

## Marketing Strategies for 2015

## **#3** Mobile

## **Six tips for Developing Mobile Content Marketing**

- 1. Understand your audience's mobile habits
- 2. What % of access your site on mobile devices?
- 3. Tablet or Smartphones?
- 4. What (mobile) activities are they doing on your site?
- 5. What content are they accessing?
- 6. Do they watch videos or view photos?

