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There always seems to be a new wave of technology that businesses need to jump on to keep current and marketable in today's economy. First, it was all about increasing your web presence through search engines, next it was using social media to get your brand out there, now it's all about using smartphones to reach as many potential clients and customers as possible. The wave of smartphone technology is a slow, steady swell, and it's not going anywhere anytime soon. The advantages for business are many, but of prime importance is the fact that mobile phone owners never leave home without their smartphones. This means that having a finger on mobile technology gives you a consistent presence in your target customers' lives.

Reasons You Should Consider Taking Your Business Mobile:

Recent numbers show that 20-25% of internet traffic comes from smartphone devices or tablets these days, and that number is only slated to grow. With such a huge amount of potential customers accessing your business's website on-the-go, you need to have a mobile ready app or landing page that is easy to view and manipulate on a smaller screen. Many smartphone users report that frustration with a clunky or difficult to load page means they won't come back to that site again. That potentially means turning away up to a quarter of your online business, not a good position to be in if you want to be successful in business. So, how do you make your online presence as seamless, integrated, and ever-present to your mobile customers as it is to your desktop ones? Here are five ways to take your business mobile and increase your revenue through smart mobile marketing strategies.

5 Ways To Take Your Business Mobile:

1. Make sure your website is mobile friendly. Most websites written in standard code don't fit well when shrunk down to a four inch screen. They can be too data intensive to load properly, involve a lot of sliding around to find all the pertinent information, and just too user un-friendly to be worth navigating on a mobile device. Fortunately these days most web design teams are using code and design that translate to a site that is smooth, fluid, and easy to use on any platform, and very often with code that serves for both purposes or by using a mobile-only site and desktop version that recognizes a visitor's platform and automatically redirects.
2. Even better than having a mobile-friendly website is having your very own app that users can download to their smartphones. This allows them to receive reminders, updates, news on special sales or events, or whatever information you want them to have to keep your business current and

- profitable. It also enables customers to keep track of purchases and find deals on whatever they're looking for, wherever they happen to be.
3. If you're wondering just how important it is to your business to have a mobile presence, mobile pay services and apps make that very clear. The ability to process a payment anywhere can streamline your business and draw in sales that very likely may otherwise drift away. Customers also love a way of paying that doesn't involve giving out their bank account information or credit cards and can be used or accepted anywhere, just as a mobile payment service makes possible.
 4. Get social. Today's smartphone users are much more likely to be avid users of social media from sites like Facebook and Twitter to Pinterest and Instagram. Putting your business squarely in the social media scene is bound to get you noticed by the users of their apps. Have a Facebook page, a Twitter feed, and update it often to keep your potential customers and followers in the know on what you can offer them.
 5. Follow technology trends to keep apprised of where mobile technology is heading. This way you'll be in the lead for catching the next big thing, whether it's having a mobile app that's ahead of the curve or a site that engages the user in new and changing ways. Keeping on top of the latest technology trends can help your business stay prepared for any market conditions and be ready to draw in new customers and keep old ones by anticipating their needs and wants.

Mobile technology is not slowing down, it is becoming ever more prevalent. Keep your business firmly rooted in the now and ready for tomorrow by embracing everything that going mobile can offer.