

# News Release from Informed Choice

## Informed Choice goes mobile

**Date:** 6<sup>th</sup> December 2011

Informed Choice, the award-winning firm of Chartered Financial Planners, has scored another retail financial service first with the launch of their new mobile website.

The website has been specifically designed for use on smartphone mobile browsers, enabling users to access information from Informed Choice whilst on the move.

It also includes location-based technology, using the GPS feature included on modern smartphones combined with SMS messaging to help users locate their nearest Financial Planner.

Informed Choice managing director Martin Bamford commented:

“Around 15% of all web traffic is now mobile, with at least half of adults using smartphones and tablet computers. We expect the use of mobile browsers to continue growing rapidly over the next few years making it essential for IFA firms to have a mobile optimised website.

“We didn’t want to limit our market to the users of one smartphone brand by developing an app, so a mobile website was the logical choice. In addition to location based searches, it will also give us the ability to use text in marketing and QR codes for future campaigns.”

Informed Choice has worked with Intelligent Mobile to develop and launch their new mobile site.

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Intelligent Mobile sales & marketing director Ian Laverty said:

“We are delighted to be working with Informed Choice to bring mobile marketing services to retail financial services.

“Informed Choice is well known for being an innovative company and is quick to adopt new technologies in their business.

“Working with the team, we have been able to develop a package of mobile marketing services that will help them to attract new clients and provide better channels of communications with existing customers.”

## **Notes for editors**

The new mobile website can be found by pointing your smartphone browser to [m.icl-ifa.co.uk](http://m.icl-ifa.co.uk) or texting informed to 84840.

For more information, high resolution photos and screenshots of the new mobile website, please visit the media centre on our website at [www.icl-ifa.co.uk/resources/media-centre](http://www.icl-ifa.co.uk/resources/media-centre).

- Martin Bamford, Informed Choice, 01483 274566 or 07736 444319
- Ian Laverty, Intelligent Mobile, 0870 7607030 or 07939 160291