

Digital Bootcamp: Using Mobile Payment and Promos

Mobile has the potential to be a cash cow for your business. More than half of American adults own a smartphone, unlocking the potential for some big improvements in your marketing tactics and payment options. Check out these tips for building mobile into your business.



Take advantage of mobile coupons or deal promotions

The number of mobile coupon users will spike from 12.3 million in 2010 to 53.2 million in 2014. It's time to get a piece of that pie. You could easily get started on a site like Groupon, which has its own mobile app. Or, if you're feeling more ambitious, you could set up your own mobile app and encourage your customers to download it for exclusive savings.

I've got it covered!

Add an NFC reader to your payment system

NFC, or near field communication, is a growing trend in mobile payment. Many smartphones have this technology built in, which allows for "tap to pay" convenience. Chances are, your existing payment processor can equip you with an NFC reader to supplement your existing card reader for an additional monthly fee. If you're a high-traffic merchant, it could mean faster transactions and increased convenience to the customer.

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Allow for online shopping using a mobile-friendly website

Lots of shopping is happening on mobile phones. In fact, more than one-third of U.S. consumers have made a mobile purchase. Depending on the products or services you offer, it could be incredibly beneficial to set up an online store where customers can shop on their phones, make orders or pre-orders, and learn more about what you have to offer.

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Check out Bluetooth "beacon" technology

Apple unveiled iBeacon technology late in 2013, and businesses are already beginning to use it. It allows you to reach people on their phones while they're in or near your store. This has limitless potential for retail in the future, so it's a great trend to keep an eye on. Check out this [article on Business Insider](#) about what it could mean for your business.

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Take payments on the go using your smartphone

If your business is mobile, you have a unique set of challenges. Whether you're selling your latest product at a tradeshow or handling the lunch rush in your food truck, it's important to accommodate all kinds of payment preferences. Services like Square and Intuit GoPayment offer easy solutions for this. Just attach a card reader to your smartphone, and you're ready to make money.

I've got it covered!

Mobile promotion and payment tools:

Groupon – Easily promote your local business

As mentioned, mobile coupon use is becoming increasingly popular. That said, Groupon is one of the most popular mobile coupon resources, and it's easy to get your business listed. Simply fill out some information about your business, come up with a promotion (like \$15 worth of ice cream for \$5) and you're on your way to higher traffic to your store. Consumers love a good incentive to check out what your business has to offer.



Google Wallet – A mobile payment option for your customers



People are using Google Wallet to consolidate credit and debit cards in one place, in addition to keeping track of loyalty programs. It has become many people's convenient alternative to carrying around stacks of cards. Adding an NFC reader to your POS system will allow people to pay using services like Wallet and Isis, in addition to cards that have built-in NFC "tap to pay" chips. Read more about this technology in an [article on Business News Daily](#).

Goodsie – Easily start an online store

Goodsie, like Shopify, allows you to set up a mobile store, get your products listed, and accept online payments for things your customers want to buy (including those important mobile payments). It's easy to set up and doesn't require any technical knowledge. It has many "themes" to get you started, and it integrates with payment processors like Authorize.net, Stripe, and Paypal. It's a great way to test the waters of e-commerce without having to hire a developer or come up with your own site from scratch.



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