

Medallion Fulfillment & Logistics

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Mobile Marketing is Key for 2013

In 2010, no less an authority than Steve Jobs declared, "Mobile device search hasn't happened. Search is not where it's at."

Moral #1: Even the biggest gurus sometime miss the mark.

Moral #2: What a difference three years makes.

Mobile Does Matters

When it comes to marketing, web browsing and searching are here to stay -- but search tactics are evolving. Though desktop or laptop computers are the traditional vehicles for starting a web search, they're no longer the only game in town.

In fact, people on the go are increasingly leaving their desktops to gather dust while they reach for their smartphones and tablets to do everything from stream music to read email -- and, of course, search the web with mobile advertising.

- Emarketer.com tells us that while desktops still are the first choice in searches, their lead is shrinking fast.
- Just last June, more than 27% of all U.S. web traffic originated from smartphones or tablets, 20% of that from phones alone.
- Google, the first name in search engines, expects to see more mobile than desktop searches from its users in 2013, and it's safe to extrapolate that increased usage in the years to come.

So If You're Not Mobile... You're Stuck in Neutral

The vast majority of websites are designed, developed and optimized for the desktop or laptop screen. Even if your site enjoys high Google search rankings, you may be missing out on visitors and leads if your site is not optimized for mobile. Adapting your online marketing to the

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radically different size and shape of smartphones or tablets isn't just a matter of posting the site to the device.

To implement true mobile advertising, you must provide users with a mobile-optimized site -- one that's easy to see on a small screen, and contains the functionality (like enlarging buttons or images) that help them navigate easily and understand your message.

In many cases, this means rethinking your homepage and landing pages to include only the most relevant and action-oriented content. Mobile users simply won't tolerate anything less than real engagement and ease of use.

Enhance Your Connections -- Free!

Google wants to help you create the ideal mobile site to help you land the best search result rankings and visits possible. They launched AdWords Enhanced Campaigns, which focus heavily on mobile development, encouraging all Google-using customers to integrate a smartphone/tablet-friendly site. By partnering with DudaMobile, Google offers you a free mobile website for one year, with unlimited email and phone support.

It's a Win-Win-Win Situation

Mobile advertising is both the present and the future of your online marketing -- and now you have an opportunity to test the waters risk-free. It's a win-win-win situation for your business, your customers and even for Google.

About the Author

Jan Stewart writes exclusively for [Medallion Fulfillment & Logistics](#), a family owned fulfillment service business located in the Los Angeles metropolitan area. When you need simple or comprehensive assistance with warehousing, order processing, and shipping for your store or e-commerce business, consider Medallion first. Visit them at www.MedallionEnterprises.com.