



Mobile Web Site Development Considerations

Mobile Landscape Statistics

"More users will likely connect to the internet via mobile devices than desktop PC's by the end of 2013" **Morgan Stanley**

"51% of consumers are more likely to purchase from retailers that have mobile-specific websites

Mobile web consumers have 4 to 8 times the propensity to purchase a product than PC online consumers

60% of mobile users encounter problems with mobile web - mostly download issues.

50% are unlikely to return after a bad experience

40% say they would visit a competitor's site after a bad experience" **The Mobile Omnibus Survey, October 2010**

"Browser, device, operating system, screen size fragmentation is growing exponentially and it is here to stay. We need to get used to it" **Netbiscuit Worldwide Study**

Selecting a Mobile Web Development Partner

The quotes above raise two main questions and consideration sets when choosing a mobile web development partner.

1. **User experience.** Chose a mobile web development company that is knowledgeable and worked with all of the 40 plus different mobile browsers and 8000 different handsets in the marketplace. This ensures that your mobile site is optimized for all of the various browsers, operating systems and handsets. Most web service providers design for only the top tier operating systems – Android and Apple - resulting in a poor experience with the remaining 20 to 30% - or 2000 other handsets - of the smart phone market. As importantly, our mobile sites are custom, reflecting and leveraging the dealership's brand image and web site architecture.

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On average, dealerships are experiencing 5 to 10% mobile web traffic as a percentage of their total web traffic, which will increase to over 50% by the end of 2013.

Our dealerships are converting 7 to 10% of their mobile traffic into phone calls and emails, and in most cases is their second best lead source, behind their PC site.

These results can be explained by our smart phone penetration mentioned above coupled with the ability to enhance marketing, lot merchandising and advertising initiatives by incorporating mobile marketing customer engagement applications and solutions, driving additional mobile web traffic and interaction.

2. **Reach.** Marketing Partners Network is a mobile web development, mobile marketing and applications company. Besides optimizing web sites for the majority of smart phones on the market, we are a Tier I mobile marketing company allowing us to provide a communication channel for our clients to reach approximately all of the population, who has a mobile phone. Marketing Partners Network is partnered directly with the largest aggregator in the world, ensuring 99.8% connectivity to all phone types through all of the phone carriers.

Our mobile marketing applications provide dealerships the ability to create an additional marketing channel by layering in text-in campaigns and or custom banner messaging on their mobile web sites and inventory on their Facebook pages. Additionally dealerships can leverage their current advertising and lot merchandising using text-in or our QR code technology for vehicle look-up interfaces, as well as the option to build an opted in mobile subscriber base for sales promotions and service reminders. All text messages can include special offers, phone links and links to mobile web site optimized landing pages, providing the dealership a new communication channel to engage the mobile consumer, who has their phone with them just about all of the time.

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Mobile Web Site Deliverables

- Custom mobile web site with imagery to leverage the pc web site branding and architecture, optimized for all operating systems, browsers and screen sizes
- Redirect codes built into to each page linking searchers directly to the respective mobile web site page/ information they are searching for on search engines
- Multi-variable Inventory search interface with option to showcase on Facebook page
- Unique site wide or category specific page banner advertising/messaging also reflected on Facebook inventory search application in real-time from the Mobile Web Manager Interface
- Rotating featured vehicles or hand selected aged vehicles in banners on the home, new, and used pages with respective customizable messaging seamlessly integrated on Facebook
- Detailed page views include unique call to action banner messaging, multiple pictures, similar vehicles, options, comments, vehicle history reports and video
- Click to call links that connects to respective departments
- Email links including request more information, share, finance, schedule service, and share on Facebook as well as CRM integration.
- Google Maps
- Mobile Rewards Club, landing page – i.e. enter phone number to join
- Dynamically pull ads, incentives, featured promotions from PC site or other sources
- Video on mobile site and Facebook. By indexing original video source code, we can transcode video to be optimized for all phones with video capabilities

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Marketing Partners Network has developed an unparalleled mobile marketing campaign and reporting interface and engagement applications including:

- Vehicle media code and direct mail piece keyword generator interface to measure advertising effectiveness, and validate redemption, and ROI
- Window sticker last six of the VIN text-in and QR code scan messaging interface with unique offers, phone number links and links to detailed page views in the auto responders
- Widgets such as automatic contest code and expiration date generators in text message auto responders to create contests and immediacy respectively
- Integrated mobile Landing page links for email and newsletter campaigns for ease of entry for consumers to subscribe to rewards clubs or for promotions via entering their phone number as well as dates of purchase or last service date via drop down menus to receive automated service reminders and specials

360-Degree Mobile/Digital Service Provider

Marketing Partners Network is your one-stop shop for providing you a comprehensive, 360-degree mobile/digital engagement, conversion and retention solution for your dealership. All of our applications work independently as well as complement each other allowing the dealer to build out their digital/mobile strategy based on their interests and ensure effective execution and results.

Our easy to use Mobile Web Manager and Messaging Interface allows you to control all of your mobile web site customization, messaging and campaigns for all of your marketing channels including mobile web, Facebook and text/QR code campaigns from one spot. You will also receive a password protected account to view your results in real-time.

We've designed our Customer Engagement Suite to be totally automated, requiring no work or back end integration costs, turning your mobile web site and mobile marketing campaigns into an additional marketing channel, "**Mobile Enabling**" your current marketing, advertising and lot merchandising initiatives resulting in increased customer engagement and loyalty, departmental sales and a true competitive advantage.

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