



As seen in **Greater Charlotte Biz Magazine, bizXperts**, February 2010

Keeping Pace with Mobile Phone Marketing Strategies

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According to a recent Nielsen Company report, over 56.9 million people accessed websites from their mobile phones in 2009. Gartner, one of the nation's leading information technology research companies, predicts that the use of smart phones and other portable browser-enabled devices accessing web content will surpass the use of traditional computers as soon as 2013. To meet rising demand, businesses are under increasing pressure to design new strategic content, enable greater interactivity and provide added convenience through these new communication outlets. If your online content is not already optimized for this rapidly emerging distribution channel, now is the time to update your strategy. **Think "Mobility."**

Consider the Medium... Recognize that the mobile environment works differently than the traditional PC-based online experience. Smart phone users connect in short bursts and they want to get right to the point. Desktop users may prefer to explore more in-depth information and may be willing to invest longer periods of time during the exchange. The mechanics of PC interaction also work differently than those of mobile phones. Large view screens, full-size keyboards and mouse cursors are replaced by tiny touch screens, thumb keys and voice commands.

Reexamine Existing Website Content... For best results, content for mobile delivery should be selected, organized and presented using a different approach. The nature of mobile content is more immediate, more personal and more service-oriented than traditional websites. Position your mobile website or downloadable application ("App") as a separate but parallel customer resource, offering just-in-time information and assistance, beyond what is typically found over a desktop connection. For the mobile community, timing is everything. Prioritize mobile content based on the customers' anticipated immediate needs. For example, provide links to interactive directions or click-to-call reservations for customers traveling to your location. Don't waste time or clutter smart phone content with detailed reference documents, lengthy demonstrations, or long term planning guides that are best presented on your main website. View your mobile website as your customer's "personal assistant," standing by to provide quick and easy support whenever requested.

Consider Unique Mobile Content Structure... Eliminate web design components that are not supported by most smart phone platforms, such as "pop-up boxes" or Flash animation. Simplify your page layout, streamline navigational links, and reduce the use of large graphics. Group your information into smaller, distinct "chapters," allowing users to easily jump directly to desired content. Further, remember to let your customers know that you are specifically offering unique mobile content, promoting a reinvented online customer experience and inviting trial.

For more information about emerging online technologies, visit
http://www.cccommunications.com/resources_articles.cfm

About the author:

As one of the region's earliest pioneers in the field of online communications, *Kip Cozart*, along with CC Communications owner/partners *Russ Husky* and *Loretta Cozart*, have consulted with hundreds of businesses and organizations to enhance and produce effective web, email, multimedia marketing initiatives and business process improvements for fifteen years. Contact kcozart@cccommunications.com or call CC Communications at 704-543-1171.