



## Tom's Message Board



## By 2014 Smartphones Will Overtake Desktop Usage

**STOP** and think about this for a second. Current statistics show 1.08 billion smartphones worldwide and that people are using them to search, research, and shop for virtually EVERYTHING from restaurants, dry cleaners, salons, and tourist destinations, to real estate, automobiles, dentistry, banking, and everything in between.

During my 21 years in business, I've been on the leading edge of technology... digital printing, on-line customer portals, variable data printing (personalization), integrated marketing using pURLs, PDF workflow, QR codes... the list goes on. All common industry practices today, but when new they were generally met with skepticism, indifference, or reluctance. Human nature I suppose; it's not always evident early-on the relevance or benefit of a new process or service.

So, for this topic I'm taking an uncharacteristically BOLD approach because I'm experiencing similar reluctance once more. Make no mistake... MOBILE is here and should be a part of virtually every business's marketing plan. I don't have room to get into the statistics here but they are too compelling to ignore. If you're a smartphone user yourself, chances are:

- You LOVE using your iPhone or Android and find yourself using it more and more.
- You appreciate it when the content of a website you're visiting fits neatly on the tiny screen in the palm of your hand without having to enlarge it, slide it around, or squint to read it.
- You'll spend more time on mobile-friendly sites and visit them repeatedly (i.e. restaurant menus, news, spa salon services, show times, etc) than on non-mobile-optimized sites.

***Wouldn't you want people looking at YOUR website from their smartphones to have the same positive experience???*** Of course you would. Our customers are mobile which represents a lifestyle that will impact our businesses – positively or negatively – depending on how and when we choose to accept it.

Here's the good news... with our inexpensive mobile service, your current desktop site can literally be up-and-mobile in minutes. If you know the basics of Microsoft Word, you're good to go. And, at only \$35/mo, it costs much less than a simple Yellow Page listing (who uses that anymore?). It's true... a mobile-friendly version of your current website that's easy to build, maintain, and is exceptionally affordable.

My goal with Printips has always been to share my insights and provide useful information to help advance your business. This one is a no-brainer to me. Whether Paw Print provides the service or you buy from someone else, every business should seriously consider being mobile-friendly!

To learn more or get started, check out the special offer on the back of this newsletter, or contact me at 802.865.2872 or email: [tbrassard@paw-prints.com](mailto:tbrassard@paw-prints.com).

See you on my smartphone,

*Tom*