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CEO/President, KEO Marketing Inc.

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It's a well-known fact that the trend towards mobile has been on an upward trajectory for years. Now, mobile devices have taken over desktop as the most popular way to browse the web.

In fact, by 2020, there will be 6.1 billion smartphone users globally, according to numbers from a recent Ericsson Mobility Report. As a result, industry experts are anticipating a tipping point of sorts: smartphones will finally surpass the number of active fixed line subscriptions worldwide by 2020.

Because your audience is increasingly using mobile devices to discover solutions to business problems, research products and services, and make major purchase decisions, it's vital to incorporate a solid B2B mobile plan into your organization's overall marketing strategy. Ultimately, it can enable you to reach the increasing number of mobile device users at every stage of the buyer's journey.



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So how do you get started? It all begins with establishing your organization's specific mobile marketing goals.

Before developing the tactics you want to use to reach mobile device users, it's important to take a step back and define what you're trying to achieve. These questions will put your mobile marketing goals in perspective and relate them to your overall marketing strategy:

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

Keep in mind that every organization will have unique goals. For example, while one company may develop a goal to drive traffic from mobile users who performed a Google search, another might create a goal to improve response rates from email recipients who view the message on a mobile device. Either way, the key is to determine which mobile marketing tactics you want to prioritize, as well as what exactly you want to achieve.

Map tactics to your organization's specific mobile marketing goals

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

- **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 your organization should create content that's searchable and easily consumable. Mobile tactics include SEO, SEM, mobile digital advertising and mobile social media content.



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ensure they include your information in their research, regardless of the device they are using.

- **Consideration:** Buyers in this stage might be inclined to download a resource, like a case study, to help 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.
- **Purchase:** Even the C-suite should be able to view your content on their smartphones. Any content targeting late-stage buyers should be easy to locate and access via mobile.

Maintain a mobile-first, mobile-responsive website

Previously, web designers designed only (or primarily) for desktop. They were able to add many elements to a page because there was a lot of screen space. Next, came completely separate websites for mobile that would automatically redirect if the browser detected the user was on a mobile device. This required companies to maintain two separate websites, often with different content.

Now, designers must develop for mobile users first. Otherwise, they risk squeezing several different elements onto a tiny screen, resulting in a poor user experience. In addition, designers 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.

Pay better attention to meet your mobile audience’s needs

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.

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 budding mobile audience.

Sheila Kloefkorn is the President & CEO of **KEO Marketing Inc.** She is **Advanced** and has been **recently recognized as one of the Top 10 Business Leaders of the Year** by Entrepreneur magazine.

Sheila can be reached at skloefkorn@keomarketing.com

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The Dow Jones industrial average closed in positive territory for 2016 on Thursday, as gains in materials and industrials led stocks higher. A rise in oil prices and a positive view of the Fed's Wednesday announcements also helped stocks.



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