

2015 - THE YEAR MOBILE PHONE OVERTAKES DESKTOP/TABLET TRAFFIC

It's Redefining Dealership Marketing, Customer Acquisition & Business Management. Find Out Why & How To Use It Effectively.

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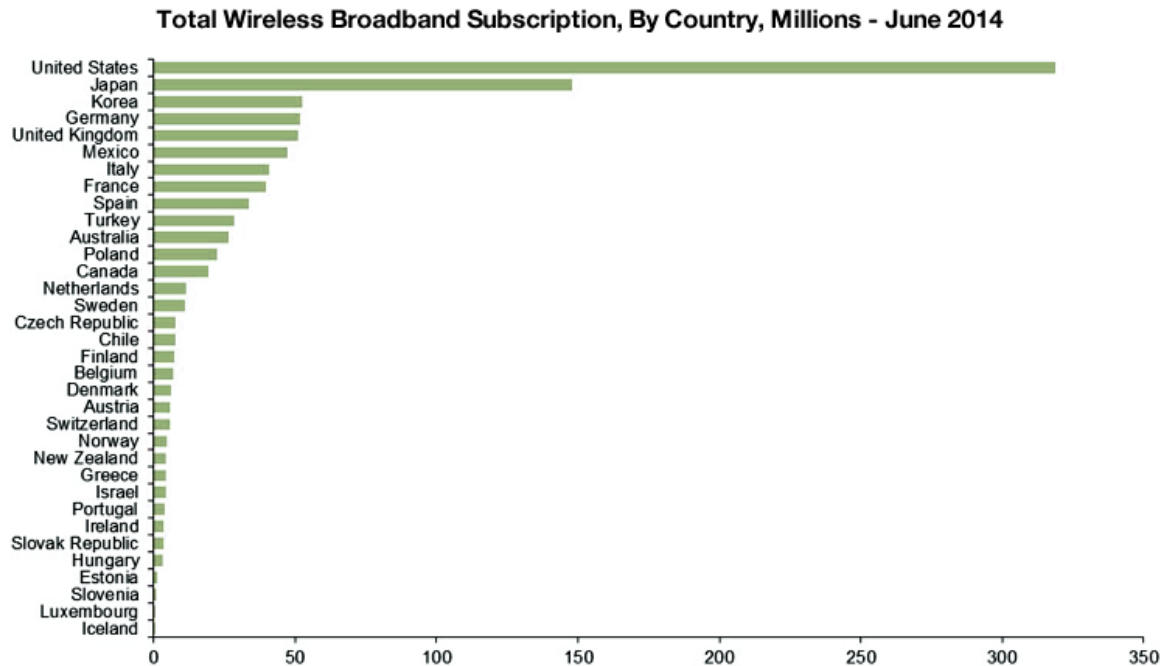
2015 – The Year Mobile Phone Overtakes Desktop/Tablet Traffic

We all knew it would happen. We knew that Mobile would become the primary source of website traffic. It was just a question of when and that time is 2015 for the automotive industry. Mobile phone traffic has already reached majority source for several areas of the nation and is on trend to be the main source in all regions by year end. However, the speed at which Mobile phone usage for Web Searches is growing is not letting up. This has large implications for how your business will run: marketing, contact, merchandising, and even business management will be different than it is today.

Why Mobile Has Taken Over

First, let's find out why Mobile has taken over as the primary source of traffic on your website. The Organization for Economic Cooperation and Development, OECD, tracks and produces data for governments to manage their countries and economies. They track 34 member countries that are pro-Western ranging from North America to Europe and Asia (doesn't include Russia or China). If we look at OECD data on wireless broadband and wired broadband usage across the member countries, a very clear picture is created as to why Mobile in the US is so huge. I would also submit for your consideration that this is also a great sign for the US economy because we dwarf Mobile usage in the rest of the world. This factor is driving how our businesses function and how we go about living our lives with added convenience. All of which will create a new industry and products devoted to enabling Mobile business from marketing and access to business management causing economic growth.

“...roughly 99% of the total population have phones with high bandwidth data plans.”

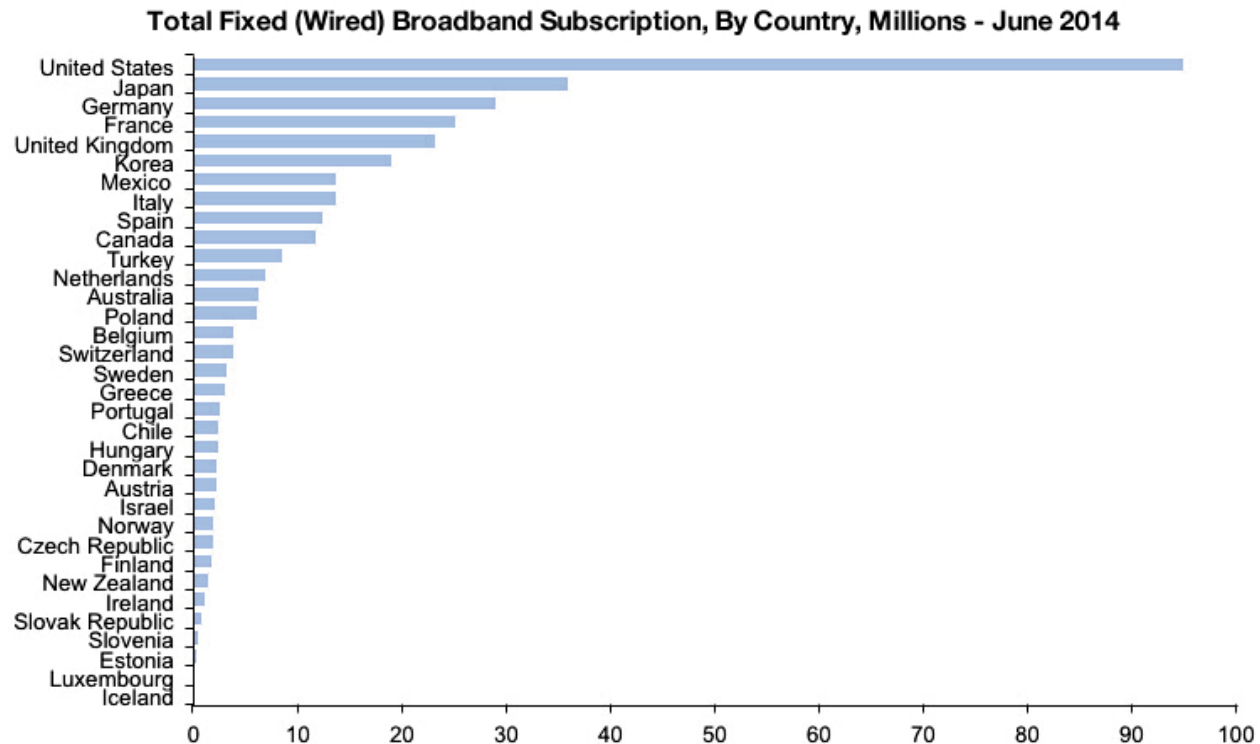


This chart shows the total number of wireless broadband subscribers. The US is way out in front with 318.7 Million wireless broadband subscribers. That is roughly 99% of the total population who have phones with high bandwidth data plans. The next closest country is Japan with 148 Million wireless broadband subscribers. That is actually more than their current population so many people have more than one plan. However, the sheer volume of mobile subscribers in the US makes our country a strong market.

For example, if you made a mobile app and wanted to gain just a 5% penetration rate in the US, it is very attainable with the right marketing and your target would be 15.9 Million subscribers. That would be the equivalent of a 30%-40% market share of any single major European country. It would be much harder to achieve that level of market penetration with

much higher costs for marketing and support. So, the US market is far easier to do business in because of the reach and volume while returning high ROI.

Let's now compare wireless broadband subscriber volume to wired broadband volume.



Once again, the US is far ahead of any other major Western nation in volume (2.5x Japan and 3x Germany). However, notice that the total volume of wired (cable or DSL) subscribers is less than 1/3 the volume of mobile broadband. It becomes obvious as to why mobile has taken over as the primary source of dealer website traffic. Everyone is using their phones as their primary web access device regularly now. Speed of the devices and bandwidth has become better than home speeds in some areas. Most people use multiple devices such as work PC, home tablet and their personal smart phone when researching and shopping online. However, far and away the largest potential reach is from mobile phone and it is the “go to” device for most people now.

How To Maximize Mobile Automotive Marketing

This relates to the automotive space through mobile marketing, mobile merchandising, and mobile oriented ease of generating leads.

To effectively take advantage of this shift in device usage, you want to use marketing smartly so that you reach users as they use different devices during their shopping process (research on desktop and tablet, actively shop on mobile phone for example). The key here is that you make sure your ads reach users with a consistent message across all devices no matter how they come to your site. Then retarget them across these devices so they come back during their shopping process.

Ads and campaigns should be designed to work harmoniously across devices. The catch phrase in the ad world is “multi-screen” advertising. This is typically combined with Geo targeting and/or Geo Fencing to reach mobile shoppers at specific locations (for example on your competitors lot). A well planned combination of ads will get your clients no matter what device they use and no matter where they are geographically though. So, you don't want to get too restrictive with limits on how your ads show.

“...make sure your ads reach users with a consistent message across all devices no matter how they come to your site.”

Once on a mobile site, user studies show that the client wants inventory, pricing, and contact info. This makes sense as anyone using a mobile phone typically is a qualified shopper and wants to quickly get to the most important decision making information. This is where you need to have a well-designed mobile site. The layout should be based on

how the user gets access to information easily with finger usage designed for ease of use and speed (buttons and large links within thumb reach for example).

Make sure contact information such as phone number is large and clickable (click to call), and if you are using Chat software that the vendor is Mobile enabled to allow for easy use on a phone. You don't want to lose a client because your site is hard to navigate on a phone. You spent good money to get them to the site and they are ready to buy so anything to help them have a good experience increases likelihood of a lead and sale.

This is the year that mobile will take over as the largest source of website visits to your store. It is more important than ever to make sure your mobile site and mobile marketing are keeping pace with this marketplace behavioral move. It is only going to continue growing as desktops become less relevant. All the more reason to make sure your marketing and leads are keeping up with the devices that your clients are using.

Call eBizAutos today at 1-800-987-3249 or visit us at www.eBizAutos.com to discover how you can take advantage of the mobile revolution.

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