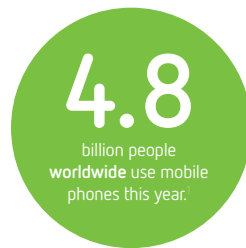


The Mobile Revolution: Are You Being Left Behind?

By Rieva Lesonsky

While you may think your business is mobile-friendly, a mobile-responsive website is simply not enough anymore. If you want to grow your small business, you must also focus on mobile sales, marketing, email and payment.



Users will check their mobile devices 150 to 200 times a day. Research from Facebook underscores this, saying that 73% of consumers always have phones.²



consumers spend an average of 86 minutes a day using the mobile web, compared to 36 minutes on desktop internet.³

Let's look at specifics:

Mobile search. The majority of consumers begin looking for products and services via search engine. According to the Global Web Index, 80% of searches start on smartphones and 47% begin on tablets. More importantly, 80% of mobile searches lead to a positive consumer action and 50% of purchases occur within one hour of a mobile search.

If you're a local business, mobile search is even more vital to business growth: While local desktop searches dropped to 65 billion in 2015, mobile searches surged to 82 billion – a 23% differential.

Mobile marketing. Email marketing has also joined the mobile movement. More and more companies now create mobile emails designed specifically for mobile devices

while targeting mobile users. Email marketing sees an ROI of 4300% with 74% of consumers saying they welcome email marketing messages from companies. Yet businesses still lag behind consumers in embracing mobile email marketing. When nearly 75% of consumers delete emails that don't display properly on their mobile devices, consider the opportunities you could be missing by not optimizing your emails for mobile viewing.

nearly 75% of consumers delete emails that don't display properly on their mobile devices



Mobile commerce. Next year will be a “benchmark year” for m-commerce (sales from phones and tablets). Nearly 50% of consumers say it’s now easier to buy products on mobile devices, but they want more promotions, coupons and discounts for mobile purchasing. With this in mind, it’s critical to start optimizing your marketing channels and offering rewards or discounts for mobile commerce.

Mobile payments. More and more, consumers want to pay for products and services via their mobile device. Nearly 50% of Americans use and/or want to make mobile payments and want more services to accept mobile payments. This demand will only increase as more Millennials join the market and expect businesses to offer this option.



During last year’s holiday shopping season, mobile sales accounted for over 30% of online sales. As December 25th approached, mobile traffic grew even more.

Despite all the research and resources businesses are beginning to dedicate to mobile strategy, industry experts agree that there’s so much more to learn – the mobile revolution is just getting started. If you’d like to learn more, Citrix ShareFile can help. Be sure to check out our on-demand webinar [“The Mobile Revolution: Are You Being Left Behind?”](#) today!

Rieva Lesonsky

Rieva Lesonsky is CEO of GrowBiz Media, a custom content and media company focusing on small business and entrepreneurship, and the blog SmallBizDaily.com. A nationally-known speaker, best-selling author, and authority on entrepreneurship, Lesonsky has been covering America's entrepreneurs for more than 30 years. Before co-founding GrowBiz Media, she was the long-time Editorial Director of Entrepreneur magazine.

Lesonsky regularly writes about small business for numerous websites and has appeared on the Today Show, Good Morning America, CNN, The Martha Stewart show and Oprah. SHE can be seen regularly on MSNBC's Your Business.



Notes

¹ "2016 Predictions: Key Trends Will Transform Mobile Engagement" Forrester. Nov. 2015. Retrieved from http://blogs.forrester.com/julie_ask/15-11-10-2016_predictions_key_trends_will_transform_mobile_engagement

² "The Thumb Is in Charge" Facebook IQ. Oct. 2015. Retrieved from <http://insights.fb.com/2015/10/26/the-thumb-is-in-charge/>

³ Zenith Media Consumption Forecast. Forrester. 2016. Retrieved from http://blogs.forrester.com/julie_ask/15-11-10-2016_predictions_key_trends_will_transform_mobile_engagement



About Citrix

Citrix (NASDAQ:CTXS) enables the secure and reliable delivery of applications and data over public, private or hybrid clouds or networks, to virtually any type of device. With annual revenue in 2015 of \$3.28 billion, Citrix solutions are in use at more than 400,000 organizations and by over 100 million users globally. Learn more at www.citrix.com.

© 2017 Citrix Systems, Inc. All rights reserved. Citrix, ShareFile and other marks appearing herein are trademarks of Citrix Systems, Inc. and/or one or more of its subsidiaries, and may be registered in the U.S. Patent and Trademark Office and in other countries. All other trademarks are the properties of their respective owners.