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# THE RISE OF MOBILE OPTIMIZATION IN 2023



## MARKETING TIPS

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Mobile optimization is a set of techniques and strategies for adjusting your website or app for use across devices. Businesses need to put careful thought and consideration into it. Mobile optimization isn't as straightforward as it sounds because devices are constantly changing and evolving.

Optimization involves adjusting the presentation of your interface to smoothly rotate through various screen sizes, from a large display on the television down to a phone or even a watch. Adjusting the location of images, balancing content, and optimizing your site for different devices is complicated. Let's look at some of the trends we'll see moving forward.

**Video Content:** Video is one of the fastest-growing uses for mobile devices, and it's getting harder to predict. While YouTube focuses on landscape videos, apps like Instagram and TikTok use portrait views. As a marketing strategy,

optimizing video content for mobile helps boost engagement, drive traffic, and improve your SEO.

**Sponsored Content:** Sponsored content is essential if you want to create a smooth customer experience. Creating compelling headlines, calls-to-action, and rotating through multiple ad variations creates a seamless user experience.

**Location-Targeted Ads:** Location-based ads target specific ads to the user based on their location. The device, typically a phone, tracks the user's location and triggers advertisements when they enter a specific area, like shopping malls or recreation centers.

**Intelligent Chatbots:** Intelligent chatbots use AI and natural language processing (NLP) to communicate. They're designed to simulate human conversations and can handle more requests than conventional ones.

**Mobile Optimization with beMarketing:** Mobile optimization should be essential in your marketing strategy. At beMarketing, our expert web designers and developers stay up-to-date on the latest trends to keep your company ahead of the competition. Call us at 484.261.1149 to learn more.



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