



# Yookos releases mobile website for non-smartphones

Yookos, one of Africa's innovative social media companies, has launched its mobile website that can be accessed via any handset globally.



The new mobile website - [m.yookos.com](https://m.yookos.com) - is a free social utility that completes and compliments the other exciting suite of mobile apps that were released recently by the company as a confirmation of commitment to its "mobile first" strategy.

By using the mobile website, both new and existing Yookos users will have access, on the go, to great social networking features including status updates, uploading and sharing of pictures and videos, groups, creating and participating in discussions as well as keeping up to date with what is happening in the world around them. Users will also be able to spice up their lives by meeting online new friends from all over the world.

## An intuitive interface

The mobile website has an intuitive interface that makes it easy for users to navigate from one social feature to another seamlessly.

"The mobile website represents our strategy of ensuring that the Yookos platform is accessible to everyone who wants to enjoy our services irrespective of the type of phone they own. Being cognisant of the reality that the feature phone is the most dominant internet access platform in our major market, Africa, we are convinced that our latest offering is the ultimate solution." says Tomisin Fashina, Yookos' CEO.

With social networking now being the most dominant online activity, the Yookos mobile website is set to make it easier for the previously excluded market segment to also enjoy the benefits of a networked world.

"It is equally imperative for businesses to recognise and leverage the seismic shifts in marketing that have been brought about by mobile social networking. Brands stand to benefit immensely by associating with social platforms such as ours as they can enjoy access to a much wider consumer base in a personalised way", remarked Fashina.