

5 Ways to Make Your B2B Tech Firm More Mobile-Friendly



A decorative header image featuring a bokeh effect with out-of-focus light spots in warm orange and yellow tones.

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INTRODUCTION

Let's face it. In today's world, we spend a lot of time on our mobile devices. In fact, recent studies have shown that on average, Americans spend more than 3 hours a day on their smartphones and tablets. 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.





PART 1: UNDERSTAND THE BUSINESS MOBILE USER

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Professionals who use mobile for business are typically on the go or in between tasks or meetings. They often are searching for specific, rather than general information, such as an address, directions, a phone number or specs on a particular product or service. They also tend to bail if information is too difficult to find or requires too much searching. While these are behavioral generalizations across businesses, you should also consider outlining the use cases and personas for interacting with your company through mobile. Therefore, the two most important factors to consider when catering to a mobile business user are speed and a friendly user interface. Knowing this will have a significant impact on how you prioritize your online mobile presence.





PART 2: REJUVENATE YOUR BUSINESS

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Once you understand more about your mobile users, the first place to start (generally speaking) is with your website. A recent survey found that up to 15% of B2B website visitors come from mobile devices. While it may not be worth the investment to create a completely separate mobile site, updating your current website with responsive design can be a cost effective way to optimize for all mobile devices.

Aside from creating a better user experience, there are two additional key benefits to transitioning to responsive design. The first benefit is conversion optimization. When a user visits your website, you have less than 5 seconds to capture their attention or they leave. If your website isn't optimized for mobile, you're losing hundreds or thousands of potential customers. Not only do you want them on your website, but you want them downloading your content and, ideally, contacting you. With responsive design, visitors not only see text and images in a mobile-friendly way, but they can also fill out registration forms quickly and easily, getting more prospects into your sales funnel.

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PART #2: REJUVENATE YOUR BUSINESS

The second benefit to a mobile-friendly website is SEO (or search engine optimization). As you may know, one of the biggest factors in search ranking for Google is site quality. If a user finds your site through mobile search, but it hasn't been optimized for mobile, they will likely leave soon after visiting. If this happens repeatedly, Google considers the site to have a high bounce rate. Websites with high bounce rates get ranked lower in Google's search engine. Thus, not only are you losing current visitors, but you have now made it that much more difficult to bring new visitors to the website through search.





PART 3: REPURPOSE YOUR CONTENT

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Once you've created a website with responsive design, it's time to think about your marketing and sales content. Depending on your content marketing program, you may already have an array of well-written thought leadership and sales-oriented content on your website dedicated to your target audience. While assets like whitepapers and case studies are valuable pieces of content, prospects visiting your site with their smartphones are most likely not interested in reading long, text-heavy documents. For the mobile business user, rich media is an excellent alternative to written content. For instance, turn your whitepaper or a recent blog post into a podcast. Videos are another mobile-friendly form of content and can be used to repurpose a variety of pre-existing assets, such as case studies, customer testimonials, eBooks, or product demos, to name a few.





PART 4: OPTIMIZE YOUR EMAIL CAMPAIGNS

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Almost half of all emails are opened on mobile devices. Whether your company does email marketing for brand awareness, demand generation, or customer engagement, your campaign performance could be dramatically impacted by optimizing for mobile.

Not only should your email templates incorporate responsive design, but they should also incorporate a number of other best practices that are easy to implement for mobile:

- Keep your subject lines below 60 characters
- Keep the body of your emails short and concise
- Use larger font sizes. Apple recommends anywhere from 17 - 22pt.
- Limit the use of images for faster load times
- Make links or buttons easily clickable by thumb

Making just a few small changes will drive better engagement, which in turn may help you acquire more leads through your email marketing efforts.

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PART 5: BECOME APP-CENTRIC

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On average, smartphone users spend up to 80% of their time in apps and only 20% of their time in a web browser. For some small tech firms, this means it may be time to create your own mobile app. When considering whether a mobile app is right for your business, ask yourself the following questions:

- How does my target audience access information?
- How do my current customers engage with me?
- Could a mobile app benefit my current employees or save time and resources?
- Could creating a mobile app close a gap in my customer service?

If the answers to at least one of these questions points to a mobile app, it may be time to discuss your mobile strategy.

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PART #5: BECOME APP-CENTRIC

Whether or not a mobile app is right for your business, it's always important to consider your mobile presence within other apps where your company is listed. For instance, a prospect on Twitter or LinkedIn may want to learn more about your business. If this prospect decides to click on your profile within a social app, what will they find? Make sure your profiles are complete, and up to date in your latest messaging and design. Aside from social media, you should also consider mobile apps within your particular industry where your target audience may see your company listed or even have the option to add vendor reviews.



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. If you're not sure how much time to invest in this transition, start by asking your customers. Find out what percentage of the time they spend engaging with your company on a mobile device and in what capacity. For example, do they go to your website on mobile, read your emails on their smartphones, or download content to read on their tablets? Are they typically traveling when they're engaging with you on mobile or when they have a few minutes to catch up at the end of the day? Drawing insights from current clients or customers is the starting point you'll need to make more informed decisions about incorporating mobile for your company in the future.

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

Contact us *for a complimentary consultation on optimizing your online presence, and find out how and where you can leverage mobile 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 >>](#)



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