

The Importance of Mobile Marketing in B2B Space

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With a whole new generation of B2B buyers living in a mobile-first world, focusing just on traditional marketing channels is not enough. Today, if you're not focusing on mobile, you are missing out on a profitable opportunity.

Don't believe us? 81.6% of the world's population uses smartphones. Every morning, most of us rush to check our phones as soon as we wake up. We go through the emails, check the weather, manage our work, and catch up with the news.

This also suggests that mobile is no longer limited to personal usage, but its use has transcended into business transactions well.

No wonder 61% of B2B buyers use mobile devices to research and buy products and services. So it is safe to assume that your target audience extensively uses a smartphone and is expecting a seamless mobile experience. Because if they do, they're more likely to purchase again from you and recommend your business to others. Or at least that is what 90% of B2B buyers suggest.

As more and more businesses are going mobile-first, you need a new strategy to adapt to this reality and drive significant business growth.

The Changing Face of Marketing

Today's tech-savvy customers are not just comparing your products and services to other businesses, but they're also looking for the best digital experiences. And B2B buyer is no exception to this trend.

Not to mention, B2B buyers are becoming heavily dependent on mobiles, using them for work and multitasking, so they are likely to stay productive on their smartphones on the go. Further, many B2B businesses who have already adopted a mobile-first perspective are witnessing higher levels of engagement on mobile, along with better website traffic and improved lead generation.

An effective mobile marketing strategy aims at reaching customers on smartphones through mobile-friendly websites, apps, emails, and social media, among others. No matter the size of your business, mobile marketing is the way ahead-

- More than 60% of mobile users directly contacted a business through the search results
- 70% of customers finding your business online will act within an hour
- Over 55.7% of internet traffic comes from smartphones

Still not convinced that mobile marketing is here to stay? Here's why we think mobile marketing is the future of B2B-

It Offers You A Wider Customer Reach

It Helps Personalize User Experience

It Helps Generate Higher Revenue

You Have Instant Reach with Social Media

Enjoy Better Search Engine Rankings

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