

# Mobile Marketing Checklist



## ○ TRACK MOBILE TRAFFIC

Connect your website to Google Analytics or Google Search Console. (or another free platform)

## ○ OPTIMIZE FOR MOBILE PERFORMANCE

Ensure your website loads quickly and displays correctly on all devices.

## ○ CONSIDER DEVELOPING AN APP

Apps offer a streamlined experience with features that typically boost engagement and revenue.

## ○ IMPROVE MOBILE UX & INTERFACE DESIGN

Make your website responsive for a seamless experience on any screen size.

## ○ UTILIZE SMS MARKETING

With a 98% open rate, SMS is a fast and effective way to engage your audience.

## ○ LEVERAGE SOCIAL MEDIA

Identify which platforms your ideal customers spend the most time on, and focus on being active there. Consistency is key!

## ○ USE QR CODES

QR codes connect offline and online marketing, giving mobile users instant access to information and promotions.