



MOBILNA SPLETNA MESTA - ZAKAJ IN KAKO?

Sergej Rinc, spletin.net - prezentacija.si
[povezave, uporabljene v spletnarju](#)

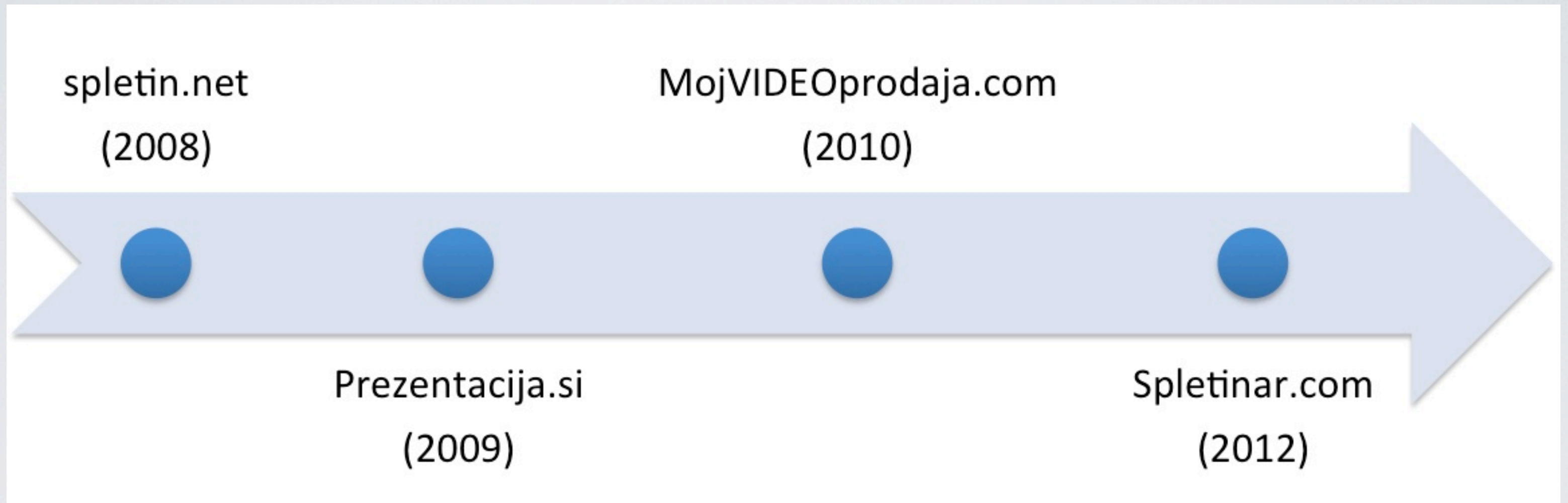
KAJ BOMO PREGLEDALI?

Zakaj mobilna spletna mesta?

Uporaba - korist za uporabnika!

Kako do mobilne strani (nasveti)

ZAKAJ BI ME POSLUŠALI?



Predstavitve, video marketing in spletinarji

I. ZAKAJ MOBILNA MESTA

5 x več uporabnikov dostopa do vsebin z mobilnikom

Pametni telefoni se spreminjajo v prave računalnike

Informacija v pravem trenutku na pravi lokaciji



The Mobile Movement

Understanding Smartphone Users

Google/IPSOS OTX MediaCT
U.S., April 2011



Smartphones Are Embedded Into Daily Life

89%

**Use their smartphone
throughout the day**

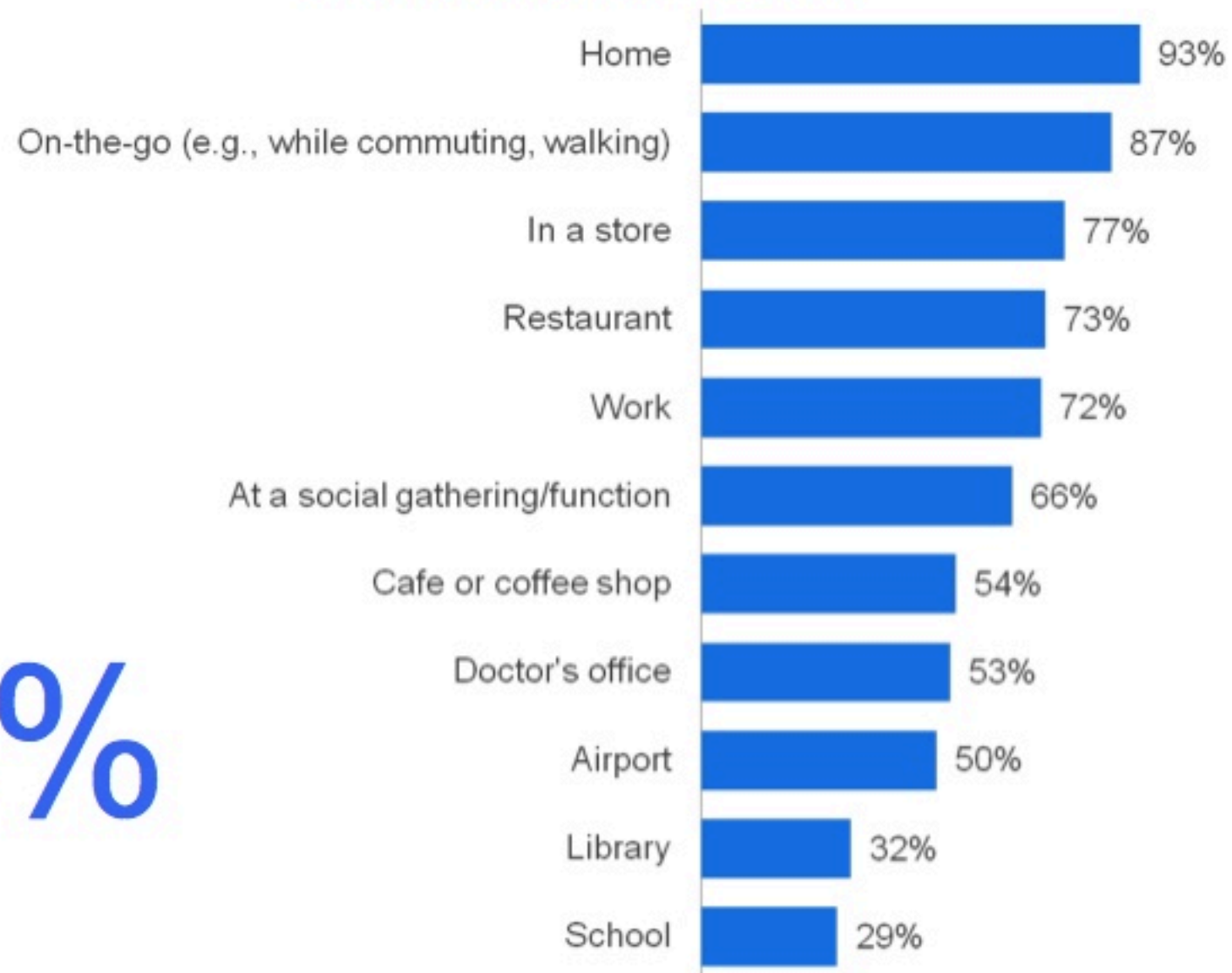
Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users (5013)

Q. Overall, how often do you use your smartphone for anything other than sending or receiving calls? Please think of anytime you may access the Internet, use apps, text message, etc

A Consumer's Always-on Companion

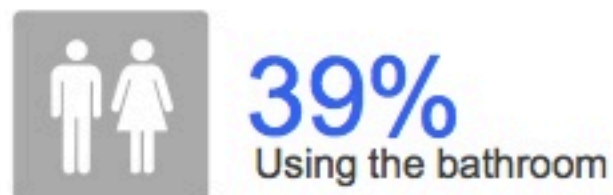
Where Smartphone Is Used



93%

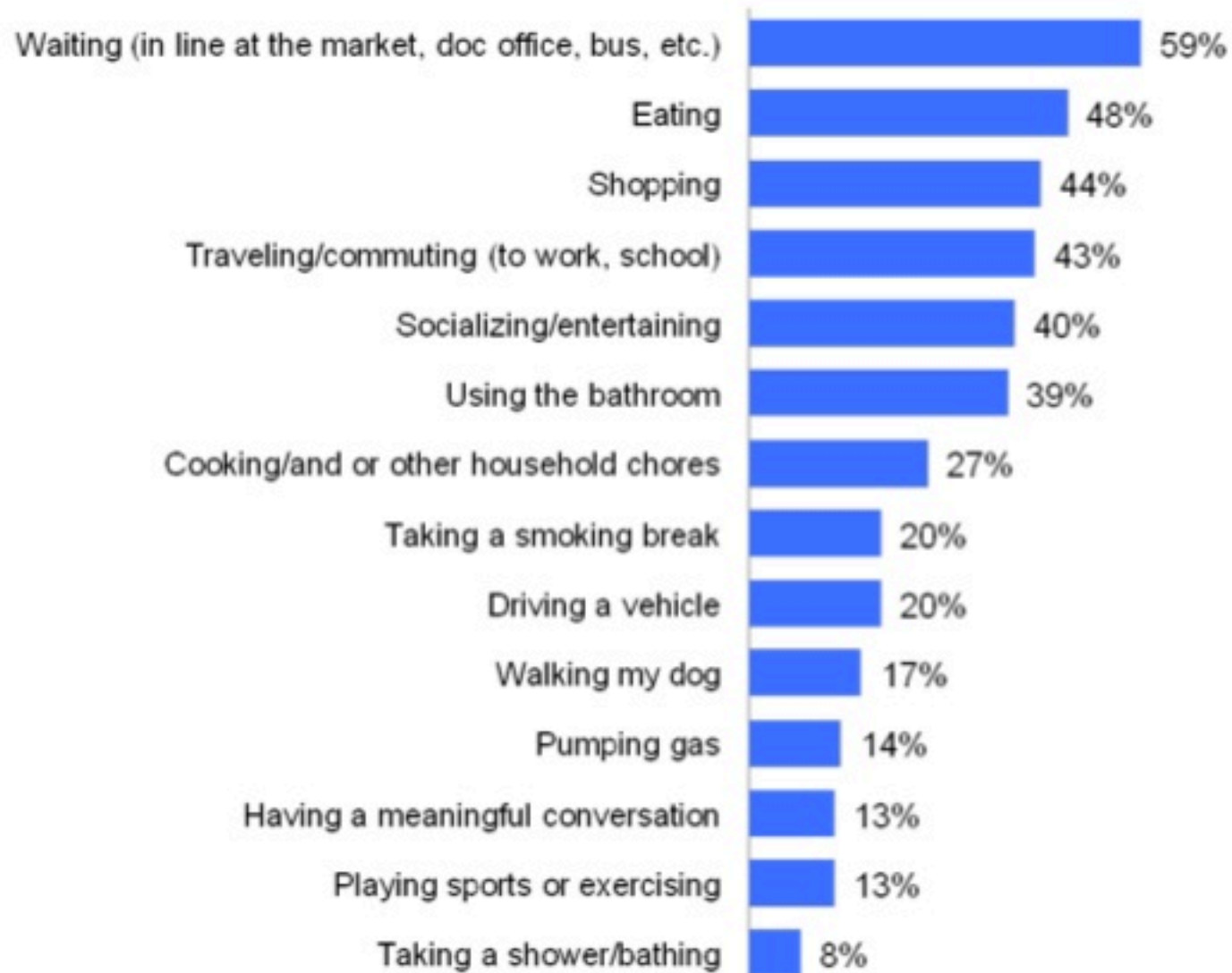
Home

Smartphones Users Multi-task in General



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with Google

Activities Conducted While Using Internet on Smartphone



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011

Base: Smartphone Users (5013).

Q. Over the past year, which of the following activities do you participate in while also using the Internet on your smartphone?

What We're Willing to Give Up to Keep Our Smartphones

Willing To Exchange For Internet Usage On Smartphone



43%

BEER



36%

CHOCOLATE



34%

SUPERBOWL
TICKETS



26%

HIGH HEELS

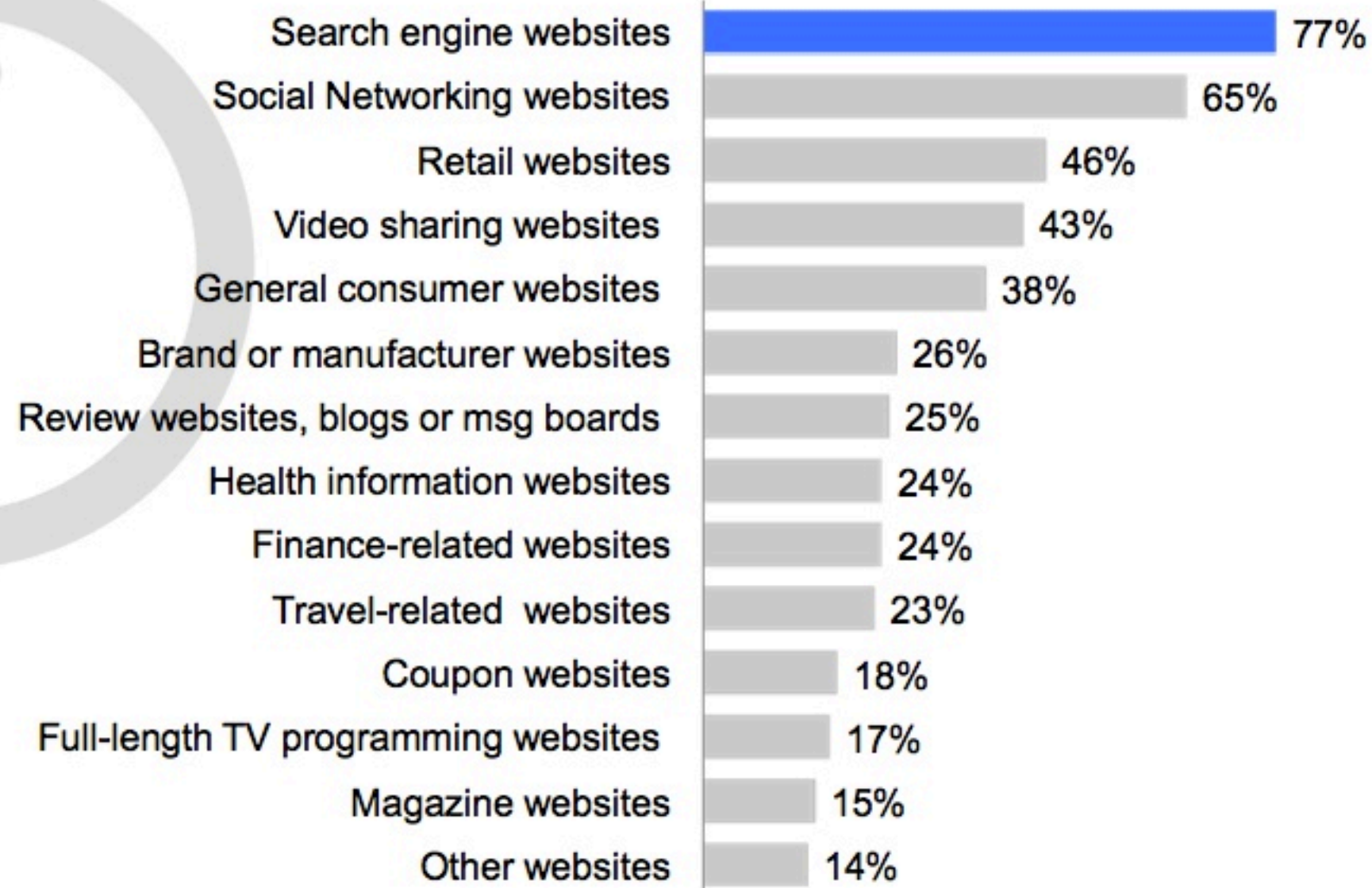


20%

CABLE TV

Search is The Most Visited Website

Websites Visited via Smartphone



Smartphone Searchers Look For a Wide Variety of Information



51%

Dining

31%

Travel



49%

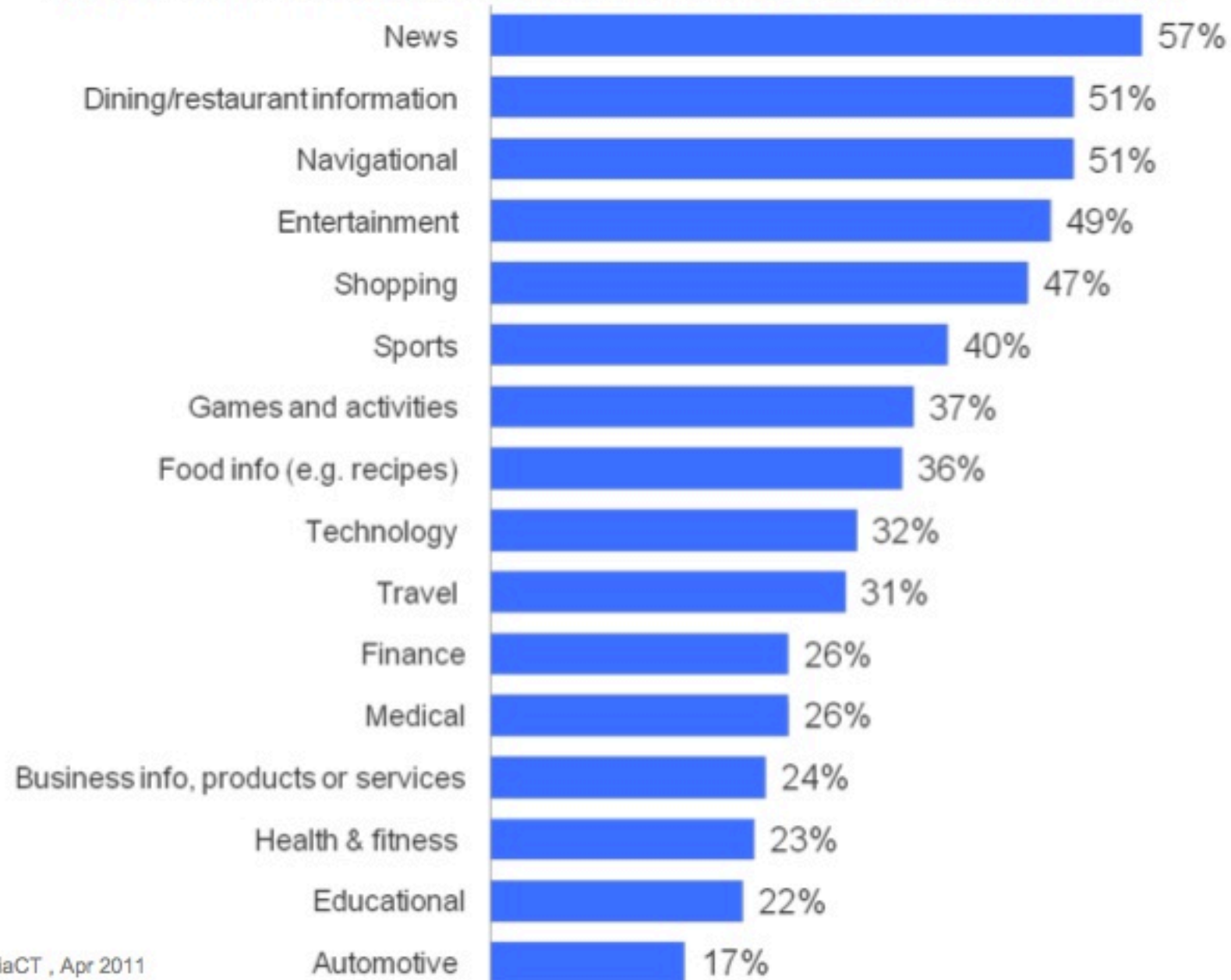
Entertainment

17%

Automotive



Types of Info Sought Using Search Engine (Via Smartphone)



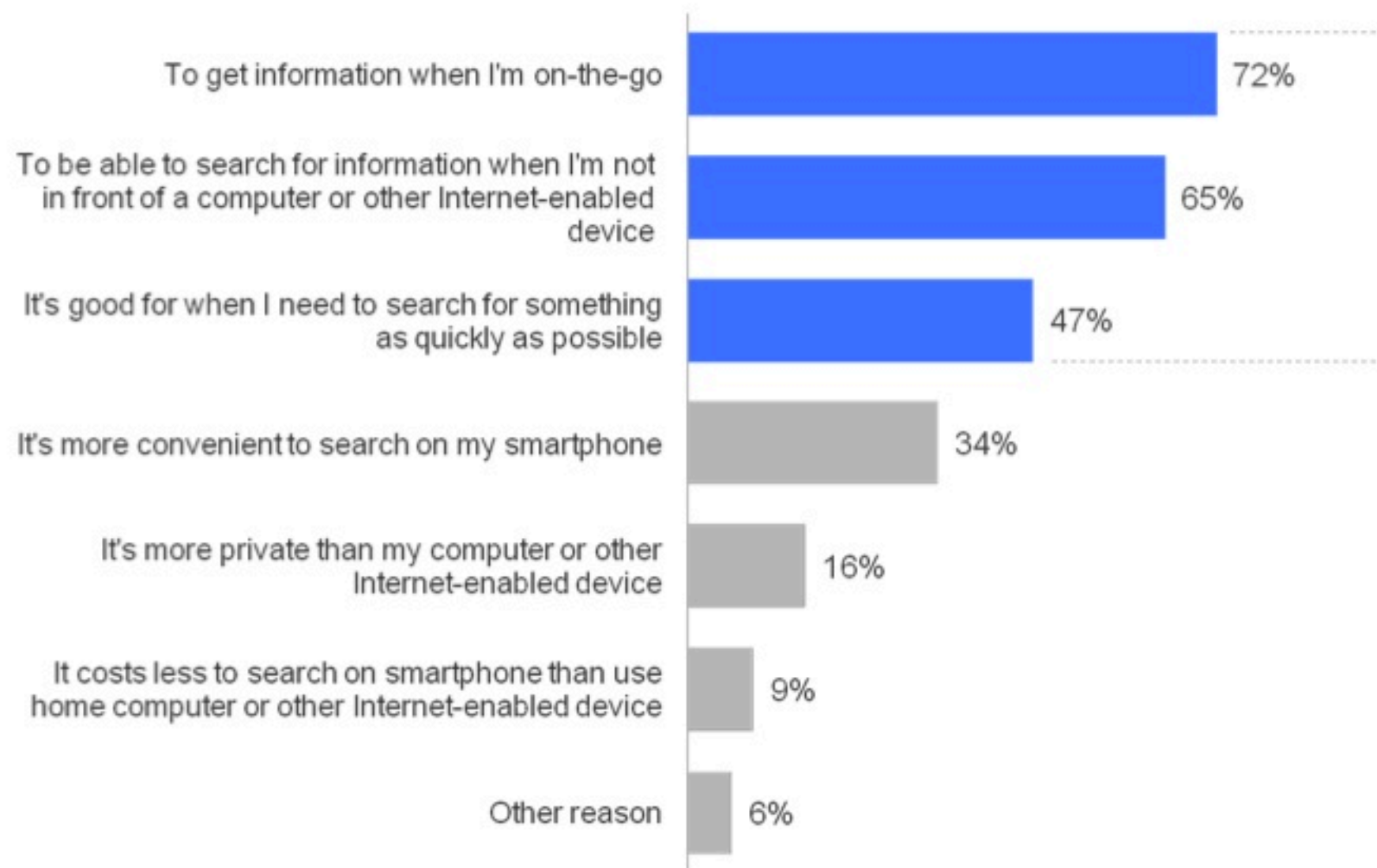
Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011

Base: Smartphone Users Who Use Search (4902).

Q. Which of the following types of information do you look for using a search engine on your smartphone?

Consumers Seek Quick and Convenient Information When Searching

Reasons For Searching On Smartphone



89%
urgency

The background of the slide is a detailed, stylized map of a city, likely New York City, showing streets, parks, and landmarks. A woman with brown hair tied back, wearing a striped shirt, is shown from the side, looking down at a smartphone in her hands. To her right, a large, semi-transparent image of a blackberry smartphone is shown, displaying a map on its screen. A large blue location pin icon is placed over the phone's screen, pointing to a specific location. The overall theme is about local information and smartphone usage.

95%

Smartphone users have looked for local information

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011

Base: Smartphone Users (5013).

Q. How often do you look for information about business or services close to your location? Think about any information you may access while you are in your home area, while traveling, etc.

Local Information Seekers Are Ready To Buy

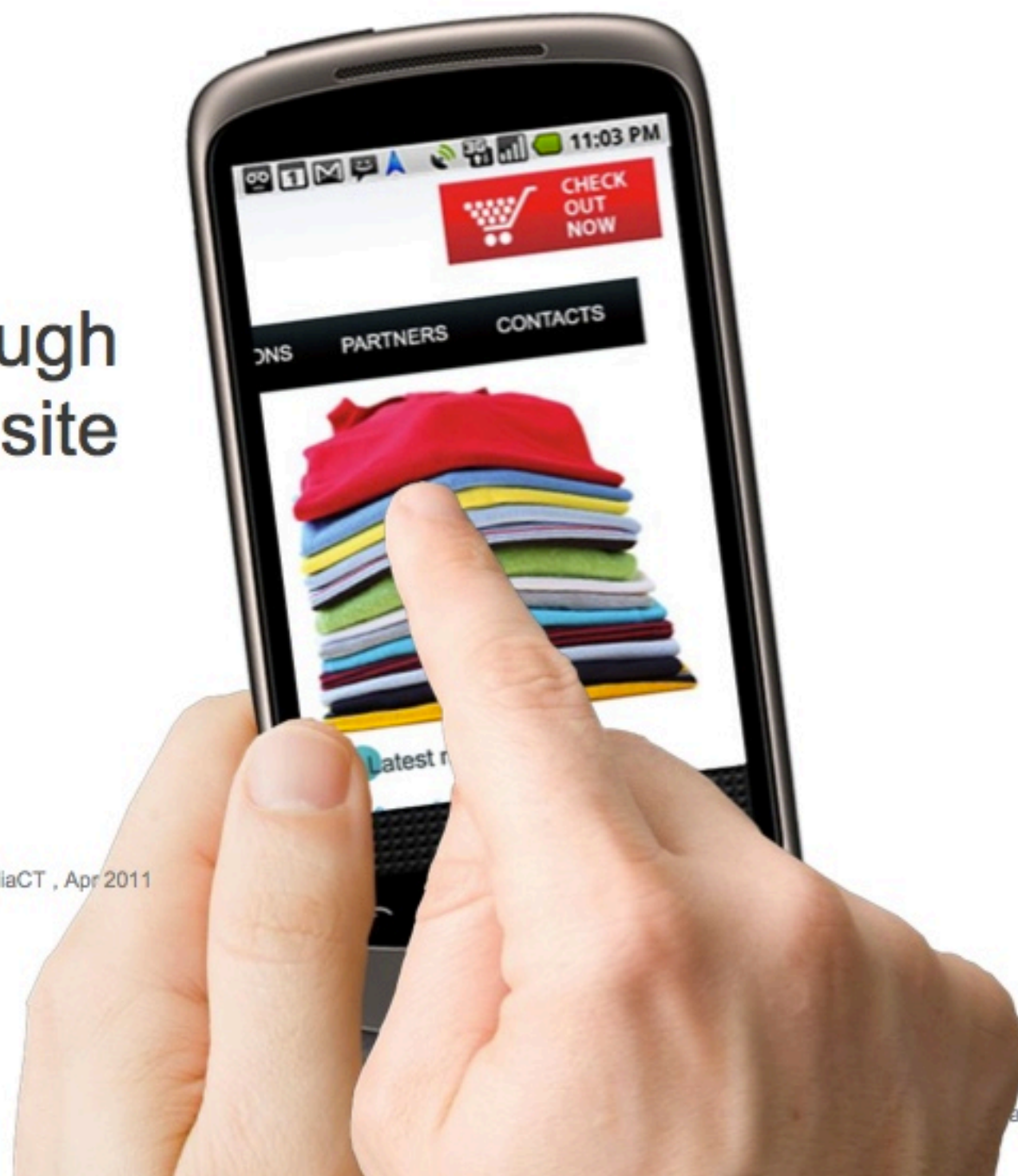
Actions Taken As a Result of a Looking for Local Information



Smartphone Shoppers Purchase Via Mobile Websites

27%

through
website



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011
Base: Have Used Smartphone to Purchase (3731)
Q. As a result of using your smartphone while shopping,
have you ever purchased products or services...?

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with Google

Smartphone Shoppers Purchase Via Apps



22% | through app

Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011
Base: Have Used Smartphone to Purchase (3731)
Q. As a result of using your smartphone while shopping,
have you ever purchased products or services...?

Shoppers Spent Roughly \$300 On Smartphone Purchases in Past Year

Total Amount Spent On Smartphone
Purchases (Past Year)

Median:

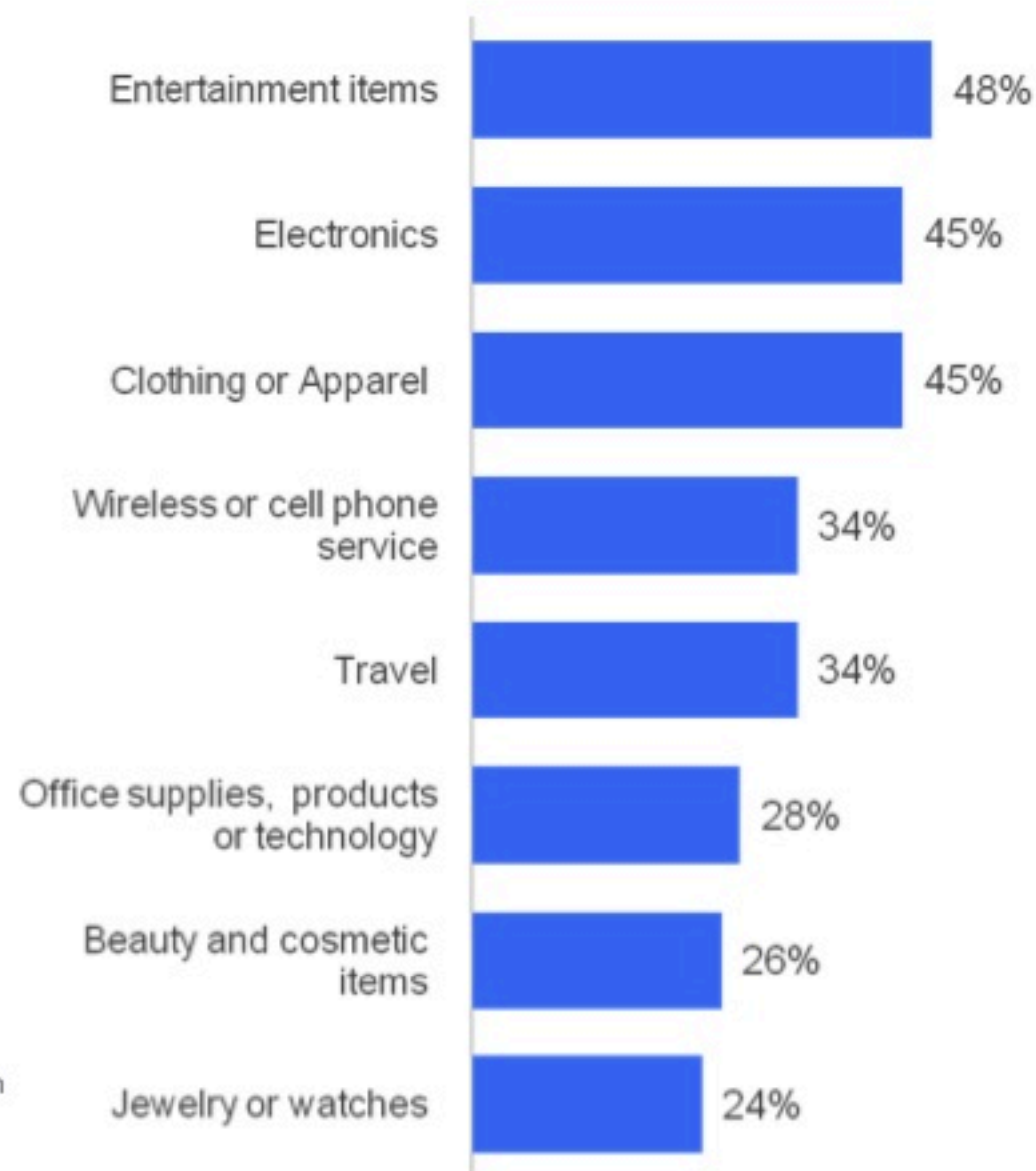
\$300



Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011
Base: Purchased Products or Services on Smartphone in Past Year Through App or Website (1255).
Q. Which of the following purchases have you made on your smartphone in the past year?
Q. And, approximately, how much have you spent in total on these purchases you have made on your smartphone in the past year?
*Note: Excludes those who "Have not made a purchase in past year".

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with Google

Top Purchases Made on Smartphone In Past Year



2. UPORABA

Informacija naj bo:

hitra

uporabna v danem trenutku
v splošnem koristna za uporabnika

2. UPORABA (2)

QR koda? qrkoda.org

DA - ampak dodatna ugodnost
(popust, ponudba dneva,
brezplačna brošura, ...)



Tole potem ni najbolje - vodi na
Facebook stran za "namizne" uporabnike

2. UPORABA (3)

Najbolj priporočljive informacije:

Telefonska številka

Geolokacija (Google Maps!)

Ponudba dneva

Rezervacije

Plačilo

3. KAKO DO MOBILNE STRANI

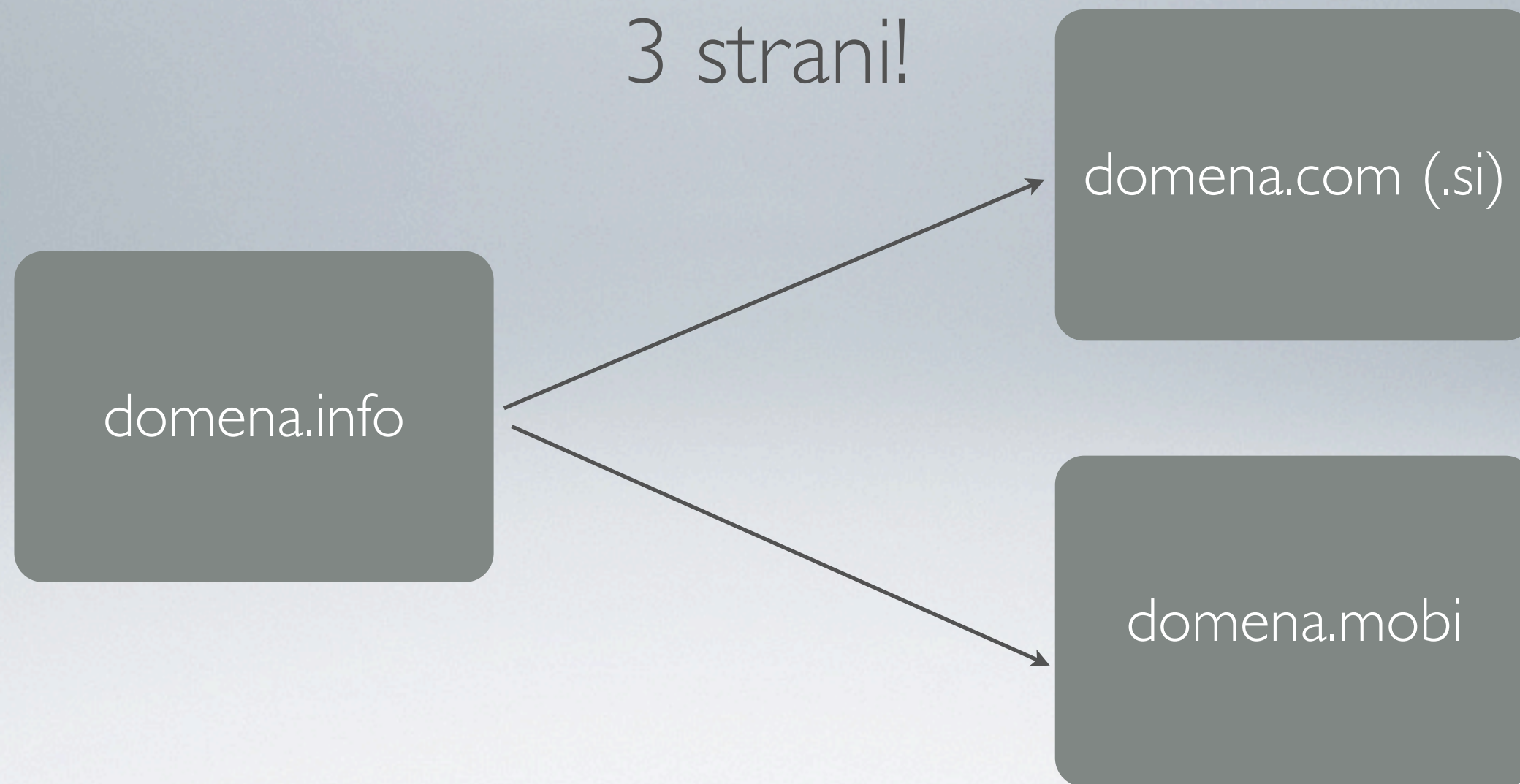
Samo ena stran za mobilne uporabnike

Posebno spletišče

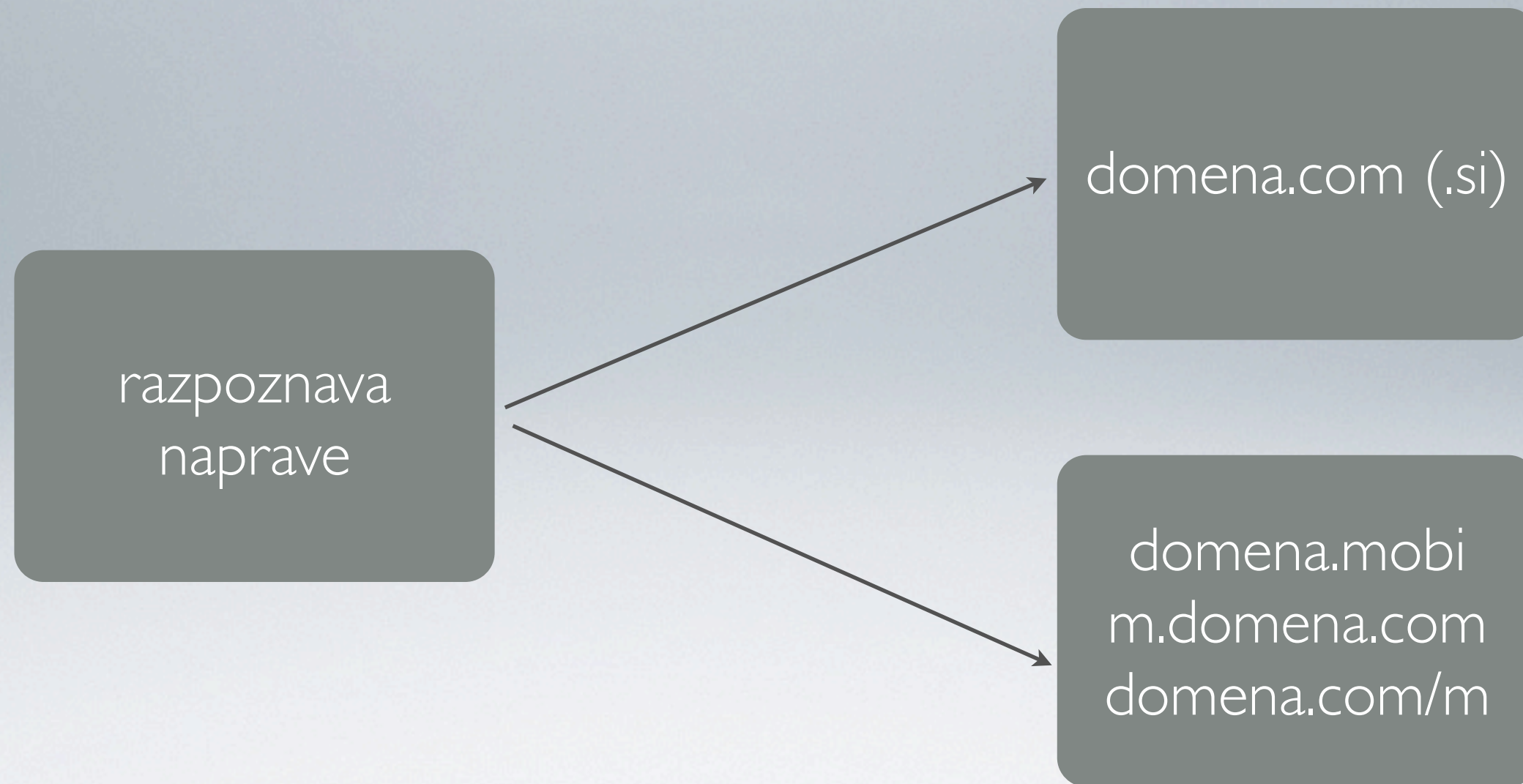
Isto spletišče z “odzivno” obliko

3. KAKO DO MOBILNE STRANI (2)

Dean Hollings
3 strani!



3. KAKO DO MOBILNE STRANI (3)



3. KAKO DO MOBILNE STRANI (4)

domena.com (.si)
z ODZIVNO
obliko

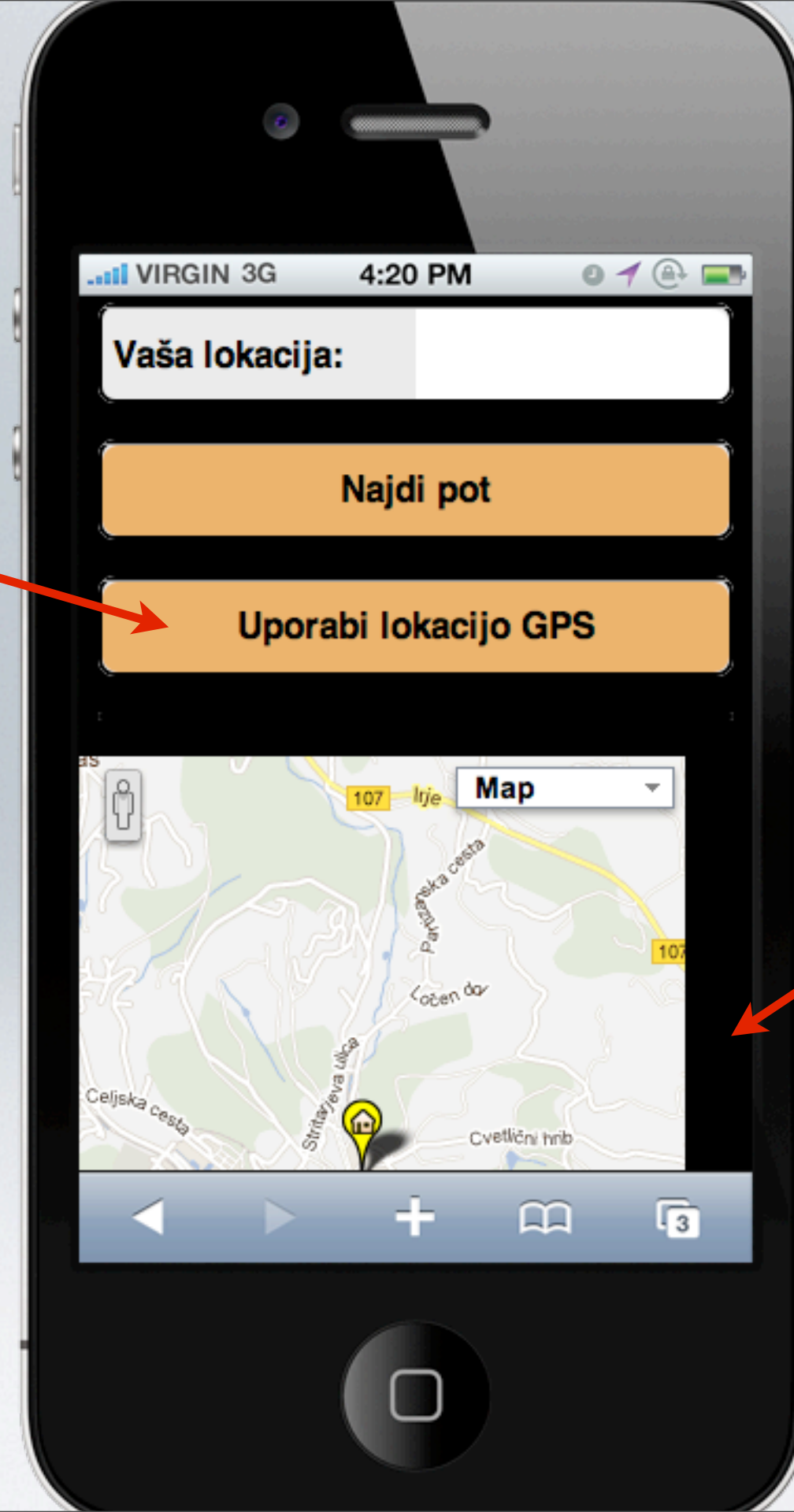
3. KAKO DO MOBILNE STRANI

Samo ena stran za mobilne uporabnike

Posebno spletišče

Isto spletišče z “odzivno” obliko

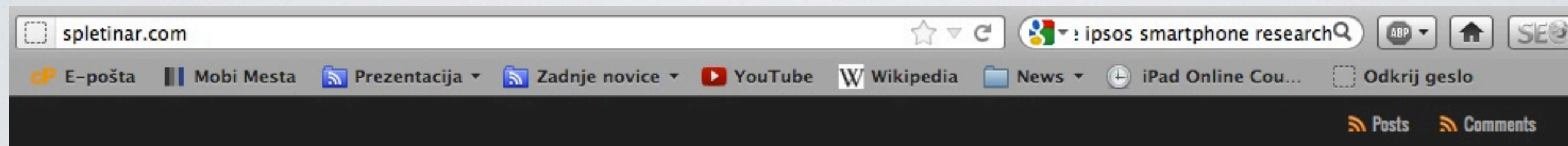
Če lahko, naj uporabnik
čim manj tipka (čas!)



Ne pozabite na desni rob
(mapa - 90% širine)

ZDAJ PA V ŽIVO

ODZIVNO SPLETNO MESTO



Spletinar.com

Spletinar, spletni seminar za napredne

ENTER SEARCH TERMS

SEARCH

Spletinar.com - spletni seminar za napredne

Spletišče Spletinar.com je še v delu.

Za zdaj služi kot arhiv izvedenih spletnarjev.

Za prezentacije, video marketing in vaš spletnar kontaktirajte Sergeja Rinca po e-pošti na spletinar@spletin.net.

Spremljaj objave

Naročite se na vir RSS ali spremljajte objave v družabnih omrežjih.



Kategorije

> Ni kategorij

Spletinar.com

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ODZIVNO SPLETNO MESTO (2)

Avtomatska prilagoditev na
ožje okno brskalnika
(v mobilniku)

Prednost:

le eno spletno mesto (namizni
računalniki + mobilnik)



KAJ SMO PREGLEDALI?

Zakaj mobilna spletna mesta?

Uporaba - korist za uporabnika!

Kako do mobilne strani (nasveti)



MOBILNA SPLETNA MESTA - ZAKAJ IN KAKO?

spletinar@spletin.net

- za dodatne informacije, izdelavo
in pomoč

Povezave, uporabljene v spletnarju

http://www.gstatic.com/ads/research/en/2011_TheMobileMovement.pdf

raziskava Google/IPSOS

<http://www.springbox.com/mobilizer/>

program za test prikaza na mobilniku

<https://addons.mozilla.org/en-US/firefox/addon/user-agent-switcher/>

dodatek za brskalnik Firefox

<http://www.solostream.com/wordpress-themes/wp-clear/>

“odzivna” predloga WordPress
(najboljše so navadno plačljive)

<http://www.slideshare.net/marketingslo/iga-osterc-hardlab-kako-podjetja-danes-uporabljajo-mobilni-splet-ter-aplikacije-in-kaj-zamujajo-54-marketinki-fokus>

več slovenskih spletišč (slike)