

THREE WAYS TO USE YOUR MOBILE WEBSITE TO REACH MORE CUSTOMERS



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If you are, a mobile website is a great way to put your business in front of a large audience whose attention you wouldn't otherwise be able to capture. With more than 2/3¹ of people in the country already part of "Mobile America", mobile marketing is quickly becoming an area of investment for all businesses.

Before you commit to creating a mobile website for your business, there are two things you should take into consideration. First, avoid making your mobile site a copy of your existing desktop site, otherwise it won't display properly on mobile devices. Second, you'll need to make sure you regularly update the website. A good mobile website's content should be consistently updated to stay fresh and relevant for customers.

Once you're sure those challenges can be managed, consider the following actions to ensure best use of your mobile website and reach more customers:

- Promote your mobile site with custom QR codes
- Optimize your local marketing efforts
- Integrate your mobile site with email marketing programs



1.0 PROMOTE YOUR MOBILE SITE WITH QR CODES: PREPARING TO BUILD YOUR MOBILE WEBSITE

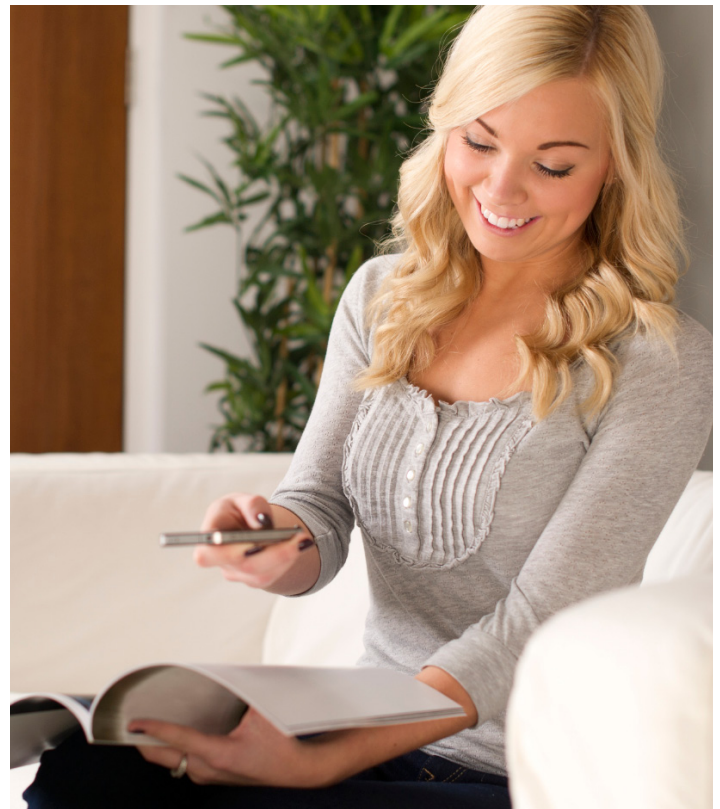
Your main marketing goals are to stay top of mind with customers who already know your business and to make yourself more visible to those who aren't already familiar with your services - QR codes are a great way for your business to do both. A custom QR code that scans directly to your mobile website will help you advertise your business on posters, flyers or even business cards, making your company more visible to new and current customers.

QR code advertising is a great way to engage customers because you're providing them with a simple point of interaction.

Instead of trying to convince a mobile customer to type a URL that directs to a website that isn't optimized for their mobile

device, you can provide a simple, scannable QR code that takes people directly to your mobile friendly site.

Using the right tool makes setting up a custom QR code campaign easy. **pbSmart Mobile** generates a unique QR code for every mobile page on your site, so you can easily direct customers to the right content. This means that if you create a page with a discount code or special promotional offer, you can use a QR code to link customers directly to that page so they can immediately receive your offer and be instantly satisfied.



WHAT NEXT?

Learn more about mobile marketing.

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2.0 OPTIMIZE YOUR LOCAL MARKETING EFFORTS

Have you ever thought about adding your mobile site's URL to your Urbanspoon or Yelp profile so customers can easily link to your mobile site? If you haven't, it's time you started thinking about taking advantage of your mobile website to do just that. Mobile customers want to be able to find information while they're on the go. If they can't easily connect to your site from their mobile device, you're probably losing business.

This is especially important for businesses that rely on social networking sites to generate foot traffic into their stores. According to Google, 95% of smartphone owners use their mobile device to search for local information and 61% of mobile users

contact the businesses they find after searching². Providing your mobile website link where customers can easily find it, like on your Yelp or Urbanspoon profile can help motivate customers to choose your business over the others who do not cater to mobile audiences.

3.0 INTEGRATE YOUR MOBILE SITE WITH EMAIL MARKETING PROGRAMS

Email is a great tool to keep you connected with your customers and prospects, especially since more people are checking their emails from their mobile phones. In 2011, 15% of all opened emails were accessed from a smartphone³, and this number is only growing. There are great, easy ways your business can leverage its

mobile website to help support your email marketing programs and take advantage of this audience.

GATHER EMAIL CONTACTS

Doing this is as easy as adding an email capture form to a page on your mobile site as part of the email newsletter subscription process. To encourage customers to share their contact information, you can let them know they'll receive a coupon, discount code or other special offer in exchange for their information. This way your customers get something special and have a reason to try your products or services. You get a new addition to your customer contact list!

MAKE CONTENT EASIER FOR MOBILE CUSTOMERS TO READ

When you deliver your email marketing campaigns, a mobile website ensures that mobile customers will be able read the content you're sending them. Easy to read content can be a big step towards making your email marketing campaign more successful. Simply add links to mobile

website content in your email message so that mobile customers can easily find their way to the related content on your mobile page.

4.0 A MOBILE WEBSITE MAKES REACHING CUSTOMERS EASY

With so many customers waiting to be reached on their mobile devices, investing in a mobile website is a great way to increase your customer base. By using custom QR codes to promote your mobile website, using your mobile website's URL to link customers to local social review websites, and using your mobile website in email marketing messages, you can help grow your business by being more accessible to the growing population of "Mobile America."

¹ Mobile Marketing Watch. America's Obsession With Mobile.

<http://www.mobilemarketingwatch.com/infographic-americas-obsession-with-mobile-23483/#>

² Internet Marketing blog: Google Pushes Mobile Site Promotion and Best Practices,

<http://www.ecreativeim.com/blog/2011/11/google-pushes-mobile-sites>

³ Read Write Web: Email Viewing Habits: Where Do You Read Your Email? [Infographic],

<http://www.readwriteweb.com/enterprise/2011/09/email-viewing-habits-where-do.php>



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