

Mediarun Advises Tailoring for Mobile Retail

Increase in mobile browsing takes retail fashion by surprise

London, 12 November 2010, response marketing company, [Mediarun](#), is announcing its strategy for retailers to benefit from the growth of the mobile web, as browsing via mobile devices grew by 148% worldwide last year. For retailers, this represents an opportunity to connect with customers, not least because the new generation of handheld devices, led by the iPhone, has dramatically improved the quality of web browsing.

Many major UK retailers and brands are yet to embrace mobile ecommerce and premium brands, such as Burberry and Conran have still not even developed a basic mobile-friendly site. John Lewis & ASOS have created a sub domain (m.domain) as their initial mobile offering. TopShop however, ever at the forefront of retailing, has on the face of it, developed a good, mobile-friendly site on the subdomain mobile.topshop.com. And yet, errors in implementation seem to have prevented the site resolving automatically when viewed on an iPhone (Safari) browser. It is this type of poor user experience that can prevent consumers from successful mobile browsing and purchasing.

Alex Wares explains "mobile search has exploded over the last year and will continue to grow. Unfortunately many ecommerce sites haven't really kept up with the demands of mobile users, who want to receive information quickly and efficiently". He continues, "for ecommerce sites this is particularly important as the trend for buying via your mobile is set to increase, but only if fashion retailers make it easy for their customers to do so".

[John Smedley](#) is an example of a brand which has just launched a solid user friendly mobile site. The company's site resolves automatically, presenting the user with a site layout which fits the mobile device they are using. In a tailored version of the large screen site, the user is then presented with two options; menswear and womenswear, after which the key product categories appear in an easy to use fashion. The launch of this site is part of an ongoing commitment to online marketing innovation from the brand.

Mediarun recognises that users want something different from a mobile site; a honed, tailored version of the more extensive website accessed from a large screen. The company has identified the key things to keep in mind when developing a mobile site:

- ❖ Consider it as a separate entity from your large screen site
- ❖ Provide as much of your main website content as possible, but ensure that the site information is presented in an easy to use/click navigation.
- ❖ Ensure the mobile strategy is future-proof and leaves scope for development of mobile search.
- ❖ Understand your mobile consumers and the browsers/handsets they will be viewing from (have you catered for all?)
- ❖ Ensure you maintain a robust click to payment process

Alex Wares concludes "tailoring your mobile retail offering is about reducing frustration and creating a mobile-friendly site which takes advantage of the new browser quality available and ultimately converts customers"

Notes to Editors

For further media information please contact

Kate Warwick, PR Savvy
Tel; + 44 (0)78 1069 7282
Email: kate.warwick@prsavvy.co.uk

About Mediarun - www.mediarunsearch.co.uk

Mediarun helps companies find customers online by focusing on enhancing online visibility, generating leads and improving revenues. Based in central London the company specialises in performance Search Engine Optimisation (SEO), Pay Per Click (PPC) management, Social Media Optimisation (SMO), Mobile marketing, website optimisation and design related services.

With the rise of social media, visibility is no longer just about appearing at the top of a search page. Mediarun consultants can advise on the content and appearance of your website, to encourage users to stay and spend. We can also advise on tools, such as blogging, provide an online PR campaign or reputation management service.

Mediarun is committed to combining technical expertise with an innovative approach to deliver high returns on investment for businesses in UK and Europe. Mediarun understands its clients need to find customers online and ensure that for any marketing spend the company is able to deliver a healthy and quantifiable return.