

The Truth About Mobile Marketing for Local Small Businesses



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Why Local Small Businesses Need a Mobile Site

There are 3 critical reasons why a small business MUST have a mobile ready website.

1. People are searching everyday for local businesses on their smart phones
2. These same people leave if the site is not optimized for their mobile phone
3. The people that do stay on the site - because it's mobile ready - either call or visit the local business over 75% of the time.

A research study released on the *Google Mobile Ads Blog* on April 26, 2011 stated that:

- 95% of smartphone users have searched for local information
- And of that 95% - 88% of these users take action within a day
- Furthermore, 77% have contacted the business, with 61% calling and 59% visiting the local business

As you can see, it's critical for local businesses to have a mobile ready site.

But not all mobile sites and solutions are created equal.

Getting Clear on Mobile Marketing

For some reason people everywhere are making Mobile Marketing something complicated. Whether they're advising us to use a confusing script or plugin to create mobile sites or if they're saying, "Hey, don't create mobile sites at all. Just create an app."

All their ramblings do nothing more than cause confusion and paralysis-by-analysis. We get so much misinformation that we don't know which way is up. Much less who to trust when it comes to getting the right info.

Unfortunately there is not one right solution that will solve ALL of our mobile marketing problems. Sometimes a mobile site is the right gig. Other times it might make sense to create an app. Every situation is different.

This is very evident when it comes to local offline businesses.

There are so many people telling us what we should be doing and nearly ALL of it is wrong!!

We constantly hear, "You need a responsive theme." "You need an app." "You need to make your entire site mobile friendly." bla, bla, bla.

Let's get clear and bust through a few of the most common myths.

Common Myths Busted!

Myth: Local businesses need a Responsive Web Design (or theme)

Truth: First off, let's define what a Responsive Web Design is:

According to Wikipedia: a Responsive web design (often abbreviated to RWD) is an approach to web design in which a site is crafted to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from desktop computer monitors to mobile phones).

While this sounds great on paper – and in some situations it works great – most responsive sites and WordPress Themes do NOT look professional on a mobile device. Nor are they very user friendly. Most of the time the responsive theme forces itself to squeeze things together and this causes a user experience that is less than optimal.

With all that being said, the truth of the matter is that local businesses do NOT and should NOT use a Responsive Web Design.

Myth: Local businesses should only use a mobile app and not worry about a mobile site

Truth: Having a mobile app for your local business is a great thing! There are a lot of benefits to having one. However, since when does it have to be one or the other?

Forcing customers to download and use a mobile app instead of giving them immediate access to a user-friendly mobile site does not result in a quality user experience.

If you want to utilize a mobile app for your local business, then by all means do that. But do not waste the tremendous benefits of using a mobile site just because you want to create an app. A mobile site should be priority number one. Then you can move on to phase two – which can be your mobile app.

Myth: Local businesses need to make their entire site mobile friendly

Truth: This one is kind of silly. Based on what we've already learned why would a small business ever need to make their entire site mobile friendly?

IMPORTANT: The reality of the situation is that when a consumer lands on a local small business website from a mobile device they are usually - like 90%+ - looking for one-thing. **Their contact information!** Either a phone number to call or an address they can drive to.

Consumers are NOT looking for the company's blog, 27 pages of information or a bunch of platitudes attempting to describe how much better they are than the rest.

Again, we are talking about a specific situation - a local consumer looking for a local business. Certainly what we've discussed so far would not be all encompassing to every possible scenario out there. However, when it comes to local businesses I challenge anyone to prove me wrong.

Imagine this scenario for a second...

A person searching for a local pizza shop, auto mechanic or even a dentist. What is it that they are searching for? Most likely, it's the business' phone number so they can call them. In other cases, they may be looking for the address because they can't find their location. Consumers are NOT looking to read their blog. Nor are they looking to scroll through pages and pages of content that does not mean anything to them.

The bottom line: when consumers search a local business on their mobile device they want to call them or they want to visit them.

For a local business to take advantage of mobile marketing they do not need super sophisticated software, solutions or apps. They need simplicity.

Local Businesses Need Mobile Site Simplicity!

That's right. When it comes to a mobile site for a local small business, service based business, independent professional and most entrepreneurs - **less is more.**

They don't need over complicated solutions to provide what consumers need.

They need a simple solution, that works, that's flexible and will give the consumer what they want and expect!

Let's think about it for a second...

If something is over complicated or confusing the likelihood of us actually using the "solution" is very low.

And that's only the first issue.

The second issue is that most of the complicated solutions are ones filled with a bunch of bells and whistles that do not add value to the customer experience. OR these bells and

whistles simply won't be used anyway. That means the small business is paying extra or higher prices for features that they'll never use. Doesn't make much sense does it?

Can We Agree On One Thing?

I hope we can agree that when it comes to local small businesses their needs are unique and different than other businesses. At least when it comes to mobile marketing.

Businesses that are web based and generate all their revenue online can benefit greatly from using a Responsive Web Design. But when it comes to a small local business it just doesn't make sense.

We've said it before and we'll say it again,

Local small businesses need a mobile marketing solution that is easy to use and offers the consumer what they need when they need it – the business' phone number and address.

And now you can provide that to them...

A Quick Introduction to the Premium WordPress Plugin...

wpLocalMobile



WP Local Mobile was created specifically for local small businesses. Especially service-based businesses, independent professionals and most entrepreneurs. I'm sure there are plenty more uses but this was the target market.

This plugin redirects users on any mobile device – Ex., smart phone, iPhone, Android, etc. – to a beautiful and professional mobile friendly site.

You can also control the devices that the mobile site appears. For example, for tablets, iPads and Kindles there is no reason to be redirected to the mobile site because the regular site looks great on those devices. However, if for some reason you or your client wants their site to be redirected to the mobile version you can make that happen!

This is a super easy plugin to use and covers all the essentials that a small business needs for an effective mobile friendly site.

Top 11 Reasons Why Local Businesses Will Love This!

1. **Contains the necessary elements ONLY:** Small businesses and independent professionals have different needs than everyone else when it comes to mobile sites. They do NOT need their entire site converted to a mobile site. What they do need are the essentials that people are wanting just a few things: their contact info; an About Us page; a Services page, a Coupons page, a Map page, Pricing page, Contact Us page. They do not want every single page from their main site. The key to a successful mobile site is keeping things clean and simple!
2. **“Click to Call” button that is front and center:** When a visitor goes to a small business mobile site they are primarily looking for one thing – their phone number. That’s why the CTC button is front and center.
3. **Social Media Center:** We include professionally designed social media icons – 69 in fact - for you to use as needed.
4. **Flexible Menu:** Add as many pages as you want. Change the order by “drag and drop”.
5. **Its 100% independent of the theme:** This is one of the best benefits. No matter what theme you use this plugin will work.
6. **Its quick and easy to use:** Setup and customization only takes a few minutes.
7. **Convenient “Visit desktop site” link:** It’s no secret that not every person wants to view the mobile site. In fact, many people on tablets and iPads prefer the desktop version. This link will take them there immediately!
8. **Easily customize the color scheme:** This is uber important. No matter what color you or your client’s business is you can customize it to be a perfect match.
9. **Change color scheme for individual pages:** Another cool feature is being able to change the colors of a specific page. For example, let’s say you or your client wants to create a coupon page. But they want it to stand out when a visitor lands on that page. Simply change the background and text color and POW it hits them across the face! They can’t help but notice it.
10. **One Click Activation:** You can quickly activate or deactivate the plugin itself as well as the Social Media icons. Let’s be honest, some local businesses will not have a social media presence. Therefore, it would be a good idea to disable the Social Media icons until they do.
11. **Mobile Device Control:** You can control which mobile devices are redirected to the mobile site (ex., smart phones) and which ones go to the regular, desktop site (tablets, iPad, Kindle).



Why This Plugin?

We created this plugin the way we did for a few specific and advantageous reasons:

1. **It can be used on any theme:** No matter which theme your client is using, this plugin will work!
2. **Gives the user complete control over the content:** Since "less-is-more" when it comes to mobile sites for small businesses the user can create the content that they want on the mobile site - nothing more nothing less.
3. **Easily create "mobile only specials":** The user can create a mobile coupon page that will only show up via a mobile device.
4. **Encourages the visitor to call the business:** By strategically not putting every single bit of content on the mobile site it encourages the visitor to actually call the business. Isn't that the main goal!
5. **"Visit desktop site" link allows for users that want more information to be able to get it:** If a visitor wants to check out the company's main site - I know I do! - then they can simply click on the "Visit desktop site" link.

Sounds Good! When Will This Plugin Be Available?

This plugin will be released to the public at 11:00 AM EST on Thursday, January 31, 2013.

This plugin will be priced aggressively and available for a limited time only. So NOW is the time to check it out by clicking the link below:

[Click here now to check out the details and join the mobile marketing conversation!](#)

FAQs

(Q) Is WP Local Mobile easy to use?

(A) Yes! This plugin was designed to be very user friendly and easy to use. It also comes with complete training videos so you can rest easy knowing that you'll be able to use it immediately.

(Q) Can I use this on more than one client site?

(A) Yes, if you own the Developer Rights to this plugin you can use it on as many personal and client sites as you wish. NOTE: If you only have Personal Rights you can only use this plugin on the sites you own and not on client sites.

(Q) Can I sell this plugin by itself to my customers?

(A) You can NOT sell this plugin as-is. You can install it on your current client's sites or you can sell "Mobile Marketing Services" where you install and customize the plugin for new clients. However, you cannot simply just sell the plugin itself. You can become one of our affiliates and refer businesses to your affiliate link and make a commission on every sale your refer. Contact us at CustomerHelpFast.com for details.

(Q) Is training provided?

(A) Yes, there is complete training on how to install, use and customize the plugin.

(Q) Is there a money back guarantee?

(A) Yes. This plugin comes with a 30-day money back guarantee. If you're not satisfied for any reason simply contact us at CustomerHelpFast.com and we'll refund your money immediately.

(Q) Will there be regular updates to the plugin?

(A) Yes. At a minimum we will do quarterly updates. And you will be notified through the member's area as well as via email.

(Q) Does this plugin work with any WordPress theme.

(A) Yes we believe so. It is impossible to test every single WordPress theme on the market today. However, we have made every effort to make this plugin completely independent of the theme being used.

(Q) How do I order the WP Local Mobile plugin?

(A) Simply [click here!](#)