# Everything Mobile: Maximize Your Mobile ROI

Once you've outlined your mobile strategy and chosen an e-commerce platform, you have to work to make them successful. The new reality is that mobile devices and social media have changed consumer shopping behavior and how companies engage their customers. Consider these four strategies to help maximize the return on your mobile investment:

Tell a compelling story
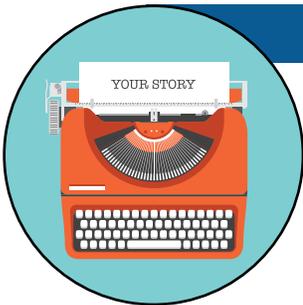
What does your site say about your brand and products? Especially when ecommerce is involved, your site should clearly tell a story that customers can connect with. This can start with high-quality web design, but should extend into the actual story that you want to communicate. Take a minute to map out a story that you'd like to share through written or video content.

Use analytical tools and platforms

Analytical tools can be a great way to keep people on your site and help to lower cart abandonment rates. The LIFT Model for Web Page Analysis is a great way to look at key pages on your site and figure out why people aren't converting. Don't forget to measure your progress, too: KPIs are a great way to keep track of how you're doing. Tools like Google Analytics and HubSpot are great for tracking and optimizing your site's performance.

Have an effective marketing strategy

In the marketing world, even for small businesses, data is key. Don't be afraid to tie your off-site marketing efforts to very specific landing pages and promotional offers. You can find out what works well and what could use refining. Show some creativity in your message development. That way, you'll truly stand out in a market where everyone is shouting the same thing. What are you going to say, and how are you going to track your success?

Prioritize what's important

You don't get much space on a mobile website to get your message across. What aspects of your copy are the most important? Which design elements could be potentially distracting? Deciding what to exclude is just as important as deciding what to include, with the end goal being a great user experience. What aspects of your desktop site are must-haves? Which ones could you cut?
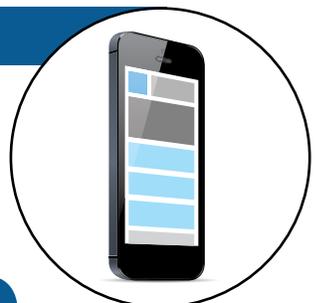
Like what you've been reading? **Visit SmallBizClub.com**