

## **Tech Tips – The rise of the mobile web for marketing and advertising**

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Information delivery has seen a tremendous growth over the last decade with the onset of the internet and the ability to search for and find just about anything on any topic you desire. The internet in and of itself has seen a few paradigm shifts because of how people want to receive the content they seek on the web, and marketers and advertisers have adopted new techniques to reach those users.

Twenty years ago cell phones were strictly used to make calls, and the internet was static text based content with low res images in a very unformatted and unorganized way. Now cell phones are called smartphones and the internet is interactive, engaging, well organized and formatted providing the end user a easy way to find information and for marketers to deliver information in new inventive ways.

With over 3 BILLION people worldwide using mobile devices it's crystal clear that mobile marketing and advertising should be an area of interest for all businesses in every industry. Since vast majority of us are extremely busy between work, kids and school, the need for instant information is crucial to make our lives easier. And the smartphone is providing that convenience. In fact, more people use their phone to access the internet than they do to make phone calls. More people access the internet using their smartphone than they do on their desktop or laptop at home.

The internet and location aware smartphones have opened up a global distribution network with billions of users viewing content on the mobile web every minute of every day. The ability to spread information about your brand, product, or service is easier to do now than it ever has before. Utilizing social networks are free, and when used correctly they allow a

marketer to place your brand or product in front of millions of people where they are using the internet the most. Users can also share content across their social network through a variety of mobile applications which means that now, more than ever, businesses should be focusing their marketing efforts for the location aware mobile device.

Since the web is no longer static pages of text and images, the mobile web experience shouldn't be either. New mobile web technologies are providing vivid content to educate and excite customers and end users in a variety of different ways. Businesses should recognize this and embrace those mobile users by creating new ways in which to share information by creating new marketing and advertising initiatives.

**Vince Buscemi, VP Operations for Mindgrub Technologies, focuses on mobile application development with an emphasis on business strategy for mobile and social media marketing initiatives. He can be reached at 410.988.2444 or visit the website at [www.mindgrub.com](http://www.mindgrub.com). "Tech Tips" are sponsored by the Carroll Technology Council. To learn more about the council, visit our website at [www.carrolltechcouncil.org](http://www.carrolltechcouncil.org) or call 443-244-1262. To meet Vince and learn more about these initiatives, join us at our July membership meeting on Thursday, July 8<sup>th</sup> at 8AM in the Carroll Nonprofit Center.**