

THE MOBILE SHOPPER MAPPED

Why mobile searches are so important for your local business

THE RISE OF MOBILE SEARCHES

Shopping's not like it used to be, when you'd go to a store, browse and buy. Now, there's a lot more research, and it begins with the mobile.



80% of all consumers search online for local businesses

"Near me" searches have increased by **146%** in the last year

88% of these searches come from a mobile device

The smartphone has become the No. 1 guide to shops and services "near us". This creates new opportunities to target close-to-business customers and influence their decision.

MOBILE USE FOR BUYING DECISIONS

93% of people who searched with a mobile device go on to make a purchase within 30 days

83% of them want to buy immediately (within a day)

50% of local searches result in a store visit within a day

38% of those searches lead to a purchase within a day

When people use mobile search to help make a decision, they are



People conduct mobile searches when they are ready and primed to buy. Capturing their attention at this juncture is vital for your business - make sure you're visible online when they search for businesses like yours.

INFLUENCE ON SHOPPING BEHAVIOUR

69% expect a business to be within 5 miles of their location

10% expect it to be within 1 mile or less

90% aren't absolutely certain which brand to buy when they start their search

51% have discovered new brands performing a mobile search

ONE in THREE

smartphone users have purchased from a company or brand other than the one they intended to because of new information they received when they searched for it.



The numbers don't lie: Search engines are the main research tool for consumers on both mobile and desktop. When searching, consumers haven't made up their minds. They are influenceable. They search for what they want, but also get to know new products, brands and services, like yours.

THE CUSTOMER MAKES THE PURCHASE!

Key takeaway

Customers don't just shop around any more: They do extensive research on their mobiles before making purchases. They conduct 'near me' searches, and are influenced by new brands, products and services they see online. These are enormous opportunities for local businesses. By fully optimising your location through local search, you can get in touch with customers directly: Inform them, influence them and increase your sales!



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Sources:

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