



The Ampersand Group

MOBILE OPTIMIZED WEBSITES

Are Your Customers Optimized For The Mobile Revolution?

QR Codes and Smartphone technology are quickly changing the mobile landscape. The number of people who use the Smartphone to interact with the internet is growing at an explosive rate. This has opened up a new opportunity for you to increase your revenues, and help your clients stay engaged with their customers and prospects.

To help you take advantage of this fast growing mobile marketplace, The Ampersand Group can provide you with your own Mobile Optimized Website Solution that you can offer to your clients. Our intuitive, fully managed program will utilize your customer's existing webpage content to ensure that visitors to their site get the most out of the experience, and your client looks their best on over 5,000 different mobile devices.

A recent study by Austin-Williams.com provides a few interesting facts about this mobile revolution:

There are over 1.08 Billion Smartphones worldwide

By 2012, mobile internet usage will overtake desktop usage

By 2015, there will be close to 800 million mobile internet users worldwide

QR Code scans increased 1,600% from Q1 2010 to Q1 2011

62% of QR Codes take the user to a website

As more people connect to the internet through a QR Code or web search, your clients need to consider what the user will experience when they visit their site. Simply directing an individual to the desktop site could be frustrating as those pages will be difficult to read and navigate on the smaller screen. The mobile optimized site will present their information in a format that is user friendly, eliminates frustration, and with easy to find content that keeps the individual engaged to their site.

Here are just a few of the features that our Mobile Optimized Website Solution can provide for your clients!

- Auto-direct Every User to the Mobile Site
- Unlimited Number of Mobile Pages
- Finger Friendly Links for Email, Text, Google Maps, and Phone
- Embed Videos, Plug-ins, and Other Media
- Site Tracking Analytics
- QR Code Generator and Management Tool



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Services that Ampersand will provide you with

- ‘Make a Splash With Mobile Marketing’ sales brochure template that you can customize with your brand. This includes an introduction to QR Codes, best practices, and the Mobile Website Solution.
- Creation and design services for development of mobile websites
- Demo three page mini sites and QR Code customized with your clients information so you can visually demonstrate the program.





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To see an example of the mobile experience, scan this QR Code. This will direct you to Ampersand's Mobile Optimized Website.

To learn more about this exciting new way to that you can create additional revenue, join one of our Webinars on Wednesday, October 5th.

First Webinar: 10:00 a.m. e.s.t.

<https://www1.gotomeeting.com/join/244433320>

Dial +1 (415) 363-0070
Access Code: 244-433-320
Audio PIN: Shown after joining the meeting

Meeting ID: 244-433-320

Second Webinar: 2:00 p.m. e.s.t.

<https://www1.gotomeeting.com/join/730853776>

Dial +1 (646) 558-2102
Access Code: 730-853-776
Audio PIN: Shown after joining the meeting

Meeting ID: 730-853-776

If you would like to discuss this opportunity sooner, simply contact Steve Slimak at 330-379-0082 or sslimak@TheAmpersandGroup.com

There is a mobile revolution going on all around us.

Are your clients optimized for it?