

## Case Study: snowboards.mobi

*"My site allows snowboarders to access fresh information and resources whilst on the slopes using their cell phone or tablet!"*

*Nigel Ankin - Founder, snowboards.mobi*

<http://www.snowboards.mobi>



### ▶ About snowboards.mobi

Snowboards.mobi is a mobile website dedicated to snowboarding. The site allows visitors to access useful snowboarding information, news and other resources. Visitors to the site can view snowboarding video clips and find the latest snowfall and weather conditions in their area by use of an RSS feed. The site also informs snowboarders of the latest deals and news in the snowboard world.

### ▶ The Challenge

Nigel Ankin, founder of snowboards.mobi, explains the idea behind the mobile site: "Ski resorts are usually in remote locations, sometimes with limited or no internet access. Even where there is internet access at a resort, everybody's out on the slopes having fun. My site allows snowboarders to access fresh information and resources whilst on the slopes using their cell phone or tablet."

More and more people just like Nigel are beginning to understand that the Mobile Web can provide solutions to everyday problems. Nigel built this dedicated snowboarding site using goMobi, the mobile website builder from dotMobi.

### ▶ The goMobi Solution

goMobi gives business owners a fast, easy, and cost-effective way to launch a complete mobile website in just minutes. goMobi's user-friendly interface allows businesses to easily add a range of mobile-friendly features to their mobile site without any need for technical knowledge. A goMobi site allows customers to click to call, make reservations, redeem coupons, share content via social networking tools and much more. goMobi sites work on over 6000 devices from basic feature phones to advanced smartphones.

## ▶ Results

Since its inception, snowboarders have found snowboards.mobi to be an extremely useful resource. By publicizing the site through social media channels, thanks to goMobi's social media integration tools, Nigel's mobile website now has a loyal following amongst snow sports enthusiasts.

Many snowboarders across the globe are accessing the resource and thanking Nigel for the work that he has put into the site by using the "Leave a message" tool. "In general all of the messages have been very supportive" says Nigel... "snowboarders really appreciate this site as it makes their lives much easier".

Essentially Nigel has developed a lifestyle site around his hobby - snowboarding. He is in effect building a community around himself and his mobile site. The site's purpose does not stop at this though - Nigel is a mobile web developer, and this goMobi site acts as the perfect solution for Nigel to cross-sell his services to his loyal snowboarding community. This is achieved by prominently linking snowboards.mobi to his mobile development website.

There are endless other ways in which Nigel can monetize snowboards.mobi. goMobi allows the user to generate revenue through their site by supporting pay per click advertisements. Now that traffic to his site has increased, Nigel has connected his site to his Amazon shop where he sells snowboarding equipment and apparel.

Similarly goMobi can integrate with major payment processors such as Google checkout - so mobile website owners like Nigel can easily offer product for sale on their sites.

## Learn More:

<http://www.gomobi.info/>

