

## B2B Mobile Report:

### **Automation Experts Share Key Strategies To Integrate Mobile Into a Demand Generation Strategy**

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*By Amanda F. Batista, Managing Editor*

The B2B buying cycle now hinges on a variety of digital touch points, creating both a challenge and an opportunity for marketers to leverage different channels to communicate and pique interest.

The staggering statistics around mobile in particular have become impossible to ignore. **Neilsen** recently reported that almost half (48%) of U.S. adults own a smartphone – including 66% penetration in the coveted 24 – 34 age range.

And while B2C marketers have been utilizing the mobile channel as a customer communication and commerce tool, B2B marketers are starting to realize the value in mobile investment. B2B mobile marketing spending is expected to quadruple over the next few years, rising from \$26 million in 2009 to \$106 million in 2014, according to **Forrester Research**.

While many marketers have been scratching their heads to understand how to effectively leverage the mobile channel, experts advise it's vital to develop strategies and tactics to optimize campaigns and succeed in today's digital marketplace.

"Digital interaction, in terms of the actual buying cycle, is close to 2/3 or 66% through the education phase when prospects are trying to understand the solution," noted Matt Papertsian, Research Director, Demand Creation Strategies, [SiriusDecisions](#). "C-level people are spending this much time digitally and half that time is being spent on a mobile, yet companies still don't have web sites that are optimized for mobile delivery, they're not using marketing automation platforms that are smarter, understand mobile delivery and can deliver content dynamically."

Papertsian noted that, as marketers increasingly turn to metrics and measurement to understand the value and response to campaign tactics, mobile is an additional delivery mechanism that B2B marketers need to leverage for campaign building.

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Demand Creation Strategies  
SiriusDecisions

Other experts agree that the convergence of smartphones, high speed internet and compelling mobile apps has changed the way people communicate and consume content, and for that reason, marketers must adapt.

"More marketers are realizing that people want quick, consumable content that is easy to share," noted Bryan Brown, Director of Product Strategy, [Silverpop](#). "When a mobile user sees a Twitter post from someone they follow about your company's E-book, they expect to click and get without a need to tell you who they are, their budget and their phone number. Marketers should consider lowering the content bar for first time engagers, saving the additional questions for later interactions or premium content. Mapping your content and data collection strategies to stages in the buying cycle will ensure you are collecting the right information at the right time while providing a desirable experience for your audience."

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## What B2B Marketers Need to Be Doing On Mobile

Marketing automation experts offer the following 8 key tactics to integrating mobile into a demand generation strategy:

- 1. Always account for how an email may render on a mobile device.** "For most campaigns the email needs to be designed to accommodate the mobile viewer, meaning it should be simple and to the point," noted Rob Bois, Product Marketing Manager, [Eloqua](#). "If your email or landing page is too rich with content, the rendering time on a mobile device may put you at risk for losing mobile viewers. Graphics and font sizes should also take into account the likelihood the email will be viewed on the smaller form factor of a mobile screen. And lastly, marketers do still need to consider that some mobile devices will require a text-only version of the email to be viewed properly."
- 2. Build campaigns that allow people to interact across multiple channels and devices.** "For example, by using social sharing in an email, it's possible to extend the reach of that message beyond a database audience," noted Silverpop's Brown. "Also consider embedding form-based offers on your company's Facebook page to convert anonymous fans and followers to relationships you can communicate with via email. Using marketing automation to power cross-



channel campaigns will ensure that marketers can identify the contact regardless of the channel, providing the right offers to the contact based on their previous interests and interactions.”

3. **Optimize more than just web pages for mobile.** “One of our own examples is our webinar series, which we used to host as Flash files that could not be viewed on some mobile devices,” noted Maria Pergolino, Senior Director of Demand Generation, [Marketo](#). “To fix this, we began hosting our videos (including webinars) on YouTube and also hosting an audio version as a podcast in iTunes. This made the content easier to view on the go, and also made the content much easier to find by those using a mobile device since the content was hosted on sites they frequented (like iTunes and YouTube).”
4. **Have simple, easy to read designs and a clear call to action.** “Readers on a small screen don’t want to scroll too much – especially not horizontally,” noted Adam Blitzer, Co-Founder & COO, [Pardot](#). “It’s ideal if they can understand the messaging quickly and easily without having to search for the information they need. Downloading files and filling out forms can be difficult or a little bit clunky on mobile devices, so it’s also more user-friendly to think about content that doesn’t require forms or downloads to have value.”
5. **Consider the inability to use Flash on an iPad or iPhone.** “Flash content, while attractive, is not good for SEO and is not trackable from a marketing automation perspective,” Blitzer said. “It’s best to use it selectively for videos or animation, and avoid building your entire web site in Flash.”
6. **Deliver valuable content as compactly as possible.** “For instance, you might want to break up a longer E-book or white paper into smaller consumable chapters to make them easier to read in a smaller format and in shorter periods of time,” noted Jeff Erramouspe, President, [Manticore Technology](#). “Visually, I think the iPad has created some interesting opportunities for more interactive/ application based infographics, but I don’t necessarily see smaller mobile devices having the same advantage.”

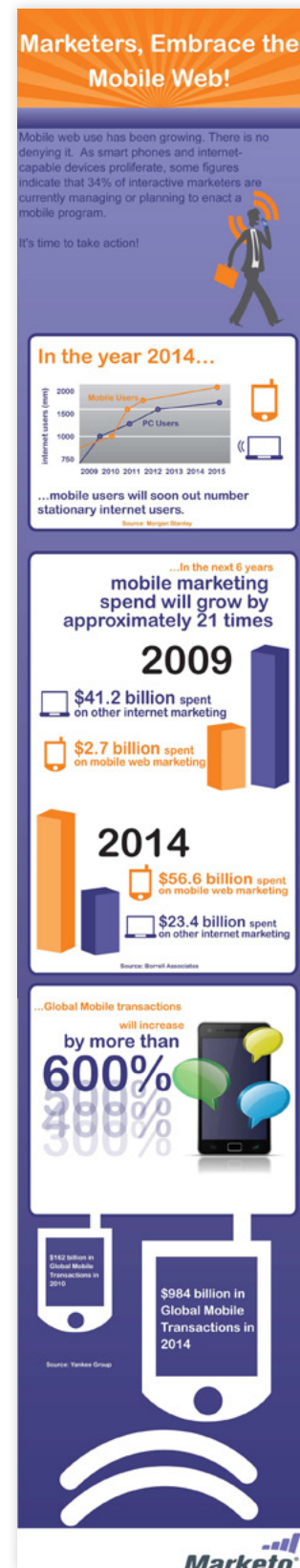




7. **Take advantage of the real-time nature of mobile.** "Real-time lead alerts are designed for delivery to a highly mobile sales staff," noted Tony Tissot, Senior Director of Marketing, [eTrigue](#). "Timing of contact to prospects is very important. The odds of successfully contacting a qualified lead if called in 5 minutes, versus 30 minutes, are 100 times better. Detailed alerts provide sales people with comprehensive, real-time information on prospects who have met specific lead scoring criteria so that they can make a decision to engage a prospect with the right message at the right time."
8. **Don't be afraid to leverage SMS text messaging to reach the busy, time-starved executive.** "It seems like B2B has been slow to the [mobile] game," said Mike Hotz, Associate Director of Strategic Services, [Responsys](#). "A lot of them are catching up. Most of the companies we're working with right now are in really early stages. It seems like the workforce is a lot more mobile than the consumer. How do we reach the CEO or VP who's getting things blasted? I think mobile's the way to do it. Breaking through tot hose executives just in time while they're on mobile is key."

Industry research points to a rapidly evolving mobile landscape. Most notably, this infographic highlights how, in the year 2014, mobile users will soon outnumber stationary Internet users. Taking the business transaction out of the equation, this is simply a channel that can't be ignored. Go mobile!

Infographic Source: Marketo



## DEMAND GEN REPORT

### About DemandGen Report

DemandGen Report (DGR) is a targeted e-media publication spotlighting the strategies and solutions that help Business-to-Business (BtoB) companies better align sales, marketing and disparate teams to support growth and drive revenue. DGR content and news coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage multichannel demand generation efforts. DemandGen Report is the only information source directly focused on this rapidly emerging business discipline.



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