, Androids, Blackberries, cellphones, iPads, PDAs, etc.).

As a business owner, your first questions may be, *“is a mobile website necessary?”* and *“are that many people using cellphones and similar mobile devices to access the web?”* These are valid questions to which this document will attempt to provide satisfactory answers.

First, we will look at a chart that illustrates the growing level of local access activity⁽¹⁾ by mobile device users. The green bars denote users in the millions. The orange bars denote the percent of change from years 2008 to 2009.



Source: ComScore Mobile

(1) Local access activity is defined as searching for local map directions, movies, local business directories, restaurants, and other local business and government sites.

"Among the various local content categories, the number of people accessing online directories has seen the greatest increase during the past year (73 percent), followed by restaurants (70 percent), maps (63 percent) and movies (60 percent)." Source: comScore Mobile

The numbers in the chart above are significant; they give us a clear indication of the favorable behavior of local mobile device users. It proves that people on the go are very likely to search for local businesses and venues from their smartphones and mobile devices.

The above facts are substantiated almost daily by the news media as they report on the expansive growth of the "new mobile web". It is also a well

known fact that as current mobile technologies mature and new technologies are introduced, local access to mobile web content will continue to grow exponentially.

As a result, mobile marketing has been deemed as the 7th Mass Marketing Media. The first six media industries being print, radio, recordings, cinemas, television, and desktop Internet.

MOBILE WEB & MOBILE MARKETING POISED FOR EXPLOSIVE GROWTH

According to Quantcast, in 2009 the mobile web in the U.S. grew by 110 percent. Worldwide growth for the same period was 148 percent. Even though the mobile web currently only commands 1% to 2% of total web consumption, future growth potential is huge and by most accounts, inevitable.

A large number of experts in the field are recommending that small businesses establish their mobile web presence. They know that a mobile website is the gateway to providing benefits and services that mobile device users currently demand.

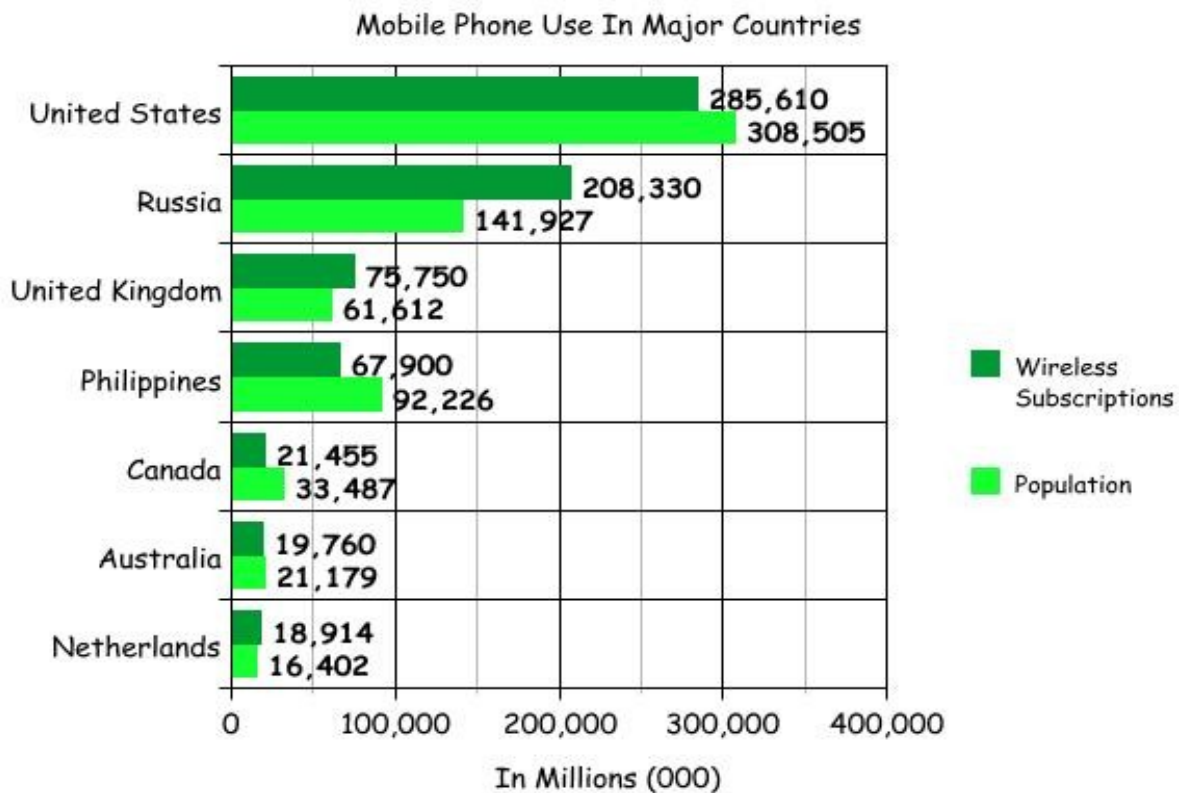
To solidify the importance of the mobile web, on Feb 17, 2010 Google CEO, Eric Schmidt, put mobile at the heart of Google's future in a special Mobile World Congress keynote speech where he proclaimed "Mobile First!"

Because Google leads the pack in search technologies, it's only natural that Yahoo, Bing, and other large search engines will follow suite. The sheer size of the mobile market virtually assures that this will indeed be the case.

According to the International Telecommunication Union (ITU), there were 4.6 BILLION mobile subscriptions worldwide by the end of 2009. This number is expected to exceed 5 BILLION by the end of 2010. This figure represents over 70% of the world's population.

The chart below further illustrates the immense size of the mobile user base. These numbers are broken out from the Worldwide total. China and India alone (*not listed in the chart*) account for nearly 1.4 billion of the total Worldwide count.

Surprisingly, you will note that Russia, the United Kingdom, and the Netherlands have exceeded the saturation point. This means that a large number of consumers in these populations actively use two or more mobile subscriptions.



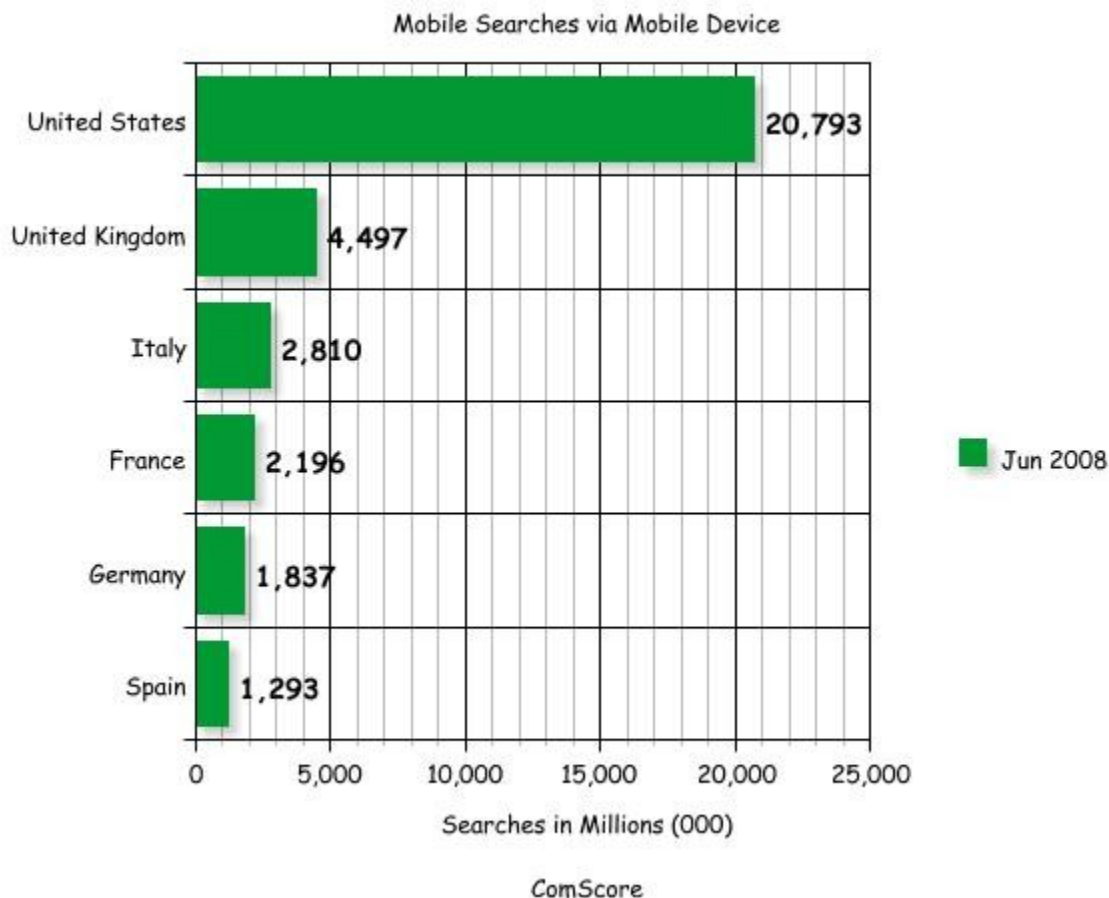
* Various Sources

*** Various Sources:** U.S.-Cellular-News.com (03/2009), Russia-CNews (01/2010), U.K.-Cellular-News.com (04/2009), Philippines-ITU.int (03/2009), Canada-CIA.gov (2008), Australia-Australian Govt (2006), Netherlands-TelecomPaper(2010)

It is widely believed that the growth rate for 2009 to end-of-year 2010 will greatly surpass that of 2008-2009. This will be fueled in part by the huge sales volumes of smart phones like iPhone and Android. Google's Eric Schmidt stated that Google is shipping over 60,000 Android units daily in 2010.

According to Gartner Research, the number of smartphone units sold in the three year period from 2007 to 2009 totaled 433,800,000. That's nearly half a billion units, and sales continue to grow despite the 2009-2010 economic downturn.

By the end of 2010, there will be four times as many mobile device users as there are PC users. The exciting thing about this fact is that these mobile devices are all capable of connecting to the Internet's World Wide Web.



RESPONSIVE MARKETS AWAIT

As early as June of 2008, it has been a well-documented fact that males, age 18 to 34 are the most avid users and consumers of mobile media. While women in this age group were found to be just as active, they tend to be a little less responsive than their male counterparts.

As Jaimee Minney Steele from comScore explains... *“the most responsive and important demographic group using mobile devices is males age 18-34. Those tempted to buy were 33% for ads on mobile media, 28% for ads on Internet media. With this group there is a 9% response rate to ad click-throughs. Women in this age group are active, but not as responsive as males.”*

Based on the above estimation, a targeted text message marketing campaign directed at this male group would have yielded an average 9% response rate. Compare this to the average direct response media rate of 1.5% to 2%.

Wise business owners know that a market with this kind of potential can not be ignored. The numbers consistently prove the value of this expanding media everyday.

WHERE DOES YOUR MOBILE WEBSITE FIT IN?

If your business does not currently have a mobile website, the information contained in this document proves the validity of the mobile web. It should further prompt you to take a closer look at the benefits you may stand to gain by implementing a mobile web portal. This can easily be accomplished by monitoring your current visitor traffic to determine what percentage is accessing your website using hand-held mobile devices.

A well listed, useful mobile website ultimately gives you the best chance of having local mobile device users find your business. Your mobile website will also serve as a destination to which you can send mobile marketing campaign respondents.

For additional information about how you can quickly and inexpensively implement your mobile web presence, visit www.CoastalMobileWebsiteDesign.com or contact me at 888-862-6999.

Kathy Bingham is a leader in helping small businesses grow by helping them with their online and mobile phone presence . Ask her about her other services that can help you grow your business.