

Everything Mobile: Mobile Tech and Small Business

Mobile has the potential to unlock huge growth opportunities for your small business. More than half of American adults owns a smartphone, and this number is growing daily. The following topics are some of the overarching themes we'll discuss over the course of the series to help you get started with mobile in your small business:

Mobile Websites/E-Commerce Solutions and Strategies



With 60 percent of American retail sales anticipated to involve the Internet by 2017, there's no denying the effect that mobile devices and social media have had on consumers' shopping behaviors. Between November 2013 and January 2014, 32 percent of online sales came from mobile devices. If you don't have a solid mobile and e-commerce solution in place, you risk losing out on a significant portion of sales.

Geofencing and Beacon Technology

Mobile marketing is nothing new. For the past decade, retailers have been trying to leverage mobile devices to drive traffic through brick-and-mortar doors. With the help of geofencing and beacon technology, marketing becomes more location-based and targeted. Retailers know when consumers are in the vicinity and can send alerts, ads, coupons, or special gifts directly to their smartphones to drive awareness and business. We'll discuss how you can use these techniques in your small business.



Mobile Payment Processing



There are several big players in the mobile payments industry, including Square, Paypal, and Intuit. We'll discuss tips on finding the right vendor for your small business. We'll also outline new regulations in the payment processing industry that could leave your small business liable for fraudulent transactions. We'll discuss EMV technology (or "chip-and-pin" technology) and why your small business needs to adopt it soon to limit your liability.

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