

# THE WORLD IS NOW MOBILE

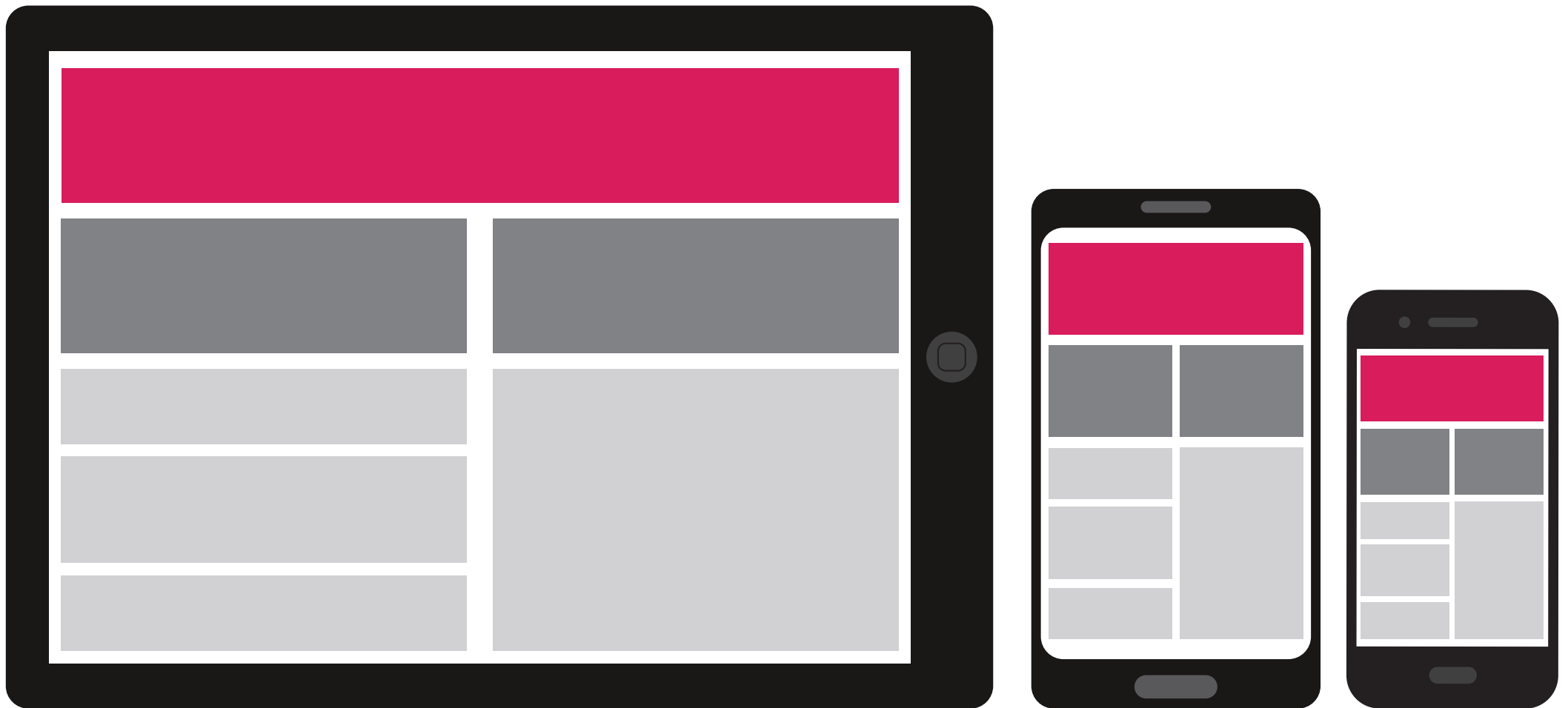
If your business isn't then you run the risk of being outsmarted by your competition.

Scary stuff.



Why your business is in danger, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)

Your website not only has to be beautiful and brilliant, but it also needs to work on mobile devices.  
(duh)



Why your business is in danger, [www.textmarketer.co.uk](http://www.textmarketer.co.uk)

THIS

WAY

Which way to turn?

Surely I need an app? Or should I just adapt my existing web site to be mobile friendly?



# BIG STATS ALERT

1.2 BILLION

people access the web via a mobile device

(Trinity Digital Marketing)

82%

of mobile media time is via apps

(comScore)

# BIGGER STAT ALERT

99%

of apps only get used once

(Blackberry)

So unless your app does something amazing that no one else's does, bin this idea... immediately.

Concentrate on getting your site mobile friendly.



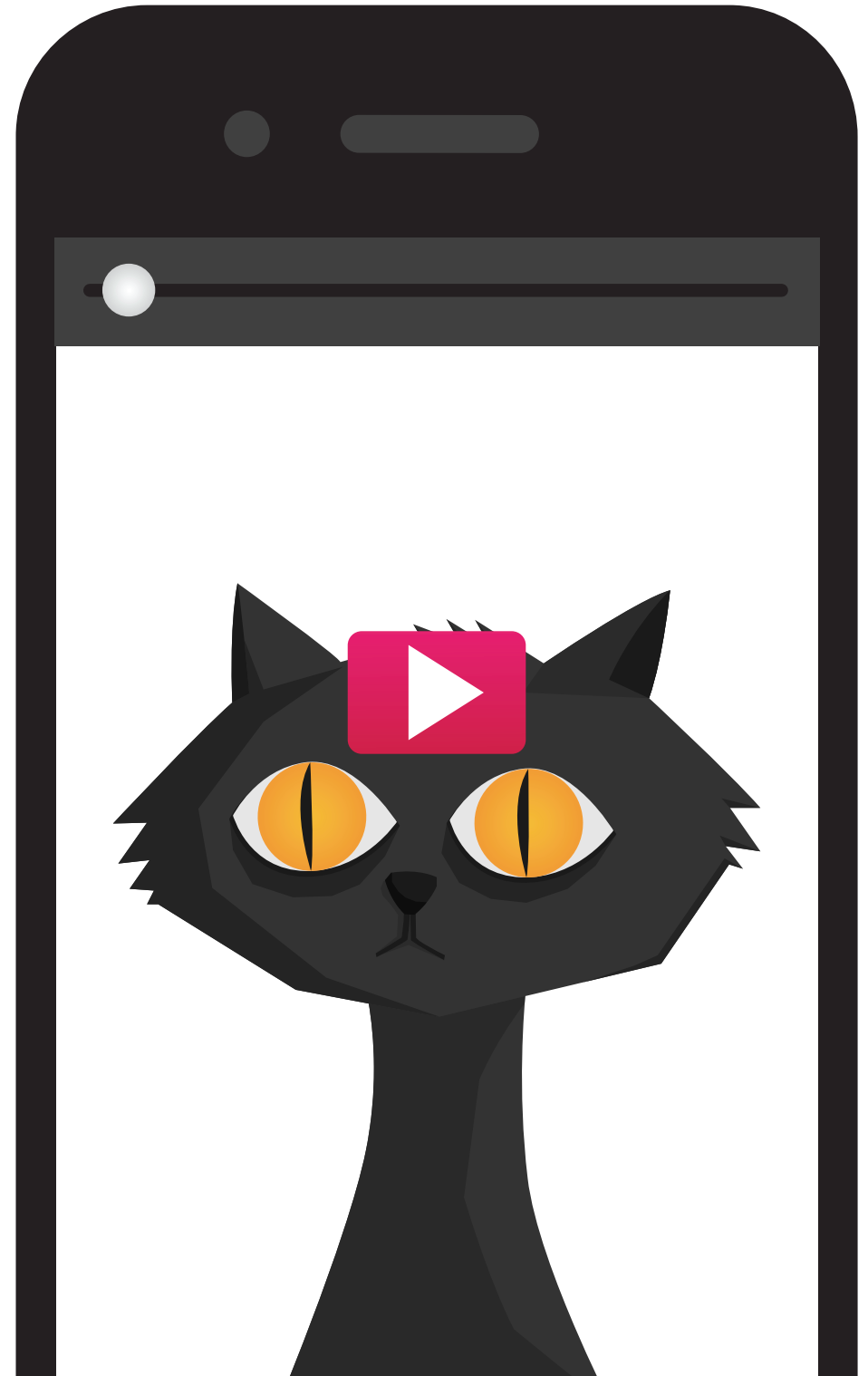
Google now call themselves a mobile first company. Which means those clever little Googlers, that make all the magic happen, develop things to work on mobile devices first, then on desktop.





They've spotted a shift in the way people are looking and accessing the internet.

Cat video viewing has moved from the desktop to the sofa. From the laptop screen to the tablet or phone.

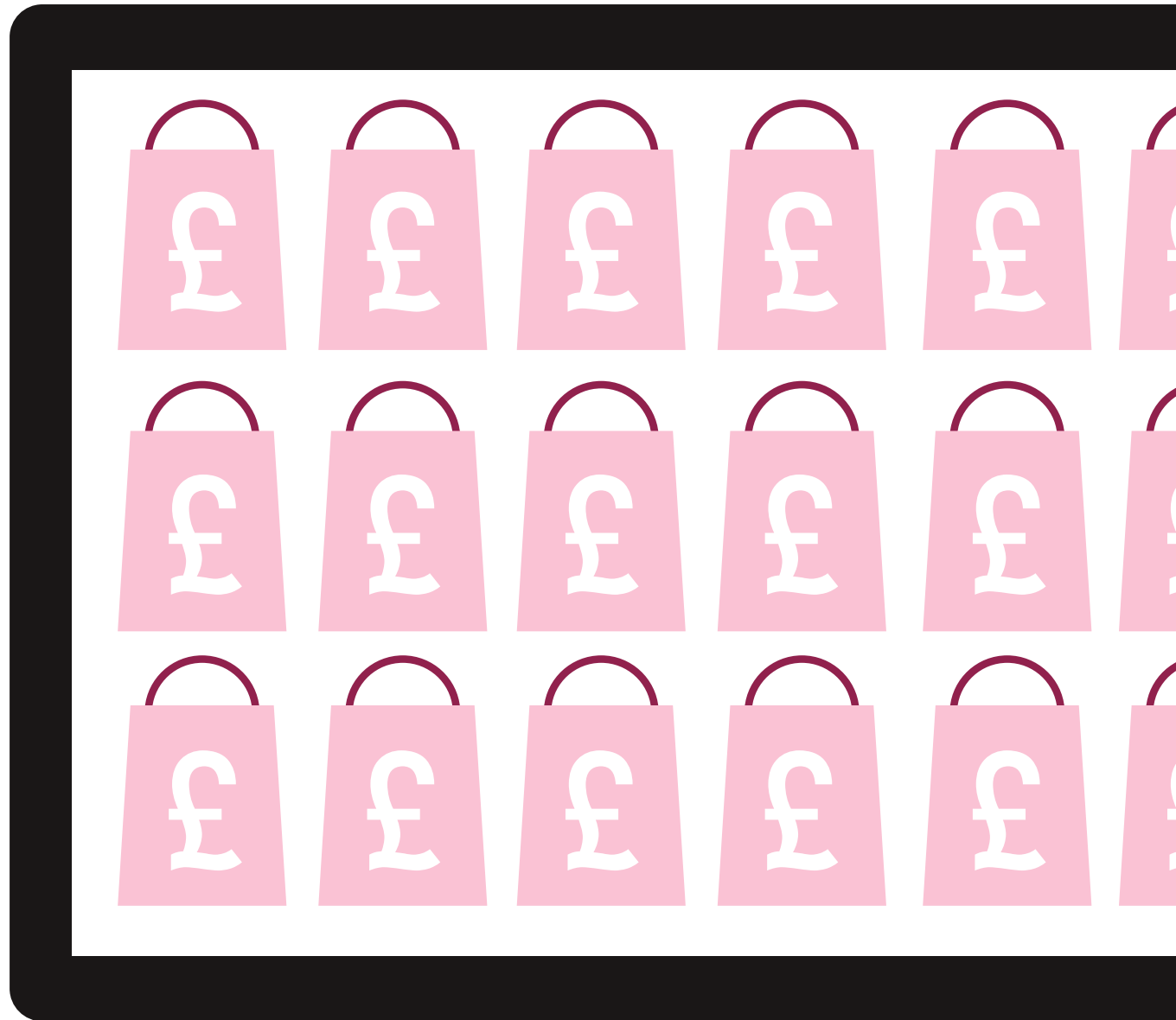


Tablet users spend

50%

more online than PC Users

(Adobe)



There was almost

\$14 BILLION

handled in payments by PayPal Mobile in 2012.

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When it comes to usability, we're an unforgiving bunch.

46%

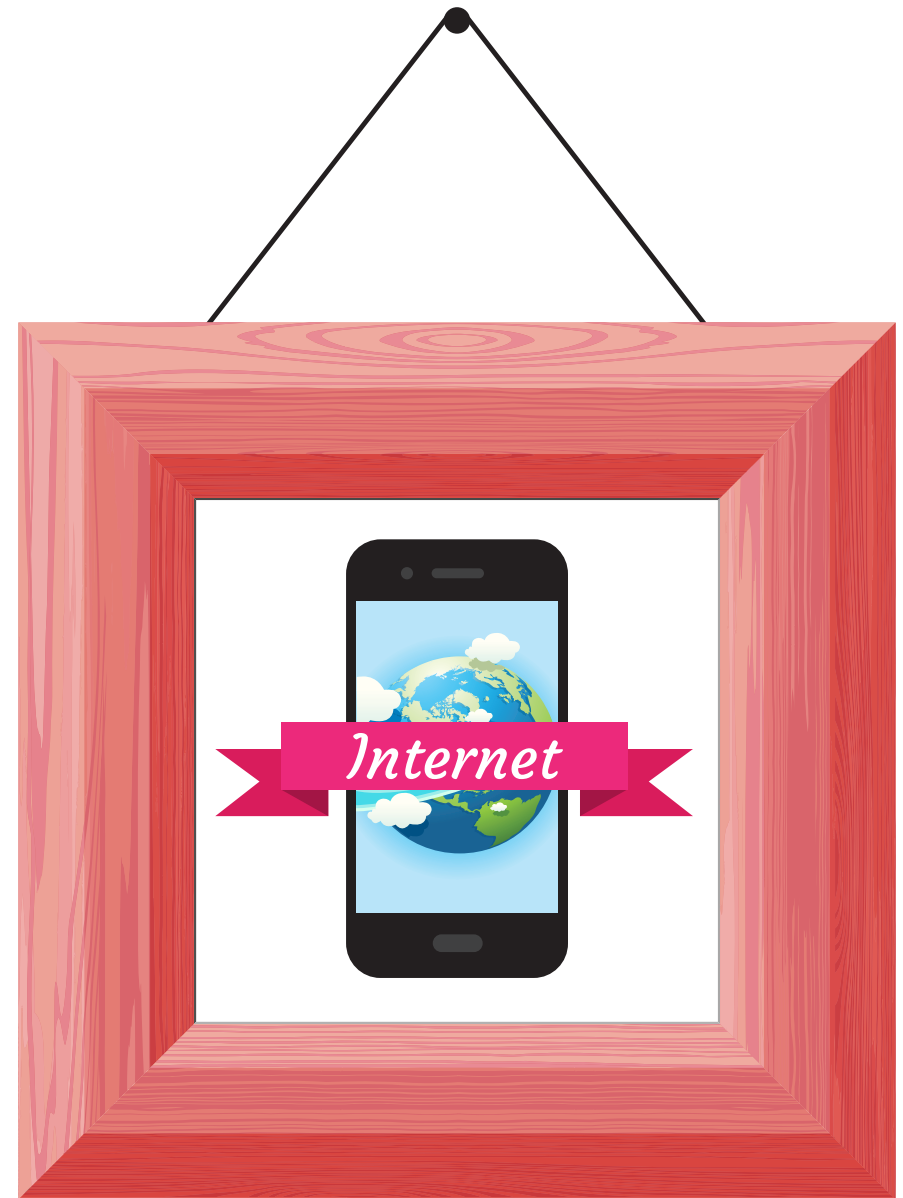
of consumers won't return to a webpage if it didn't load properly on their mobile device. (Gomez)

Tough crowd.

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So you get the picture now. People all over the world are accessing the internet through mobile devices and spending their hard earned cash through them.



So what's the most effective way to communicate with your customers in this new mobile world.

E-mail perhaps?



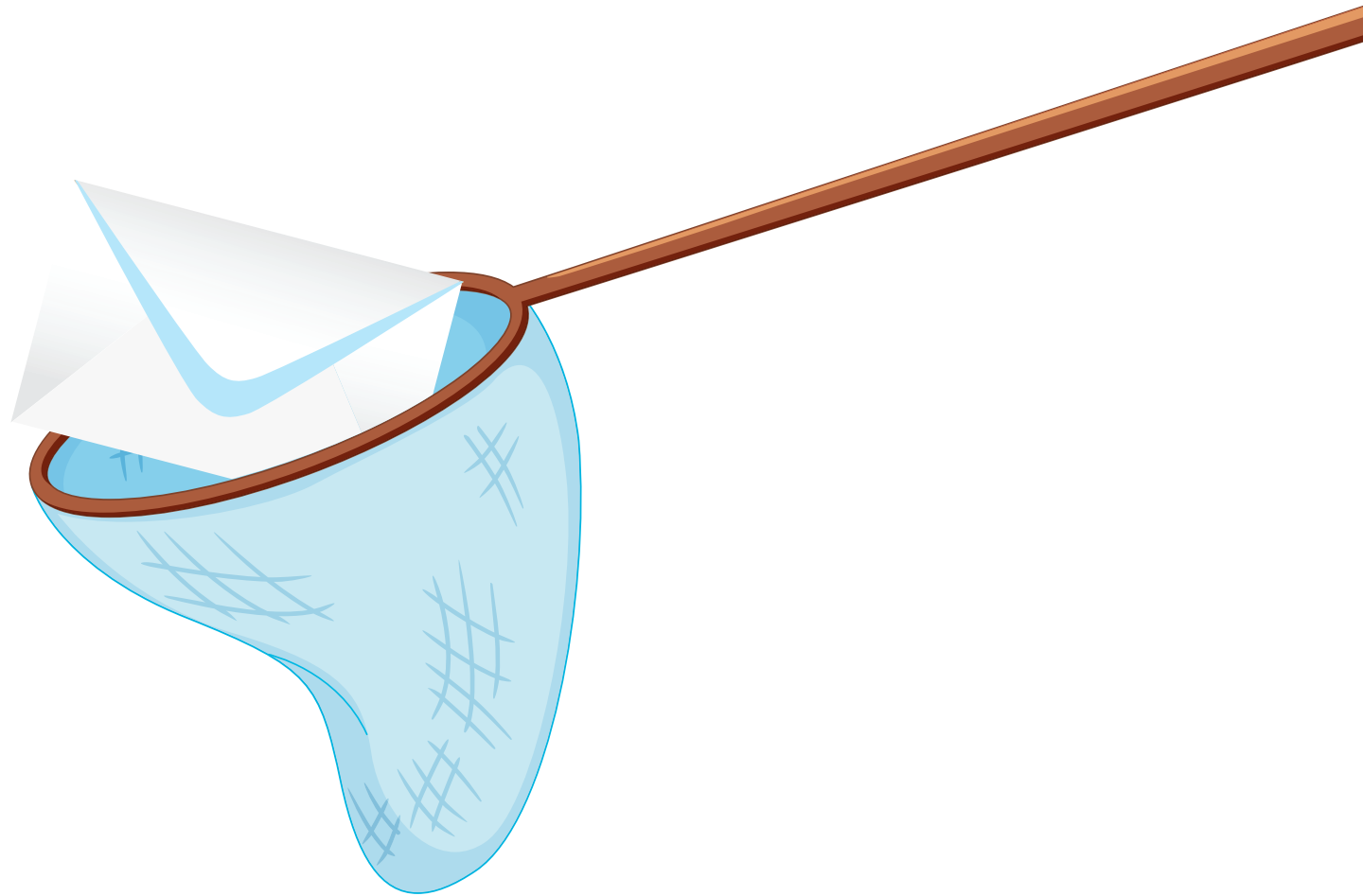
Well you could do but you better make sure it's a mobile friendly email.

44%

of all emails is now opened on a mobile device.  
(Litmus)



The sheer volume of email we receive is killing its effectiveness. We all receive an endless stream of shite which we delete or catch in spam filters.





84%

of all email traffic this year will be spam.  
(The Radicati Group)



By contrast, mobile marketing by SMS remains as effective as ever.

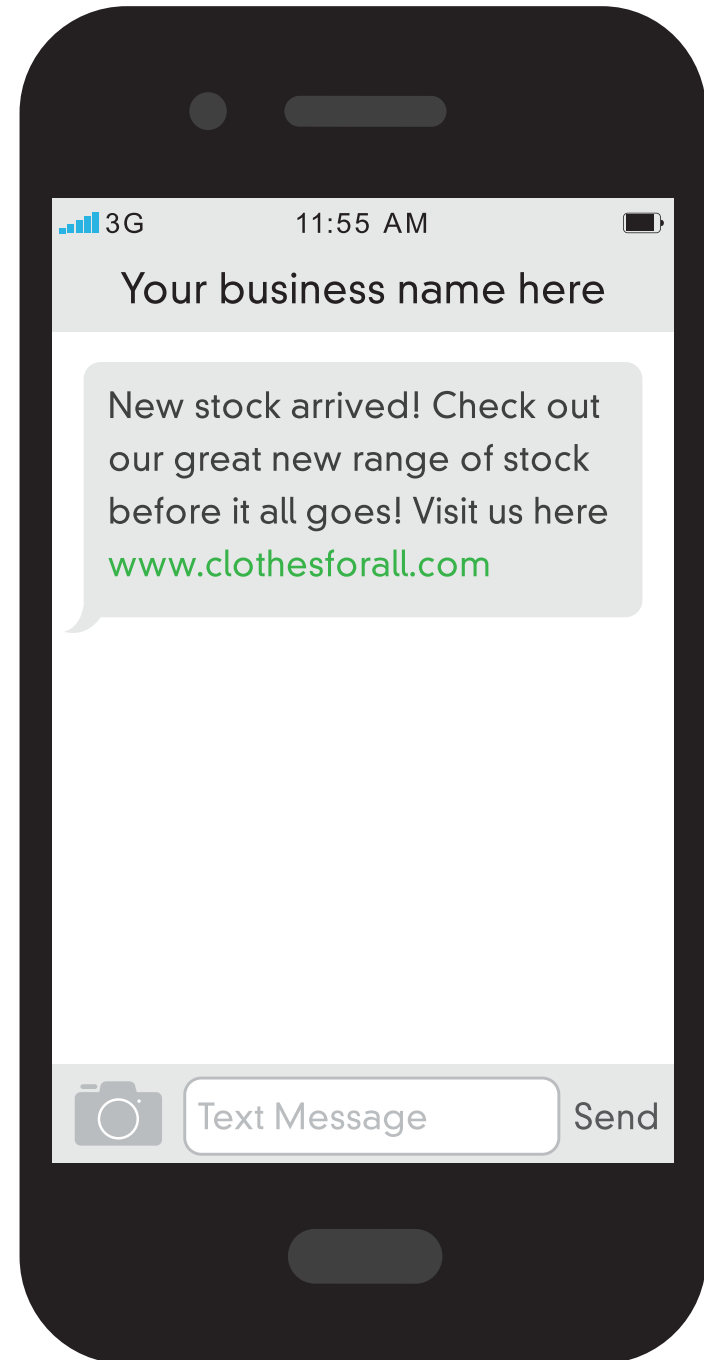
It's the most responsive way to get your message across to your customers. In fact it's

6 to 8 times

more responsive than email.

(Cellit)

With people accessing the internet through their phone, spending money through their phone, to us it makes perfect sense to communicate with them through their phone.



Making your business mobile could be the best business decision you ever make, and by not doing it you could be treading on very thin ice with your competition beneath you.



# SOME USEFUL LINKS

Here are some more helpful articles on our blog:

<http://www.textmarketer.co.uk/blog/>

Check out some of our clients and their case studies:

<http://www.textmarketer.co.uk/testimonials>

We have a great collection of useful infographics for you:

<http://www.textmarketer.co.uk/infographics>

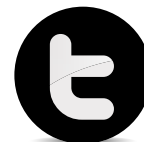
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If you could be so kind to tweet it, like it, share it, post it, whatever is your social media preference we would be very grateful! This makes us happy and means we will create more useful and interesting content for you!





We're a provider of business sms services. We aim to give our customers the best sms tools at the lowest possible price. We help companies get up and running with their mobile marketing and always have a view on the best way forward.

Over 110 marketing agencies have used us to help develop ideas for their clients.

We've been around since 1999 and have picked up some useful experience along the way.

Website [www.textmarketer.co.uk](http://www.textmarketer.co.uk)

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