Is Your Legal Marketing Strategy Ready For the Evolution of Mobile Marketing?

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"Regarding the pace of change, we believe more users will likely connect to the Internet via mobile devices than desktop PCs within five years." The Mobile Internet Report, Morgan Stanley, 12/09

There is a fundamental shift taking place in how people are accessing the internet. Apple's iPad is coming and legal marketers seem less prepared for Mobile than they were for broadband. As usual they are behind the curve. While they were planning to dip their toe in the water their potential clients dove in.

The number of people who use Internet-enabled mobile devices is expected to pass 1 billion by 2013. According to eMarketer, mobile advertising spending is going to increase from a mere $416 million in 2009 to $1.560 billion in 2013.

In a recent article for Online Media Daily, Erik Sass, highlights a survey published by ABC Interactive (ABCi), titled "Going Mobile: How Publishers Are Preparing for the Burgeoning Mobile Market."

Some of the survey's key findings:

- 80% of publishers believe people will rely more on mobile devices as a primary information source in coming years
- 70% said mobile is receiving more attention at their publication this year than last year

- 44% said visits from mobile devices boosted their Web traffic by 10% per day
- 17% of respondents said their company had already developed a Smartphone App
- 56% of responders said they plan to develop an app in the next two years
- 57.5% of newspapers and 44.7% of magazines already format their sites for mobile devices
- Over half the survey respondents believe both advertising and subscriptions will be key to the future success of mobile business models

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.