



Maximizing Customer Retention

for Marketing Wizards

How *Advanced* Responsive Web Design can
up your marketing and sales game

Recently we've seen design and technology rapidly change the way we engage with consumers.

With these advancements and increased viewing accessibility, customers are browsing the web now more than ever. This creates new opportunities to enhance their experience and expand your reach.

This eBook outlines statistics, voices, and case studies that show you how *Advanced* Responsive Web Design can help you take customer retention to the next level.

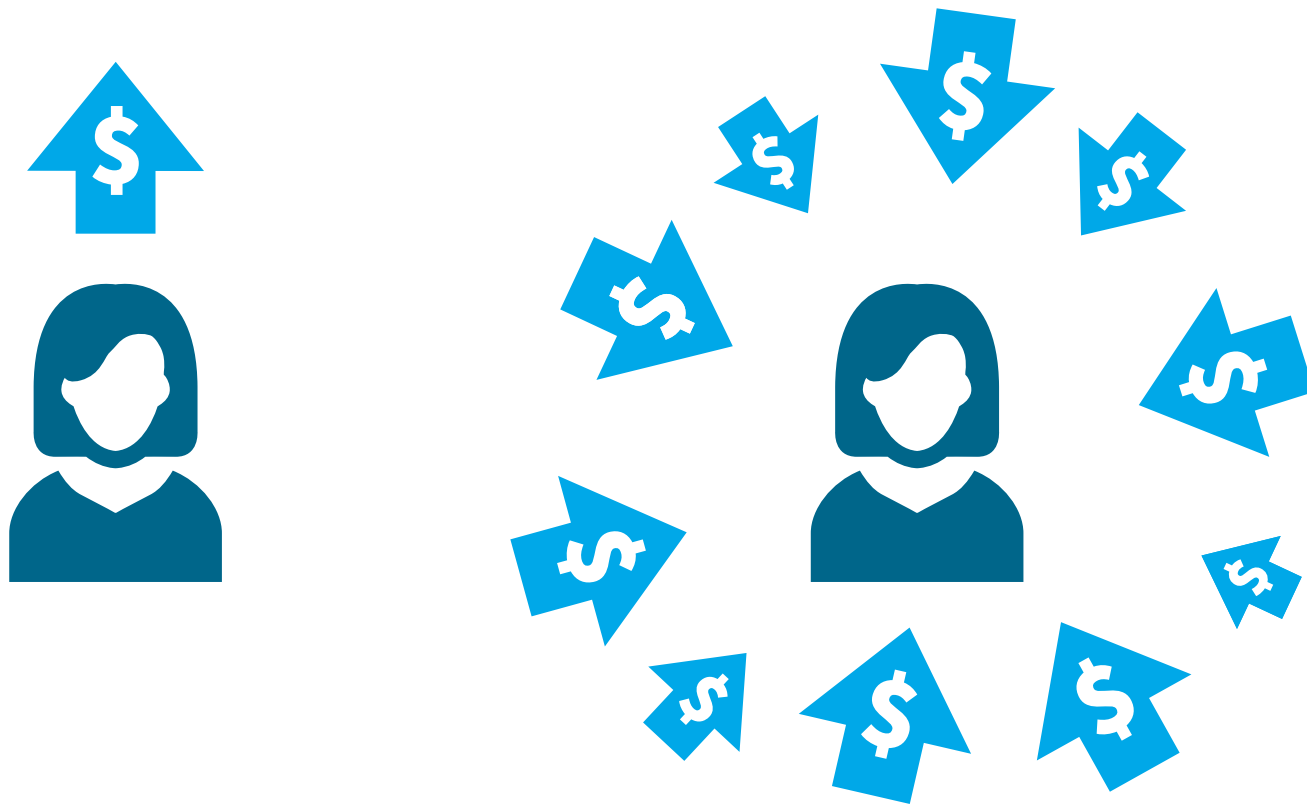


Edmund Zaloga

Edmund Zaloga
Founder of Responsify

Did you know?

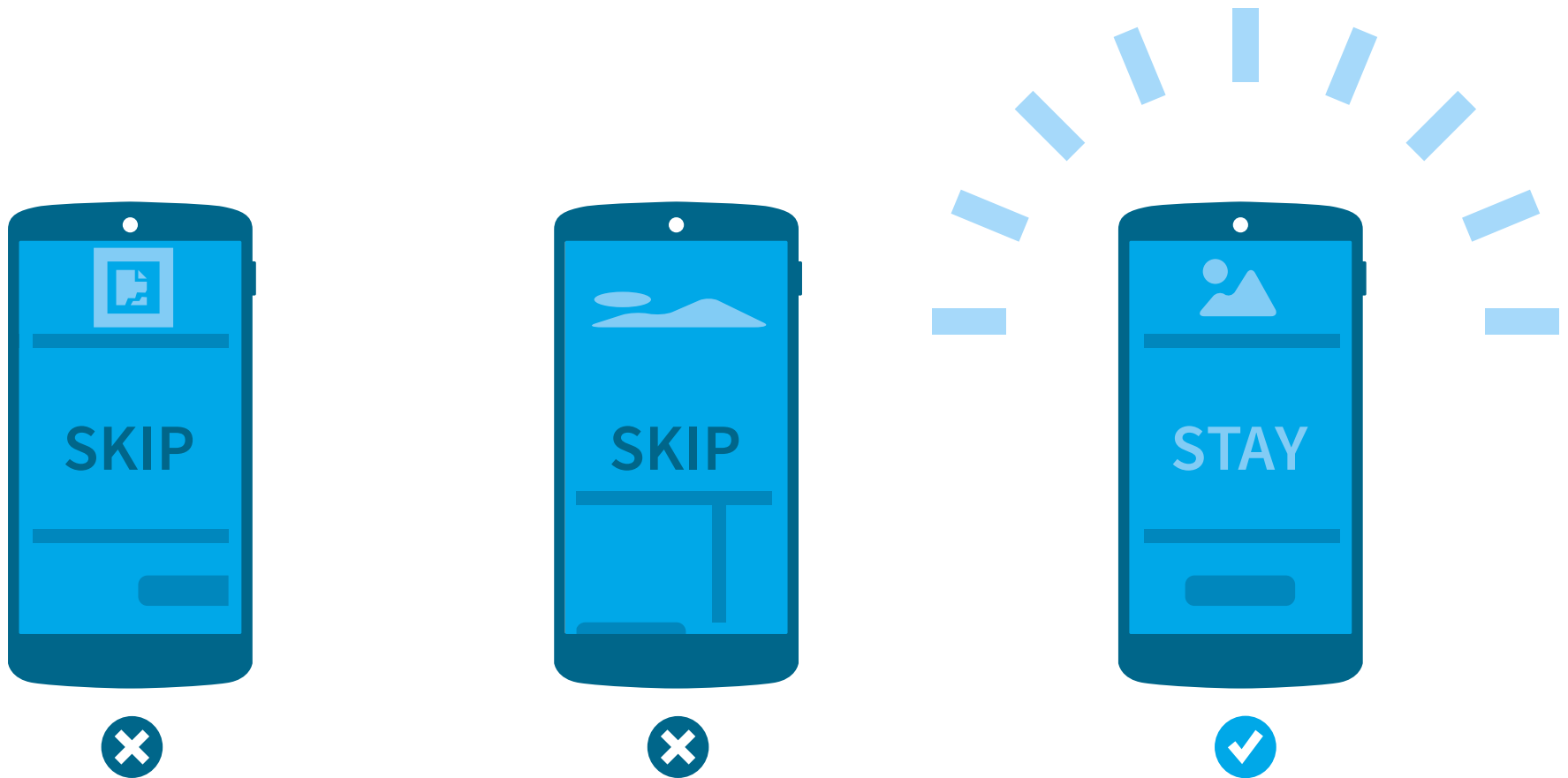
It costs 10 times more to acquire a new customer than it takes to upsell a current one...



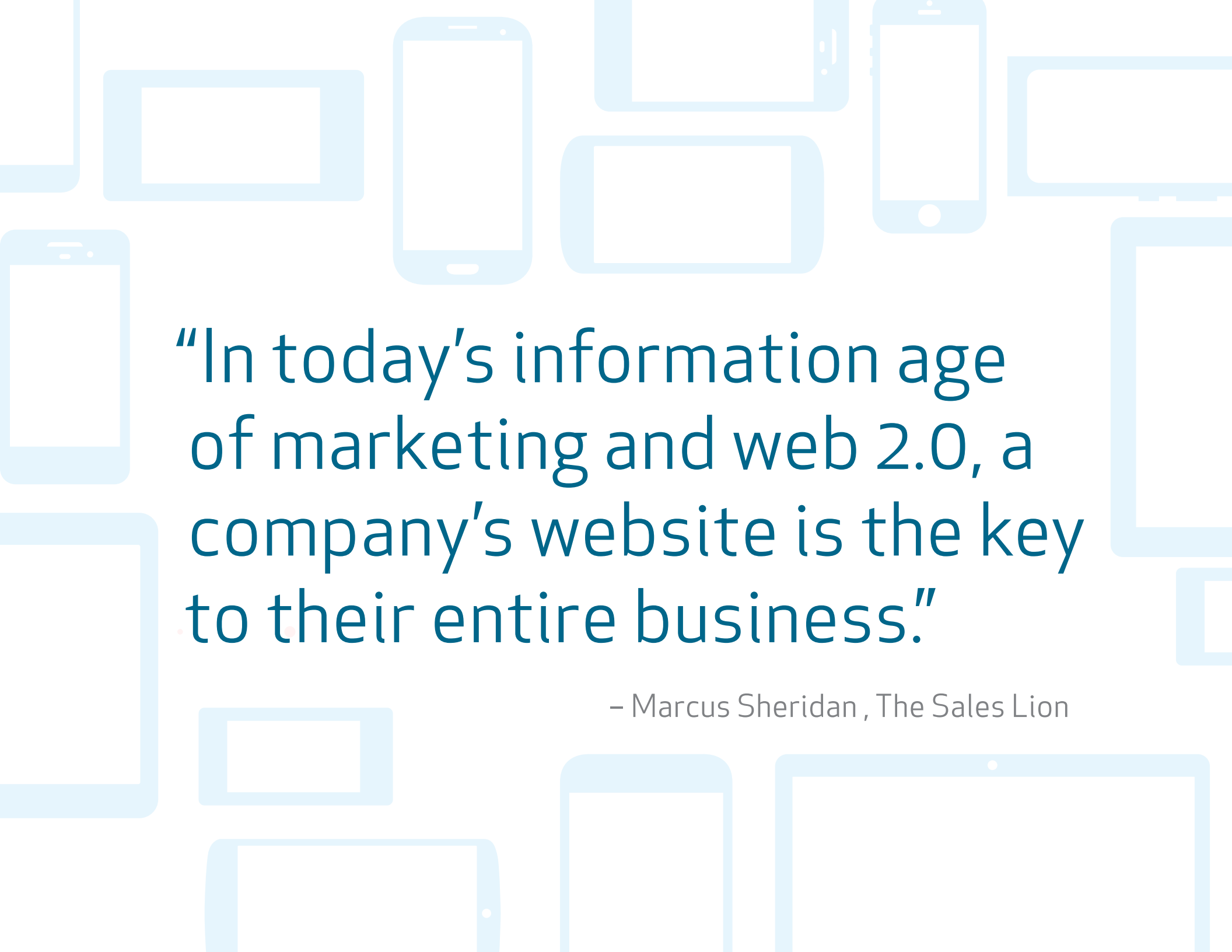
Phelps, Stan. "Five Customer-Centric Marketing Lessons from Apple to Zappos." Forbes. Forbes Magazine, 18 Aug. 2014. Web. <http://www.forbes.com/sites/stanphelps/2014/08/18/five-customer-centric-marketing-lessons-from-apple-to-zappos/>

Did you know?

...and 79% of people who don't like what they find on a mobile site won't come back.



Google, What Users Want Most from Mobile Sites Today (2012). Retrieved from <https://www.thinkwithgoogle.com/research-studies/what-users-want-most-from-mobile-sites-today.html>



“In today’s information age of marketing and web 2.0, a company’s website is the key to their entire business.”

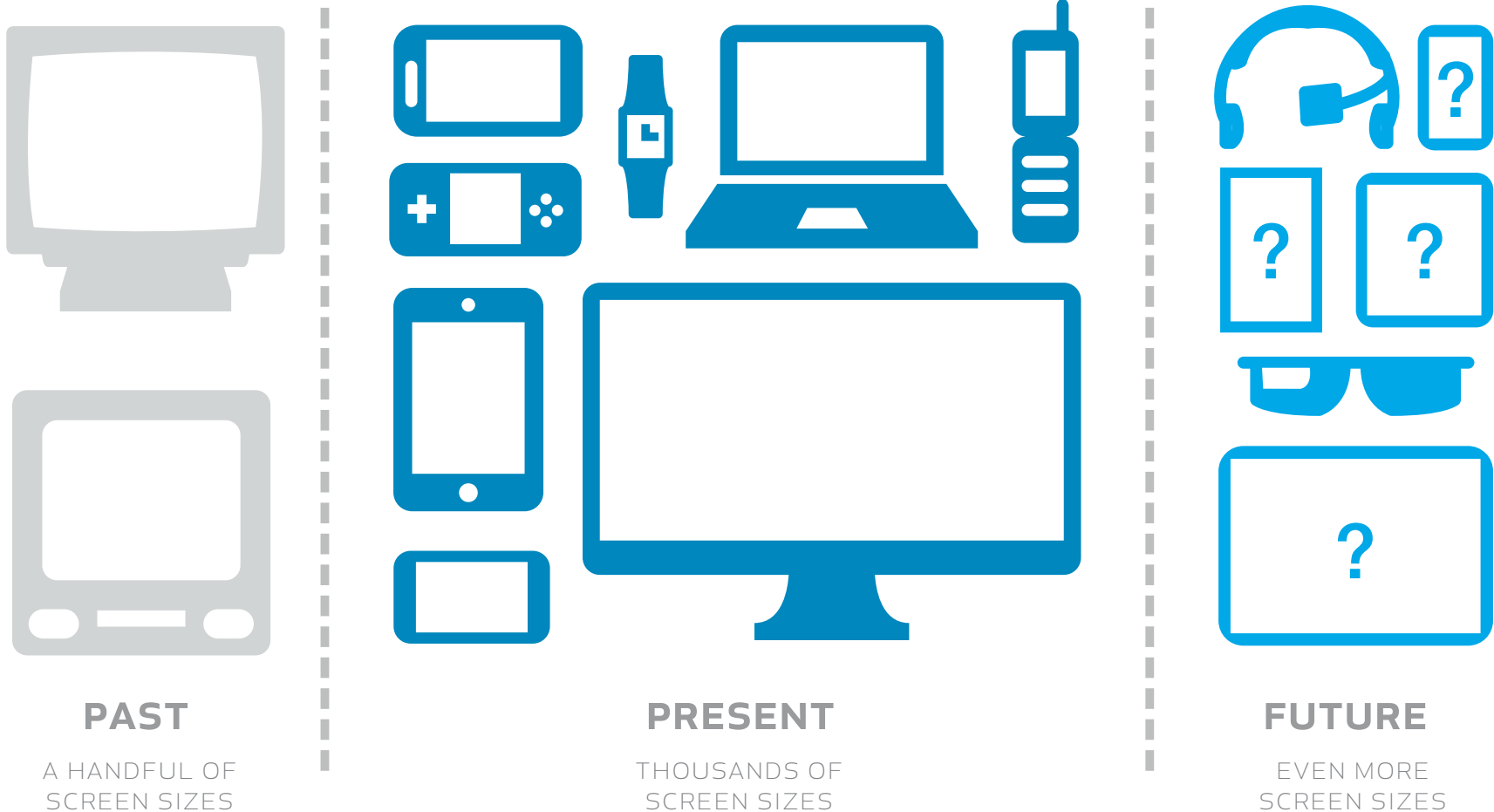
– Marcus Sheridan, The Sales Lion

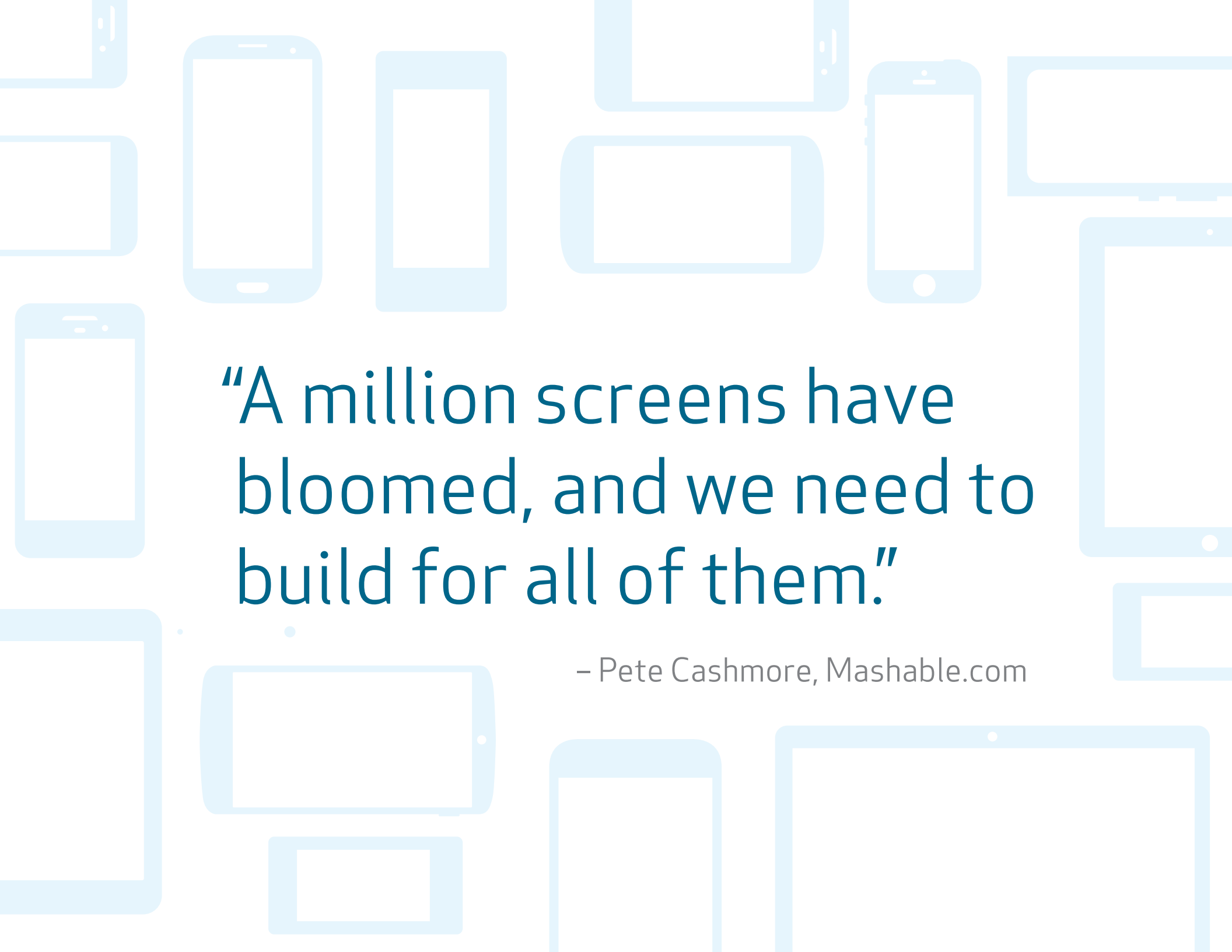
“The number of ‘mobile only’ internet users is expected to increase 56 fold over the next 5 years.”

– Al Gore, excerpt from *The Future*



The types of web-enabled devices are expanding



The background features a repeating pattern of light blue outlines representing various mobile devices, including smartphones and tablets, scattered across the white background.

“A million screens have bloomed, and we need to build for all of them.”

– Pete Cashmore, Mashable.com

Responsive Web Design addresses the need to engage customers across the sea of diverse screen sizes, as the number of web sites responding to this call to action increases by the day.



12% of the internet is now using basic responsive web design.

Podjarny, Guy. "RWD Ratio in Top 100,000 Websites - Refined." Web log post. Guy's Pod. N.p., 19 Apr. 2014. Web. <<http://www.guypo.com/rwd-ratio-in-top-100000-websites-refined/>>.

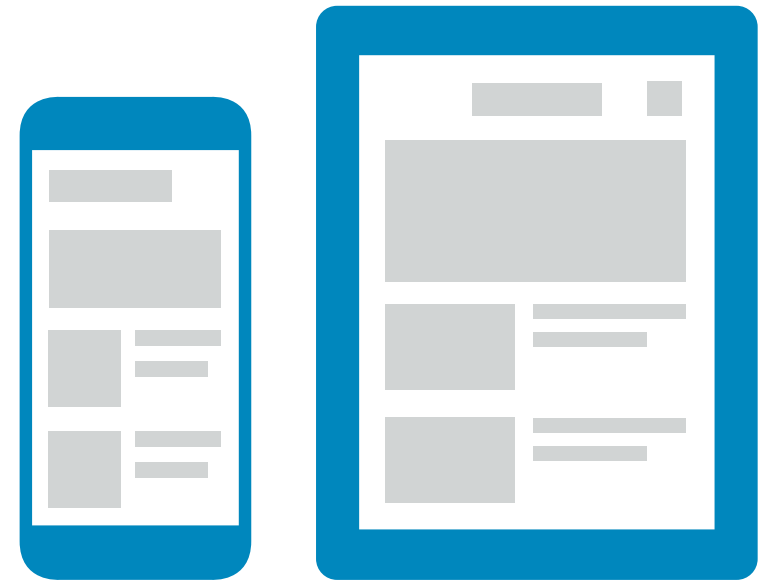


Advanced Responsive Web Design
is the next step in extending your
customer reach and staying ahead
of your competition.

What's Advanced Responsive Web Design?

Basic Responsive Web Design is typically limited to only 3 fixed layouts that do not adapt to the full spectrum of screens gracefully.

Advanced Responsive Web Design is custom-tailored to beautifully display your content across the *full spectrum of screens*.



Why *Advanced* Responsive Web Design?

Maximum screen and device optimization allows for a more enjoyable and effective customer viewing experience

BASIC



ADVANCED



Advanced Responsive Web Design is made with

EXPERT DESIGN + DEVELOPMENT

HTML



+

CSS

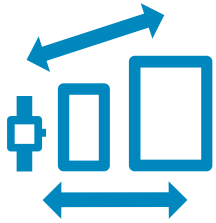


JS



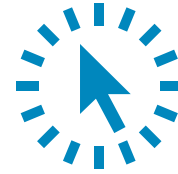
As all major web browsers increase their adoption of the latest standards of web languages (HTML5, CSS3, Javascript) so does the ability to design and build websites and web apps that adapt their visual layouts to a broader range of devices and screens.

The Key Advantages



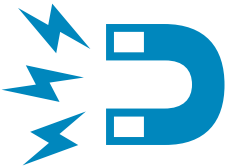
Increases Customer Reach

Expand the potential to reach more of your targeted audiences with adaptive layouts



Increases Click Rate

With improved legibility and design, responsive websites guide your leads and enhance click rates for all of your calls to action



Increases Organic Leads

Optimized and responsive site content increases results and yields more organic leads



Increases Subscribers

Increased click rate from responsive web design also increases subscribers to your marketing email lists



Increases Conversions

Include your entire audience with responsive web design to increase your overall conversions



Improves Experience

Providing consistency for your customers on your website improves their overall customer experience with your brand

* Advantages based on well executed responsive websites and apps



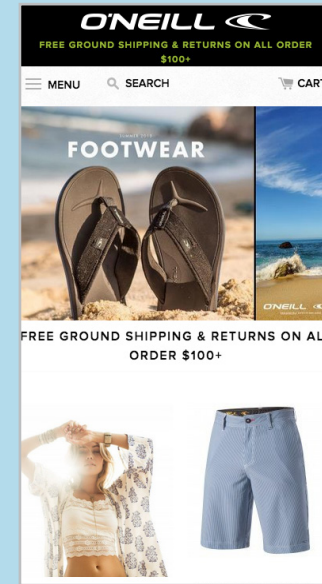
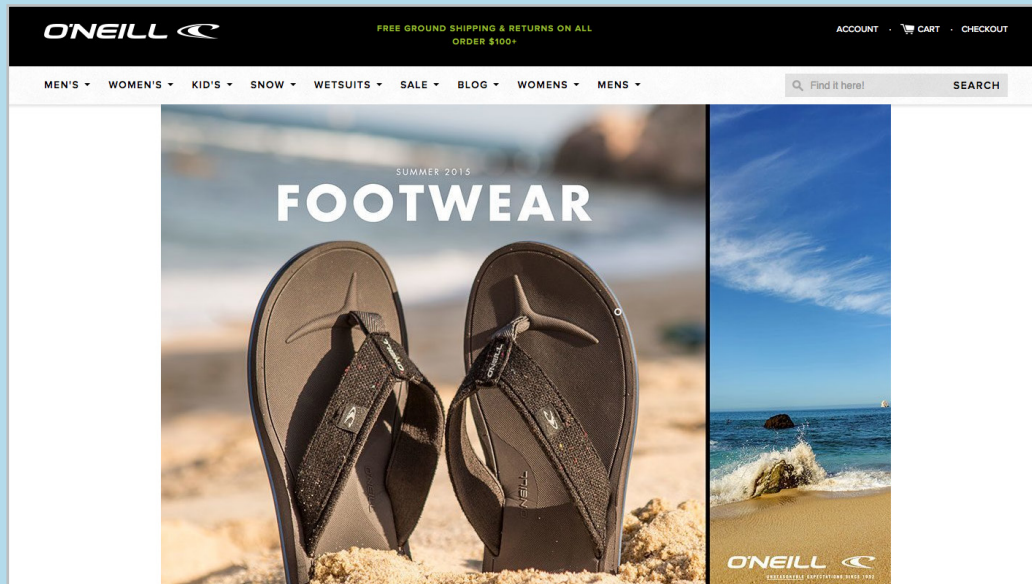
Case Studies

3 Responsive Website Marketing
Success Stories



Responsive and Mobile-Friendly Web Design

O'neil increased sales transactions by 333.33%



Realizing that they should be capitalizing on their mobile customer base, surfing apparel brand O'Neill adapted their website to be responsive and mobile-friendly. Text columns were reduced and font sizes were increased to enhance mobile legibility. Tap areas were increased to guide users to their products.

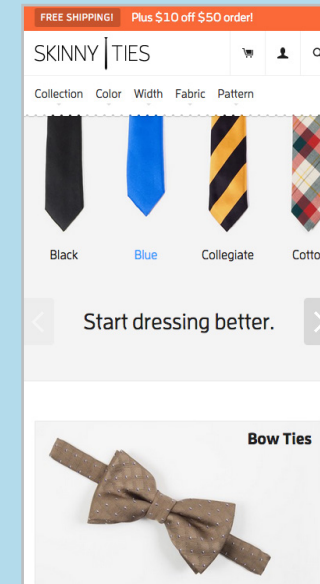
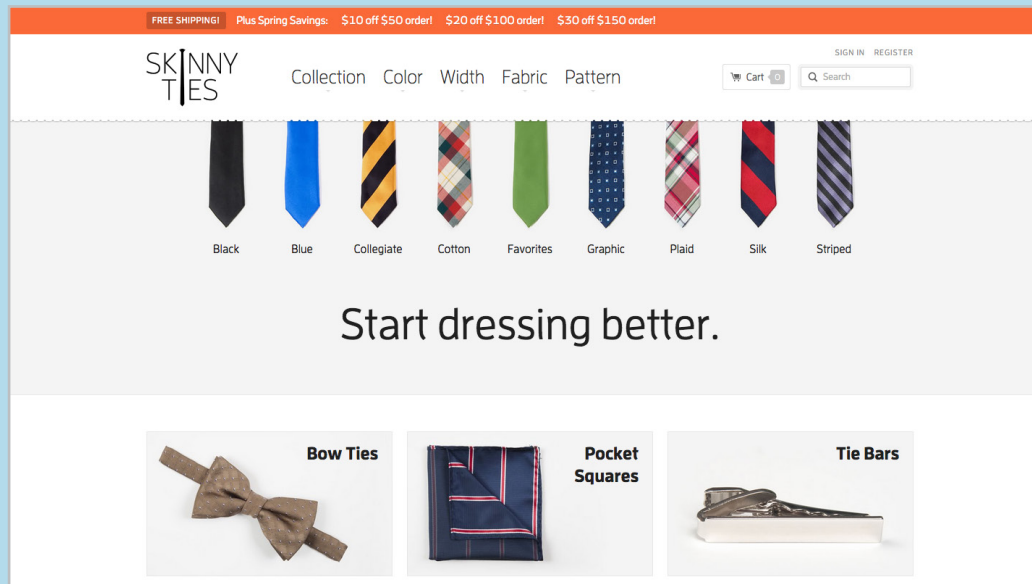
Electric Pulp. "You Like Apples?" Web log post. Electric Pulp Blog. Web.
<<http://electricpulp.com/notes/you-like-apples/>>

- ✓ Conversion rates increased by 407%
- ✓ Revenue increased by a whopping 591.42%.



Responsive and Mobile-Friendly Web Design

Skinny Ties reduced bounce rate by 23.32%



Wanting to carry their brand forward, tie accessory designers at Skinny Ties re-launched their website with their mobile customers in mind. The redesign emphasized touch and click usage as well as a streamlined compact interface that would enhance a customer's virtual experience.

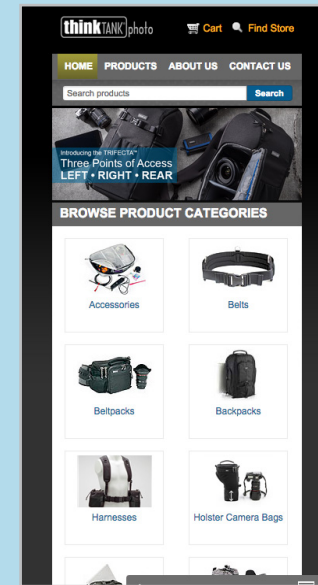
- ✓ Conversion rate increased by 13.6%.
- ✓ Site visit duration extended by 44.6%.

Gravity Department. "Skinny Ties and Responsive eCommerce" Web log post. Gravity Department Blog. N.p., 24 Oct. 2012. Web. <<http://gravitydept.com/blog/skinny-ties-and-responsive-ecommerce>>



Responsive and Mobile-Friendly Web Design

Think Tank Photo increased mobile views by 224%



Upon learning that their primary customer base of photographers works primarily outdoors and on the move, photography equipment experts Think Tank Photo adapted their website to fill the needs of their core consumers.

- ✓ Mobile transactions increased by 96%.
- ✓ Black Friday revenues increased by 188%.

Blast Advanced Media. Case study. Web.
<<http://www.blastam.com/assets/pdf/blast-thinktankphoto-responsive-casestudy.pdf>>

Key Takeaways



Mobile browsing has surpassed desktop and there are an increasing number of mobile devices being used



Common basic responsive templates are not truly fluid and adaptable to the growing range of screen sizes



Advanced Responsive Web Design creates flexibility and compatibility between all devices



Advanced Responsive Web Design helps maximize customer retention by making websites engaging and accessible

A graphic of a 'Responsive Web Design ScoreCard'. It features a blue header with the title, a white body with horizontal bars representing data, and a grey sidebar with a grid of nine circles and a search bar at the bottom.

Responsive Web Design ScoreCard

Score your website and
discover your next steps to
retain more customers

[Get a free ScoreCard](#)

Are you ready to take advantage of
Advanced Responsive Web Design for your website?

Let's discuss the potential your website has to maximize your customer reach

[Request a free assessment](#)