



Mobile Influence: The New Power of the Consumer

Chuck Martin

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The explosion of mobile access across the globe has shaken the foundations of the traditional sales funnel, and businesses are scrambling to adapt and find new ways to tap into the market. For all their effort, many have failed to realize that the issue is not how to reach the customer where they are, but where they are going and their mindset at the moment. With the staggering growth in the use of mobile technology as both product research and purchase point, businesses have yet to fully understand the important role mobile devices play in the basic structure of the traditional shopping model and the new importance on linking behavior with location. With the death of the traditional sales funnel comes author Chuck Martin's new model, the Mobile Shopping Life Cycle. Based on the author's in-depth research, Martin has identified the six specific moments in the timeline of the sale which marketers must target effectively in order to reach the mobile buyer. From location-based marketing to mobile payment systems, Martin's model gives marketers access to the tools necessary to build a new sales framework that properly addresses the future of the market.

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