

Why You Need Mobile Marketing

Hello this is **Jeff Hopp**. I had like to talk to you today about why your business needs mobile marketing. Mobile marketing is changing the way that businesses attract new customers. It's because almost everyone has a mobile phone these days, and most of them already smartphone.



Soon, mobile devices are going to be the number one way that people access the internet. What's exciting about mobile marketing for businesses is that mobile marketing leads to action.

Mobile marketing delivers results because people love to search on their mobile device, and they do it with the intent to take action. In fact, a recent study

found that ninety five percent of smartphone users conduct restaurant searches and it also found that ninety percent of those searches convert within the day. That means that people go out to eat and spend money at the restaurant that they were searching for. Now what's even more striking is that sixty four percent of people were found to convert on the searches within the hour.

Mobile marketing converts, it leads to action and it leads to action almost immediately so it's a fantastic way for businesses to invest in their marketing. <http://youtu.be/3u7ixsZffHs>

Mile High Mobile Marketing