



the mobile Web

why it
matters to
your
small
business

**The Network Solutions Guide to Reaching
Customers Anytime, Anywhere**



Are You Ready for the mobile Web?

Technology is evolving at warp speed these days. It can seem overwhelming—the minute we conquer a new app, or launch a new social media campaign, there's yet another new tool we have to figure out. And that's on top of dealing with the business issues and challenges we all face daily.

So, it's likely that the last thing you want to hear about is a new technology. But how would you feel if we told you that this technology already has more than 73 million users, 89 percent of whom use it daily? Feeling a little better already?

We're talking about the mobile Web. These days it's simply not enough to have a website for your business; you need to have a site that is easily read and navigated on mobile devices, including tablets and smartphones. There's no waiting for the ramp up here. Already, more than 58 million Americans are browsing the Web on their phones, and almost as many people are using their smartphones to shop.

That's why it's critical for you to develop a mobile-ready website. The good news is that it's faster, easier and less expensive to do this than you think. We've created this booklet to help you get started. Inside you'll learn the 5 fundamental keys to successfully marketing your business to the fast-growing millions of smartphone devotees, and some easy-to-apply solutions that can make your site mobile friendly in minutes (yes, really—*minutes*).

As always, we're interested in your feedback. Let us know what you think.



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Why mobile matters

Today, your customers are using their mobile devices to do just about everything—including searching for local businesses, researching products and services, comparing prices and even buying products.



As 3G technology expands to most of the country (with 4G not far behind), high-speed mobile Internet access is available almost everywhere. Access to Wi-Fi hotspots is growing too, making it easier than ever for consumers to search the Web anytime, anywhere.

Consider these facts about how Americans are using the mobile Web:

- There are **73.3 million smartphone users** in the U.S. (eMarketer™, 2011)
- **89%** of smartphone owners use the device on a **daily basis**. (Google® Research, 2011)
- **81%** of smartphone users **browse the Web** on their devices. (Google Research, 2011)
- **31%** of smartphone owners use the mobile Web to **read online reviews**. (Chadwick Martin Bailey and iModerate Research Technologies)

- **44%** of smartphone users **research products** on their phones. (eMarketer™, 2011)
- Nearly **80%** of smartphone owners **use their phones for shopping** and shopping-related activities. (Google® Research, 2011)
- **81%** of mobile users **use mobile search at home** in the evening, 80% use it on the weekends and 59% use it before work. (Performics, 2011)

Network Solutions® **goMobi™** solution, powered by **dotMobi™**, creates a mobile website in just minutes. Icon-driven and easy to use, it works with all platforms and browsers, creating a smartphone Web experience on every mobile phone.

- **After conducting a mobile search**, 68% of users visited a business online or in person; **53% made a purchase**. (Google Research, 2011)

Consumers are using the mobile Web anytime, anywhere, to do just about anything.

So how can *you* use the mobile Web to attract customers, drive traffic to your site or store, and boost sales?

There are 5 key elements to successful mobile marketing.

I. Search

Whether your customers are on the road, running errands, at home or out shopping, they're using their mobile devices to search for local businesses. Make sure they find *your* business!

How? First, make sure your site is mobile-friendly and compatible with all platforms and browsers.

Setting up a mobile site is easier than you think – it takes as little as 15 minutes.

Next, register your mobile-friendly site on key local search directories such as [Google[®] Places](#), [Yahoo! Local[®]](#), [YellowPages.com[®]](#), [Facebook Places[®]](#), [ThinkLocal[®]](#) and [Bing[®]](#).

[Gorilla Online Marketing](#)

submits your business to hundreds of places online. Get found on Google[®] Places, social sites, GPS devices, and over 100 search engines and directories.

32% of consumers who use **mobile search** say they use it more than they use search engines on their computers
(Performics, 2011)

You'll also want to register your site with the major in-car GPS navigation sites, as well as niche search sites that are relevant to your business. For a travel-related business, that might be [TripAdvisor.com[®]](#); a restaurant will want to be on [Yelp.com[®]](#) and [Where.com[®]](#).

Mobile search isn't important just for retail or restaurant businesses.

Service providers, such as hair salons, auto detailers or realtors, can also benefit greatly from attracting consumers via mobile search.

2. DISCOVERY

When customers using mobile search find your listing, or visit your mobile website, what do they see? Make sure the information they discover answers their questions and helps drive them to your business.

The most important information to provide is:

- your location (address and map)
- hours of operation
- business phone number
- any current specials or promotions



When searching on mobile devices, 84% of consumers look for information about local retailers, such as phone number, address and hours.

(Performics, 2011)

You may also want to include:

- Other ways to contact you
- Tools for making reservations or appointments
- Driving directions

Above all, be sure your online presence is mobile-friendly and answers all of the questions that potential customers are likely to have when they're using mobile devices to look for and make decisions about a place to stop or shop.

3. Engagement

Once customers find your business, in a mobile search, your work isn't done. To encourage them to visit your business or make a purchase, you need to *engage* with them.

Push them to take action by using tools such as text messaging and emailing to alert customers of specials or promotions, encourage them to visit your business, send them discounts or coupons, and drive them to buy. (Make sure your emails are optimized for mobile viewing, of course!)

Coupons help overcome consumers' reluctance to use a mobile site. Coupons stop people in their tracks and entice them to buy.

Location-based phone apps like [Facebook Places](#)[®], [Foursquare](#)[™] and [Gowalla](#)[®] are also a great way to engage with your customers on their mobile devices. Customers use the apps to "check in" to your business with their

Social networking is the fastest-growing way people are using mobile devices, with 44 million people accessing Facebook via mobile. (*comScore, 2011*)

78% of smartphone users access email on their phones;
40% of overall mobile users access email almost daily via mobile devices.
(comScore, 2011)

mobile device to let their friends know what they're doing—and to receive special offers, rewards and promotions from your business.

Social media tools such as [Facebook](#)[®], [Twitter](#)[®] and [LinkedIn](#)[®] are also excellent ways to engage with your customers on the go.

4. Cross-Promotion

To get the best results from the mobile Web, be sure you cross promote your mobile website at your physical location, on your regular website, on your social media accounts and vice versa.

- Put buttons on your mobile website to help users find you on [Facebook](#)[®] and follow you on [Twitter](#)[®].
- Use in-store signage to let customers know about your mobile website.
- Cross-promote your mobile website in your printed marketing materials, including flyers, postcards, brochures or print ads. Create a special offer customers can only get by visiting your mobile site.
- Use QR (quick response) codes like the one at right. QR codes read like bar codes when scanned by a smartphone, taking customers directly to your site without having to type a URL or do a search. Put QR codes on your flyers, ads, store signage, trade show booth, business cards or print ads. Link them to special offers or promotions.



Just scan the QR code above on your phone to visit www.networksolutions.com
Need a QR code scanner? Download one at <http://scan.mobi>

Be aware of all the touch points where you engage with customers...and promote your mobile site at all of them

5. m-Commerce

Security concerns are not stopping people from engaging in mobile commerce. The trend toward buying products via smartphone is growing, especially among younger consumers.

If your business already sells products online, getting your mobile site optimized for ecommerce is simple. You can start selling to mobile customers almost immediately! Be sure the mobile ecommerce solution you choose enables customers to find prices, search products and buy.

Mobile ecommerce is more than customers buying products from your site. Mobile solutions exist that enable you to accept payment from customers on the spot, using your phone. You can accept payment via credit card, debit card or **PayPal**[®] at the customer's home or business, or at a kiosk, cart, craft fair or farmer's market—anywhere your customers are. You can even track inventory via bar codes and print receipts.

Nearly one-fourth of U.S. smartphone users have **purchased an item through their smartphone**. Among users under age 35, that figure is 28%; among iPhone users, it's 41%.

(Chadwick Martin Bailey and iModerate Research Technologies, 2011)

Network Solutions[®] **nsMobilePay**[™] app lets you accept credit or debit payments anytime, anywhere. It's PCI (payment card industry) compliant, captures e-signatures and even lets you monitor inventory.



mobile made simple

Network Solutions® offers several options to help your small business take advantage of the mobile Web simply, easily and affordably.

Mobile Website: Network Solutions® mobile Web solution, [goMobi™](#) (powered by [dotMobi](#)), creates a smartphone Web experience automatically on every mobile phone, giving your business a rich mobile website instantly. goMobi has a quick and easy setup, creating an attractive mobile-ready site that's easy to navigate.

Mobile Search: [Gorilla Online Marketing](#) is a fast and hassle-free way to get your business to appear in local search results including Google® Places, social sites, GPS devices and monthly submissions to over 100 search engines and directories. Give potential customers mobile access to comprehensive information about your business.

Mobile Payments: Network Solutions® [nsMobilePay App™](#) lets you accept credit or debit payments anytime, anywhere. Capture e-signatures, even lets you monitor inventory.

M-Commerce: Network Solutions' [nsCommerceSpace™](#) solution will make it easy to turn your ecommerce website into a mobile-optimized, handheld store.

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