

Leverage Mobile to Gain More Supporters

Mobile has changed everything. Use these quick-strike tips to create a mobile strategy.

By Stefan Debois

People today are armed 24/7 with ever-more-powerful smartphones and tablets. Most are using their mobile devices to access the web. They're using these devices to read your opt-in e-mails, click on your links, and forward your offers to friends. They're rating their experiences and sharing photos in real time with their social networks.

If you want people's hard-earned income, loyalty, or even just their attention, you simply *must* embrace mobile. And you must develop a multi-faceted strategy to take advantage of it. Use these four tips to create an effective mobile strategy.

1. Make your website mobile friendly

More than half your customers are searching for your information using their smartphones. Three-quarters of them won't come back if your site isn't optimized for mobile.

More than 90% of websites aren't optimized for mobile, so optimizing yours becomes a competitive advantage.

“People love to have insider access to special offers.”

What's more, your mobile site can incorporate features like geolocation and tap-to-call that are unique to mobile devices.

An easy way to make your site mobile friendly is to create a dedicated mobile website, separate from your main site. This site will be served up automatically when people navigate to your website using a smartphone or tablet.

The drawback to having separate sites is that you'll need to coordinate the branding and content between the two. You can minimize that problem with responsive design – a set of web technologies that change the appearance of elements of your website depending on the screen size the site is displayed on.

2. Collect customer & prospect contact info

People love to have insider access to special offers. When you're interacting with them at an event, use a tablet to collect their e-mail address for exactly that purpose. Never use paper forms: They send the wrong message in this age of mobile. Offering a coupon or chance to win in exchange for contact information will boost the volume of contact details you collect. Even if you don't yet have a structured e-mail marketing process in place, you can start collecting info to build this asset for future marketing activities.




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3. Use mobile to grow your social following

People engaged with someone at an event are great candidates to become Facebook or other social media followers. All you have to do is ask. Why not have them – right then and there – use their personal mobile to like your FB page or follow you on your other social outlets?

4. Engage event attendees using mobile

You can survey event attendees in real time via a quick-response (QR) code or offline with a tablet-based survey that will upload survey results the next time the tablet connects to the internet. This real-time interaction with your audiences yields a goldmine of fresh insights and opinions you simply won't be able to capture any other way. 

As the CEO of Pointerpro (pointerpro.com), Stefan Debois focuses on how to get the best survey results, backed with real-life data. Pointerpro is a software platform to create your own online assessments and automatically generate personalized reports.

More Website, E-Mail, & Social Media Tips

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