



MOBILE COMMERCE STATS FOR SMALL BUSINESS

5 REASONS YOUR BUSINESS NEEDS TO 'GO MOBILE'



First it was social media. Now, as more and more Latin Americans make the switch to smartphones, the new IT and marketing buzzword is mobile commerce. And not without good reason.

With the rise of visitors accessing internet sites on their Android or iPhone devices, it's not enough for small business owners to have a website. You need to make sure that website looks good, works well and makes life easy for customers browsing and buying on mobiles.

If you're not convinced yet, here are six statistics that illustrate the booming 'm-commerce' growth across the world:

1. 25% more smartphone users this year

In 2011, the global sales of smart-phone's rose to 472 million worldwide - and with current sales growing by more than 25% this year, the number of devices are expected to

reach 630 million by the close of 2012.

2. Australians buy on phones every 15 seconds

By 2013, more people will connect to the web via phone than computer. (Morgan Stanley)

3. Your competitors are preparing for it

72 % of online retailers plan for mCommerce to play important role in their 2012 business strategy, and nearly half have plans to optimize their website content for mobile.

4. There's a huge opportunity for your business right now

It is estimated that approximately 80% of websites currently do not have a mobile-friendly version, and this isn't just small business, including (at the time this article was written) many of the world's top brands such as Coca-Cola.

5. Customers aren't just browsing on phones, their buying

According to a recent Prosper Mobile Insights survey 25% of consumers engage in online shopping via their mobile - a statistic likely to grow steadily over the next 5 years.



WHY SHOULD I ADAPT MY WEBSITE TO SUIT MOBILE CUSTOMERS?

You want your web business to look its best

- Your normal site might not fit on the screen properly.
- Big images might take a long time to download.
- If you have Flash on your site it won't work on iPhones or iPads.

Shoppers are more impatient on mobiles

- They want to be able to buy in a few clicks.
- They don't want to scroll around too much.
- They want bite size information very quickly.

HOW TO CREATE A GOOD MOBILE EXPERIENCE

To give people a great shopping experience on their mobile:

- Have a simple layout that's easy to navigate
- Only include important information and navigation links
- Keep images to a minimum, or make sure they're small
- Make your 'buy', 'add', etc buttons nice and big
- Check it works on different type/size phones and tablets
- Let them click to your normal site for more if they want