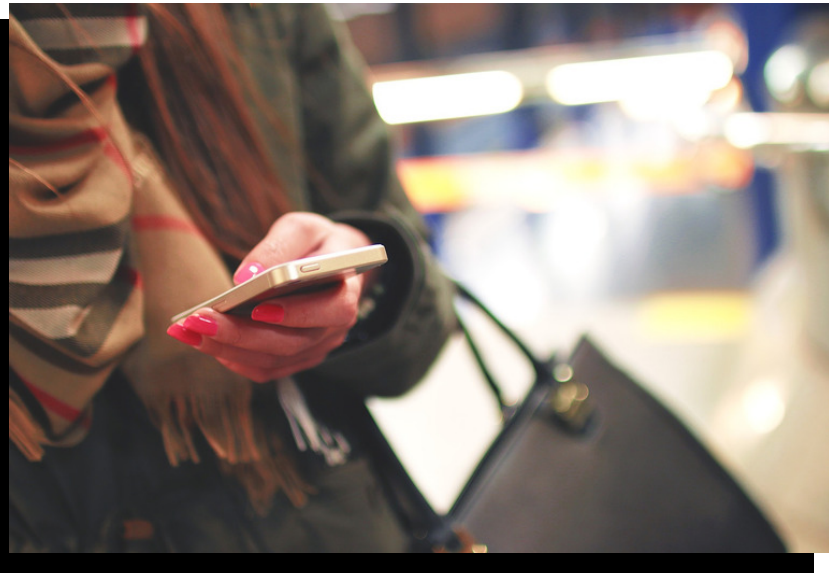


# Creating a Mobile Marketing Strategy for Your Brand



The biggest buzzword, trend, and driver of marketing strategies for the past couple of years has been mobile. Some businesses have been slow to catch on while others are thriving. Brands who haven't adopted a mobile strategy are behind, but it's not too late! You still have time to craft a strategy that will capture mobile users, who are growing in number every day.



**Mobile devices make up 88%\* of all "near me" searches. Those searches are growing at 146% year over year.**

Take advantage of this trend, an example of a micro-moment, which shows no signs of slowing down. Consumers are looking for answers, whether they are straightforward or not. "Nail salons near me", "car repair near me", "lawyers near me". These are all opportunities for brands

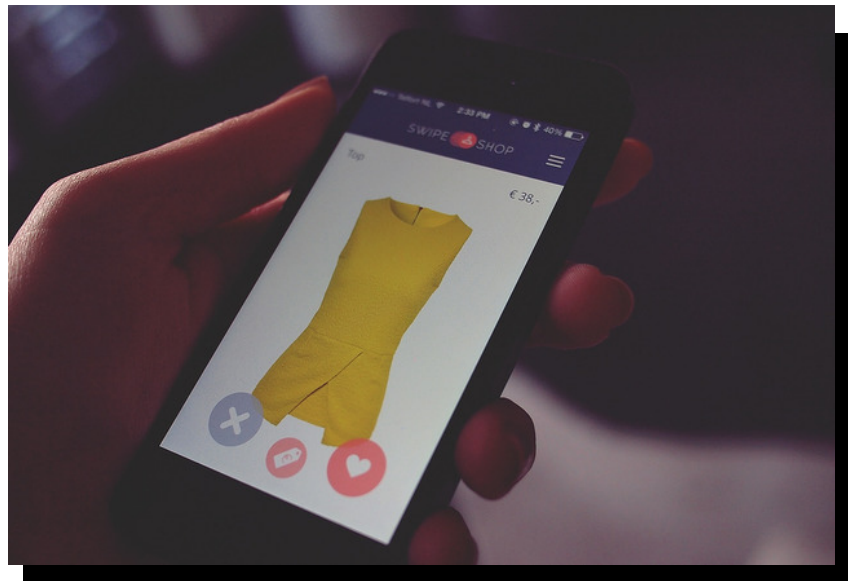
to be there when their customers want their product or service. Give them a phone number to click-to-call your business, and provide a mobile-friendly experience on your website for optimal customer experience. **Just be there.** Your customers - and future customers - will be happy and come back again and again.

Retailers have an exciting opportunity with mobile to reach their target audiences. Whether you own a storefront, run an e-commerce website, or both, consumers are using mobile to make purchases more and more frequently. What can your brand do to make sure it's there when your audience is searching for your products?

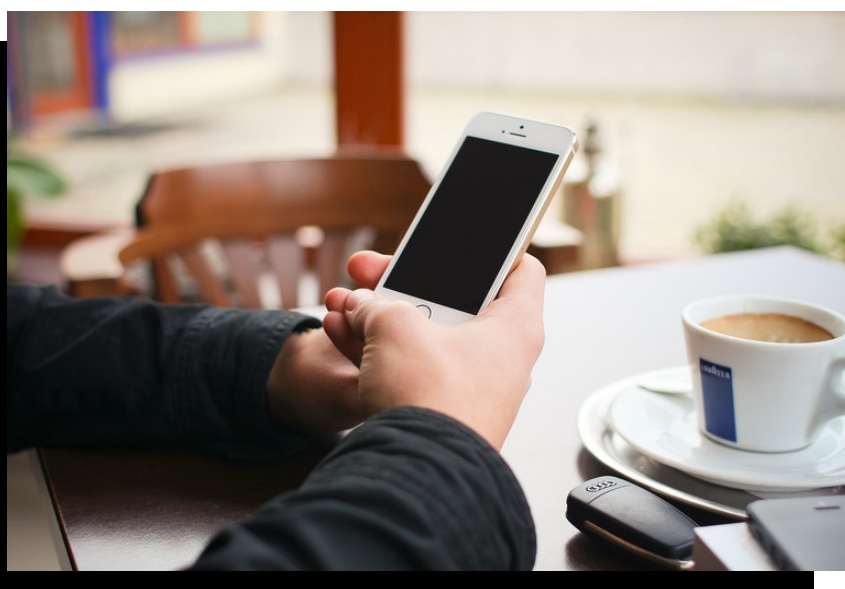
**Mobile shopping-related searches have grown 120% since 2015\*\***

Whether you are looking to drive sales on your website, looking to increase foot traffic to your store, or both, ensuring your website is mobile-friendly and easy-to-use is imperative. An out-dated website will cause users to leave and find what they are looking for elsewhere

Integrating all of your online marketing efforts is essential for success here as well. Your search engine optimization, online advertising, social media, and conversion rate optimization should all be connected and work seamlessly together. Consumers will notice a difference, and in turn, your bottom line will see a difference.

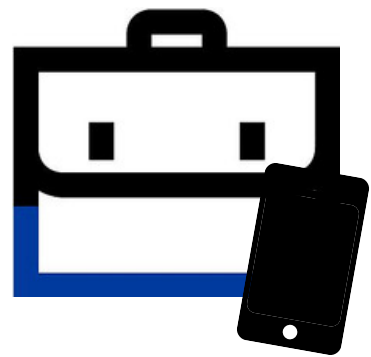


Mobile marketing success is not only for the business to consumer industries. There are many opportunities for



B2B brands as well. Contrary to what many believe, B2B researchers use mobile devices during the purchase process - 42% in fact\*\*\*.

**42% of B2B researchers use mobile devices during the purchase process.**



Now that we have established you need a mobile strategy. What do you do now? We've put together a few basic bullets you can start with. If you're looking to really dive into your mobile strategy and how you can successfully execute it, our team of online marketing experts can help!

- Make sure that your website is mobile friendly.**
- Is it easy for customers to make a purchase, contact your brand, or complete the actions you want them to?**
- Are you taking advantage of any mobile-specific strategies available in online marketing?**

**E Power Marketing**

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**Sources:**

\* Gevelber, Lisa. "How to Build Your Mobile-Centric Search Strategy." *Think with Google*. Google.

\*\* Lawson, Matt "5 Ways Consumers Connect to Stores with Mobile Shopping." *Think with Google*. Google. February 2016.

\*\*\* Snyder, Kelsey, Pashmeena Hilal. "The Changing Face of B2B Marketing." *Think with Google*. Google. March 2015.