

**THE GAME CHANGER** Already, more than 85% of all mobile phones are connected to the Internet. By the end of this year, it's estimated that more people will be accessing the web through a mobile device than a desktop computer.

That means how customers interact with your business will change, too.

How?

They'll want the essential information delivered to them quickly and in a readable form. Desktop sites don't work on mobile and make for a very poor user experience. The load time is slow, not all objects load, and the user needs to "find" content.

With a site that's designed for the mobile viewer, you get a load time of 3 seconds or less, content that's easy to find, content that's designed for a smaller screen, and a message adapted to the mobile viewer.

**THINK ABOUT THE POSSIBILITIES** Having a mobile site ensures that your brand is always in your customers' hand. And, when they're traveling about on the Vineyard that only increases your exposure and improves the chance that they'll walk through your door when they're close by or looking for the kinds of things/services you offer.

Think about If your audience is searching for your business category on their mobile device and you end up as a search result, don't you want them to be able to view your site without going out of their way to find what they're looking for?

Think IMPULSE.

Think COUPONS and DEALS.

Think OPT-IN MARKETING and DATA CAPTURE.

Think 24/7 ACCESS and SALES.

Most importantly... THINK ABOUT YOUR BUSINESS STAYING AHEAD OF THE GAME.

**IT'S NO LONGER "JUST A PHONE"** The simple fact is that we are becoming a nation obsessed with our mobile devices and being mobile-ready provides the prospect for businesses to reach out and connect with customers through a medium we are rarely without.

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**MULTI-CHANNEL IS THE KEY** Web advertising is good... Print, good... Radio & TV, good... but you can't get by on just those mediums anymore. Steve Timpson, president of Siteminis, said brands must focus on creating a truly robust mobile strategy. "Mobile is the most transformative technology to come along since maybe the telephone to create the one on one opportunity to engage your customers," Mr. Timpson said. "Don't just check the box that your company has done mobile. "This space is a living-breathing entity that needs constant attention as a most critical arrow in your quiver to increase sales," he said. "It may not seem like that now, but it will be."

Businesses who rely on Tourism are leading the way in the mobile field. MGM's hotels, California's state park system, Hertz, Marriott, Continental and Southwest Airlines, the states of Mississippi and



## THE 5 REASONS WHY YOU SHOULD BE MOBILE-READY

5. More people access the web through mobile devices than desktops or laptops.
4. Mobile phones are becoming the #1 way people organize their lives and connect with their world.
3. Traditional desktop sites don't translate well to the mobile environment. If people have to pinch, stretch, or wait for things to load, they're off to another site that's mobile ready.
2. Local Search is moving from the desktop to mobile. And, many times, that potential customer is just around the corner or in your store looking up reviews as they mull over their buying decisions.
- #1. MVOL can build your site within a few days, and also host and maintain it.

Virginia, American Express, outlet malls, on and on. The reason is that when there are potential customers close to them, geographically, they know that the upside of being close to the consumer's thinking is critical.

## WHEN THEY'RE CLOSE, GET CLOSER

For example: John Doe is in downtown Edgartown and decides that he needs to buy a gift for his granddaughter. He pulls out his iPhone, searches "Gifts, Martha's Vineyard" and your location pops up. He clicks, he browses the pictures of what you offer, and he sees a 20% coupon at the bottom. He sees that he's less than a quarter-mile away, it's a deal he can't pass up and, within minutes, he's in your store, credit card in-hand.

Now think about the experience would be like if you had only a desktop-oriented site. If he were on his mobile device and his search brought up your business and, when he clicked on it, it was so tiny and cumbersome to navigate that he hit his back-arrow key and went on to someone else.

And there's even a more compelling argument for the affluent visitors that come to the Vineyard. Affluent consumers are more likely to search for products using their handheld devices, making mobile advertising an effective tactic for luxury brands, according to an analyst from ABI Research.

**TOMORROW IS GOOD. TODAY'S EVEN BETTER.** The process of getting your business into the mobile environment has never been easier -- or quicker. MVOL can build you a mobile site within a matter of days. One that's sharp-looking, efficient, and at a price that's affordable.

Here's just how good it is...

- Build it once – it works on over 5,000+ mobile devices worldwide
- Use RSS feeds for dynamic updates
- Include text, video, images and data capture forms
- Customize look & feel across the site
- Access site analytics and promotion tools

MVOL can build your site within a few days, and then host it and maintain it going forward.

Whether you're in the Accommodations, Real Estate, Restaurant, Retail, or Services industry, being viable in the mobile environment is essential and a competitive edge that will play into your hands when the tourist season starts.

Make an appointment with Martha's Vineyard Online so you can be ready.

Call us today at 508.696.7400.