

FOCUS ON IT / TECHNOLOGY

Why Mobile Marketing Needs to be Part of Your Digital Marketing Strategy



By **Randy Rowe;**
Hureka Technologies, Inc.

The hype and fanfare surrounding the recent introduction of the iPhone 8 and iPhone X are proof that smartphones are an integral part of our lives.

According to comScore, an American media measurement and analytics company, smartphone penetration in the United States has crossed 80 percent in 2016. When the iPhone was launched in 2007 only six percent of the population had a smart phone!

This statistic indicates smartphones are everywhere. What's more, the average smartphone conversion rates have increased to 64 percent compared to the average desktop conversions for e-commerce websites.

Moreover, we're living in a digital world where businesses need to alter their market-

ing efforts so they are mobile-friendly. If you're reworking your digital marketing strategy and are wondering whether and how much of it should focus on mobile devices, here are the top four reasons.

#1 – An Increasing Amount of Time Spent on Mobile Devices

Just last year, Americans spent an average of 10 hours per day on their mobile devices and, this number is bound to increase.

This shows that an average American has been spending more than 500 hours each year browsing websites or talking on their mobile device. That alone gives businesses plenty of chances to connect with them, capture their attention and, get them discussing your business on the mobile devices that they use regularly. In fact, advertising trends are also reacting to this development. By 2019, it's estimated that almost 72 percent of

marketing budgets will be spent on advertisements and developing apps for mobile platforms.

#2 – Consumers Prefer Mobile Shopping

Most consumers these days are spending more time shopping on e-commerce platforms like eBay and Amazon. In fact, big names like Walmart and even the smaller mom and pop shops have realized the importance of taking advantage of the mobile platform. They are developing websites and user-friendly portals to facilitate a smooth user experience for their customers.

As per Bloomberg, about 60 percent of e-commerce visits will begin on mobile devices therefore, it's clear that the businesses that develop mobile campaigns successfully will be able to introduce their products and convert them to sales will see a significant boost in their revenues.

#3 – Consumers Buy in Stores

The advent of mobile technology has given consumers a chance to shop and compare as they are walking down the store aisles. So as a business, if you have active mobile marketing campaigns running, you can take advantage of this. Adding Search Engine Optimization (SEO) and a user-friendly website, you're all set to reel in the consumers when they have decided to buy.

Search engines like Google are changing their algorithms. The changes are aligned to give mobile-friendly sites higher preference. This shows that businesses need to increase their presence on mobile devices and include new forms of marketing.

#4 – Voice Search is Growing Exponentially

Thanks to the adoption of Apple Siri, Google Home, Amazon Alexa, and Microsoft Cortana, voice search is increasing in popularity.



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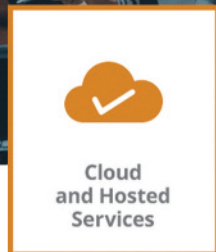
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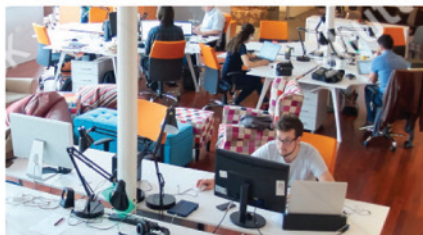
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Per one of the latest researches, 49 percent of Americans are using their voice assistants on a weekly basis. What is even more interesting is that 57 percent said that they don't mind using voice search more if it's able to recognize difficult commands.

The good news is that each platform provider is aware of this and is continuing to increase complicated voice commands by thousands at a time. In fact, today more than 20 percent of the searches that are carried out on Android devices are voice searches.

This shift to voice search has a major impact on both — paid search as well as SEO. From now on, businesses need to use voice-search related terms and initiatives to maintain a competitive edge. So, the first step here would be to optimize your website for search terms that are more common to voice-based searches.

Finally, using Google's Accelerated Mobile Pages (AMP) technology has boosted the Click Through Rates (CTR) by up to 90 percent. Another interesting fact to note is that consumers searching via their mobile devices are spending 35 percent more time with AMP content than mobile web pages. This would be a good point for any small to medium sized business to begin; developing Accelerated Mobile Pages for mobile searches.

eb Logix, Inc. — Providing Managed IT Services and Customized Networking for Enhanced Productivity

eb Logix is a Lower Pottsgrove-based IT consultancy firm that specializes in providing customized networking solutions for small to medium size businesses that are secure, reliable and just right for the needs of the businesses. Eb Logix was established in 2000, and over the years the company has expanded services while refining its focus on delivering a Managed Service Platform. As a Managed Service Provider (MSP), eb Logix provides a defined set of services to their clients. Their scalable solutions ensure that you'll always have just the right level of monitoring, security, and support for your business — now and in the future.

"While we do provide break/fix services, our goal is to move all of our clients to the managed service platform," explains eb Logix Vice President Courtney Briddes. "We essentially become a client's IT department or enhance an existing IT staff," she said. "Our automation solution is a 24/7 IT robot that monitors and resolves common problems that would previously require a number of support staff to be hands-on to fix the issue. This business model provides administrative and financial relief to our clients so they can focus on their business goals."



eb Logix Vice President
Courtney Briddes

eb Logix serves small to medium size businesses, anywhere from a two-person office up to 100+ employees. "We have clients who have multiple locations, including international offices," said Courtney. "We are dedicated to helping non-profit organizations with their IT needs, as we feel it serves an important purpose in our communities. However, we do work with financial companies, investment firms, engineering firms, and a wide range of other businesses," she said.

"The most fulfilling part of my job is the long-term partnerships we develop with our clients," Courtney explains. "Not only do we get to know their business goals, but we become an extended part of their team," she said, adding, "We have a 'team first' culture and have a service conviction that sets us apart from other IT companies. I love to watch the development of leaders within our organization. I believe when you've taught someone to replace yourself, you've done your job."

Eb Logix is located at 2129 E High Street, Pottstown, PA 19464; Phone: 610.813.4900; Email: info@eblogix.com; www.eblogix.com.

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