

\$47

Brief #3



# MINUTE MARKETER

## How to Use Mobile for B2B Marketing

11 Quick Tactics for Taking Your  
Marketing Strategy Mobile

# 30-Minute Marketer: How to Use Mobile for B2B Marketing

11 Quick Tactics for Taking Your Marketing Strategy Mobile

*Author* – **Bobbi Dempsey, Editor, 30-Minute Marketer**

*Contributors*

**Adam T. Sutton, Senior Reporter**

**Sergio Balegno, Director of Research**

**Tony Doty, Senior Research Manager**

**Kaci Bower, Research Analyst**

*Editor* – **Daniel Burstein, Director of Editorial Content**

*Production Editor* – **Brad Bortone, Senior Copy Editor**



30-Minute Marketer: How to Use Mobile for  
B2B Marketing  
US \$47 / ISBN:978-1-936390-26-7  
Copyright © 2011 by MarketingSherpa LLC

All rights reserved. No part of this report may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, faxing, emailing, posting online, or by any information storage and retrieval system, without written permission from the Publisher.

To purchase additional copies of this report, please visit [www.sherpastore.com](http://www.sherpastore.com)

Bulk discounts are available for multiple copies. Please contact:

Customer Service

MarketingSherpa LLC

+1-877-895-1717 (outside US, call +401-247-7655) or email [service@sherpastore.com](mailto:service@sherpastore.com)

---

## TACTICS YOU CAN LEARN OVER LUNCH

Welcome to the *30-Minute Marketer* – a new offering from MarketingSherpa designed with you, the busy, time-strapped and (we're betting) stressed marketer in mind. We know you've got lots to do, and not a lot of time in which to do it. You need quick, simple tips that you can put into action right away.

In this report, we focus on using mobile for B2B marketing. We probably don't need to convince you about the importance of mobile. Most likely, you have a smartphone nearby (perhaps even right in your hand) at this very moment. For marketers, it's critical to consider the needs of mobile users. Especially since, according to the Nielsen Company, [smartphone users are projected to account for more than 50 percent of U.S. wireless subscribers by the end of the year.](#)

Many people spend more time on their smartphone or other mobile device, than they do on their computers. Plus, people who access sites on a mobile device are generally motivated to take action—they want to do something *now*. But they are also impatient, and if they can't find the information they need easily, they will quickly move somewhere else.

For every *30-Minute Marketer*, I scour the vast MECLABS library of marketing research, from MarketingSherpa case studies, to MarketingExperiments optimization tests, to MarketingSherpa benchmark reports, and edit all the research down into an actionable piece that helps you improve your marketing performance right now ... or, at least, by the time you're done with lunch. This special report contains tips from a variety of MarketingSherpa resources, including case studies, interviews and how-to guides.

We'll show you:

- Why user stats and usability are important to your strategy
- How to design an efficient and user-friendly mobile site
- Tips for keeping things simple
- Ways to optimize mobile content for search

We know you're in a hurry, so we won't make you wait any longer. Enjoy these tips on how to make mobile a valuable part of your B2B marketing strategy!

Enjoy,

Bobbi Dempsey  
Editor, *30-Minute Marketer*

---

### **Why Mobile?**

*Mobile is increasingly important to marketing because so many people are increasingly relying on mobile devices to get information, make purchasing decisions and take immediate actions.*

---

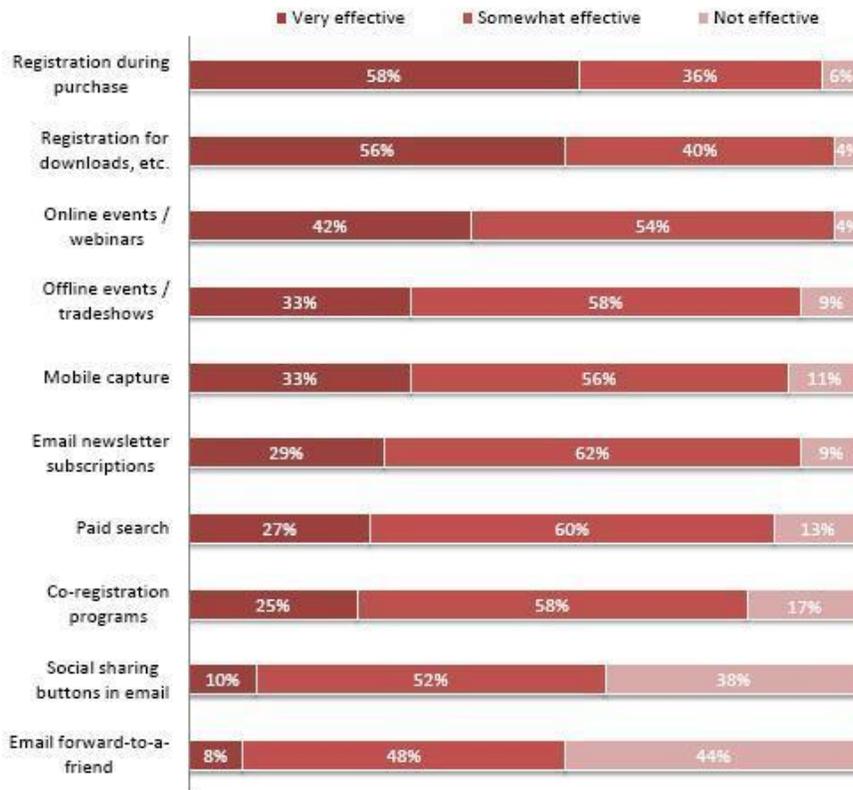
## HOW MARKETERS VIEW MOBILE

Before getting into the "how" of mobile marketing, we thought we'd share a few charts that illustrate the "why"—as in, why you should care about making your content mobile-friendly. Marketers are realizing that mobile is an increasingly important tactic for list growth, as demonstrated by the following charts from the [2011 MarketingSherpa Email Marketing Benchmark Report](#).

### THE EFFECTIVENESS OF LIST GROWTH TACTICS

*Q. Please indicate the level of effectiveness for each of the email list growth tactics your organization is using.*

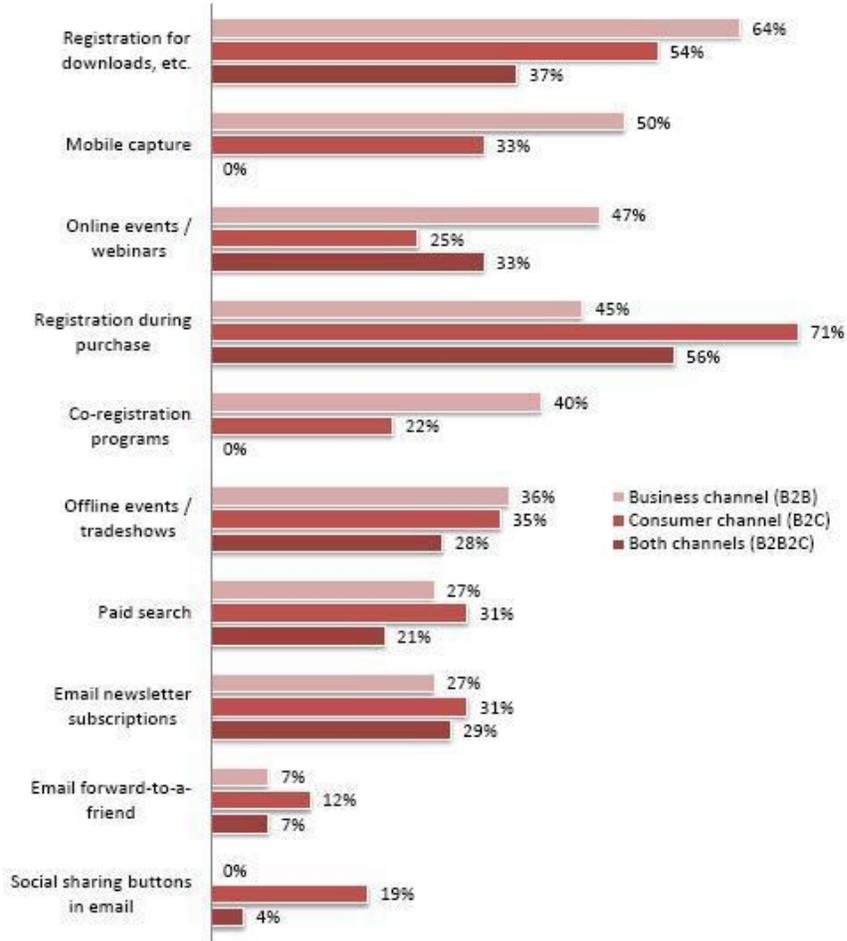
**Chart: Email list growth tactics - level of effectiveness**



Source: MarketingSherpa Email Marketing Benchmark Survey  
Methodology: Fielded Sep 2010, N=1,115

MarketingSherpa 2011 Email Marketing Benchmark Report

Chart: Email list growth tactics rated very effective, by primary channel

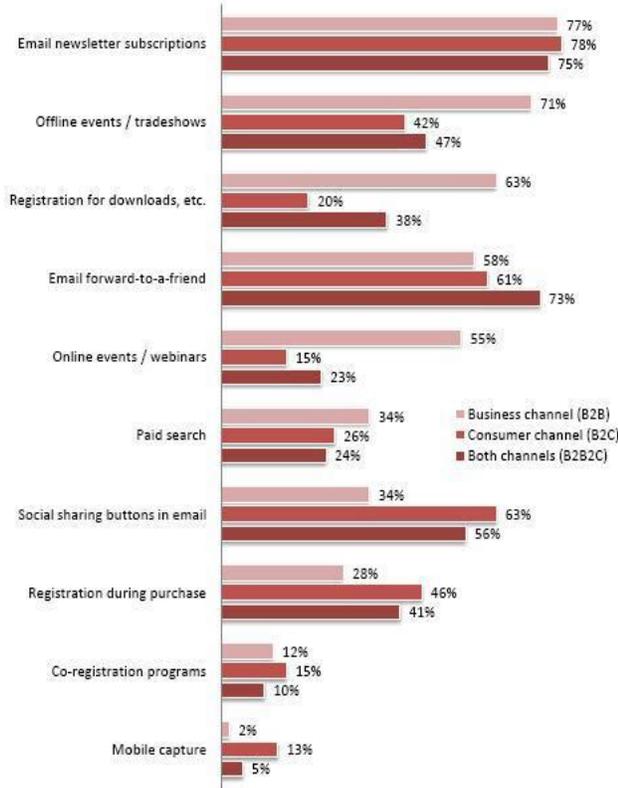


marketingsherpa © 2010 Source: MarketingSherpa Email Marketing Benchmark Survey Methodology: Fielded Sep 2010, N=1,115

Exactly half of B2B marketers considered mobile to be an effective tactic for email list growth. As even more companies create and enhance mobile content, this number will likely continue to increase.

MarketingSherpa 2011 Email Marketing Benchmark Report

Chart: Tactics used to drive email list growth, by primary channel



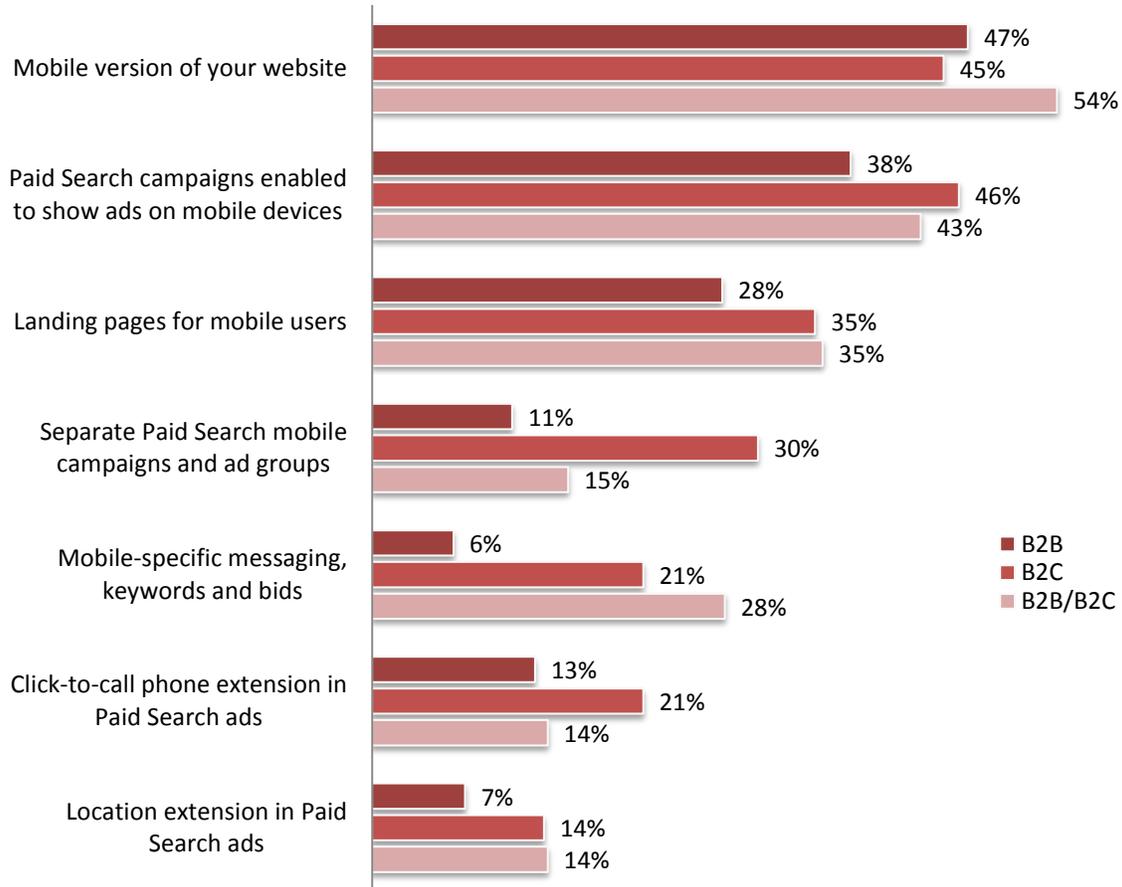
marketingsherpa © 2011 Source: MarketingSherpa Email Marketing Benchmark Survey Methodology: Fielded Sep 2010, N=1,115

While only a relatively small number of B2B marketers currently use mobile for email growth, this number seems likely to grow as more companies in this channel incorporate a mobile element into their online presence.

**HOW B2B MARKETERS ARE USING MOBILE FOR PPC**

This chart from the [MarketingSherpa 2012 Search Marketing Benchmark Report – PPC Edition](#) shows how mobile is being used for PPC by various channels.

**Use of mobile search tactics for PPC, by primary channel**



Source: ©2011 MarketingSherpa Search Marketing Benchmark Survey  
 Methodology: Fielded April 2011, N=1,530

B2B organizations are not actively employing mobile paid search tactics as much as B2C and B2B/B2C organizations. Some B2B organizations perceive that B2B buyers are office-based, and therefore not searching on mobile devices. However, in today’s “always-on” culture, and with the advent of the iPad and other search-friendly mobile devices, research and consideration activities can happen at all hours of the day.

One way for businesses to engage with a mobile audience is with click-to-call phone extensions. Mobile searchers often find it easier to call a business than visit a website. B2C companies make the most use of these, with 21 percent adding this option to PPC ads.

### TACTIC #1: FOCUS ON USABILITY

As explained in this [MarketingExperiments blog post](#) by Research Analyst Tony Doty, the primary thing you need to understand about mobile devices is the difference in usability:

- They have much less real estate
- Buttons are harder to click
- People will be zooming in to see any small features
- When a potential customer clicks on a box to enter text a good portion of the screen is covered by the keyboard

**TIP:** If your site is difficult to navigate or takes too long to load, visitors will quickly give up and leave. By carefully designing your site with visitors in mind, you can decrease your bounce rate.

### TACTIC #2: GATHER DATA ON YOUR AUDIENCE

Doty says it's important to gather and study data related to your site visitors, to get a good idea of your needs regarding mobile. Some key statistics to which you'll want to pay close attention include:

- How many visitors come from mobile devices?
- What is the mobile device of choice?
- What pages do users most frequently visit?
- What is the top content overall, and top content immediately preceding a successful call-to-action?

You can use your analytics platform to track these sorts of stats, along with other data that may be helpful in planning your mobile strategy.

### TACTIC #3: SEE HOW YOUR CURRENT PAGE LOOKS ON MOBILE PLATFORMS

Doty also recommends trying to see how your site looks on each of the common devices: iPhone, Android, Blackberry, etc. If you don't have each of these devices handy, there are some handy tools you can use to see how your website would actually look and behave on just about any mobile device.

Both Firefox and Safari offer easy ways to change your user agent, and see what your site would look like through other browsers. For Firefox, download [Chris Pederick's User Agent Switcher](#).

For Safari, just enable Developer Mode (Preferences, Advanced, check the "Show Develop" box) and select your user agent from the Develop menu. While this isn't a perfect representation of your site, once you shrink your browser window to the size of your mobile device it'll be a very close replica, offering you a good idea of how to get started.

This is going to help you answer some common questions you encounter while going mobile, such as:

- Is the website too cluttered?
- Is it easy to use?
- Are the buttons clickable with my big fingers?
- Is it easy to find the best and most relevant content?
- In the end ... is it good? Heck, is it even adequate?

#### **TACTIC #4: HAVE A WELL-PLANNED STRATEGY**

In recent MarketingSherpa how-to article "[Get Started in Mobile Marketing: 4 Insights to Guide Your Strategy](#)," Matthew Snyder, CEO and Founder, ADOjects, a mobile strategy consultancy and agency, warns against prematurely jumping into mobile before you've developed a detailed plan. Otherwise, you risk wasting time and money, and possibly damaging your brand.

Areas to consider:

##### ***- Overall marketing strategy***

Mobile devices are extremely personal. Owners carry them everywhere, and during all stages of the buying process. Given mobile's "constantly-connected" attributes, you must understand the impact of making mobile information available throughout your entire marketing strategy. Your team should know:

- Which specific goals you want to achieve
- How the tactic will help achieve those goals
- What possible negative impact it could have

##### ***- Usage cases for your audience***

Determine the ways in which your audience would, or already does, interact with your company on mobile devices. Put yourself in their shoes – how could they use a smartphone to learn more about you?

##### ***- Media buying and budget***

Your team also will have to consider where mobile marketing fits into its media budget and priorities. You will have to gauge investment and potential return while ensuring the overall media plan is capable of meeting its targets.

Some mobile channels are inexpensive to test. For example, your team could easily add a call-to-action to your traditional advertising, asking viewers to send you an SMS message or visit your mobile site. Others are more expensive, such as mobile applications, which can cost between \$20,000 and \$100,000 to develop a quality product, Snyder says.

#### **TACTIC #5: CONSIDER VISITORS' GOALS**

Most people use mobile devices to find specific information, unlike a typical desktop experience, where users may browse with no real goal in mind, or simply for the sake of entertainment. A good mobile website gives visitors the information they need to fulfill their goals. Before creating a site, your team should ask, "Why would someone visit our mobile site?"

Common user goals include:

- Finding a nearby location
- Finding company contact information
- Looking for deals and coupons
- Learning more about products

Understanding user intent will help you build a site that your audience will seek out. It will also help you pinpoint the most important things you need to include in your mobile site — which is important, because space is at a premium.

#### **TACTIC #6: BE CONSCIOUS OF LOAD TIMES**

Mobile networks and device technology often extend load times well beyond that of a desktop browsing experience. Your site has to load quickly enough to satisfy consumers, or they will likely leave and not return.

To help prevent slow loading, you should be selective with your images. Lots of images can cause the site's loading time to slow way down. Decreasing image size and quality might also be necessary to improve load times.

You should also be sure your developers code with speed in mind, and that servers responsible for sending your mobile content are running as efficiently as possible.

#### **TACTIC #7: PAY ATTENTION TO DESIGN DETAILS**

To keep visitors interested, you also want your mobile site to look as interesting and attractive as possible. Design considerations include:

- *Consider avoiding Flash*

The Flash platform provides a rich visual experience to users, but is incompatible with one of the most popular mobile operating systems, Apple's iOS, which powers the iPhone and iPad. Many experts suggest avoiding Flash for mobile.

- *Redirecting*

Most experts we interviewed suggested marketers redirect mobile visitors from their main websites to a mobile site with a "m.yourbrand.com" address. This ensures mobile visitors who use your main site's URL will arrive at your mobile experience. "A methodology that allows the user to use the existing website, and the existing search engines, goes a long way," says Skip Davis, Director, Development, DevelopmentNow.

However, B2B mobile marketing is a new and evolving area, and as a result, there are different opinions when it comes to certain tactics. Redirecting is one of those cases — some other experts warn against redirecting because it may slightly increase load times.

**TIP:** While your mobile site may not look quite as fancy as your main site, it should still convey your brand. You may need to be creative to work in brand elements within the space and format limitations.

- *Rendering*

There are many different mobile phones, with varying browsers and screen sizes, meaning your mobile site will likely render differently across devices. Your team must test to ensure your site appears correctly on all target devices. Some mobile developer platforms (used to create mobile websites) have emulating features to test a site's appearance across different browsers (see Tactic #3 for tips on how to review your mobile site in a computer-based Web browser). Other teams use mobile hardware to manually test their site's appearance.

**TACTIC #8: USE YOUR MOBILE SITE TO DRIVE TRAFFIC TO YOUR MAIN SITE**

As MarketingExperiments Research Analyst Tony Doty explains [on our blog](#), "When someone is using a mobile platform they're not usually looking for a full user experience [such as they would] find on the desktop. Typically, people are looking for very specific pieces of information on their phones. Historically, a very deep, in-depth sales process is not effective through a mobile platform, but that is always changing with updates to technology. As phone technology continues to advance, people are becoming increasingly likely to jump directly to the desktop version of the page."

Doty says your ultimate goal should be drive traffic back to your fully featured website, since that's where all the details and more specific content resides. Give them a teaser, and then encourage them to go back to the desktop version where they can set up their profile or do other activities.

"On a mobile device, it's really hard to punch in your email, password and user name, and change your preferences and settings; all of this is more easily done with keyboard and mouse for the majority of users. You really want your mobile site to be a jumping-off point – this is what we do, what we offer, this is the top-level stuff – but not get into 'nitty-gritty' on mobile," says Doty. "Drive that to desktop. Again, it's important to make it easy and obvious [for users] to view the desktop version on a mobile device."

**TACTIC #9. KNOW YOUR APPS**

Apps are an important part of mobile sites, and can be important for SEO purposes. The "big three" search providers – Google, Yahoo!, and MSN – also control the major mobile search engines. However, search engines are not the only mobile search tools that your current and potential customers are using.

Many downloadable mobile applications have search-based features that drive targeted traffic to specific types of content. The difference is that mobile apps are often niche-focused, in that they are intended for just one or a few types of searches, whereas search engines are broader.

You should know which mobile search apps are relevant to your industry, and which apps your customers are using. This will help you determine how to best work with both your content and application publishers, to pull more customers your way.

*- Where to find mobile apps*

Two significant places to look for your industry's mobile apps are the websites of major device manufacturers, such as BlackBerry and Apple, and the websites for phone operating systems, such as Android, Symbian and Windows. Keep an eye on these outlets, because developers add new apps seemingly every day.

*- How to engage application developers*

Once you identify a few relevant apps, scour their websites for information about how they index content for searches. Also, reach out to the developers and tell them that you have a valuable product that you want to rank well in their application. Ask how you can best integrate your site with their technology.

**TACTIC #10. OPTIMIZE YOUR CURRENT SITE**

Your current website has a history with search engines. It also receives traffic and has a number of inbound links pointing to it – all very good things. Building on these positive assets is better than starting from scratch with a new mobile site at a different domain, especially if the new site is going to have the same content.

Some site owners have purchased .mobi addresses, where they host their regular website's content for mobile visitors. Maintaining two sites with the same content is like dividing the SEO-power of your traffic and inbound links in half.

"If you're creating new mobile pages with the same content, they'll be disadvantaged because the search engine keeps the original, so the original will always outrank the mobile," says Cindy Krum, CEO and Founder, Rank-Mobile.com

*- Adjust for the visitor*

If you want to start attracting more mobile traffic to your content, do so on your current site. Krum suggests the best strategy is to develop a system where your site can detect a visitor's browser and load one of two rendering instructions: one for hand-held browsers, and one for full-screen browsers.

**TACTIC #11. KEEP MOBILE SITES CLEAN AND SIMPLE FOR SEO**

The mobile Web is not yet sophisticated enough for complex websites. For SEO purposes, it is better to focus on simple websites that get users information they need quickly, rather than trying to use fancy graphics.

"The crawlers are looking for a streamlined crawl, because phones have slower download speed and slower processors, and so big heavy pages won't render well," Krum says. "Anything that's going to impact your download speed is going to hurt your potential rank and reward from mobile search results."

*- Menus won't cascade*

Most mobile phones have a hard time rendering JavaScript, which is commonly used for drop-down navigation menus.

"If you have a really robust navigation with a bunch of drop-down menus, in some phones, all of the content of that JavaScript navigation is going to display fully dropped down in an outline format instead of hidden," Krum says. "You can't hover on some phones, because some phones don't have mouse," Krum says.

*- Think of SEO 10 years ago*

Mobile SEO is somewhat like traditional SEO was 10 years ago, Krum says, and can call for a back-to-basics approach. "In my experience, and from what I've read from other people, submitting to mobile search engines and to mobile directories is still a good tactic. It's important to submit a mobile site map with Google," Krum says.

**Final Tip:**

***A note about monitoring***

Because the performance of a mobile service is dependent on several variables, it is important to monitor your performance throughout the day, and throughout the week.

Servers have multiple, fluctuating demands on their bandwidth. A weak server in your process might run well on a Tuesday morning, and start failing on a Friday evening. If you measured performance on Tuesday, you might be led to believe that everything is fine – until complaints start rolling in.

***A note from our sponsor about mobile content syndication to accelerate your mobile initiatives***

Because the same benefits as seen on the web can be obtained in the mobile environment, use your content such as white papers to drive traffic to your website and attract new "target" mobile audience segments. With the availability of many free PDF readers on all the popular mobile platforms, the marketer only needs to prepare the PDF content and let the distribution network get it into the right hands.

**Useful links and resources**

NetLine Corporation (mobile content syndication):

[http://www.netline.com/Network/content\\_syndication\\_network.html](http://www.netline.com/Network/content_syndication_network.html)

MarketingExperiments Blog: [Mobile Marketing 101: Should You Make the Leap to a Custom Mobile Site?](#)

MarketingExperiments Blog: [Mobile Marketing 101, Part 2: Ease of Use and Quality of Content are Key](#)

MarketingSherpa article: [Get Started in Mobile Marketing: 4 Insights to Guide Your Strategy](#)

[MarketingSherpa B2B Summit 2011](#) in Boston (September 26-27) and San Francisco (October 24-25)

## About MarketingSherpa LLC

MarketingSherpa LLC is a research firm publishing case studies, benchmark data, and how-to information read by hundreds of thousands of advertising, marketing and PR professionals every week.

Praised by *The Economist*, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is distinguished by offering practical, results-based marketing information researched and written by a dedicated staff of in-house reporters.

MarketingSherpa's publications, available at [www.marketingsherpa.com](http://www.marketingsherpa.com), include:

- More than 960 case studies, searchable by company or topic.
- Annual Benchmark Reports featuring primary research and collected "best of" secondary research, on statistics related to search marketing, email marketing, online advertising, e-commerce and business technology marketing.

### MarketingSherpa Newsletters

Visitors to MarketingSherpa.com may sign up for their choice of eight newsletters, including: specific case studies for B2B and B2C marketers, email-focused studies and our Marketing Careers newsletter – the best way to find a great marketer, or a great marketing job.

MarketingSherpa's newsletters include:

- Best of the Week
- B2B Marketing
- B2C Marketing
- Inbound Marketing
- Email Marketing
- Marketing Careers
- SherpaStore
- Marketing Research Chart of the Week

Sign up for newsletters at [www.marketingsherpa.com](http://www.marketingsherpa.com)

### MarketingSherpa Summits and Training Workshops

Email Marketing LEAPS Advanced Practices Workshop

- September 20, 2011 - San Diego, CA
- October 18, 2011 - Austin, TX

B2B Marketing FUEL Advanced Practices Workshop

- September 28, 2011 - Boston, MA
- October 26, 2011 - San Francisco, CA

B2B Summit 2011

- September 26-27, 2011 - Boston, MA
- October 24-25, 2011 - San Francisco, CA

Email Summit 2012

- February 7-10, 2012 - Las Vegas, NV

Register for Summits and Workshops at [www.marketingsherpa.com](http://www.marketingsherpa.com), or contact:

MarketingSherpa (Customer Service available M-F, 9 a.m. - 5 p.m., ET)  
[service@marketingsherpa.com](mailto:service@marketingsherpa.com)  
1-877-895-1717 (outside the U.S., please call 401-247-7655)

## Get free case studies and how-to articles from our reporters

Join 237,000 weekly newsletter readers. Receive free, in-depth case studies and how-to articles based on hundreds of hour-long interviews with brand-side marketing VPs and directors in B2B every year.

View with Images | View Mobile Version

# B2B Marketing

Demand generation and lead nurturing case studies

marketingsherpa

[New Case Studies](#) | [Members' Library](#) | [Research](#) | [Events](#) | [Training](#)

---

### 1. Website Redesign: Customer surveys and testing help increase conversion by 21.6%

Learning more about what your customer wants -- and how they want to get it -- will improve marketing efforts. Customer surveys and testing are two methods that effectively provide this information.

Read on to find out how an analytics company used both customer surveys and testing to completely revamp its website and immediately improve results across number of visitors, bounce rate, and most importantly, conversion.

[Read more](#)  
(Open access until Aug. 20th)

### 2. Webinar Replay -- How to create engaging content for successful lead generation

In this free webinar replay, presenters from MarketingSherpa and Adobe provide guidance for developing high-quality content that appeals to unique buyer personas, and discuss how to engage your online visitors in real-time, to qualify leads within your digital channels.

[Read more](#)  
(Open access until Aug. 20th)

More Recent MarketingSherpa Headlines:

[How to Create a Successful Content Marketing Strategy](#)

Connect with us:

[in](#) [t](#) [r](#) [f](#) [You Tube](#)

Research:

#### All-New Research

##### 2012 Search Marketing Benchmark Report - PPC Edition

Research and Insights on Extending the Capabilities of Paid Search



- 1,530 Surveyed
- 125 charts
- PPC Success stories
- Redesigning PPC ads and landing page increases CTR 54%

## B2B Marketing

Track what works in all aspects of B2B marketing from lead generation to lead nurturing to sales team handoff. *Weekly*

**Subscribe for FREE**

[www.marketingsherpa.com/newsletters](http://www.marketingsherpa.com/newsletters)



1300 Marsh Landing Parkway Suite 106  
Jacksonville, FL 32250

[www.meclabs.com](http://www.meclabs.com)