# Promotion Sequence

No. of steps: 4 (including post-webinar playback link)

**Part 1**

**Subject**: Save the date!

{YourName / YourCompanyName} invites you to attend a FREE TRAININGWEBINAR:

**Mobile SEO: What It Is And Why Every Small Business MUST Have A Strategy To Get It Right!**

Date: {INSERT DATE, TIME AND TIME ZONE}

Registration: [**Click here to register now**](http://#)

Did you know that today, according to Pew research, **87 percent** of Americans have mobile phones—and that phones are their **No. 1 most-used technology device**?

The mobile computing revolution is changing consumer habits in radical ways, and businesses everywhere are being challenged to adapt -- quickly -- to changing buyer behavior.

Why is why it’s absolutely critical that you have a strategy for optimizing your site for mobile search results!

**Get this: After looking up a local business via mobile device, 61% of searches result in a phone call and 59 percent result in a *visit*.** (Google)

What’s going to happen to businesses that don’t adapt to the mobile revolution and fail to build a website that’s mobile-device friendly? The following statistics provide a hint:

* Internet searches conducted on mobile devices have QUADRUPLED in the last year
* 1 in 3 searches conducted on mobile devices are for LOCAL business information
* 61 percent of mobile searches result in a phone call; 59 percent result in a visit
* 6 in 10 prospects will leave your site if it’s NOT mobile friendly. (Google)
* Three-fourths of mobile users said they are more likely to return to a site in the future if the experience on mobile is good. (Google)

**BUSINESS OWNERS, HERE IS THE COLD HARD TRUTH**: Having a mobile-ready website that ranks well in the search engines is NOT an option anymore. It is a MUST HAVE! *If you’re not providing a good experience to tablet and smartphone users, you’re going to steadily lose customers, revenue and market share.*

[**Click here to register now for this webinar and discover how you can dominate the mobile search results in your market.**](http://#)

P.S. We know you’re busy (you’re business owners!) so we’re going to do our best to keep this webinar short and to the point. Plan on spending no more than 45 minutes with us.

**Part 2**

**Subject**: [Upcoming webinar] The Case for Mobile SEO

There's still time to register!

[**WEBINAR: 3 Unignorable Reasons You Should Have a Mobile Friendly Website (And Best Practices for Creating One)**](http://#)

Join us for a free, 45 minute webinar on WHY your business needs a mobile-friendly website and mobile SEO strategy in order to win new customers and preserve market share and HOW to develop a strategy that helps you fully capitalize on the mobile searches being done in your market!

==> [**Click here to register**](http://#) <==

Just how important is it to have a mobile SEO strategy? Consider these stats from Google’s internal research:

* Internet searches conducted on mobile devices have QUADRUPLED in the last year
* 1 in 3 searches conducted on mobile devices are for LOCAL business information
* 61 percent of mobile searches result in a phone call; 59 percent result in a visit

Creating a mobile website and SEO strategy is essential. It’s also completely DOABLE, even if your business is on a shoestring budget.

==> [**Click here to register**](http://#) <==

**Part 3**

**Subject**: Will you be joining us today?

Last chance to sign up for today’s webinar on mobile-friendly websites!

[**Register now:** Mobile SEO - What It Is And Why Every Business Must Have A Strategy To Get It Right!](http://www.insertlinkhere.com)

Join us today at {INSERT DATE, TIME AND TIME ZONE}!

==> [**Click here to register for this webinar**](http://#) <==

**What It's About**

In this educational webinar we will explore the profound impact that the mobile search is having on small businesses everywhere, including yours.

**What You’ll Learn**

Viewers will first hear the business case for building a mobile website, developing a strategy for optimizing their mobile site for SEO, and best practices for executing this strategy.

**Projected Runtime**

We know you’re busy (you’re business owners!) so we’re going to strive keep this webinar short and to the point. **Plan on spending no more than 45 minutes with us**.

**Part 4**

**Subject**: Missed our webinar? Watch it now.

Webinar recording now available!

Thanks to everyone who joined our webinar! If you missed the presentation, or if you want to view the recording, click the link below.

Here is what attendees learned:

* Why **1 in 3 searches are now done on mobile devices**, and why this number is only expected to increase
* How to attract **MORE** and **BETTER** prospects and customers by dominating in the mobile search results (HINT: over half of all mobile searches lead to a purchase!)
* **Exactly what factors need to be optimized** to make your website stand out in the search engines!
* **How to test your mobile website** to make sure you are getting the best results for the most mobile devices

Watch it now! {INSERT LINK TO WEBINAR RECORDING}

Have questions? Contact us today!