



## Article Side

Digital Marketing in Trinidad and Tobago Focus: the Rise of the Tablet by  
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Marketing Profs cites a Walker Sands report showing that website traffic generated via mobile device more than doubled last quarter. The iPad saw the second largest increase after Android phones. Much like the surge in mobile use, digital marketing Trinidad and Tobago should focus on how this device is not only different from mobile phones, but still quite different from desktop.

Tablet users may find that smart phone content is too simple, yet the inability to navigate with a mouse makes desktop oriented sites too complicated. The activities tablets are being used for deserves attention as well. According to a study by IBM Benchmark, users were twice as likely to complete a purchase on the device as its mobile cousin, the smart phone.

That being said, let's take a look at how to customize your storefront for optimal accessibility on a tablet. While tablets have larger, easier to read screens than a smart phone, the "hands-on" experience proves challenging.

PC users can easily select items and navigate your web page with the click of a mouse, but tablet users may find it more difficult. The tapping and swiping required to accomplish tasks on a tablet can make one feel "fumble-fingered" when trying to make precise moves. Make certain you tailor your page with larger buttons so users don't wind up on the wrong screen when making their selection. Test your page to be sure it's easy to use.

The iPad doesn't support Adobe Flash, so if your site relies on that tool, you'll need to find an alternative for your tablet storefront.

As the statistics from IBM reflect, more people sitting down with a tablet are ready to buy. Make the process from browsing to buying a simple one. The faster and easier the steps, the higher the likelihood users will stay with it, and complete the sale.

Gartner predicts an "explosion" in tablet sales over the next several years, with iPads being the industry leader. So now is the time to be certain your business is tablet ready, and that your digital marketing in Trinidad and Tobago is honed in on the device.

Do you have a tablet? What are you most likely to use it for?

For more on how digital marketing can help your business, contact customer communication Trinidad & Tobago today.

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