



the gator monthly

from the desk of Justin Boyd

♣ February 13, 2011 ♣

Solutions for the Southwest Florida Small Business Owner

The Gator Monthly is your monthly newsletter from Gator Creative with the intent of keeping small businesses in Southwest Florida up-to-date with emerging technologies and the latest business concepts.

Upcoming Events

Small Business Websites

2/15/11: 9:00am to 12:00pm
Venice Chamber of Commerce
Conference Room B

Social Networking

3/1/11: 9:00am to 12:00pm
Venice Chamber of Commerce
Conference Room C

Network Security

3/10/11: 9:00am to 12:00pm
Venice Chamber of Commerce
Conference Room A

Microsoft Services

4/1/11: 3:00pm to 5:00pm
Sarasota Chamber of Commerce
Conference Room 3

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Welcome to the Gator Monthly

Our first monthly newsletter

The Gator Monthly will be released on the 1st of every month and feature articles related to business and technology as it pertains to small businesses in Southwest Florida.

The Gator Monthly will focus primarily on trends, including:

- Social marketing trends
- Mobile trends
- Consumer trends
- and much more...

The Gator Monthly is a free digital publication available to anyone with an e-mail address who signs up at our website.

29% of customers in your store who have a smartphone are checking your competitor's prices.

Mobile Retailing

Growing trend for smartphone users.

A recent survey from InsightExpress released on December 6, 2010 shows a growing trend among smartphone users to turn to their smartphones when shopping at your store.

Smartphone Usage

■ % of respondents



This means that 29% of customers in your store who have a smartphone are checking your competitor's prices, 23% are looking up product reviews and 22% are looking for a sale.

In addition to the importance of your company's pricing, the report shows the demand users have in regards to

mobile retailing:

- mobile-compliant website
- (mobile) product reviews
- (mobile) coupons

Contact Gator Creative today to learn how we can help your company create or expand your mobile retail operation.