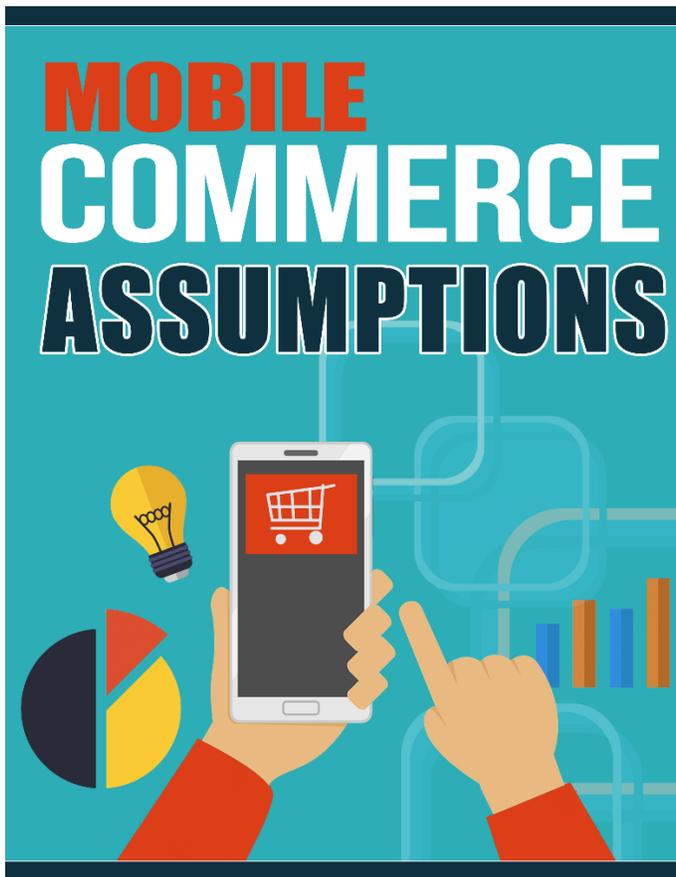




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Mobile Commerce Assumptions

Presenter I: Welcome to another episode. We're going to be talking about mobile marketing. We're going to be talking about the way that marketing is happening now that people are shifting over from regular computing to mobile devices.

My wife knows everything about mobile marketing and mobile devices because she does a lot of purchasing through mobile devices, particularly her iPad. Let me ask you. How much of a role do your mobile devices, whether phone or iPad play in your current shopping habits?

Presenter II: Honestly, most of my shopping is online on my computer, on my laptop. But, if I'm on let's say in my bed and I've seen something on TV or if I'm scrolling Facebook from my phone and I see an ad that looks like a cool thing, I'll just go to Amazon, click on the one touch order button, and that's it. I do purchase a lot on my phone from Amazon, but I wouldn't say other, just plainly Amazon.

Presenter I: Okay. I'll be honest, I think I've only ever purchased once or twice through my actual phone.

Presenter II: I've done it so many times.

Presenter I: You've purchased it through your actual phone. Let me ask you this, have you done it through the browser on your phone or you've had been asked to enter information or have you done it through an app that you've prior downloaded? Can you explain the difference? Because I've done only through pressing a button through an app that I had already synced up. I did it using Apple Pay.

Presenter II: The app is usually the fastest. If it's for example my Amazon, I don't must put in credit card details, they already have it so it's a lot easier that way. Where if I'm lying in bed and I click on something that I want to purchase, it's like, ah, I got to get out of bed, I've got to go get my card and it's just a pain in the ass. At that time, I'll close my phone and say, "Oh, I'll get to it." And then I may never purchase it because I might forget to go back to my phone.

Presenter I: We're talking about buying habits. I think for everybody they're different. I personally have only done it once or twice. I think two times. I'm hard press to remember even how many times. I can count less than one hand, less than a few fingers. I can count how many times I've used a mobile device to purchase something. That's just me. You, however, do a lot of online shopping, a lot more than I do. You do a lot of Amazon stuff. I'd say Amazon is your primary.

Presenter II: It's my go to place.

Presenter I: It's your primary place that you do online shopping. Amazon has an app, Amazon has an extension, Amazon makes it very easy for you to buy from Amazon online, through mobile devices. Heck, Amazon even has their own little buttons like literally physical buttons. Do you have one up here somewhere that you can grab so we can demonstrate it?

Presenter II: In your bathroom.

Presenter I: Can you grab one? Amazon not only has an app for your mobile device that you can download to make it easier to buy a product, but they also have an extension for the browser for Chrome. I've literally got a little extension on my browser. If I open my browser right now, you'll see right up over here in the top right-hand corner, I can click that little button and I can shop on Amazon right now. I can search Amazon, I can see what the deal of the day is on Amazon, and that's awesome. You know what, I'm sure they're targeting me. These are two things that I'm interested in very much: potato chips and power tools. Come on, that's like Amazon knows me, they know me.

They've got an extension for here. Here's the other thing, this is AmazonSmile. Amazon Smile is awesome because every time I purchase through the app here, money gets donated to a charity of my choice that I've already pre-selected, which is awesome. They do all kinds of things like that, but we were talking about mobiles. On my phone, my phone is over here but I don't have the app on my phone, Presenter II does. Presenter II has the app everywhere. Presenter II's an Amazon junkie.

Presenter II: I don't have the extension.

Presenter I: You don't?

Presenter II: No.

Presenter I: Presenter II even gets this Amazon button. Here's the one for Gillette shavers. This is for the shavers that I use. When you push the button, which I'm about to do.

Presenter II: My phone sounds there. I'll go get it.

Presenter I: No. When I push this button, this is usually by the way it sticks or it hangs, either one, it's inside, what are these buttons called?

Presenter II: They're dash buttons.

Presenter I: Dash buttons.

Presenter II: They're not free.

Presenter I: They're not free. You buy the button. You stick this wherever you usually store that item. Underneath my bathroom sink I've got my shavers there, so I've got little extra blades for my shaver. This little button is right on the door that opens underneath my sink there, she's got

this on the inside. When I push it, the little light goes from blinking red to blinking green. It's blinking right now.

Presenter II: Just green.

Presenter I: Is it green now?

Presenter II: No, not yet. I will just turn green.

Presenter I: There it goes. That means that it's been ordered. The replacements will be here in two days. How easy is that? I was running low on blades, I had one blade left, or whatever, I think I have more than one just now but now I have an extra pack. It automatically orders. I didn't must log in. I didn't must do anything. Ease of shopping. You also have another device.

Presenter II: I do.

Presenter I: Do you have that?

Presenter II: I haven't used it yet.

Presenter I: Is that handy?

Presenter II: No.

Presenter I: No.

Presenter II: It's downstairs.

Presenter I: It's downstairs.

Presenter II: I haven't used it yet.

Presenter I: What is it?

Presenter II: It's an actual scanner.

Presenter I: It's a scanner, just like at the store where you swipe your products through. If you have a product like this, you can just toot, and boom it orders this item?

Presenter II: Correct.

Presenter I: It automatically orders.

Presenter II: No, it doesn't automatically.

Presenter I: No? Okay, what happens?

Presenter II: Basically, what happens, it puts it in your shopping cart. It's not just a scanner. It's a voice activator as well. It'll take that item and put it inside of your shopping cart so that you can go to your computer or to the app and modifies, "I want two of those," or "Oh no, I change my

mind.” You can delete it and make your purchase, but you can basically walk around your house with this scanner.

Presenter I: We started talking about mobile and how people are shifting over to mobile. I think at the root of this question, at the root of this, we must consider the shift in the paradigm. We must consider the shift in people’s buying habits.

People buy online now I believe more than ever because it’s becoming not just safer but easier.

Presenter II: It’s exactly what I was going to say.

Presenter I: It’s becoming so much easier. For me, I remember when the ability to order from your phone first became available. I was very skeptical to enter my credit card number in my phone. I was just skeptical about doing that. I don’t know why, it was just skeptical but that is the case, where now, there’s things like Apple Pay. There are things like these apps that already have your payment details already pre-programmed in the app, boom.

I’m not being tricked. This isn’t some fake website. It’s the app. I’m buying from the Amazon app. It’s a little bit different. When we’re talking about buying habits and we’re talking about mobile devices, I believe it’s tougher to sell to a new customer on a mobile device than it is to sell to an easier customer. I believe that the mobile device is just a device to make your purchasing online mobile. I think when you start thinking of a mobile device to capture new business, your kind of separating things.

For me, as a vendor, capturing new business is about getting them to my website. I consider mobile devices in my marketing by means of designing websites and designing pages that are mobile friendly. When someone goes to my website on a mobile device, the site functions properly and it looks correct on their device without them having to open it in their browser.

If they’re checking their emails on their mobile device, whether it be an iPad, most of our traffic comes from a link in an email. That’s most of our traffic. I do zero SEO, so most of our traffic comes from a link in email, whether it’s an email that I sent or an email that one of my affiliates sent. Most, not all. A big part of it comes from banner advertising and ads and things like that but most of the traffic comes from a link in an email.

A great majority of people that are buying products, they were checking their emails, they weren’t necessarily shopping on their phone, but they were checking their emails on their phone, a process that we’re much more comfortable with than buying on our phones. We’re much more comfortable checking email on the phone than shopping on the phone. I’m speaking generally. Of course, that’s my opinion. I have zero facts or data to back that up.

But once you got that person from the email using pattern interrupt marketing, once you’ve raised their impulse, now you got them on your website, that website, through that link, the moment you

click that link, I want to make sure that website is going to display properly on that mobile device. I want to make sure that it's possible for them to buy using that mobile device.

However, I think that the person's behavior and the person's mindset is going to dictate whether they're going to buy on the device or whether they're going to buy on their computer. I think, for me, the whole idea of a mobile device would be, I think ecommerce is worked out with mobile devices. I don't think with internet marketing in the specific niche and the method of making money, the method of marketing that eye, tend to focus on. I believe that trying to originate sales through mobile devices, we're not quite there. Not for this, not for making money online products. To be honest with you, I don't believe that the web space that I'm doing business in which is the make money online business parking, I don't think that somebody sets out to make money online. Nobody's googling how to make money online using their phone or using their iPad, well maybe using an iPad.

That's my personal thoughts about it. Whether or not that's accurate or I should be running my business based on those assumptions, well that's a whole other discussion. What I can tell you is advertising like mobile ads and retargeting, that's big. I always, always include mobile ads in the selection when I create a Facebook ad.

A lot of people have commented to me that they've seen my ad inside of an app that they were using or that they've seen my ad. I've had a dozen people in the past, "Hey man, how the hell did you do that?" I was like, "I didn't do anything special." I just ran my Facebook ad but when Facebook asks you, they said, "Do you want to display a news feed?" I say, "Yes." "Do you want to display a sidebar?" I said, "Yes." "Do you want to display on mobile devices?" I say, "Yes." "Do you want to display in our partner?" "Yeah." I want to display them everywhere. I want my ads to be displayed everywhere so that happens.

I don't know how many purchases resulted online. Probably, this is something that we should test but what I'm going to do is I'm going to Google this right now.

Presenter II: I've had people tell us that they've found us through your ads.

Presenter I: Through my ads?

Presenter II: Yeah.

Presenter I: Well, was it that they told you they found you through a mobile ad? Right now, I'm going to go ahead and Google this. Let's go ahead and type in say, "What percentage of e commerce is done on mobile devices?"

What percentage of e commerce is done on mobile devices? Mobile shopping report. These were all ads. Mobile commerce is up 30%. Mobile marketing statistics let's see what this does. 2016 Mobile Marketing Statistics by a company called Smart Insights. I don't know, let's look here. Do we have stats?

Okay, number of global users by the millions, purchasing. Here we go. This is a chart that I can read a little bit more. Mobile devices, 51% in 2015. 51% of the total sales that were made were on mobile devices. Is that what this is? I'm trying to see; oh, this is time. This is time, this isn't purchases. Time spent on screens by orientation, which devices are most popular, platforms split. I'm looking at purchases. Yeah, I don't think that this one is telling us what we need to know. Let's go back one.

Okay, percentage of purchases via mobile devices. Younger consumers, what percentage of internet traffic is mobile? How many mobile devices are there in the world? What percentage of emails are opened; oh, that's a good one. Okay, according to the latest U.S. consumer device preference report, 66% of all email in the United States is now opened or read on smartphones or tablets, 34% is viewed on the desktop. Wow.

Presenter II: Say that again.

Presenter I: 66% of all email in the US is now opened and read on smartphones or tablets.

Presenter II: Wow.

Presenter I: Only 34% is viewed on a desktop. If you are not creating websites, first, if you're not typing emails that looked good on a mobile device, you're shooting yourself on the foot. If you are not creating websites that look good on a mobile, because obviously they clicked through an email, so if you're not creating websites that look good on a mobile device, then you're shooting yourself on the foot.

Ultimately, I think it's foolish we do assume that most people are still buying, I have no credible data to say that it's simply my assumption that even though 66% of people are looking at us through a mobile device, that still most of our purchases are coming from 34% that aren't.

The ultimate mobile email statistics overview. 15 Mind blowing Stats About Mobile Ecommerce, let's look at that. 15 Mind-Blowing Stats About Mobile Ecommerce. Number one, 59% of U.S. smartphone owners have used their devices to research an item before purchasing it.

First, let's look a little about that. This is a 2014 article. This is someone named Giselle Abramovich, who could be something amazing or could be a freaking nobody.

Locating a store is the most likely activity amongst smartphone shoppers.

73% percent of U.S. mobile internet users used Amazon via browsers or apps in 2013.

Mobile devices will account for 30% of global retail e-commerce. Wow, by 2018. That was a prediction, that by 2018 30% of the total shopping. 70% of total shopping is still happening even though 66% of emails and only 34% of those emails are being read on mobile devices.

Those two statistics still land well to my assumption that even though more people are reading emails and seeing your website on a mobile device, most of our sales are still coming from the computer. It's still the people sitting down at their computer or on their laptop that are doing.

Uh oh, they're getting racial now. 54% percent of Hispanic smartphone owners visit shopping sites from their mobile browsers during the typical month. Why the hell is that important? Why does a race play a role there?

90% of smartphone users access a mobile device.

Okay, consumers prefer to use commerce apps on smartphones but mobile browsers when tablets. Huh? That's interesting.

By the end of 2017, mobile users will spend \$90 billion via mobile payments, a 48% increase.

Mobile payments are revolutionizing how consumers spend online. I agree.

Tablet transactions topped \$28 billion in 2013.

75% of mobile shoppers redeemed a coupon. Wow. 75%, that's a huge number. 75% of mobile shoppers redeemed a coupon from their mobile devices in 2013. Offering people a coupon, I'm thinking, you're shopping, you've got your phone, you see a coupon or something like that, I'm not sure. Something to investigate. People on mobile devices are looking for sales, they're looking for coupons. Great, great information here.

95% of shoppers say that they look at a weekly sales circular before shopping.

80% of mobile users' purchasing decisions are influenced by the mobile channel.

84% of U.S. smartphone shoppers use their phones to assist them in their shopping while in physical stores. 84% of people walking around the store are googling or price checking on Amazon. Wow, I've done that. I've done that and I didn't realize that that's a stat and obviously it's statistics. 84% of people that are shopping, they're standing in the store, checking the price maybe on another store or maybe on the website. Pretty cool information.

Based on the very limited one website research that we've done right now, I think that at the present time that we recorded this video, it is safe for me to assume, and that's all it is, it's an assumption and my opinion that more people are buying online even though more people are checking you out on mobile. It's important. I think we're going to see greater and greater shifts. I think we're going to start seeing a greater shift.

Targeting people on mobile devices with coupon offers, coupon offers that are probably going to entice them, get them to buy. Just from what we learned in just these few minutes, we can possibly test something like creating a coupon code in JVZoo for one of our existing products and

running an ad that reveals that coupon code to people that are only browsing on mobile. I guarantee that that could result in some sales.

How about this, what if you target people that have gone to your site, and so the audience that you created on your site and you exclude the list of your current buyers. This is all a little targeting campaign that we've just thought up that you can run right now to see if this whole mobile marketing thing works the way Presenter I is predicting. I haven't tested what I just described but I'm curious and I will test it.

A very interesting topic. Thank you, Robert, for bringing it up. How mobile marketing has affected and changed internet marketing. I think a lot of the statistics, I don't think, I know, the statistics that we were talking about we're ecommerce, predominantly, physical goods. When I talk about the Gillette shaver and the convenience of the little button, we're talking about physical goods getting delivered to your home. When I'm talking about the scanner item that you said, we're talking about physical item. These things aren't there to make it easier for people to buy eBooks or audio of course, these are making money online products.

How it specifically applies to what we're doing? Again, I still think that my theory is sound and with regards with make money online, even I think personal development in the sense of digital products, business digital product, the internet marketing space, I believe that most of the purchases are still coming from a desktop computer. I believe that you need to be proactive as a vendor and you need to have sites that are mobile ready. You should always, always, always when designing your website, test it on a mobile device, on an iPhone and on an Android device. Test it on a tablet, with Windows or Microsoft operating system and on an iOS device like an iPad or iPad Mini or something like that. Always, always, always.

You'll be amazed at how messed up your website that looks beautiful online will look when you look at it on a different device. Even sometimes on a screen with a different resolution. You look at something on your laptop, on only one laptop all the time but a great majority of your viewers aren't using that same device that you're using. You'll be surprised at how crappy the beautiful website that you've created on your machine looks on a mobile device. I think it's important that you consider those things.

Consider the behavior, things that we're talking about. When you're creating your product, creating your website, designing your funnel, research, we just spend 15 minutes just researching there, looking at what the trends are, and we came up with some pretty important information. Think about the valuable information you might find if you dedicate a few hours and you'll look into how the market is behaving in your particular niche with regards to mobile versus online, the tablet versus phone.

Imagine if you could create website technology that displays the appropriate looking site for the appropriate device with the appropriate payment. What about if you could put technology on

your site that shows a coupon code just to mobile viewers. How about that? Based on what we just read, that could work.

Okay, did you have anything that you want to add about your mad shopping skills?

Presenter II: No.

Presenter I: Okay. Thank you for reading MUA. Make sure that you're considering the effects of mobile device users on your marketing because they're out there and the great majority of people that are looking at your websites, that are reading your emails, are doing it on a mobile device. Ignoring mobile devices, it's just silly. It's foolish from now on. If you're still on a Motorola flip phone, what the hell are you doing? It's time to throw the beeper out buddy. Let's go, get with the time smartphones, get an iPhone. Presenter II, you just got your brand new one. Are you happy with your iPhone 7?

Presenter II: I love my iPhone 7.

Presenter I: I've still got my iPhone 6. The new iPhone has come with this gizmo attached to it like that.

Presenter II: You know, I've had my iPhone for three weeks before or two weeks before I even swapped it.

Presenter I: Alright guys, thanks for watching this video. We look forward to seeing you in the next My Unfair Advantage episode. Take care.

Presenter II: Bye guys.



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