HOW TO USE
MOBILE MARKETING
TO GENERATE LEADS
There’s a lot of buzz about mobile right now, supported by interesting statistics: 90% of consumers have their mobile devices with them 24/7 (Morgan Stanley), there are five times as many cellphones in the world as there are PCs (iMedia Connection), and there are even more mobile phone owners around the globe than there are toothbrush owners (60 Second Marketer).

The bottom line is that mobile is big and it’s only getting bigger.

But as impressive as these facts and figures are, there’s one thing that’s still missing. What is it? It’s that nobody has done a thorough job of explaining how mobile can be leveraged to generate leads.

Sure, many know how to use mobile to attract business-to-consumer (B2C) prospects, because the marketing program is pretty linear; you create campaigns that encourage prospects to visit a website or a retail location, and then you track the results of your campaign.

While the above example may be an oversimplification, it drives home an underappreciated truth: business-to-business (B2B) marketing can be a little more complex than B2C marketing.

In this eBook, you’ll learn the complexities behind mobile marketing in the B2B environment. We’ll also walk you through ways you can use mobile marketing – which is quickly becoming a key channel for B2B communications – to connect with prospects.
How B2B Marketing Differs from B2C Marketing

What are the key differences B2B marketers face vs. B2C marketers in a mobile environment?

For starters, many B2C brands sell low-consideration products like clothing, books, or sunglasses. In the B2B world, products tend to be high (or higher) consideration – e.g., creative services, technology, capital equipment – that can cost 100 or 1,000 times more than low-consideration products.

Secondly, the B2B sales cycle is generally a lot longer than the B2C sales cycle. In B2C, it may be as short as 30 seconds or as long as a few months (in the case of a car or other high-ticket consumer purchase). But in the B2B world, the sales cycle can be a year, two years, or more.

To make things even more difficult, B2B buyers are making a purchase (often a big-budget one) for their organization – either their own business or their employer – so the level of responsibility is much higher. The B2B sales process is also more complex because it often includes multiple stakeholders, each with their own personal opinions, biases, and needs.

Although more challenging, mobile can be every bit as effective for B2B as for B2C. B2B buyers are increasingly using mobile to obtain information, conduct research, and buy products and services, making it an effective channel not only for lead generation but for conversions at all stages of the more-complex B2B lifecycle. The trick is knowing how to use it well.

Now, business leaders and decision makers are recognizing the capabilities their devices bring to daily business operations. Increasingly, decision makers are using their mobile devices both inside and outside the office—on the path to purchase—to obtain information, conduct research and buy products and services for their organizations.

– Forbes Insights Report
“The Connected Executive: Mobilizing the Path to Purchase”
What Mobile Means for the Marketer

Although mobile marketing might not be a key tactic used by B2B marketers (for now), mobile usage definitely impacts the top communication channels marketers are using today. Check out these interesting stats:

Email marketing:
48% of all opens are made on a mobile device (eMarketer, Dec 2014)

Social media:
39% of mobile users access social networks from their smartphones (Digiday, 2013)

Paid search:
38% of paid-search clicks come from mobile devices (Digital Marketing Report, Oct 2014)

Organic search:
39% of Google, 44% of Yahoo, and 27% of Bing organic search traffic comes from mobile devices (Digital Marketing Report, Oct 2014)

Tradeshows and events:

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Note: respondents were primarily from SMBs

www.eMarketer.com
Let’s take a deeper dive into the finer aspects of the mobile channel. After all, mobile can still be a little mysterious, so it doesn’t hurt to take a look at the different components.

**Mobile Websites:**
By now, your website should be mobile-optimized. If it’s not, that should be high on your list of to-dos in the coming months. In most cases, you’ll want your web developer to use responsive design so that your website always renders correctly no matter the size of the user’s screen. With responsive design, someone viewing your website from a desktop will have a different experience than someone who visits your website from a tablet or a smartphone.

**Tip 1:**

**Test Your Mobile Website:**
Is your mobile website performing as well as it should be? Use Google’s Mobile-Friendly Tester to find out. It’s a great way to confirm whether or not your mobile website is as functional as you think it should be.
Tip 2: Create Mobile-Friendly Lead Generation Forms
Make it easier for prospects to fill out your forms. Making them responsive will result in higher conversions (aka more leads)!

Which would you rather fill out?

Response Desktop & Mobile View

Non-responsive Mobile View
**Mobile Apps:**
There are plenty of good reasons to have a mobile app, but it shouldn’t be the first (or even second) thing you focus time and energy on when creating your B2B mobile marketing program. Once you have a mobile-optimized website and have executed some of the other items on this list, then it’s time to explore the possibility of an app. Not before.

**Mobile Display:**
This is a fancy term for mobile banner ads. Fancy or not, they can be a great tool for B2B marketers because most of your competitors probably aren’t using them yet; it gives you an easy way to differentiate your brand. If you’re working with an ad agency or digital marketing firm, ask their advice on how best to use mobile display ads. If you’re not working with an ad agency or digital marketing firm, you can use Google or Bing to run mobile display ads. And one other thing: Take the time and effort to run a rich media mobile display campaign. Rich media display ads are ads that engage the recipient with audio, video, or other interactive techniques. Studies show that when someone engages with rich media ads, the rate of engagement (called the Secondary Action Rate) is a greater predictor of success than a simple click-through rate.

**SMS:**
The average person reads an email within 48 hours of receipt, but they typically read a text message within 2 minutes. That kind of immediacy lends itself to the power of SMS (aka “short message service”). SMS might not be as new or sexy as a rich media mobile display campaign, but in many cases they can be more effective. Getting started in SMS can be a bit technical, so we recommend working with an established SMS service provider such as SUMOTEXT, EZ Texting, or SlickText, all of which carefully follow industry regulations.

**Mobile Paid Search:**
This is low-hanging fruit for B2B marketers. If you’re using paid search at all, then you’re probably using mobile paid search. But it never hurts to double-check – make sure your paid search campaign is leveraging mobile as well as desktop. If not, you can make the change with the click of a button on the Google or Bing dashboard.

**QR Codes:**
They’re on life support. Don’t waste your time. Only 19% of U.S. consumers have ever scanned a QR code and it won’t be long before they’re a thing of the past.

**Beacons:**
These are generated by low-cost pieces of hardware that use low-energy Bluetooth connections to transmit messages or prompts directly to smartphones. They’re most applicable to the B2C world, but it never hurts to be aware of them in the event they get wider adoption in the B2B world. What’s the biggest challenge for beacons? Customers have to turn on Bluetooth, accept location services on the relevant app, and opt-in to receive in-store or indoor notifications. That sounds like a series of pretty high hurdles, but if you consider the value a beacon would have at, say, an airport where people could be notified about departures, delays, and gate assignments, you start to see the implications these little devices have.
Nine Action Steps You Can Take to Generate Leads with Mobile

Now that’s we’ve reviewed the components of the mobile channel, let’s take a look at some of the specific action steps you can use in your next campaign. Of course, we’re assuming that you’ve already worked your way through the fundamentals – setting your goals and objectives, developing a mobile strategy, and confirming that the mobile strategy integrates well with your other marketing strategies.

Assuming all that has taken place, it’s time to roll up your sleeves and get tactical. After all, without the tactics, all the best-laid strategies will simply fall by the wayside.

Ready to dive in? Great.

Here are nine ways you can leverage mobile to generate leads for your business today.

1. **Create Mobile-Friendly Email:**
   Studies show that as much as 48% of the people viewing your email may be doing so from a mobile device. If your B2B email marketing campaign isn’t mobile-optimized, that’s something you should consider changing as soon as possible.

2. **Run a Native Ad on Facebook:**
   A native ad is a promotional message that’s embedded within the Facebook feed. Since nearly half of your prospects will be viewing your native Facebook ad via their mobile device, it’s a simple and easy way to get started in mobile. Better still, Facebook has worked hard over the past year to improve the targeting capabilities of its advertising. Given that, running a mobile ad for your business on Facebook is worth testing.

3. **Develop a Local Mobile Paid Search Campaign:**
   People who are using their smartphones are mobile (as in, not at their desktops) and they’re often conducting searches for local businesses. Is your business showing up on local mobile searches? If not, you could be losing customers. [Moz has a terrific tool](https://tools.moz.com/local-search-ranking) to verify if you’re showing up on local searches. It’s worth checking out, if you haven’t done so already.
4. **Create a Mobile Survey:**
If you’re giving a B2B speech and want to engage your audience via their smartphones, consider using a tool like TwtPoll to create an instant poll the audience can access via their smartphones. It’s a great way to leverage mobile in a B2B environment and to engage prospects with your brand.

5. **Launch a Rich Media Mobile Display Campaign:**
As mentioned, rich media is a great way to get people engaged with your mobile display campaign. You can have fun with rich media ads. Create games, quizzes, puzzles – rich media ads can even be scratch-and-sniff (not really, but you get the idea).

6. **Use Geo-Locational Mobile Ads to Target Business Prospects:**
One of the great things about mobile display is that you can geo-target people who are located in a specific neighborhood or even a specific building. For example, you can target people in airports or hotels or car rental counters. That way, you can be confident that a high percentage of people seeing your ads are businesspeople who might be interested in learning more about your products or services.

7. **Use SMS at Events and Trade Shows to Capture Leads:**
Virtually 100% of your business prospects can read texts via their smartphones. Why not use that to your advantage? You’ll need an SMS Service Provider to help you with the task (since running an SMS campaign can get a little technical), but this is an under-utilized technique that can and should be taken advantage of by B2B marketers.

8. **Develop a Mobile App to Increase Customer Loyalty:**
Domino’s Pizza is one of the best examples of successful mobile app use. A few years ago, Domino’s realized that if a customer called their phone number to order a pizza and received a “please hold” message, the odds were high that they’d simply hang up the phone and call Pizza Hut. With that in mind, Domino’s developed a surprisingly simple app that made it quick and easy for customers to order pizza, thus virtually eliminating the possibility of getting a busy signal. It helped them reduce churn and improve their marketing ROI. What are some ways you can use a mobile app to increase customer loyalty in your business? Is there an ordering process for your B2B customer that could be simplified via an app?

9. **Use LinkedIn Mobile Features to Target B2B Customers:**
More than half of LinkedIn Inbox page views are currently happening on mobile devices, so why not leverage this B2B tool in your next mobile campaign? Sponsored InMail provides a powerful vehicle for marketers to reach business audiences. And since it’s available via mobile, it’s certainly worth testing for your business.
We’ve covered a lot of ground in these pages. Hopefully, we’ve given you an opportunity to understand the B2B mobile landscape, wrap your mind around the various mobile tools and techniques, and roll up your sleeves for some specific action steps you can use right away.

After all that, what’s our number one piece of advice? Take action. Reading about mobile will only get you so far. Your most important step is to take what you’ve learned in this eBook – and start putting it to use today.

**About the Author:**

Jamie Turner is the co-author of Go Mobile and How to Make Money with Social Media. He is the founder of the 60 Second Marketer and is also the CEO of 60 Second Communications, an advertising agency and digital marketing firm that develops mobile, social and traditional campaigns for businesses of all shapes and sizes.

There’s more information about marketing automation available in the Act-On Center of Excellence.
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