

So What's all This Fuss about Mobile?

Gordon Bunker

GJB Enterprises

<http://InstantMobiSites.com>

01386 871490 / 07785 372422

Skype: gordon_bunker

Did you know that people's first choice these days to find a local business is their mobile phone?



What Google thinks of Mobile?

Mobile is Google's #1 initiative

In February 2010 Google's CEO Eric Schmidt announced at the Mobile World Congress in Barcelona that Google will consider "mobile first" in all future endeavors.

Anything Google creates from here on out will be first placed on the mobile platform and then be worked around for the desktop.

He concluded by saying,

“Mobile is pretty much the answer on everything,”
announcing a major shift in Google's strategy.

Local search driving foot traffic & sales for local businesses

- Almost 1/3 of smartphone users who search for local businesses via mobile end up visiting or calling the location.
- Approximately one in three Android and iPhone owners discovered at least 2 new businesses in the first quarter as a result of using the local search on their phone.
- The most popular types of information being looked for is an address, more information on a business in the area and a phone number.

Source: Q1 2010 Smartphone Intelligence survey by Kantar Media's Compete.

What's the Impact?

99.9% of all web sites don't deliver!

Local search driving foot traffic & sales for local businesses



Google has seen a 500 % growth in mobile search from 2008 to 2010 and a 67 % increase in mobile queries in the last quarter alone.

“Everything is leading to search,” Mike Steib, director of emerging platforms at Google. Due to the growth of mobile Internet usage and the surge in GPS-enabled devices, Juniper Research predicts that locationbased local search and information services will be used by nearly 1.5 billion mobile users by 2014.



Why Google thinks Mobile Marketing HOT?!

- Mobile has the broadest reach.
- Mobile 4.8 billion vs. Internet 1.7 billion users

Mobile Phone Subscribers, Internet Users and Social Network Users Worldwide, 2008-2014 (millions and % penetration)

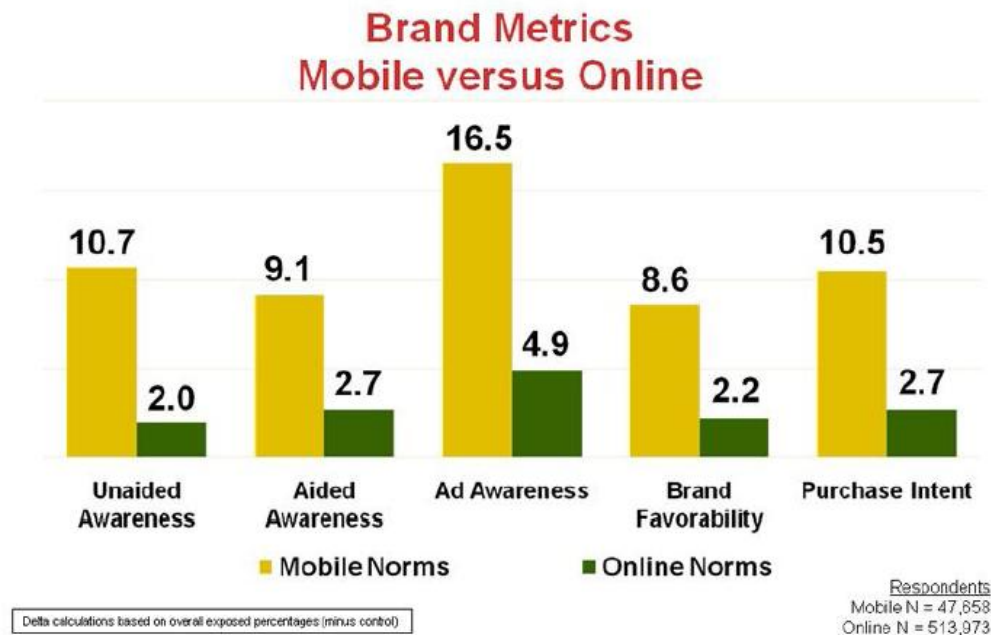
	2008	2009	2010	2011	2012	2013	2014
Mobile phone subscribers*	4,000.0 (1)	4,600.0 (1)	4,900.0	5,200.0	5,400.0	5,600.0	5,700.0
Mobile Internet users	400.0	505.0	657.2	860.4	1,135.0	1,412.7	1,689.0
Mobile social network users	76.0	141.4	223.4	318.3	454.0	607.5	760.1
Mobile social network users % of mobile phone subscribers	1.9%	3.1%	4.6%	6.1%	8.4%	10.8%	13.3%
Mobile social network users % of mobile Internet users	19.0%	28.0%	34.0%	37.0%	40.0%	43.0%	45.0%

*Note: as of December for each year; *refers to the number of active subscriptions*

Source: eMarketer, November 2009; (1) International Telecommunication Union (ITU), October 6, 2009

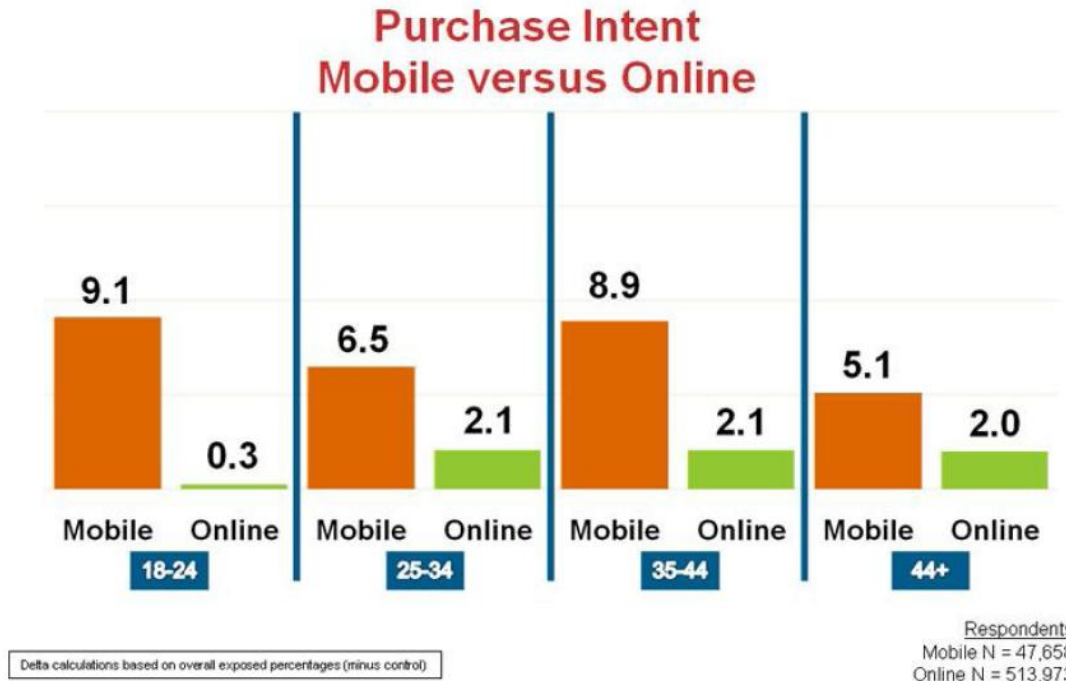
Why is Mobile Marketing HOT?!

- Mobile has 5X better sales conversion rates than online



Why is Mobile Marketing HOT?!

- **Mobile searchers are BUYERS! Looking for a service NOW!**



Which are The Key Markets?

Where a service is wanted 'on the go'

- Locksmiths
- Glaziers
- Pest Control
- Take Away Restaurants
- Bars / Clubs
- Bicycle shops and rental
- Flowers
- Nail and Hair salons
- Taxis / Limos
- Tyre Repair
- Car Repair
- Recovery Services
- Used cars
- Car hire
- And more ...

Why is Mobile Marketing HOT?!

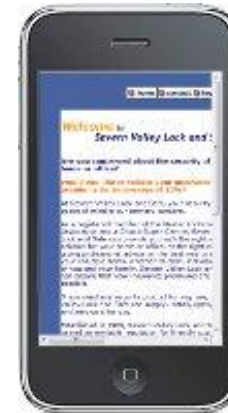
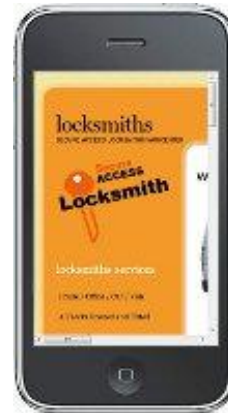
InstantMobiSites.com

SO WHAT?

I've Already got a Web Site

However – **99.9% of all web sites don't work on mobile!** What does yours look

like?



Why is Mobile Marketing HOT?!

InstantMobiSites.com

Or: You could have a fully working traditional AND Mobile Website up and running within 48 hours like this:



Local search driving foot traffic & sales for local businesses

InstantMobiSites.com

- You get a cost effective mobile ready website for YOUR business to give YOU that competitive edge
- YOUR individual business get that unique local advantage - protecting and GROWING YOUR business
- YOUR site will be up and running with YOUR details within 48 hours.

Gordon Bunker

GJB Enterprises

<http://InstantMobiSites.com>

01386 871490 / 07785 372422

Skype: gordon_bunker

[Click Here to Order NOW!](#)