

Your target audience is using mobile - **why aren't you?**

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...



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



71% of users access social media from a mobile device



AND THEY'RE SEEING SUBSTANTIAL RESULTS...



Half of 130 B2B marketers surveyed in Capterra survey reported a double in digital growth in their mobile usage

29% of current B2B website traffic is coming from mobile devices



It's no wonder that the B2B market is heavily invested in mobile:



They love mobile-optimised sites

When users visit a B2B mobile-optimised site, they are **67%** more likely to buy products and/or services

67%

B2B sites which transitioned to a responsive design or mobile version saw an **11%** drop in bounce rate

11%



AND HATE UN-FRIENDLY SITES...



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

75% of B2B companies surveyed said they'll have some form of mobile ecommerce by the end of 2015



B2B mobile traffic is 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](#)



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Sources: Capterra - Digital Doughnut - Hot Design - Digital Marketing Magazine - Litmus Business 2 Community - B2B Marketing - Marketing Profs - Fierce CMO - Kuno Creative

