MOBILE B2B MARKETING STRATEGY

Still not optimised for mobile? In the wake of Google's critical algorithm update, mobile is set to play a significant role in your B2B marketing strategy. Ignore at your peril...

of B2B customers are using smartphones to research products for their business mobile videos relating to their work They're using mobile in every

53% of people viewing your email are doing so through their mobile device

aspect of their online experience

of users access social media from a mobile

Half of 130 **B2B** marketers surveyed in

Capterra survey

double in digital

of B2B marketers are heavily

engaged in mobile marketing

have integrated mobile into their overall

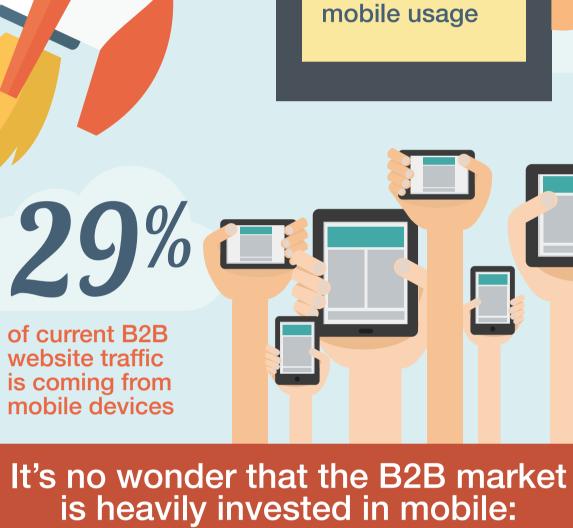
marketing strategy

for generating leads.

growth in their

reported a

AND THEY'RE SEEING SUBSTANTIAL RESULTS...



B2B sites which transitioned to a responsive design

or mobile version saw an 11% drop in bounce rate

When users visit a B2B mobile-optimised site, they are

67% more likely to buy products and/or services

They love mobile-optimised sites

AND HATE UN-FRIENDLY SITES... Sites that aren't mobile-friendly can potentially lose one third of traffic of visitors will go to a competitor's site when faced with a negative

mobile experience

have some form of mobile ecommerce by the end of 2015

IT'S SAFE TO SAY THE FUTURE OF B2B IS MOBILE!

expected to grow 13x over the next four years, according to Cisco's latest report Stop ignoring 50% of your website traffic! Get mobile optimised with our bespoke website consultation

Click here to get started



B2B mobile

traffic is

Share this ¥ in f g+ Business 2 Community - B2B Marketing - Marketing Profs - Fierce CMO - Kuno Creative

75%

of B2B companies

surveyed said they'll

Sources: Capterra - Digital Doughnut - Hot Design - Digital Marketing Magazine - Litmus