The future of your business is in the palm of your hand.
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If someone told Alexander Graham Bell that one day his invention would evolve into a pocket-sized device that would be carried on an off, he would have taken your temperature with a mercury thermometer, which incidentally, in 1876, had just changed much in over 130 years.

Remember when cell phones first emerged? Chances are, you were just as critical as we. You probably made that first cell with a function like, blow, shrink it to possibly 11 Finger of your hand. You were set with the fact that it would fail at least once, and you would be in search of your next technology.

But then, one day, you realized that the world was changing, and you would have to adapt.

What started as a must-have device that did not just show you how many messages you got, but also made your life easier by allowing you to connect to the internet, made you realize that you needed to keep up with the technology.

The lightning-speed advancement of the Smartphone has left many companies scrambling to keep up with the technology and new opportunities. According to ComScore, there are 45 million smartphone users now active in the U.S. alone. In social media, Facebook users are now aware of communication and the only place they are going is into the hands of more and more consumers.

So, how can you capitalize on this growing population of new technology? Here are four things you can start doing today related to Smartphone technology to increase brand awareness, build relationships and grow your business:

1. Text Message Advertising
2. Create a Smartphone App
3. Make your Website Smartphone compatible
4. Engage mobile customers through social networks

Text Message Advertising

More people now use mobile phones for texting, rather than making a phone call. Plus, most users have it attached to their cell phone, making it a perfect opportunity to reach your audience. Text messaging is a great way to reach your audience, anytime, anywhere. Short text messages get creative with those campaigns and offer a chance for the consumer to be the talk of the town. Other ideas include mobile coupons, event invitations, mobile alerts, and special promotions.

SME text marketing works for virtually any industry, is relatively inexpensive, and allows businesses to create highly targeted campaigns.

The first step is to start a marketing campaign to identify your customers who subscribe to texts and can distribute your ads. Search for your favorite search engine for "mobile marketing," "SMS Text Marketing" or "SMS advertising" and you will get plenty of options.

Create a Smartphone App

Like most things, Smartphone apps have been created to solve a problem, increase productivity, offer an interesting experience, or for pure entertainment. According to Appolicity, there are over 50,000 apps available for download and users have downloaded more than three billion apps in the last year. The iPhone has made more than 100,000 apps available, and Android phones have more than 50,000 apps available.

Most need to be a member of the team, too, to get on top of this trend. All you need is an app, and there are plenty of companies that can help you develop an app for your store. You can even hire developers that will provide you with the developers to help you create a truly unique mobile experience.

If your app can solve a problem (the app allows you to access your Facebook account, for instance), you can become a leader in your industry.

Make your Website Smartphone compatible

The Internet is going mobile. Have you visited your website using a Smartphone? What type of user experience did you get? If you want to be a competitive advantage over your competitors, your brand needs to be as mobile as your customer. Your customers and prospects don’t have the patience to visit websites on their phone that aren’t user friendly.

Start by viewing your current website on a Smartphone or laptop. If you haven’t designed a mobile-friendly website, it probably won’t look the same. That’s a problem. Design a Smartphone-friendly website and you’ll have a higher chance of users who are on the go. There are plenty of templates available for free that will help you do that.

As more and more people are using their Smartphone to access the web, your website needs to be mobile-friendly.

Engage mobile customers through social networks

If you’re not finding and following, tweeting and YouTubeing, you’re missing out on a lucrative opportunity to connect and engage with your target market. Social networking has never taken off, and it’s not just the companies with an over-rewarded budget who can win.

If you learn to add value and create a presence on websites like LinkedIn, Facebook and Twitter, you can expand your reach, increase awareness of your brand, and find a loyal following of customers who will help promote you.

Research shows that more people access social media via Smartphone than with their desktop computers. People who use the Internet with their Smartphones are more likely to socialize than their desktop counterparts, according to a Pew Research study. The study found that mobile web users socialize online, while just 79% of desktop users can see the same.

The Noonan Survey shows that 63% say they use a mobile device to check email, while 55% use text messaging. And 50% use a mobile device to check their finances, with 38% saying they use their Smartphone to check their bank statements while on the move.

Imagine the impact you can have when your customers can view your YouTube video anytime and from anywhere using your Smartphone. Just think of the impact that could have on your business.

The success can only happen if you create and upload this video content sharing websites like YouTube or Vimeo. There are thousands of videos on sharing websites, but start with YouTube since it’s the 2nd largest search engine. Keep your video short, authentic and to the point. If you have a longer message, you may want to break it down to shorter segments as user’s attention spans have shortened.

Don’t Wait… Make your Brand Mobile

Not only is mobile marketing a great way to gain and connect with new customers, it also enables you to add value for your current customers. By making your brand mobile, you will increase awareness of your products, company and services.

The future of your business is in the palm of your hands, and the handheld devices of your customers are now carrying around the world. If you’re not on your game, make sure you’re seeing in on and your business will suffer greatly.

Next time is a business growth expert who specializes in helping businesses find, attract and keep customers through innovative integration marketing and social media campaigns. He is a named national speaker, partner, successful entrepreneur, and CEO of Think Consultancy Group Inc. For more information see http://ProfitableResultsConsulting.com and http://PrimeConsulting.com.