



Yes! Mobile Marketing Is Critical for B2B success

Lori Colman, Co-CEO and Founder

What You'll Learn

- Why mobile marketing should be in your mix
- Ideas on getting started
- How to determine success

Dear Executive,

Welcome to our Post-PC world!



The raw data regarding smartphone adoption (50 percent penetration in the United States by end of year) and the popularity of tablets (171 million by 2014) point to a truly mobile future. In fact, Forrester Research predicts that by 2015 more than half of devices connected to corporate networks will be mobile. Surveys of advertisers indicate that nearly 90 percent will experiment with mobile efforts of some sort this year, much of it consumer-related but still significant for B2B.

Driving this surge in mobile adoption is ... well, all of us. As network coverage improves and the movement of data gets faster, mobile will surely move into “First Screen” status. It’s already the preferred method to accomplish many tasks, especially social media engagement and anything location-based.

As Gen Y and Millennials move into the workforce, their on-demand lives will impact all forms of communication. Retail has already been affected, with research revealing that more people trust product information found via their smartphone than that delivered by a live salesperson.

Mobile will surely soon be a part of your integrated communications strategy— if it isn’t already. Here you’ll find a few reasons to embrace the mobile channel sooner than later, plus a few tips for making mobile a robust option for B2B marketers.

Warm regards,

A handwritten signature in black ink that reads "Lori Colman". The signature is fluid and cursive.

Lori Colman
Co-CEO and Founder



B2B marketers err on **the side of caution.**

CBD wanted to find out how B2B marketers use interactive tools within their mix. Our proprietary online survey (spring, 2011) indicates that email, social media, search optimization and webinars/podcasts enjoy “most favored” status.

Nearly three-quarters of respondents said that their company uses email marketing to reach out to customers and prospects. About half participate on some level in social media and use webinars/podcasts. Just under half optimize search. And nearly 40% utilize blogs.

There are a couple of tools starting to gain some traction (from 15% – 25% usage) including developing video content and using paid search.

And some haven’t made much impact at all ... those being the embedding of QR codes, developing a mobile app, using SMS (text) to connect with customers, and creating a site that’s truly optimized for mobile use.

What’s holding B2B marketers back?

The two main barriers cited by B2B marketers are deficient metrics and a lack of understanding by key executives. What should be realized is that mobile marketing is still quite new and metrics continue to be established. A “sit back and wait” approach could leave your company in the dust. By developing a mobile marketing strategy and testing applications sooner than later, your company can have a first-mover advantage within your sector.

Still need convincing?

Forrester Research predicts that by the end of 2013 more people will access the Internet via a mobile device than through a PC.

The Number One reason to “go mobile” is that it offers the ultimate in one-to-one communication, often prompting immediate action and generating loyalty. The top five business uses for mobile are:

- 1) to view websites and search for information;
- 2) to access social media on the go;
- 3) text messaging;
- 4) using apps for greater convenience;
- 5) viewing email.

How can mobile tools provide value to your customers?

Are your customers always on the move? Do they look for ways to be more efficient? Are they harder than ever to reach via traditional media? If the answer to any of these questions is yes, then a mobile marketing strategy is probably right for you.

As you prepare to engage with customers through the mobile channel, your first consideration should be: “how can we make ourselves more relevant and our customer’s lives easier?”

What at-their-fingertips information (from your company) would be helpful to them in making decisions, performing tasks and staying up-to-date?

Link mobile to your business goals

Once you’ve assessed your customer’s needs, think about your own business strategy and how you might link your company’s goals to a mobile marketing plan. If you’re looking to **acquire new customers or penetrate a new market**, consider investing in mobile advertising, mobile search and/or a mobile-optimized website. QR (Quick Response) codes placed in your advertising, at a trade show, on signage at an event or even on a package, can provide a prospect with deeper information and/or connect them directly to a microsite to begin a dialogue with you.

To **engage with current customers**, consider SMS (text) to provide the first glimpse of new products you’re introducing, new services you’re offering, or special promotions designed just for them. If you do enact an SMS program, however, please comply to opt-in best practices.

Apps and/or mobile links to customer service or other critical areas within your company can help **customers improve productivity and stay connected** to you. Remember, branded apps equal loyalty.

Text or social media campaigns surrounding trade shows are another good way to **get attention** and bring people to your booth, presentation or event.

Optimize content for the mobile explosion

Do you work when you’re away from the office? Have you sent texts to colleagues or checked emails in the cab on the way to the airport ... in a restaurant ... at the theatre? Are you scanning QR codes at trade shows? If you’re mobile, so are your customers. For more and more of us, a smartphone and/or tablet are merely extensions of our arms and brain. By the end of 2011, a 40% growth in smartphone subscriptions and 100% in tablet sales is anticipated.

We’ve become consummate multitaskers, juggling between work and home, the virtual and the physical world. If you still need convincing that mobile marketing is a vibrant B2B channel, consider that 64% of B2B decision makers access email via mobile devices and that over 70% of the US workforce is already mobile.

What do these users demand most? **Efficiency**. With that in mind, I encourage you to examine your company’s mobile content with an eye toward speed and ease.

Ideas for including mobile marketing in your campaigns.

#1 on your mobile to-do list is...

Mobile-optimize your website.

The primary functions that business users say they perform on their mobile devices are to search for information and view websites. Does your site make that task easy for someone? Or do you force the user into frustrating, time-consuming and error-prone behavior like enlarging copy, trying to find little links to buried content (and then actually hitting the right one), navigating endless pages to contact you, etc. All the aspects of your site that are perfectly logical and legible on a desktop are really difficult on a mobile device.

Here are a few things to remember when creating a site optimized for a mobile device:

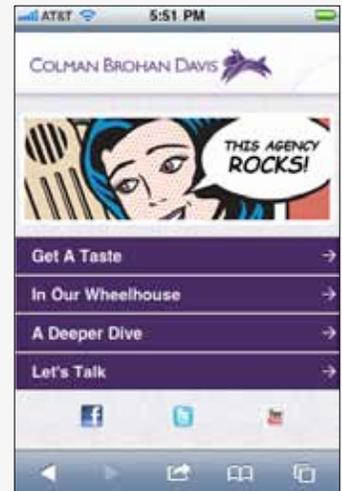
- Because users want a quick, snappy experience, pare down your content to the most critical and keep it concise (no 50-page PDFs!).

- Condense your elevator speech to a couple sentences and use it on your mobile homepage. Forget the usual three paragraphs of “sell” copy on your organization, products or services.
- Develop three or four links to subject matter and make them large enough to find and to touch with accuracy.
- Have company contact information available on every page.
- Be more visual than copy-heavy, but NO Flash ... Apple products don’t support Flash so you’ll end up displaying nothing but a white box where your images should be.
- Have your developer build in a “sniffer,” so that your mobile site automatically pops up when someone types in your company’s URL on a mobile device.



On the left is our (CBD’s) site as it appeared on my iPhone prior to mobile optimization. Small type; hard-to-find contact information and social media icon connections; and a big empty white space where a Flash presentation of agency creative sits.

On the right is our mobile-optimized site with a large visual and four easy-to-scroll-through sections. Most important, one of the sections goes straight to a contact page. Social media links are easy to spot.





Other content recommendations

Your **email newsletters** should also be mobile-optimized. Many of the same rules apply as discussed in the website section. Brevity, easy links and great graphics are imperative.

Can you translate some of your demos and discussions to the **video/audio format**? Video can be fabulous on a mobile device ... if it is relatively brief (three minutes is even stretching it) and easy to see (plain backgrounds, with the speaker or demonstration front and center).

Take a look at your **collateral** materials—brochures, data sheets, white papers—and reformat if needed for mobile viewing. Consider cutting content and inserting links to more information, videos or photos instead. While you're at it, offer your brochures in iBook format.

Advertising and marketing programs should also be optimized for the mobile experience. Advances in augmented reality and rich media are still largely consumer-centric, but there are many opportunities perfect for B2B. Consider QR codes to provide additional information or to make events more engaging experiences, and SMS (text) campaigns to connect with customers.

Mobilize your workforce, too

Sales presentations and video demos maximized for tablets or smartphones can enhance the productivity of your sales force. Location-based programs can support your team in the field, letting them know of other opportunities near to their current location. SMS (text) feeds can keep your sales teams up-to-date on customer and industry information. Text is also a great way to let dealers, distributors and industry partners stay informed of your products, services and promotions. Text can also be invaluable for emergency notifications.

It's all about the relationship

Fundamentally, mobile marketing is personal—literally in your customer's hands—so providing value is paramount. If you are fortunate to have customers who've downloaded your app, opted in to newsletters and/or texts from you or have scanned your QR code, you must cherish their trust and respect their boundaries.

Technical and **legal considerations.**



Early in your planning should be the discussion of which mobile platforms to support. There are hundreds just in North America, and many more if you run international mobile campaigns. The Big Four for business use are iPhone/iPad, Android, Blackberry (which has multiple subsets) and Windows. A quick survey of the platforms your customers are using should provide some guidance.

Engaging with on-the-go folks via the mobile channel can prompt immediate response and generate loyalty. Mobile is truly the ultimate in one-to-one communications and can deliver great results ... *but you must play by the rules.*

CBD offers an entire white paper with more specific detail. Here's a synopsis:

- SMS (text messaging) is considered a form of telemarketing and is regulated as such. So if you're doing a text campaign, opt-in (not via a 3rd party) is essential.
- CAN-SPAM rules guide location-based programs.
- An ad is still an ad, whether delivered via broadcast, print, mail or mobile device and, in the US, the FTC rules on claims still apply.
- If the FDA (again, US) requires your advertising to have a disclaimer, the same holds true when promoting on a mobile platform.
- Be aware of privacy laws. Check out aicpa.org for GAPP requirements as well as the Mobile Marketing Association (mmaglobal.com). While you're there, look into becoming MMA certified.



What's the worst legal mistake you can make in a mobile ad campaign? That would be sending a text message without permission. Repeat after me, *"We will obtain express consent of the recipient before a mobile marketing message is sent."*

How to **determine success.**



As with any marketing campaign, there are multiple ways to determine effectiveness. One is campaign-specific ... site visits, downloads (apps, content), SMS subscriptions, event attendance, etc.

I'm all for measuring results, but I also encourage you to view success more holistically. Has your mobile strategy helped open new areas of opportunity? Provided a competitive advantage? Generated more loyalty by engaging customers, obtaining feedback and having a dialogue? Allowed you to better showcase your products or services?

The time to start is now

Mobile marketing is being heralded as the game-changer of the decade. It's not a question of "should," but "how," for both consumer and B2B marketers.

Begin with a review of your business goals and an understanding of your audience's behaviors. Develop programs based on audience needs and media consumption. Test, track and build a history.

Mobile marketing is moving toward mass adoption at an amazingly accelerated rate. Right now no one is an expert, but in every B2B industry the first brands that adopt this channel will get lots of attention ... and more importantly, a head start on learning what works.

There are so many benefits in connecting with customers via their mobile device. Mobile marketing will surely become a part of your integrated communications strategy over the next couple of years, if it isn't already. Here's to great mobile campaigns!



About CBD Marketing

CBD is a B2C and B2B marketing services agency that clarifies and articulates what's most meaningful about your brand, product or service and helps you build more intimate and profitable relationships with your customers.

At the heart of everything we do is a deep understanding of the rational and emotional drivers that inspire your customers' choices. At CBD, "market what's meaningful" is our mission, guiding all disciplines from brand development to media strategy, from public relations to creative.

Let's Talk!

To talk about how CBD can help you create moments that matter to your audience and better connect them to your brand, product or service, please contact Doug Davila, Director of Business Development at 312.661.1050 or ddavila@cbdmarketing.com.

About the Author

Lori Colman, Co-CEO and Founder

As the Co-CEO and Founder of CBD Marketing, Lori's expertise in brand development is focused on keeping brands relevant in the consumer-controlled future. She is also a noted expert on preventing the commoditization of brands, and the work needed to prevent the debilitating slide down that path. Lori speaks globally on these topics, including at the premier international venues.

She has spearheaded brand-changing marketing initiatives on behalf of Lodders Croklaan, Lipid Nutrition, Janssen Pharmaceutica, CF Industries, Experian, and Heidrick & Struggles, among others. Prior to starting her own firm in 1988, Lori was an executive with agencies Cramer-Krasselt, DraftFCB, and with Colgate-Palmolive. She is a graduate of University of Michigan's School of Business.