

Maui Marketing Device Reveals Their Mobile Local Marketing Services

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Maui Marketing Device, a company based in Wailuku, HI, has announced the release of their latest mobile local marketing offerings. These services are designed to help businesses gain more traffic and help them convert this traffic into paying mobile marketing Maui customers. It is hoped that more local businesses will be able to make a success of their operations.

"Mobile engagement is vital to the success of any online operation", says Wendall DeVera from Maui Marketing Device. "What we aim to do is help local businesses get those prospects to their site. One way to achieve this is through mobile apps, which help them retain their prospects through powerful engagement."

The first step in their services is helping to determine whether or not a website is mobile friendly. Since the new Google update, dubbed "Mobilegeddon", being mobile friendly is vital to SEO (search engine optimization) efforts. Maui Marketing Device stresses that over half of all internet searches are now conducted through mobile devices and this shows just how important it is to have a website that is responsive to mobile traffic.

Having an online presence is vital to reaching new and existing customers. While it may have been normal for businesses to not have an online presence at all several years ago, this is no longer a possibility. Consumers have very high demands in terms of how they find somewhere to shop. Indeed, they will often research a shop on the high street online through their mobile device before deciding whether or not to enter it. Hence, a website has to be built in such a way that it is not just accessible through mobile devices, but so that it is interesting and encourages people to shop there as well.

"As a business owner, you probably also know that having a site isn't enough", adds Wendall DeVera. "You need to do online marketing to grow as well. For many, however, this sounds like something incredibly difficult, but we are there to help them through this process and see fantastic results."

To help businesses see just how important going mobile is, Maui Marketing Device offers a custom mobile

app mockup. This mockup will demonstrate what an app for a certain business could look like. It will show all the different features that will be accessible, as well as showing businesses just how many customers they will be able to reach and what this could mean for their overall sales and profits. Furthermore, it is an opportunity to test out the various options they have available. As each mobile app is custom designed, businesses will be able to determine exactly how something will benefit them in particular.

The world of online business is changing rapidly. Where it was sufficient to simply have a website several years, or even months ago, this is no longer a possibility. Today, the website has to shine and stand out from the crowd and, most importantly, it has to be mobile responsive. This is what Maui Marketing Device helps local businesses to achieve.

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For more information about Maui Marketing Device, contact the company here: Maui Marketing Device
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