



## Tom's Message Board

### The Smartphone... Smart for Business?

Do you own a Smartphone? Of course you do, doesn't everyone? And if you don't, you probably will soon. Given the meteoric sales of iPhones, Androids, and the like, the tipping point has transitioned from fad to lifestyle. Seems we won't go anywhere without our phones. We use them for everything from making a call, searching for restaurants, doing our banking and even looking for directions. I spoke with a friend recently who was traveling in Jerusalem on business, and from the comfort of his restaurant table he was able to add more meter time to his parked rental car with only a few clicks on his smartphone. At last count, there are over ½ million iPhone apps, most free, that do virtually everything and anything that people enjoy, want, or need. This is just the beginning and it's not going away. Mobile phones are a tool for social networking and managing daily life at home, work, play, while commuting, shopping, dining... everywhere. Researchers predict that Smartphones will outsell personal computers as soon as 2012. Having accepted them, consumers see Smartphones as improving their quality of life. So, business people... how does this play out with YOUR customers?

Well, just to start, Smartphones allow you to engage them at high and spontaneous levels. That is, with a simple mobile-optimized version of your website, you have the opportunity to put your business in the palm of your customers' hands! Mobile marketing presents the opportunity to reach consumers and influence buying decisions. A majority of users (81%) use their Smartphone to research products they are considering purchasing, typically while actually out shopping. Mobile-friendly websites have huge potential for B2C businesses like restaurants, beauty salons, real estate agencies, movie theatres, health & fitness clubs, hotels, and even printing and marketing companies. For consumers visiting your website, it's just a matter of time before they'll do so from a Smartphone. When they do, you want them to have a good experience by being able to easily read, navigate, and act on what you have to say, offer, and sell from the reduced mobile screen. Its good marketing, its good lead generation, its good customer service, and well... it's smart!

Like you, I want customers to easily access my information when they are using a Smartphone, so I started building mobile-optimized websites. It's inexpensive, not a major undertaking, we do the work, and given how this is shaping our lifestyles, it simply makes good sense. For about a buck a day, you can attract more business to your door.

As I've said before, the world is changing and we need to change with it. So, call me for more information to find out how going mobile can grow your business. Or scan the QR code here with your Smartphone to enter our free mobile website giveaway!

Cheers!

Tom Brassard, President