EQesque Agrees Businesses Are Getting Carried Away with Mobile Ready Marketing

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With the number of consumers using smartphone devices as their sole internet device rising, many businesses are shifting their marketing to accommodate a 'mobile first' approach. EQesque share why this isn't wise and why they fear businesses may be getting carried away.

In a recent article published by Marketing Week on 10th August 2015 titled 'Why marketers should not be adopting a 'mobile first' strategy', research by Ofcom revealed that more people than ever before are accessing the internet solely through mobile devices. Whilst many businesses may view this heightened mobile use as an opportunity to boost their mobile marketing strategies, many industry experts, including sales and marketing firm EQesque are warning businesses not to get carried away when it comes to mobile ready marketing. The East Croydon based firm believe that whilst smartphones may be the preferred device for 33% of people when it comes to surfing the web, the firm are urging businesses to change their perspective in order to avoid implementing a mobile first marketing approach and instead, look at how to integrate mobile into existing marketing strategies.

About EQesque: http://www.eqesque.com

EQesque believes that although businesses may be keen to capitalise on this growing trend, reacting too quickly to it could result in a devastating drop in the quality of service customers receive. EQesque are not the only professionals concerned by this however. Marketing Week also outlined the results of a recent study into how businesses are adapting to this increase in smartphone usage. The study also by Ofcom found that whilst 80% of the UK's leading brands currently have a mobile optimised website, 10% are running mobile campaigns on sites that aren't fully compatible or ready. This means that customers are likely to encounter a frustrating experience when interacting with brands through mobile devices, which could drastically impact brand loyalty and sales.

EQesque also believe that it's important to note that whilst mobile internet usage may be increasing quickly, the number of purchases made through these devices is not growing at anywhere near the same rate. As little as a quarter of UK purchases are made using mobile devices, and investing heavily in a mobile first approach isn't expected to raise this figure that significantly. EQesque believes this is because it can be difficult to personalise the online experience to the degree that consumers have come to expect, and that, due to worries surrounding security and data costs, consumers consider mobile devices to be more suited to researching and accessing information about a brand when deciding whether to purchase.

EQesque are confident that in order to survive in the current market businesses need to take a step back from technological advancements and focus on delivering a more personalised service. The firm's identity is built around the importance of emotional intelligence in marketing and the firm believe that it's vital for marketers to use emotional information to guide thinking and behaviour. The firm thinks the best way of doing this is to meet with consumers face-to-face, so that they can tune into their customers' needs. EQesque believe that in order to provide a better service to customers, brands could greatly benefit from a combined approach, in which consumers are free to research brands online, but have direct access to dedicated sales reps who can help them find the right product or service. The firm have seen first-hand through their work that this leads to better relationships between brands and consumers and help customers make more informed and confident purchase decisions.

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