



5 Reasons Why Your B2B Firm Needs to Be Mobile-Friendly

Introduction



Let's face it. In today's world, we spend a lot of time on our mobile devices. By now, it's a foregone conclusion that B2C companies have no choice but to embrace the mobile revolution. But what about B2B? Surely, your target prospects would be engaging with you at work on their desktop computers, right? Not necessarily.

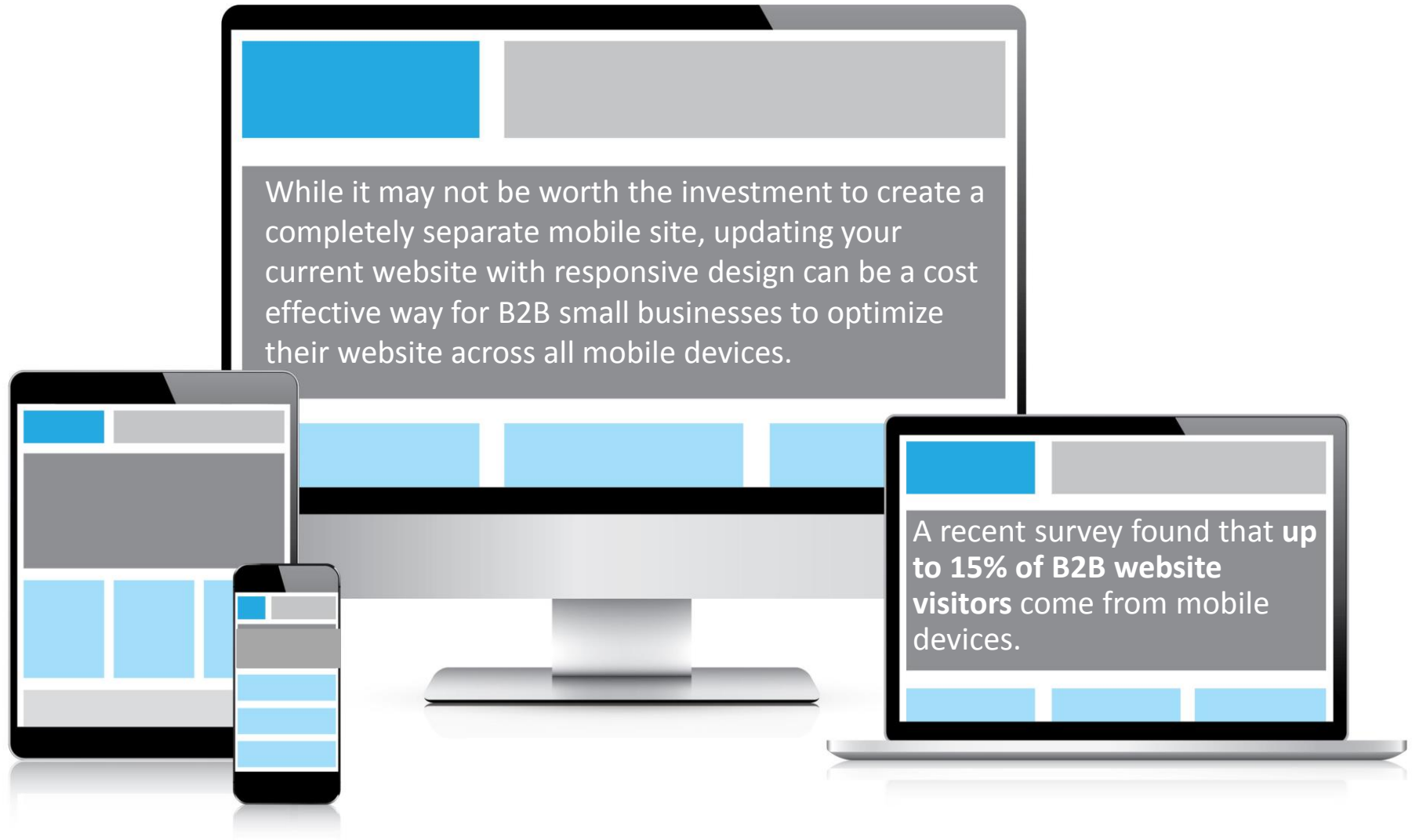
With professionals staying connected 24/7 and traditional 9-5 work hours becoming a thing of the past, your business may actually lose business if you don't jump on the mobile bandwagon.

Mobile User Behavior



A recent study has shown that on average, Americans spend **more than 3 hours a day** on their smartphones and tablets.

Optimizing Your Website for Mobile



Email Marketing for Mobile



Almost **half** of all
emails are opened
on mobile devices.

Whether your company utilizes email marketing for brand awareness, demand generation, or customer engagement, your campaign performance could be dramatically impacted by optimizing for mobile.



Mobile-Friendly Content

A recent study found that more than **85% of B2B professionals** expect that content such as white papers, eBooks, and infographics, be optimized for a mobile device.



Mobile App Presence



When optimizing your company presence for mobile, it's worth considering whether your own company could benefit from developing a mobile app.

On average, smartphone users spend up to 80% of their time in apps and only 20% of their time in a web browser

Conclusion

These days, business professionals are seeking an immersive online experience that incorporates mobile, and expectations are shifting such that B2B tech companies need to show their value across platforms and devices.



Ready to determine the best mobile tactics for engaging with your customers and prospects?

[Contact Magnetude](#) for a complimentary consultation on optimizing your online presence, and find out how and where you can leverage mobile to drive growth for your business.



About Magnetude Consulting

Marketing for the Entrepreneurial Ecosystem

Magnetude supports client's sales and marketing efforts in a number of ways depending on your needs.

- Evolving or revamping websites and other online experiences to broaden our clients' imprint across the digital ecosystem
- Managing demand generation programs—email marketing, inbound marketing, and more
- Developing marketing content and sales tools to drive the sales process forward
- Consulting clients on strategies and tactics for enhancing marketing and sales collaboration and other process optimization

Interested in creating a mobile-friendly online presence? [Contact us today for a preliminary discussion.](#)

ABOUT MAGNETUDE

Magnetude was founded in early 2012 with a simple goal: to even the marketing playing field. We wanted to give companies with small (or non-existent) marketing and sales teams the ability to reap the same benefits as the big guys. [Learn more about our services >>](#)



Follow Us: [@_Magnetude](#)



Email: info@magnetudueconsulting.com



Website: www.magnetudeconsulting.com

