

CLASSIC GUIDE

Mobile Marketer's Classic Guide to Mobile Commerce

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[Marketer's Classic Guide to Mobile Commerce](#)

Mobile commerce is on a tear

Who would have thought 10 years ago that consumers would be willing to not only search and browse the Web on their mobile phones for products, but also make purchases on their devices? Could anyone have ever fathomed their customer base would demand a mobile application or Web site where they could research, shop and buy right from the palm of their hand?

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The time is now for mobile commerce, whether it be through deals, mobile coupons,

mobile-commerce-enabled sites or loyalty-driving applications. Retailers and brands alike need to realize that if they are not providing their customer base with some form of mobile commerce, they could very well be losing in the customer acquisition and retention areas.

Here is the good news. Most retailers know the deal. Already retailers such as Walmart, Target and The Home Depot are on the mobile Web, and technological advances are now forcing them to rethink their mobile Internet strategies.

Better phones, faster network speeds and more demands from consumers are forcing many big and small shops to roll out second-generation mobile Web sites and applications that incorporate more than just product information and a “locate a store near me” feature.

Billions served

Nowadays, consumers want personalization, mobile checkout, social media integration, reviews, rewards, mobile coupons and so much more out of their shopping experiences. It is the job of retailers and brands to make sure that they meet these needs anytime, anywhere, on every medium. Mobile is that one-stop shop.

According to The Yankee Group, mobile transactions are expected to exceed \$1 trillion by 2015. Forrester predicts mobile commerce sales will reach \$10 billion in 2012, up from the predicted \$6 billion this year.

This guide is designed to help retailers and marketers with their mobile commerce strategies.

Articles from industry experts with tips, best practice and case studies for mobile sites, applications, SMS, social media and videos will help readers make tactical and strategy decisions in an age when consumers expect a seamless shopping experience across channels.

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Thank you to editor in chief Mickey Alam Khan for his guidance in organizing and editing this document. And thank you to all who participated in creating this one-of-a-kind educational resource. Read every page and create a new chapter in your organization’s mobile commerce efforts.

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