

SMALL BUSINESSES & MOBILE

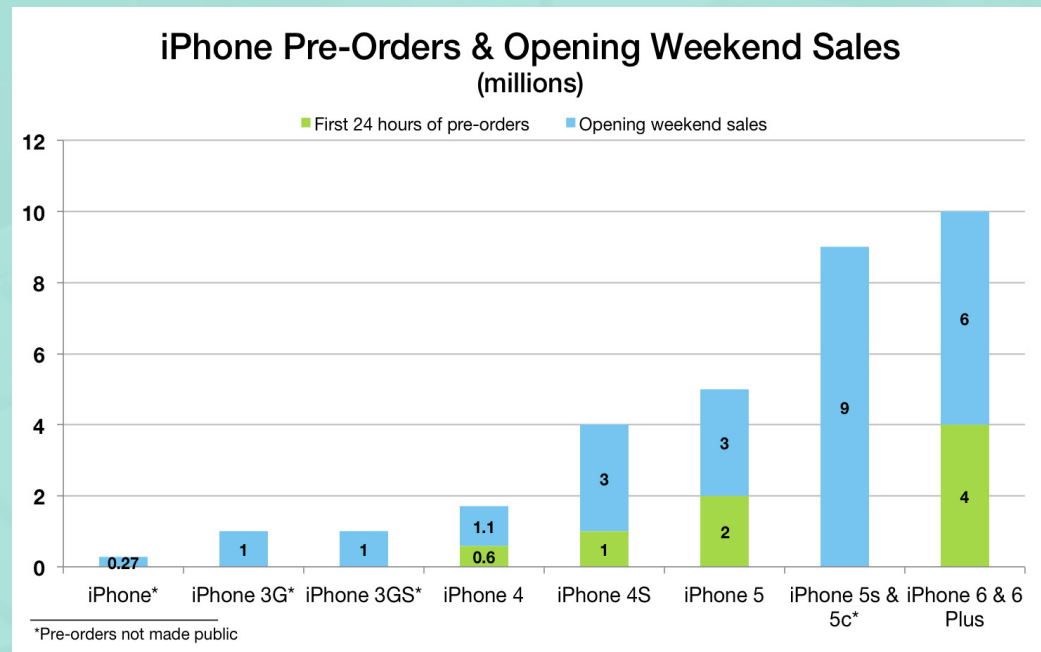
Why Your Business Needs A Mobile Experience



Mobile Industry

- Of the world's 6.8 billion mobile phones in use, 2 billion are smartphones

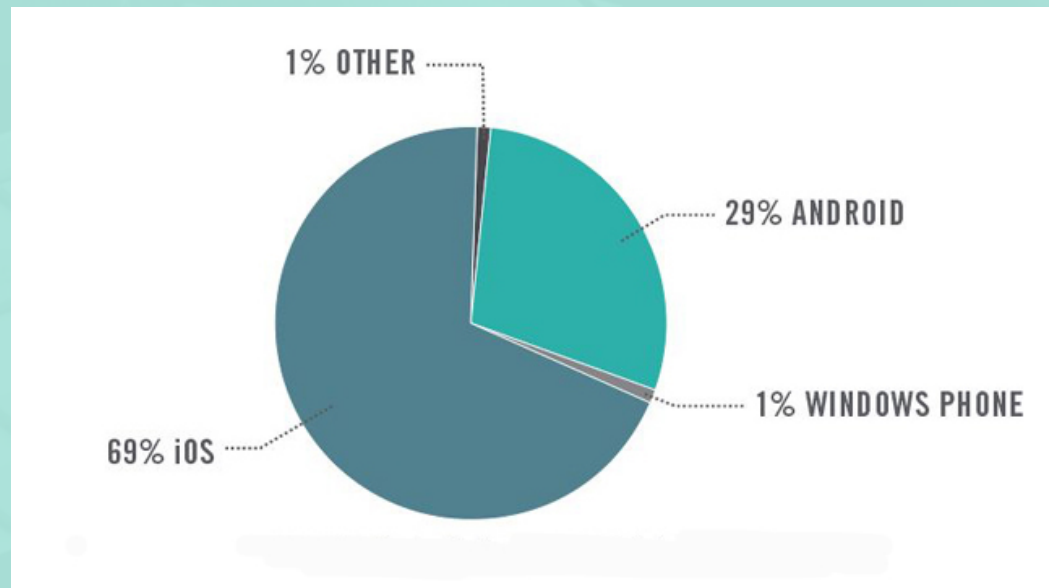
Apple sold 10 million iPhone 6 & 6 Plus in the first weekend



Android and iPhone Stats

- Over 500,000,000 iPhones have been activated
- Over 900,000,000 Android devices have been activated

iPhone's account
for 69% percent of
operating systems that run
Mobile Apps



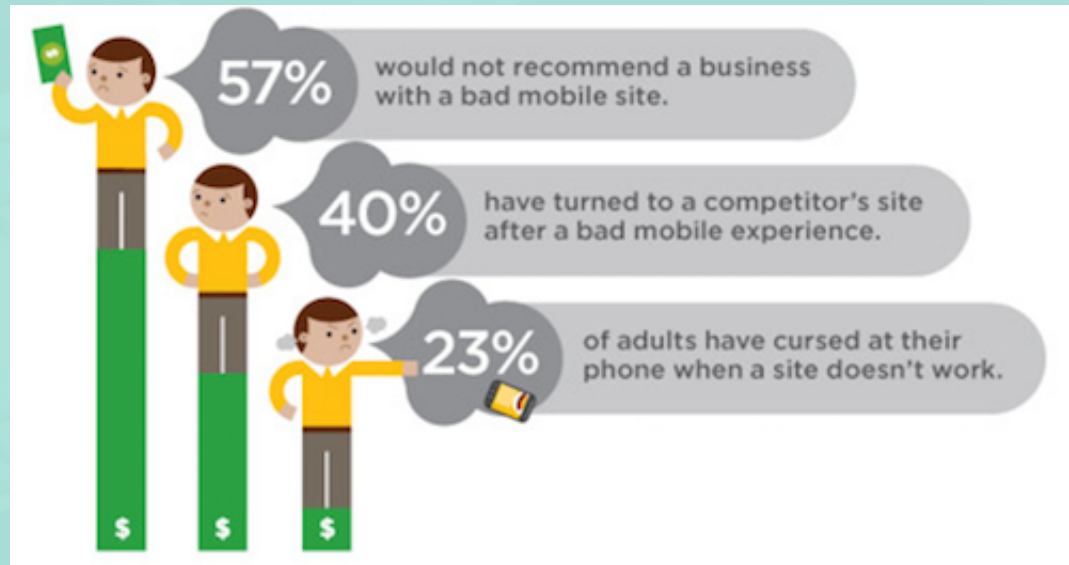
Why Mobile?

95% of smartphone users look for local information on their phone, and 90% take action as a result



Why Mobile?

- 67% say that they're more likely to buy a product or service from a mobile-friendly site.
- 48% said that if a site didn't work well on their smartphones, it made them feel the company didn't care about their business
- 36% said they felt like they've wasted their time visiting sites that don't work well on their mobile devices



Consumer and Mobile

Strategy Analytics forecasts global total apps revenue to reach just over \$60B in 2018

“The consumer mobile experience has taught mobile workers to expect, even demand, access to information and applications from anywhere using mobile devices”, said Mark Levitt, director of business cloud strategies at Strategy Analytics

Workers and Mobile

“Mobile workers have moved beyond just mobile email and messaging to include other collaboration apps such as conferencing, productivity apps such as content authoring, and business process apps such as CRM and even ERP”- **Strategy Analytics**

Businesses and Mobile

“The business imperative for workers to be productive while on the way to, from and at customer and other remote work sites is driving the rapid mobilization of the business apps.”-

Strategy Analytics

Advantages of Mobile

Mobile technology is one of the biggest advantages open to small businesses looking to gain an edge over large enterprises, and mobile apps are at the forefront of this trend.

Customized mobile app solutions can help your business explore new opportunities, ability to be flexible is a big win for small businesses.

5 Reasons Small Businesses Can't Ignore Mobile

1. Connect with Customers Anywhere

- Having a native mobile app or mobile website allows a small business to connect with customers at any time.
- Whenever customers want to interact with the business, they can
- Fewer barriers there are to interactions, the higher sales will go



5 Reasons Small Businesses Can't Ignore Mobile

2. Drive Customers to the Store and Keep Them There

- 70 % of people contact a business after a search on their mobile device
- If your business' mobile site appears among search results, and is easy to browse, chances are good that you'll be getting more store traffic and leads from it



5 Reasons Small Businesses Can't Ignore Mobile

3. Increase Productivity

- Apps that allow your employees to navigate, communicate, check inventory, and manage workflow can all make your business run more smoothly and efficiently.
- Mobile Apps can offer a quick way to enter data, take purchases, and accomplish other simple tasks.

5 Reasons Small Businesses Can't Ignore Mobile

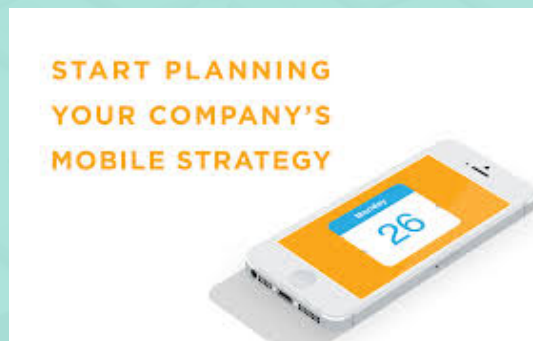
4. Avoid Lost Business and Get Recommendations

- Bad mobile experiences are expensive to small businesses.
- 57% of users won't recommend a business if they don't like the business' mobile site.
- 66% won't return to the site if it gives them trouble.
- 40% will ultimately head on to a competitor site.

5 Reasons Small Businesses Can't Ignore Mobile

5. Grow Your Business

- Mobile search queries have grown by a factor of five in the last two years.
- Small businesses that go mobile ahead of others can expect to enjoy a share of new business that is larger than their ordinary market share.
- Mobile represents a huge new arena of opportunity.



Why Mobile Apps?

Reasons Consumers Download Business-Specific Apps (N = 283)



It's convenient!

Customers are looking for the quickest and easiest way to connect With your business.



91%

of consumers say access to content any way they want is important.

But I want a mobile website...

- We offer both a mobile app and a mobile website
- Appear in the iTunes App Store, Android Marketplace, and mobilize your existing website.
- Complete your mobile marketing solution so all smartphone and tablet users find your business.

