

mobile

got mobile?

A presentation by InnsMobile



TODAY'S TOPICS

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1

The Mobile Audience

2

Why Mobile?

3

The Mobile Experience

4

When is the Right Time to Go Mobile?

5

Where Do I Put My Mobile Site?

6

Mobile Made Easy

7

Adding a Listing to InnsMobile



THE MOBILE AUDIENCE

Any Human When Not at Home



Satisfy the Humans!

mobile

- **Efficient or Lazy?**

Are the words that much different?

- **The animal kingdom is efficient**
- **We say humans are lazy**
 - ✓ but is it just being efficient?

- **How Does this Relate to Mobile?**

KISSES for the Humans

- **Easy, Short and Successful**
 - ✓ allow efficiency

TODAY'S TOPICS

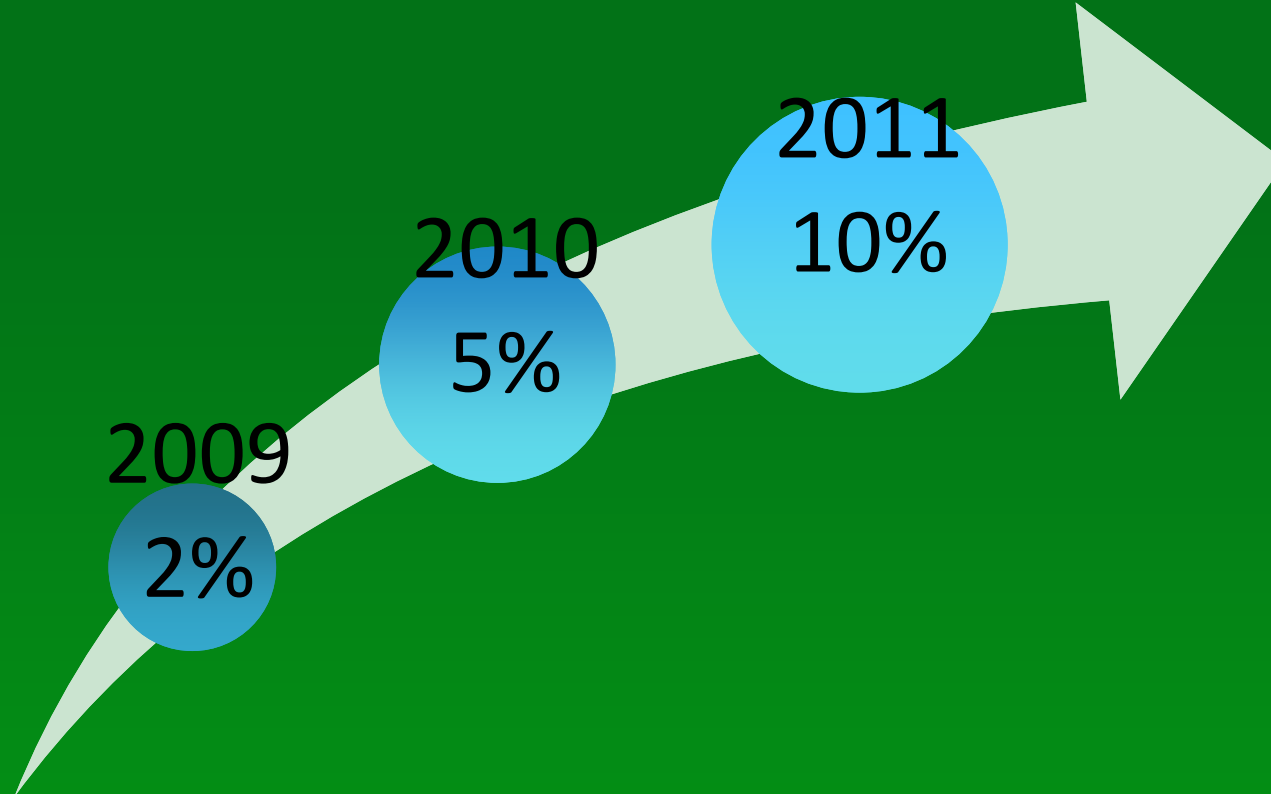
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MOBILE WEB VISITS

Growth of Mobile Device Use

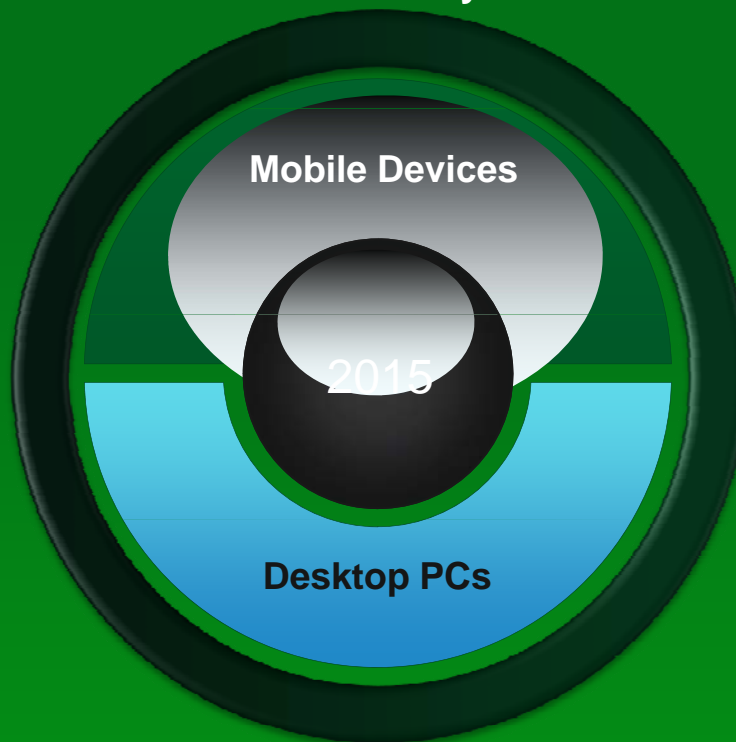


MOBILE USE

Mobile web visits soon to exceed PCs



Website Visits by Device



Mobile Passes Desktop

It is predicted that sometime in the year 2015 mobile devices will access more website pages than desktop computers!

Last year we passed the 100% saturation point in the United States. That is to say, the number of active mobile devices is greater than the population of the US.

THE INTERNET

The constantly evolving target

The Internet - 90's until Now

1

The early days:

- Put up a website and you had business

Ten years later:

- Update your website to provide a better look and 'feel'.

Today:

- Continue website quality graphical improvements and add Web 2.0 features

The Internet - Now and the Future

2

Today:

- Add a 'Function Rich' mobile website
- Continue updates to your main website
- Update your mobile site to work with the new devices.

Today +3 months:

- Update your mobile site to work with the new devices.

Today +6 months:

- Repeat step two above and for every 3 months into the foreseeable future.

THE LODGING INDUSTRY

Lodging leaders on the internet

The First Five Years

1

The small lodging industry obtains an equal footing with hotels due to the internet.

The Second Five Years

2

The hotel industry discovers the internet.

At Fifteen Years

3

The hotel industry embraces the mobile world.



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MOBILE EXPERIENCE

Don't lose your mobile site visitors!

Innkeeper Perspective

1

A mobile website is just a simple little website much like what we had in the 90's.

Pressure is exerted on the web designer to create an inexpensive little mobile website.

Web Designer Perspective

2

The innkeeper wants a simple little mobile site that shouldn't cost very much.

I need to meet the innkeeper's criteria for budget ; the mobile site is just secondary.

Budget constraints make it difficult to adequately build the site *and* budget constraints prevent updates necessary for maintaining the rapidly changing mobile device world.

Doing mobile right is very difficult and expensive.

Mobile Visitor Perspective

3

Some devices will display the site properly for a while, but some will not.

The mobile site, being secondary gets little attention and errors grow.

For many visitors:

A Bad Experience!

IT'S OUR FAULT!

Designers and Vendors Have Lapsed

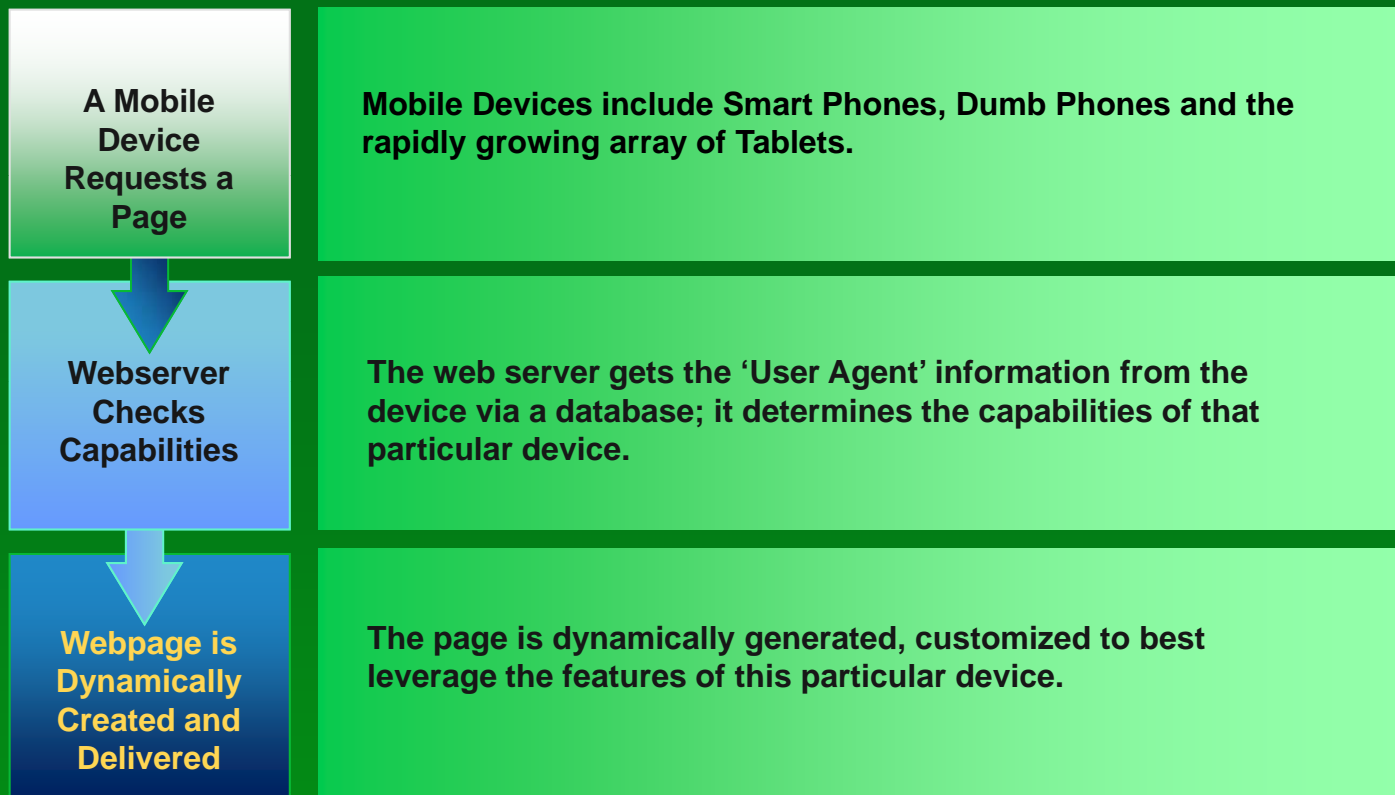


- Proper delivery of a mobile website is vastly more complex than delivery to a desktop
- Mobile devices are changing rapidly creating the need to adapt your mobile website frequently
- You can't see when your mobile website is not displayed properly on the myriad of today's mobile devices



DETECTION THEN DELIVERY

Delivering the right format to the device



A BLUNDER

Avoiding the Pitfalls Requires New Thinking



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ARE WE THERE YET?

We Believe the Time is Now

- What are the big names in the mobile world?
- Apple
- Blackberry
- Microsoft
- Nokia
- Android

MISSED THE BOAT

Don't let the ship sail without you

- How did Microsoft miss the boat?

Mobile Windows



When?

mobile

- **The number of active mobile devices in the US is greater than the total population.**
- **Visitors are 10% more likely to buy from your website if you also have a mobile site. This does not mean that they visit the mobile site, but only that it is there.**

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WHERE DO I PUT MY MOBILE SITE?

Options for placing your mobile site on the web

Under Your Main Website

1

Your Mobile website can be placed in a folder under your main website, such as:
<http://www.mydomainname.com/mobile>

A Separate Hosting Account

2

A mobile site can be located under a separate hosting account. We suggest using the sub-domain m.yourdomainname.com. Less typing is better.

Mobile Via a Mobile Site Provider

3

A mobile site can be placed on one of the many mobile site provider systems. InnsMobile falls under this category. That provider then 'should' provide the quality back end service to stay current with the various mobile devices.

TODAY'S TOPICS

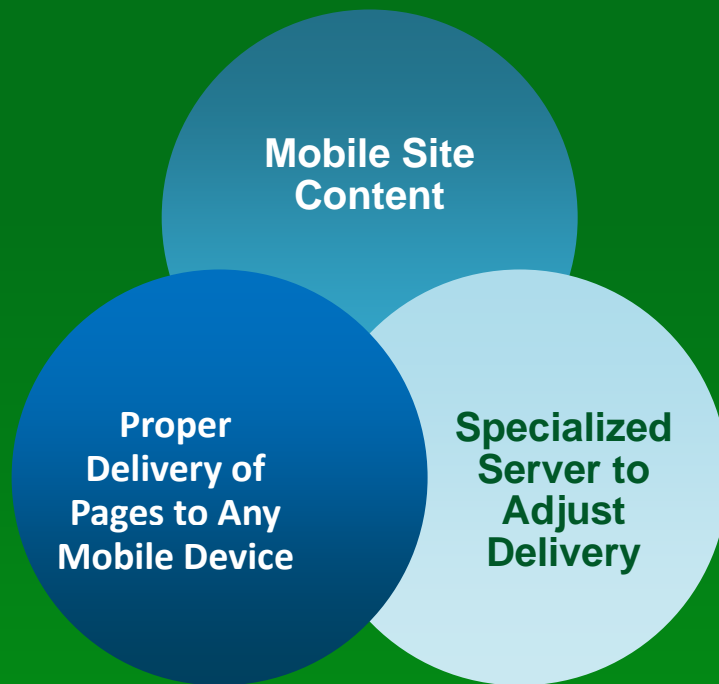
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MOBILE MADE EASY

Blending it all into a positive visitor experience



1. InnsMobile has a very easy to use interface for adding or changing pages, photos, content.
2. The InnsMobile server runs a preprocessor which first detects the mobile device and then adjusts the content delivery.
3. The pages are delivered to the site visitor customized to their device and taking advantage of the particular functions available on the device.

INNSMOBILE IS A DIRECTORY

Why not be found by GEO Location?

Free Listing

Every innkeeper should at least sign up on InnsMobile for a free listing.

Standard Listing

Standard Listings are one page listings. They take advantage of all the features of the mobile device and allow the same content as a Premier Listing

Premier Listing

Premier Listings give the innkeeper the ability to create a full mobile website. Using our redirect script on your main website will detect mobile devices and send them to your home page on InnsMobile.

THE IPHONE

An InnsMobile Listing on an iPhone



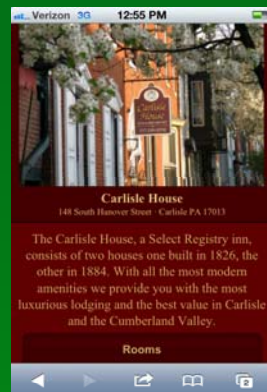
AND ANDROID TABLET

An InnsMobile Listing on a Tablet



SIDE BY SIDE

Both views... iPhone and Android Tablet



INNSMOBILE FEATURES

Mobile device are different from a desktop

1

Click to call

2

Click to email

3

Click to TXT to friend

4

Click to GPS navigate to your inn

5

Click to find lodging near my location



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