

# KEO Marketing MARKETER'S GUIDE



## 5 STEPS TO A RESULTS-DRIVEN B2B MOBILE MARKETING STRATEGY



Insight  
Selling

EDUCATION MARKETING



Inbound  
Marketing

LEAD GENERATION



Outbound  
Marketing

ACCOUNT BASED MARKETING



Content  
Marketing

MOBILE • LOCAL • SOCIAL



Marketing  
Automation

LEAD NURTURING



## 5 STEPS TO A RESULTS-DRIVEN B2B MOBILE MARKETING STRATEGY

Creating and executing a mobile marketing strategy is essential for today's B2B marketer. Approximately 60% of B2B marketers report that mobile is a “crucial enabler” of sales, and 53% have already integrated mobile marketing into their overall strategy.

Have you?

If you're ready to create a new B2B mobile marketing strategy or optimize an existing one, this guide is for you.

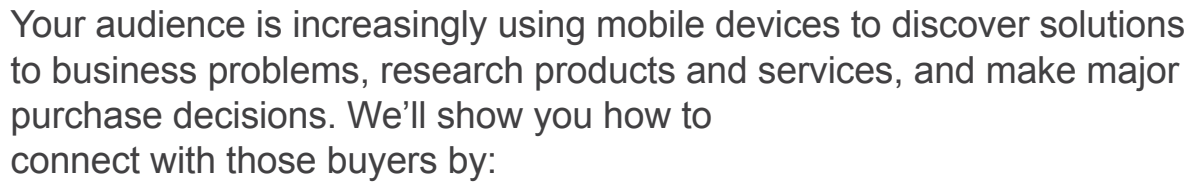


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- Let's see what it takes to build a B2B mobile marketing strategy that enables you to reach mobile device users at every stage of the buyer's journey. It all starts with getting a handle on your organization's unique mobile marketing goals.**



# 1. ESTABLISH YOUR MOBILE MARKETING GOALS

Before thinking about the tactics you will use to reach mobile device users, you need to take a step back and define what you're trying to achieve.

## Ask yourself questions:

- How should we connect mobile marketing to our existing lead generation process?
- What kinds of content will we need for mobile users at different stages of stages of the buying process?
- Where are we already succeeding with respect to mobile? Where are we falling short?





These high-level questions will put your mobile marketing goals in perspective and relate them to your overarching marketing strategy.

As you're asking these questions, consider the SiriusDecisions\* marketing campaign framework, which consists of three job types:

- a) **Building Awareness**
- b) **Generating and Nurturing Leads**
- c) **Sales Enablement and Acceleration**



**a) Building Awareness:** B2B companies who don't align marketing strategies with evolving buyer behaviors will experience many missed opportunities. For example, Intel pursued a mobile paid search effort in support of its "Meet the Processors" campaign. The result? Comparable performance to "regular" paid search at a much lower price tag. The company increased buyer awareness via a new channel, expanding the reach of an otherwise typical campaign.

### 3. MARKETING TECHNOLOGY IS CHANGING

#### b) Generating and Nurturing Leads:

For goals-related to lead generation and nurturing, you will need to pursue outbound and inbound tactics. Inbound tactics include search engine optimization (SEO) and search engine marketing (SEM). Outbound tactics, like email marketing, also have the potential to deliver fantastic results. However, if you're not optimizing emails for mobile users, your response rates will likely lag behind your competition. A majority (53%) of all emails are now opened on a mobile device. According to AWeber, a provider of email marketing software, marketers should minimize the use of images, increase white space to improve readability, and include a primary call to action (CTA) early in an email so that people using small screens will notice it.



#### c) Sales Enablement and Acceleration:

Many sales teams are taking advantage of the surge in mobile device use among B2B buyers by introducing pipeline acceleration applications, like ROI calculators and quote generators. Tools like these can be especially useful when one of your goals is connecting with advanced-stage buyers via mobile devices. Consider PaperCut, which provides print and copy control software to businesses and schools. The company's website includes a mobile-responsive ROI calculator that's easy to use on any device.





For some organizations, a major goal might be increasing traffic from mobile users who performed a Google search. For others, improving response rates from email recipients who view the message on a mobile device might also be a high priority. Knowing what you want to achieve will help you determine which mobile marketing tactics to prioritize.

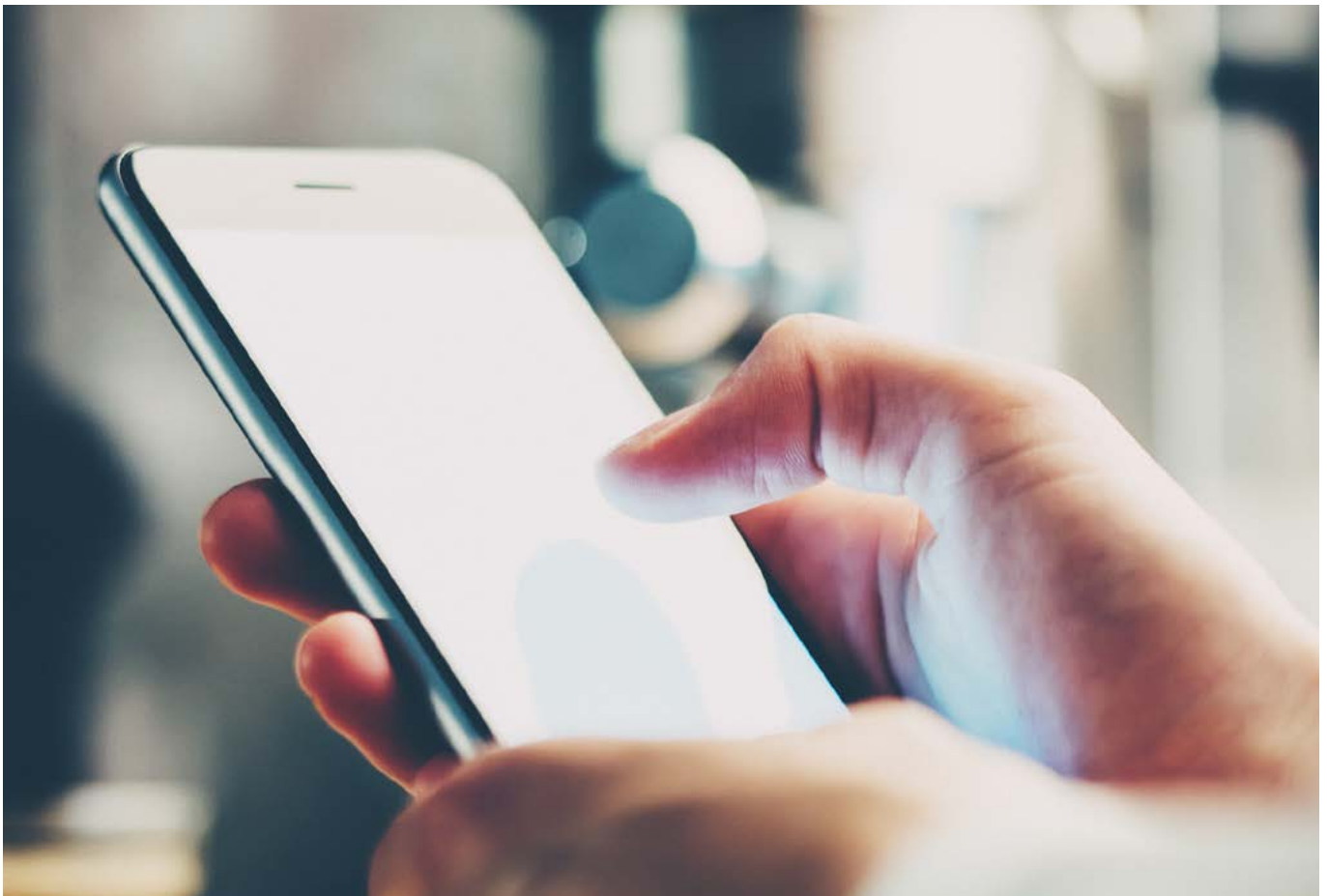


## 2. MAP TACTICS TO YOUR SPECIFIC MOBILE MARKETING GOALS

Now that you know what you want to achieve, it's time to connect mobile tactics to your specific goals. If you're like most B2B brands seeking to optimize their mobile marketing, you should have different goals that align with different stages of the buyer's journey.

Consider this overview of how different tactics can engage buyers using mobile devices at various stages:

- a) Awareness
- b) Research
- c) Consideration
- d) Purchase







**a) Awareness:** Buyers don't know about your solution and might not even realize they have a need. They're using mobile devices to find answers to a specific question, and you should create content that is searchable and easily consumable for these buyers. Mobile tactics include SEO, SEM, mobile digital advertising, and mobile social media content. For example, IBM tweets animated "Inventor Tip" GIFs that are easy for followers to view quickly on any device. In this way, the company is able to easily increase exposure to the IBM brand.



**b) Research:** At this point, buyers need more educational material and might even be reading customer reviews and testimonials. Again, optimizing content for search engines and meeting your buyers with ads that are easy to view on mobile devices will ensure they include your information in their research, regardless of the device they happen to be using. Pentair, which manufactures high-tech products for pressure and flame protection systems, includes an intuitive product finder on its mobile-responsive website. Potential buyers are able to perform due diligence just as easily on mobile devices as on desktop computers.



**c) Consideration:** Buyers in this stage might be inclined to download a resource like a case study or white paper to help them narrow down their options. Be sure your email opt-in forms are optimized for mobile and that gated content is easy for mobile users to read in full. According to landing page software provider, LeadPages, failing to include responsive opt-in elements on a landing page is one of the biggest stumbling blocks to an optimal conversion rate. It keeps many potential buyers from considering your product or service.

**d) Purchase:** Even the C-suite should be able to view your content on their smartphones. Any case studies or content targeting late-stage buyers should be easy to locate and access on mobile devices. Consider how Stryker, a medical device maker, positions case studies on its mobile responsive site. Links to all case studies appear on one page, and a single, “Open PDF” link makes it easy to download and view them on a mobile device.

**Many of the tactics we mentioned above depend on your website design. A mobile-responsive website automatically enables B2B marketers to meet many of their goals for mobile.**

**Let's take a look at how it works.**

### 3. MAINTAIN A MOBILE-FIRST, MOBILE-RESPONSIVE WEBSITE

Once upon a time, web designers designed only or primarily for desktop computers. They were able to add many elements to a page because there was a lot of screen space.

Then came completely separate websites for mobile that would automatically redirect if the browser detected the visitor was using a mobile device. This required companies to maintain two separate websites, often with different content.


**Today, designers must design for mobile users first. Otherwise, they risk cramming several different elements onto a tiny screen, resulting in a poor experience for the user.**





In addition to designing for mobile devices first, designers and developers must also build sites that are mobile-responsive. While the designer only creates a single design for the website, the elements on screen will “respond” or “re-size” to the user’s screen size and display differently on different devices. Thus, marketers only need to create a single instance of the content they publish. Nearly all of the mobile optimization happens automatically, enabled by the website’s design.



A decorative orange header bar featuring various business-related icons such as an envelope, a dollar sign, a pie chart, and a group of people, all rendered in a light, semi-transparent style.

In 2015, Google began removing content from search results if that content was not published on a website that was optimized for mobile devices. Mobile-responsive design doesn't just provide a better experience to users who happen to find your content – it's what allows them to find your content in the first place. If your website isn't mobile-responsive today, redesigning it should be Priority One.

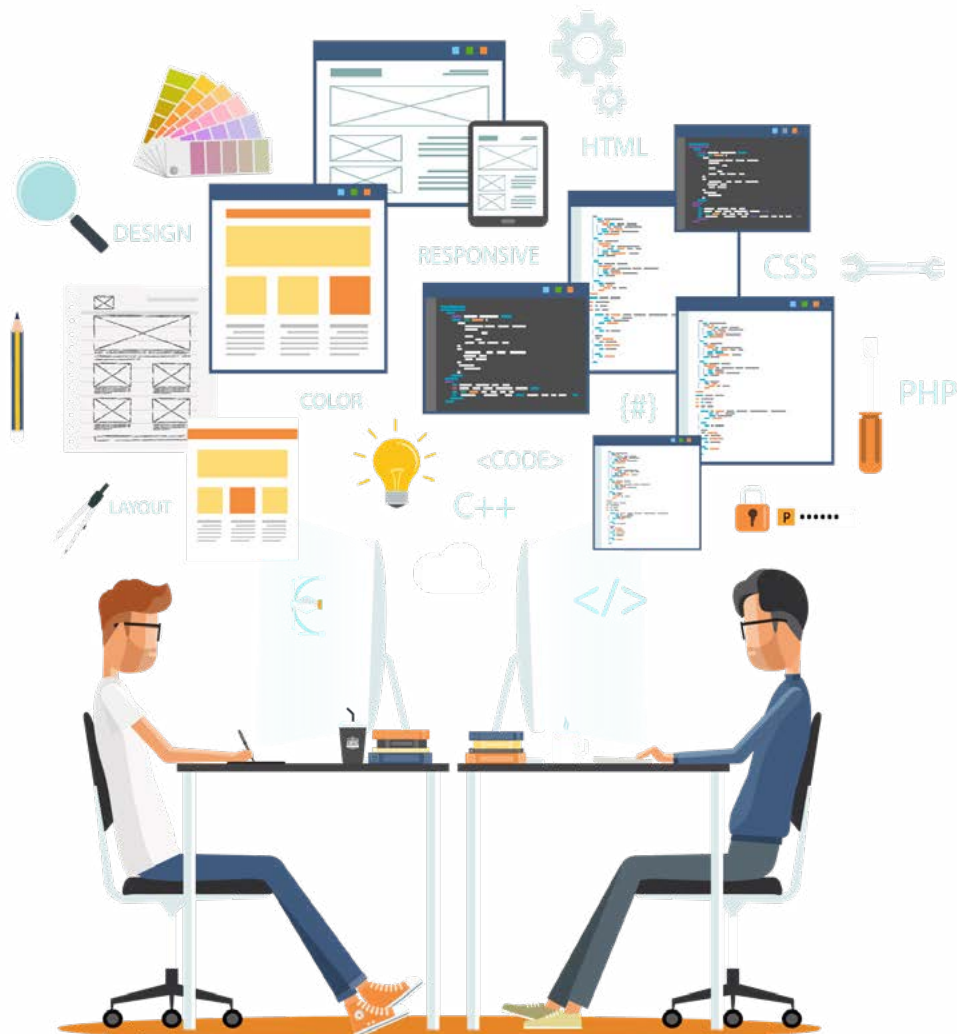
Mobile-responsive design comes into play in your email marketing, too. If you're sending emails in HTML, remember to use mobile-responsive design so that your audience can view the emails on their smartphones or tablets. Needless to say, opt-in forms on your website will need to be responsive as well so that would-be subscribers can easily provide contact information.



## 4. OPTIMIZE CONTENT FOR MOBILE DEVICES

The next step is getting creative partners on board by briefing them about your goals for mobile marketing. Copywriters and designers need to be aware of your mobile strategy because:

- They might need to modify their approach to help you reach your mobile audience.
- Certain mobile tactics will require their expertise.







Let's say you're redesigning your website to be mobile-responsive. Instead of a copy-heavy home page, you need short, punchy headlines that grab the attention of mobile and desktop users alike. Instead of long paragraphs, you need a few subheadings followed by pithy captions that will be easy for mobile users to read. Ultimately, copywriters need to understand your mobile strategy so that they know what type of content to produce.

The same goes for your designers. If one of your goals is to increase mobile social media traffic, you might need designers to create unique images or infographics that appear seamlessly in mobile users' Twitter or LinkedIn feeds. And if you're trying to increase video plays or viewable video ad impressions among mobile users, designers will need to optimize splash screens by choosing stills that fill the entire frame and provide aesthetic appeal for all screen sizes.



## 5. MEASURE, TWEAK, EXECUTE

In the end, outcomes matter most. Are you meeting your goals and how can you tell?

To monitor progress and make adjustments when needed, start tracking your mobile marketing goals in Google Analytics.

Different goals that can be analyzed using Google Analytics tools include:

- Percentage of mobile users who opt in to your list
- Percentage of mobile users who meet a specific conversion goal
- Percentage of mobile users who play a video
- Percentage of mobile users who reach a session duration target





## SOURCES

You can also track whether mobile traffic increases after making your website mobile responsive. And if you currently have a high bounce rate among mobile users, you can see whether that's decreasing, too.

Consistently monitoring the results of your mobile marketing strategy will show you what's going well and what still needs work. Over time, you will be able to optimize your approach to better address marketing goals and meet the needs of your growing mobile audience.







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# ABOUT **KEO MARKETING**

KEO Marketing Inc., a leading business to business (B2B) marketing agency based in Phoenix, Arizona, develops and implements strategies to help clients significantly increase leads and sales.

The company's solutions include marketing strategy, brand positioning and messaging, inbound marketing, search engine marketing and optimization, website development, social media, pay per click and display advertising, local and mobile marketing and more. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

For more information and to request a complimentary marketing audit visit [keomarketing.com](http://keomarketing.com)



## KEOMarketing

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