

Mobile Marketing Report:



By [Brian Maroevich](#)

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Why This Report Is Important:

I am going to reveal some very important information about my business to you. Please keep it to yourself and do not share this report. Please also understand that this report is for your individual attention only. You may not share it, sell it, or edit it in any form. Thanks for understanding...

Here's what this is all about:

In the past you've heard me describe the importance of having a mobile website or a mobile optimized website. The clients who heeded my warning are profiting and quietly taking a large chunk of their local markets.

Now it's more important than ever to have a mobile site because people are using their mobile phones to search for local businesses at an astounding rate.

Let me show you...

Below are some stats taken from our salon website. It shows the number of people who came to our site in a given month on their PC or on a mobile device (it's even more now):

	Mobile	Visits ↓	Pages/Visit	Avg. Visit Duration
<input type="checkbox"/> 1. No		670	3.10	00:02:26
<input type="checkbox"/> 2. Yes		443	2.41	00:02:03

As you can see 443 people came to our site and viewed our site on their mobile phone.

The chart below shows you exactly what type of mobile device was used.

As you can see the most popular device by far is the Apple iPhone (that means you should be advertising on the Microsoft/Bing platform locally, but target people on their mobile phones, and direct them to a mobile website):

Mobile Device Info			Visits ↓
<input type="checkbox"/>	1.	Apple iPhone	253
<input type="checkbox"/>	2.	Apple iPad	73
<input type="checkbox"/>	3.	SonyEricsson LT15i Xperia Arc	25
<input type="checkbox"/>	4.	HTC EVO 4G	7
<input type="checkbox"/>	5.	Samsung SGH-I997 Infuse	6
<input type="checkbox"/>	6.	Verizon Droid	6
<input type="checkbox"/>	7.	HTC Inspire	5
<input type="checkbox"/>	8.	HTC ADR6300 Incredible	4
<input type="checkbox"/>	9.	HTC Inspire 4G	4
<input type="checkbox"/>	10.	HTC myTouch 4G Slide	4

The chart below is interesting because it shows the number of people who came to a site that is not local. It's a site that has articles on it and draws traffic from the search engines worldwide. It's not a local business at all:

Mobile		Visits ↓	Pages/Visit	Avg. Visit Duration
<input type="checkbox"/>	1. No	1,066	2.30	00:01:12
<input type="checkbox"/>	2. Yes	130	1.46	00:00:37

As you can see, mobile phones are not being used very much to find information **that is not locally based.**

But when it comes to looking for a business like our salon/spa, a restaurant, pizza shop, dentist, agent and a host of other local businesses, mobile phones are being used to find them at an **exponential rate!** Just two years ago only 10% of our visitors were

using a mobile phone. But now it's almost 50%! It will be closer to 80% in a year or two...

For most of us who study internet marketing this is no surprise. People use their mobile phones to find local businesses and look for deals, coupons, and information locally more than 60% of the time on worldwide basis! And it's growing rapidly.

If you don't have a mobile website and your competition does, you will get crushed.

← CHECK THIS OUT!

- 61% of customers who visit a mobile unfriendly site are likely to go to a competitor's site (Karim Temsamani at IABALM 2012 via IAB).
- 61% of Smartphone users make local searches from a device (Localeze/15miles Fifth Annual comScore Local Search Usage Study February 2012).



Good News!

The good news is you can hire someone to build a mobile website for you, or you can do it yourself. The cost to hire someone will range from \$295 - \$1200. [But you can do it yourself for lower price.](#)

If you have any questions about going mobile let me know. We can build a mobile website for you or get your current site mobile optimized, and show you some tips and tricks that your competitors don't understand or know about to get new clients super fast.

[Otherwise get started on building your mobile website yourself and put it to use right away.](#)

Whether we provide you with a mobile website you do it yourself, I'll be glad to send you a special report on how to use your mobile site for your small business to get new customers...**and I am talking about techniques your competitors don't know about or understand...**

The value of this report is \$29, retail. But the amount of money you can make from the techniques should be in the thousands, depending on your average ticket (sale).

I am still writing this report, but it's almost done. Just send me the receipt [when you order through this link \(30 day free trial\)](#), or I'll get it to you when you invest in a custom design from my company.

Either way, you should take action on this right now.



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Local Business Owner

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