

New Data: Law Firms Must Create Mobile-Friendly Websites

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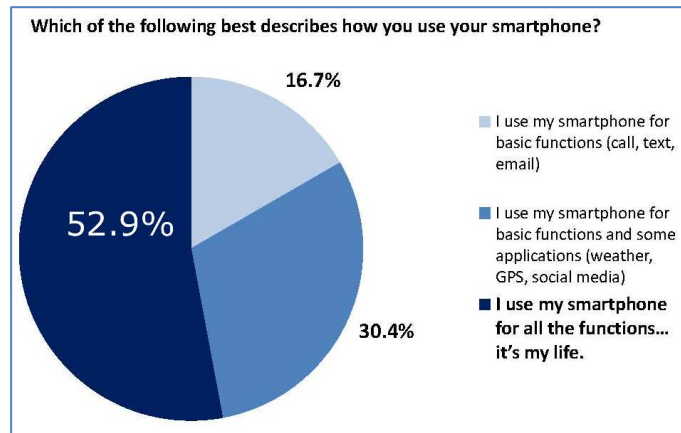


55.9% of smartphone users say they prefer using their smartphone to access the Internet over using a computer, according to a new survey conducted by Prosper Mobile Insights, see <http://bit.ly/ihvWdT>. (35.3% prefer to use a computer while 8.8% aren't sure).

Half of smartphone owners say "It's My Life!" A majority of smartphone users are fully integrating their devices into every aspect of their daily lives, according to the study.

The survey found that

- 52.9% say they utilize *all* of the functions of their smartphones.
- 30.4% say they use the basic functions of their smartphones.
- 16.7% only use their smartphones for calling, texting and emailing.
- Calling features, GPS, and Facebook are also necessities to some.



The vast majority of smartphone users say they use their smartphone to browse for products or services. Three quarters use their smartphone to locate stores or look for store hours. Reading reviews and researching specific products are also top smartphone activities, and half say they have made a purchase via their smartphone device

Law Firm Marketing Takeaways

If your law firm website can't be viewed well on a 2½-inch screen, you are missing a lot of online traffic. It's time to put a mobile marketing plan in place.

82% of businesses plan to increase their spending on mobile phone marketing over the next year, as [I reported](#) in May. **33% of businesses currently have a mobile strategy in place**, and among those who don't they plan to have one within the next 12 months.



[The LawMarketing Channel](#), which I operate, has had a [mobile-friendly version](#) for two years. I took a cue from my own personal habit, which is to view websites on my [Samsung Droid Charge](#) with 4G capability whenever I have even two minutes of downtime.

Mobile marketing involves:

- Creating mobile-friendly websites
- Apps for clients
- Methods to conduct business with programs “in the cloud” using a smart phone.

It’s called the M-dot revolution, because the URL of mobile friendly websites is usually “m.lawfirm.com.”

CMOs will need to push their teams to develop compelling

mobile-advertising strategies and create opportunities to use video more often. Who knows, maybe a law firm will develop a mobile app to monitor the purchasing activity of clients and offer them real-time, location-specific legal solutions.

You can see what your website looks like on a smart phone by visiting <http://mobilesimulator.info>. Check out this video which explains the importance of mobile marketing and has details for us techies.



For more on this topic, call:

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