

Mobile Market Domination Infographic

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Mobile By The Numbers

Everyone has a mobile phone nowadays—but marketers seem to overlook mobile accounts, only designating less than 1% of their marketing budget specifically for mobile. There will be 10 billion mobile devices, and just over half of all phones are now smartphones. More iPhones are sold in a day than babies are born in the entire world, and mobile is now the number one way in which people access the web. It's only natural that these developments should bring mobile marketing to the forefront.

More Trips To The Dentist?

Another interesting fact surrounding mobile phones is that more people own smartphones than toothbrushes. Given the rapid rise of smartphone use in markets such as sub-Saharan Africa (which now outpaces Asia and North America in growth), this shows that there are many untapped mobile markets around the world for marketers to reach out to. 51% of all mobile traffic was video, mobile traffic overall was up 70%, 90% of tweets came from mobile, and Google searches from mobile were up 400%.

The Kids Are Alright

One of the major demographics mobile marketers should consider reaching out to are teenagers—their mobile habits have skyrocketed in recent years. The average teen sends upwards of 3,000+ texts and 42% even claim to be able to text blindfolded. Their data consumption has increased 256%. Although their purchasing power is a bit limited because of their age, they shouldn't be ignored—almost every teenager is on social media and around half buy products online through their mobile devices.

Stuck On You

The average person has their phone on them 14 hours a day—that means marketers have a lot of time to reach mobile users, as opposed to the brief time you see an ad on a billboard or a TV commercial or a newspaper ad. 50% of respondents say they check the phone at dinner and three-fourths check their phone in the bathroom. 12% of all media consumption in America happens on mobile devices. Another interesting tidbit to take into account is that mobile devices offer quicker leads than their desktop counterparts. In February 2014, mobile devices outsold their desktop PC counterparts.

Touchscreen Shopping

Four out of five consumers use their smartphones to shop for products and services, with 56% of people believing that mobile devices make shopping more enjoyable. This is because you can shop with your mobile device anywhere. Smartphones are used to look for a store's location and directions, product information, prices, product reviews and coupons. More people are using the flexibility of mobile devices to help marketers get conversions more quickly—34% of people purchase directly via mobile and around a quarter only shop via mobile device. 65% use mobile devices to research products and services, then make the purchase in-store.

Socially Conscious

Around eight out of ten consumers look to social networks to inform them about new products and services. Even though ads may be a little annoying because of the limited space of the mobile screen, around 60% of mobile users still check them out. 2015 will see \$119 billion worth of products and services bought via mobile device, forcing businesses to allow mobile payment methods through their apps or mobile sites. About a fifth of consumers are using mobile coupons, and in only four years, mobile coupon users have risen from 12.3 million in 2010 to over 53 million in 2014.

Retailers Want In, Too

Retailers want you to use your mobile phone in their physical stores. About two-thirds see value in customers using smartphones in their stores. If a retailer has an app, that means five times the amount of engagement if retailers' apps have a store mode. Retailers use a mix of coupons, retail personalization (including remarketing) and exclusive mobile promotions in order to keep current customers and attract new ones.

Conclusion

Marketers should take into consideration that they have the most access to mobile consumers, as opposed to traditional marketing methods that only capture a fraction of a consumer's attention span. Traditional marketing only gives you a fraction of the consumer's attention, and with the mobile user on the phone several hours a day, that means you can market to them more efficiently than ever. Giving consumers options such as rewards programs, remarketing and coupons will entice consumers to come back to buy products and services and bring a few friends with them as well. Marketers should take notice of the power of mobile devices and utilize them to gain revenue for their businesses.

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