

THE MOBILE REVOLUTION & B2B

Why Mobile Ignites A Revolution And The Marketing Imperatives For Today's B2Bs



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By Christina "CK" Kerley



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Revolution Afoot

Whether or not “going mobile” is yet on the B2B priority list, the mobile revolution is expanding at an unprecedented, almost unbelievable, pace all around B2B organizations. A revolution, by definition, changes the current order in a relatively short period. With 5 billion mobile subscriptions worldwide—eclipsing the combined penetration of PCs, landlines and TVs— 5 billion apps downloaded in 2010 alone, and \$5 billion in sales in the three quarters following iPad's launch, mobile not only qualifies as revolutionary, but also firmly stakes claim to being the most sweeping set of media of our time... or any time.

Mobile's Worldwide Growth Tear:

- 5.3 billion mobile subscriptions worldwide (ITU/2010)
- 60 million U.S. smartphones in 2010, 110 million by 2015 (eMarketer/2011)
- 5 billion mobile apps downloaded in 2010 (Apple/2010)
- \$15 billion in apps sales in 2011 (Gartner/2011)
- Enterprise Mobile apps to surpass traditional apps by 2015 (IBM/2010)
- \$5 billion in iPad sales in 3 Quarters (Apple/2011)
- 70+% of executives under 40 classify mobile as primary communications tool (Forbes/2010)
- Over 50% of Execs prefer business purchases on mobile Web vs. phone (Forbes/2010)
- 240% growth YOY in mobile social networking (Comscore/2010)
- Apps to hit \$35 billion worldwide by 2014 (IDC/2010)
- 64% of B2B decision makers read email via mobile devices (Marketing Sherpa/2007)
- 1 billion reading email on mobile devices by 2013 (Radicati Group/2010)
- 72% of U.S. workforce already mobile, 75% by 2013 (IDC/2010)
- Mobile as 'first-screen' for all Web usage between 2013 (Gartner/2010) or 2015 (Morgan Stanley/2010)
- Tablet sales grow from 21 million units in 2010 to 168 million units in 2014 (Yankee Group/2011)
- Tablets to generate as much traffic in 2015 as entire global mobile network

Video Clip: Mobile's Mind-Blowing Numbers

Make no mistake, in the technology lollapalooza of the past decade, digital and social media are merely the warm-up acts to the blockbuster headliner that is mobile.

“We are in the early innings of a massive phenomenon” explains famed Technology Analyst Mary Meeker. And Google VP of the Americas, Dennis Woodside, forecasts, “This new, huge technology market will transform almost every industry.”

Albeit lofty, these statements are also altogether logical: Mobile isn't just a part of our daily lives; it's pervasive in every aspect of our days. Whether we're at home or at work, mobile is how we connect and communicate with one another, conduct tasks both extraordinary and mundane, organize our personal and professional information, and access and evaluate the information that leads us to make purchases.

But B2B companies have been slow to move into mobile. And the irony is stark, given that mobile is the one set of media that is most used by their target audiences. Ask any professional, it's not their laptop, TV or mp3 player that they cannot live without, it's their mobile phone.

Mobile devices, however, aren't the story. They're just the screens. In the mobile revolution, what is most important—yet not widely understood—isn't that we're changing our technology, but that this technology is changing us. The mobile revolution is defined not by a mass conversion in communications devices but the sea change that mobile media is driving across the needs, expectations, and thresholds of today's consumer and business audiences.

Video Clip: How Mobile Changes Us

The marching orders for B2B are clear: Align your marketing with the profound, permanent shifts that mobile is driving across your core audiences... or risk your company's relevance in a business world forever changed by anytime, anywhere, always-on media.

Revolution, anyone?

Lifeline to Livelihoods



Whereas the Internet brought us business information on a vast level, and social media enabled us to make new business connections across the globe, mobile ensures that we remain connected—and always working—no matter what our location.

The statistics are nothing short of surreal: a global embedded base of 5-billion mobile subscriptions, bolstered by a 40% growth rate in smartphones for 2011, compounded by a whopping 240% year-over-year surge in mobile social networking, and topped-off with 100% growth forecast for tablet computers this year. In fact, mobile integration represents the most sound business case that the B2B boardroom has ever seen, or imagined.

The B2B roadblock for mobile is not one of adoption but one of perception. Yet mobile is how professionals stay in contact with their teams, stay abreast of breaking developments in their industries, and stay competitive in a 24-7 global business world. Moreover, the perception held by many B2B marketers that mobile is purely a consumer marketing media is akin to thinking that professionals “disconnect” when they arrive at work... when exactly the opposite is true.

On the contrary, 72% of the U.S. workforce is already mobile, 64% of B2B decision makers read their email via mobile devices, and more than 70% of executives under 40 consider mobile their primary communications tool. Mobile, then, is a veritable lifeline to professionals' livelihoods.

 **Video Clip: Lifelines to Their Livelihoods**

Even traditional enterprise-computing giant IBM predicts that mobile applications will surpass traditional platforms in the enterprise market by 2015 as the popularity of smartphones and tablets continues to surge. These mobile technologies are, no doubt, today's business tools. Perhaps most profound: mobile is set to trump laptops and desktops as the “first screen device” for all Internet access between 2013 and 2015. It's not that business audiences are “going mobile,” they've already gone mobile—now it's B2B's turn.

In the technology lollapalooza of the past decade, digital and social media are merely the warm-up acts to the headliner that is mobile.

(Note: statistics cited in above section sourced in Page 1, sidebar)

Living (and Working) in Two Worlds

We now live (and work) in two worlds—the physical and the virtual—at nearly all times. Whether we're at our weekly staff meetings and secretly checking our emails and texts, at the local grocery market and browsing our mobile apps for new recipes, watching our favorite TV shows while also tweeting our reactions with other fans, or attending industry tradeshow and scanning exhibitors' QR codes to save their contact information to our phones, we live in two worlds simultaneously.

Yet we rarely stop to think about how often we toggle between those two worlds. Nor do we realize how quickly we've become accustomed to how our physical and virtual worlds constantly converge. But B2Bs must begin paying attention to how the lines between virtual and physical worlds are blurring—and understand how business markets no longer make the distinction between a brand's offline and online presence. To customers it's just the brand, no matter the medium. More to the point, B2B marketers must ensure that their brands are equally present, and equally powerful, in both worlds.

 **Video Clip: The Way We Live Now**



Living and working in two worlds results in yet another startling phenomenon: Between broadcast, traditional, digital, social and mobile, we now spend more than half our days consuming media (Ipsos OTX MediaCT, 2010). Whether texting through our mobile phones, listening to music on our mp3s, watching movies through our iPads, watching TV shows through our DVRs, or finding destinations with our in-car navigational systems, we are a media-savvy society that consumes information at mind-boggling levels.

And while we're consuming media more than half our day, we're still spending more than half our day at work (and thanks to mobile, we are always working). Thus, the media that we consume is not just of a personal nature.

Now It's Truly Personal

In the high-touch, highly personal selling environment of B2B, relationships are everything—especially given that the B2B landscape is punctuated by high-priced offerings, long sales cycles, and complex contracts. Whereas our market is smaller than that of our B2C counterparts, our customer relationships are much more important; after all, each relationship might represent tens of thousands, if not millions, in revenue to our businesses annually.

No wonder executives have forever sought relationship-building tools that bring them closer to the Holy Grail of 1:1 marketing. Now, finally, that 1:1 medium is here, and its name is mobile.

It's not that business audiences are 'going mobile', they've already gone mobile—and now it's B2B's turn.

After all, what is more personal to you than your mobile device? It's always

switched on, always on your person, and it's personally customizable in every way. While email newsletters often sit in inboxes for weeks, more than 90% of text messages are read—on average within three minutes of receipt (SinglePoint, 2011).



Moreover, between their impressive processing power and myriad features, today's smartphones have morphed into computers that "just happen to also ring." They are the first truly personal computer: They're always on our person, and personally customizable in most every way—from the ringtones and pictures we set for each caller, to the utilities we use for our daily activities, to the mp3s that fill our playlists and the apps that we download for work and play.

Because mobile is so personal, however, it is the one medium that marketers cannot use without first being invited in by their audiences. Especially since it's illegal to rent a list of mobile phone numbers, and businesspeople

have zero tolerance for SPAM on the tools they use for business.

Whether prospects are opting in to receive SMS alerts, finding and downloading apps, scanning QR codes, or texting to shortcodes for more information, B2Bs will need to earn a place on their markets' most personal of devices. And they must continue to provide value and remain sensitive to overloading the mobile channel... or they won't be invited back.

The New Normal: Higher Expectations Meet Lower Thresholds

Instead of a society that looks ahead, we are now a culture that constantly (and literally) looks down—because the amount of activity in our days, and the opportunities for our businesses, is depicted by the levels of activity occurring on our mobile screens. Put another way: the data that we send, store, and receive on our smartphones is always viewed as a priority.

In the new normal, it's not only companies that are pushing the envelope, but the market that's pushing companies to do better, and far faster.

Forget the market's habits for a moment and look at your own. When was the last time you held an in-person discussion with an executive who didn't check his mobile device at least once (if not three times) while speaking with you? When was the last time you attended a meeting without your smartphone? How much more quickly do you respond to texts vs. emails? How out of touch, or altogether infuriated, do you feel when you find yourself in a dead zone? Do you measure the success of your speeches by the amount of time your audience spends listening to you... or the number of texts and tweets they send to others regarding your content and performance?

Welcome to the New Normal: We multitask across multiple devices every minute of our days, we hold multiple conversations over various social-media channels, we prefer our information in easy-to-

consume bite-sized SMS messages, and we absolutely positively expect to get the information we want the instant that we want it... no matter where we are physically at the time. In a nutshell, we're mobile, and we're far more demanding than ever.

Video Clip: The New Normal

And while our activity levels have skyrocketed, our patience thresholds have plummeted. The amount of time that users will wait for a Web page to load had already declined a startling 50% in just three years—from 4 seconds to 2 seconds (*Forrester, 2009*). And mobile users do not tolerate a difference in wait times on their mobile phones vs. their desktops; if anything they're less forgiving while mobile. For B2Bs, these precipitous declines are especially profound. After all, time is still money in the business environment.

Our customers speak to us most loudly through their actions and their expectations. And their message is clear: In this new normal, real-time is the only speed. Even beloved brands like Google are retooling their offerings to deal with our growing levels of impatience. Whereas it used to take seconds to yield over a million results to search queries, they now appear instantaneously. Google's search enhancement, Google Instant, displays search results while users are still typing their search queries. After all, in a manic, multitasking world, we can no longer spare the time to finish our questions before the answers are supplied to us.

Google explains that it's "pushing the limits of its technology to get better search results, faster." But in this high-expectation, low-threshold world, it's not only companies that are pushing the envelope but the market that's pushing companies to do better, and far faster.

New Imperatives For a New Media

It's not that our mobile society needs to temper its ever-increasing demands; rather, today's businesses need to retool their models—and their marketing. And for B2Bs to succeed, it's not a matter of merely adjusting to this new normal, but embracing it in all of their practices and programs.

For marketers, the advent of mobile indeed means that our ecosystem just got exponentially larger, with more opportunities, more media to integrate, and more best practices to learn. Specifically, for B2Bs, the mobile revolution serves them with 5 new imperatives:



1 B2B User Experience: Think INSIDE the Box

For B2Bs waiting to “go mobile” until next quarter, or next year, here’s a heaping dose of reality: If you have a website, you’re already in the mobile world—and chances are you’re making a terrible impression with audiences. Why? Because your amped-up, tricked-out websites, replete with all those bells, whistles, sub-navs and flash movies that sing harmonies on laptop-sized screens, produce a chaotic cacophony to users viewing them on the miniature screens of their mobile devices.

Without optimizing for the mobile environment, your site is creating an unusable, illegible experience on the one device that is always on and always within your target audiences’ reach. Wide-ranging mobile tools and cool apps aside, your first step is to optimize your existing content. And your action point is to begin “thinking INSIDE the box” that is the significantly smaller screen of mobile devices.

Video Clip: Think INSIDE the Box

With that said, smartphones, are but one screen for which your content needs to be optimized. The market for tablet computers is nothing short of booming; whether at home or on the road, executives

are using their laptops less... and this lighter, cooler new category of mobile device more. The implication for B2B? Marketers will have to think inside many boxes—and build their content for multiple mobile screens to accommodate varying amounts of space.



The mobile content strategy for [360i's Mobile Marketing Playbook](#) illustrates a set of best practices. By optimizing its website for every device—desktops, laptops, smartphones and tablets—360i provides a rich experience for its business audience, no matter how large or small their screens.

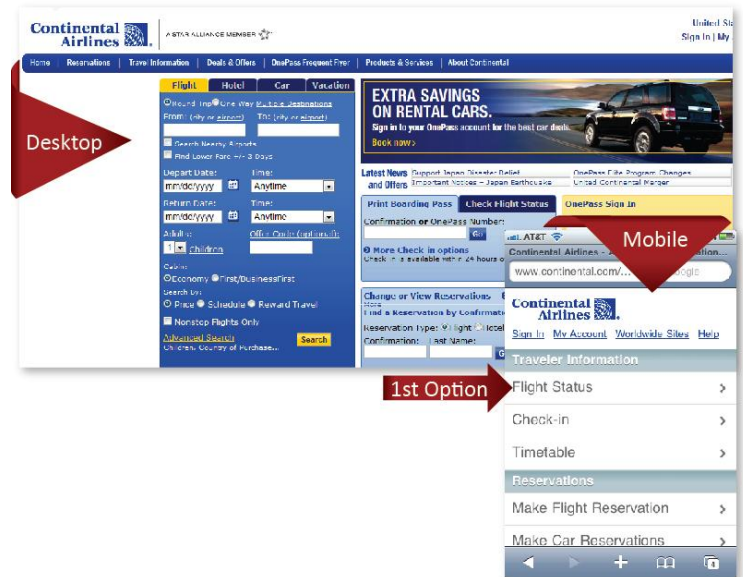
But accommodating smaller screen sizes to ensure legibility and quick-loading times is only half the story. B2Bs also need to craft content strategies that support their users’ needs and priorities when those users are mobile; because those needs and priorities differ when users are accessing content at their desktops.

For example, while at their laptops, business fliers might check the [Continental Airlines](#) website to browse through flight selections and prices, check how many frequent-flier miles they’ve accrued, or add hotel reservations for their next business trip.

But when accessing Continental’s website from their mobile devices while en route to the airport, users are most likely checking whether their flights are on time, delayed, or the ever-dreaded “grounded.”

And [Continental's mobile website](#) easily and quickly accommodates their needs, and does so from the very first option on the very first screen.

The mobile websites of all industries—not just those of airlines—must be built around the mobile needs of their business audiences. Thus, understanding what's important to your particular market audiences, both when they are stationary and when they are on the move, and delivering experiences that match those needs across various devices, is how B2Bs can begin thinking—and succeeding—INSIDE the box.



2

B2B Critical Success Factors: Better, Faster, Easier

Unlike B2Cs, which can take novel approaches to engage consumers, B2Bs' choices are more limited because business audiences are driven by efficiency over entertainment. Whereas consumers often have time to spare, professionals rarely have enough of it. And while consumers set their own priorities, professionals are accountable to their bosses, with their priorities determined by their organizations' bottom lines.

In an age when technology has made it easier for professionals to streamline many business tasks, perhaps the most striking irony is that professionals are now tasked with far more to accomplish, within far shorter timetables. Although business professionals are a smart and savvy audience, what they seek above all else is more simplicity (they deal with enough complexity in their daily work lives).

Therefore, the critical success factors of “Better, Faster, Easier” must serve as the B2B mobile mantra. For B2B audiences, “better, faster, easier” always wins the day. Marketers who develop mobile strategies that make their audiences' work-related activities better, faster, and easier will win mobile hearts, minds, and market share.

[Regus](#), the world's largest provider of workplace solutions, provides a solid example of creating a better, faster, and easier experience for its mobile audiences. Through the development of a [mobile app](#),



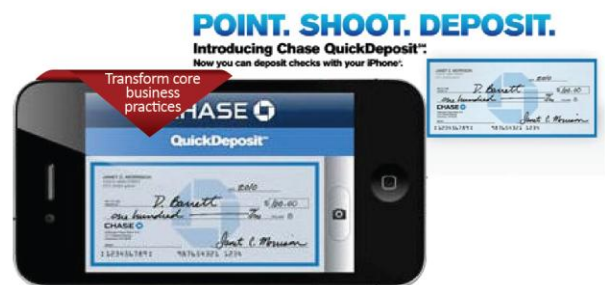
Regus enables its business audiences—whether traveling in Savannah, Sydney, Singapore, or any city in 85+ countries—to quickly and easily purchase temporary office space and meeting rooms.

After downloading the Regus app, users simply scan the area in front of them through their smartphone cameras while the app simultaneously populates their viewing areas with office options that are in close proximity. This easy-to-use feature lets users tap on the graphics to receive more information on respective office spaces, or to contact Regus directly via email or click-to-call.

Through location-based and augmented-reality technologies inherent to its app, Regus is leveraging features that are all too often brushed off by B2Bs as being appropriate only for consumer audiences. Yet, as Regus has found—with more than 19,000 downloads in less than 6 months, across over 85 countries, with a 65%+ rate of engagement—business audiences avidly use and benefit from such cutting-edge technologies. That's right, B2B, given the right mobile strategy, you too can create killer apps.

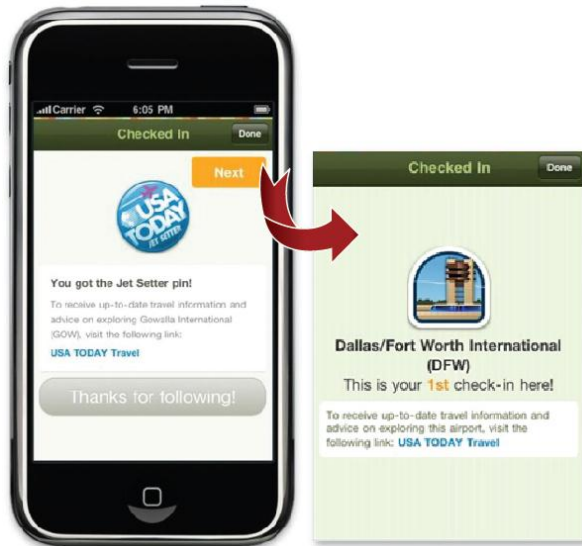
A consummate example of the transformative nature of mobile is illustrated by [Chase Bank](#). Through its [mobile app](#), Chase's customers, consumer and commercial alike, can deposit their checks via a quick photo deposit using their mobile apps.

No longer do Chase customers need to exhaust time going to the bank to deposit physical checks. Now deposits are made in minutes from wherever customers are located... raising the question for all B2Bs: How can you, like Regus and Chase, create a better, faster, and easier experience for your customers? And the much bigger question: How can your company not only tailor strategies around "better, faster, easier" but, like Chase, also transform core business practices in the process?



3 B2B Marketing Programs: Get Creative (Not Constrained) in the Mobile Mix

In developing their mobile marketing mix, B2Bs must understand that a smaller viewing space does not equate to less opportunity, nor does mobile constrain the creativity of their marketing programs. Nowhere near. Conversely, the wide-ranging mobile tools and channels now afforded to B2Bs equate to more marketing opportunities, more marketing tools, and more ways to tailor marketing programs to target audiences.



An examination of one of [USA Today's](#) mobile programs illuminates a stellar example of how B2B companies can use mobile to effectively target and promote their offerings. In partnership with location-based service [Gowalla](#), USA Today markets its travel-centric content to the audience that needs it most (business travelers) through the devices that they rely upon most (mobile phones).

With USA Today's smart [mobile-marketing program](#), business travelers receive content relevant to their locations—at the precise time that they arrive at the location.

When those travelers virtually check in at a certain location, such as when they've arrived at one of the nation's busiest airports, they're awarded a "Jet-Setter" pin and receive tailored content for the city they've arrived in—including airport guides, recommended trips for that city, and top headlines from USA Today's "Today In The Sky" content.

The brilliance lies in USA Today's creative leveraging of its valuable asset—region-specific content for traveling executives—and in its use of mobile tools to make its content more relevant, and more readily available, to business professionals.

How to stand out when 70 of your competitors are standing right next to you? That's the challenge that [ClearPoint](#), a global authority in interactive health education, contended with at an annual conference for pharmaceutical and biotech trainers. ClearPoint knew that it needed to engage event-goers with content that was highly relevant to their industry, and it needed to do so via a technology platform integral to the company's mLearning mobile offerings.

ClearPoint cut through the clutter by giving attendees a 10-question quiz that helped demystify Healthcare Reform—a complex subject perfectly suited to the industry most affected by it. But it wasn't just the subject matter that was highly germane, so too was the platform on which it was delivered. The quiz was developed for the iPad, a new category of mobile device that, at the time of the conference in June 2010, had been available to the market for only a couple of months.

ClearPoint's mobile-marketing program achieved its goals of engagement on two fronts. First, event-goers interacted with, and were introduced to, ClearPoint's mobile capabilities on an entirely new mLearning platform. Second, the mobile quizzes enabled ClearPoint's professionals to engage with prospects via a strategy focused on knowledge transfer.

In essence, at an event overloaded with all-too-forgettable one-way pitches, having attendees learn through an interactive quiz on mobile devices fostered conversation—a two-way information exchange that made for a lasting impression.

What is especially clever about ClearPoint's marketing strategy was how it combined high-buzz subject matter (Healthcare Reform) with high-buzz mobile platforms (tablet computers). As a result, ClearPoint creatively demonstrated how the company's learning solutions are evolving to align with the vast set of changes occurring in both healthcare and technology.

Media titan USA Today and educational leader ClearPoint exemplify how integrating mobile in the marketing mix engages business audiences in highly targeted, highly impactful ways. Proof positive that mobile avails B2Bs of more creativity—not more constraint.



4 B2B Content: Reign as King of Mobile Content

Even in a new mobile world, the age-old maxim holds true: Content Is King. And B2Bs are the natural-born kings of content—after all, they developed thought-leadership in the form of compelling content as a core marketing strategy to inform, engage and persuade their target audiences.

No matter the industry, content is at the heart of all B2B marketing because, unlike B2C products and services, B2B offerings are far more complex and far more risky for the buyer because of their higher prices. Remember, a consumer buy most likely affects one person (as with soda pop), whereas a business buy affects the entire organization (as with an enterprise software system). Thus, the snappy-copy ads that B2Cs use to entice consumers don't fly in the B2B environment; business professionals need explanation, information and rock-solid data that they must present to their C-suite to get the green light on purchases. In B2C marketing, you're selling to the consumer; in B2B marketing, you're selling to the entire enterprise.

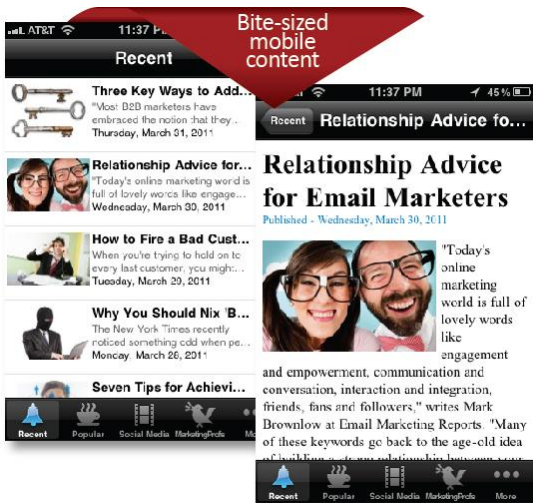
So, while B2Cs weave together stories in the content they present to their consumer audiences, we B2Bs must build arguments in the content we share with our business markets. To be sure, B2Bs must still be creative in their communications; but where B2Cs can usually summarize their selling points in an advertisement, B2Bs often need an entire article.

With that said, B2B marketers must begin looking at their content in a new light, because the mobile environment necessitates new practices, new formats, and new word-limit restrictions. True, B2B audiences still need thought-leadership content to help them solve their challenges, to learn new tips, and to identify new opportunities; but the way that they access such content is now quite different.

This new reality does not mean that in-depth content is irrelevant; users will still consume such content on larger screens, such as laptops and tablets. But it does mean that they need content in ways that suit the mobile environment—as they will increasingly be accessing that content while working remotely. The implication for B2B content in mobile? The thought-leadership content that B2Bs work exhaustively to develop can now avail of new technologies and new tools, most notably audio and video.

Furthermore, the beauty of mobile devices and tools is that they afford B2B marketers new tactics not only for their new content but also for their existing content. For example:

Video Clip: Leveraging Existing Content



- Could your in-depth pieces on industry best practices also be turned into a series of 5-10 minute audio podcasts for your mobile audience?
- Why not feature a video Q&A with the authors of your position papers that are easily viewed from smartphones, and further encourage viewers to read the full report when back at their desktop computers?
- Could you complement your existing in-depth articles with bite-sized, 100-200 word briefs that populate a mobile app?

Consider how [MarketingProfs](#), an online destination for marketing content, with more than 350,000 business subscribers, adeptly crafts its content into a [mobile app](#) that helps keep its audiences up to date while they're on the go. For example, through its short, lesson-rich series—aptly titled “Get to the PoInt”—readers get the point, and the content, quickly and easily through their mobile devices.

The same content also makes for terrific, short e-newsletters that MarketingProfs promotes to its readers for reading on their computers. So, MarketingProfs reigns as marketing content king on mobile devices and desktops, through the very same content that's repurposed—re-imagined—in different ways for its audience.

But MarketingProfs mobile content marketing doesn't stop with its online content. The organization uses mobile as a clever complement to its series of live events, too. At its *Digital Marketing Forum* in February 2011, MarketingProfs sought to provide attendees a paperless way to check out what



was going on at the event. Its event app (developed by [Grupio.com](#)), featured session information, additional backgrounders on the speakers, and highlights of what was coming up next in the program.

The event guide app also let attendees organize their event schedules and featured an aggregation of event-centric tweets, so the content created by attendees themselves was also promoted. No wonder, then, that MarketingProfs is planning to use apps to enhance future events.

The opportunity is clear: Whether to tap mobile to market existing content in new ways, or use mobile tools to promote new content, or mine mobile technologies to supplement offline content at special events, today's B2Bs can continue their reign as kings of content in the mobile environment, too.

5 B2B Marketing Strategy: Extend Core Value into the Anytime-Anywhere World

To move the needle, and keep their companies relevant in this newly mobile business world, marketers and their leadership teams must step back to look at the big picture of their businesses within the mobile environment. Through a set of strategic exercises, B2Bs must assess their specific landscapes for mobile growth opportunities and competitive threats. And they must examine the core value proposition that their brands promise their target markets.

Executives will emerge from those exercises having identified how they can use mobile technologies to enhance their existing set of offerings, or advance their overall businesses, or both.

[Hoovers Inc.](#) provides online tools to help sales, marketing, and business-development professionals find

information and connect with the companies they target when prospecting. And while Hoovers has delivered on its core value of providing up-to-date analysis and information for two decades, the company well understands that business is no longer restricted to desk-side transactions. Mobile is where its market is increasingly moving, and so too must the company.

In Q1 2010 the company launched a [mobile app](#) that uses location-based technology as a sales prospecting tool. The app helps users identify and organize potential customers, learn about prospective businesses, and get directions to their office locations—a welcome feature for proverbial “road warriors.” But there’s an added benefit of geographically clustering one’s prospects by their corporate locations: Sales professionals can use their smartphones to efficiently group their in-person sales calls within a given area, thus increasing their productivity.



Moreover, when traveling within territories near and far, salespeople can use the app to chart which of their prospects' offices are in close proximity to their current locations (hence the app's clever name: "Near Here"). As Hoover's mobile users have found, this ingenious feature avails them, in real time, of new sales-call possibilities that would otherwise have been missed revenue opportunities.

This app, however, is more than a mere extension of Hoover's Web-based tool; it's how the company is extending its core value—supporting sales professionals in their prospecting efforts—into the mobile environment. Due to the success of the "Near Here" app, Hoovers will be launching other mobile offerings that provide its market with new features and functionality that further extend the company's core value into the anytime-anywhere world.

Through its cloud-based software, [Brainshark](#) helps businesses deliver timely information—in short, digestible nuggets—through easy-to-experience video formats. The value proposition of Brainshark is that businesspeople, spanning marketers, sales teams, and HR organizations, can easily transform their static content, such as PowerPoint documents, into voice-enriched dynamic video presentations. And through Brainshark Mobile, an enhancement to the company's previous offerings, all Brainshark-

delivered presentations now play on any of the leading mobile devices.



But, like Hoover's, Brainshark understands the needs of its mobile markets—and the imperative to not only enhance through mobile but also advance core company value through this unique medium.

With the release of its [new app](#) in Q1 2011 for the iPhone and iPad (apps are being developed for other mobile platforms), customers can easily search, browse, view, and share content from their mobile devices. So, through the app, a sales professional now has the ability to view product information from the content library on her iPad 10 minutes before

walking into an important meeting, then take that same content and add it to her presentation—which she can present via her iPad during the meeting. And on the way out, the sales professional can also send off her presentation to others who couldn't make the meeting, all while knowing exactly when the information was viewed due to the notifications being sent back to her mobile device.

Through these new features and functions Brainshark isn't just enhancing its customers' experience in the mobile environment, it's also advancing the core value of its brand—in essence, easily transforming static presentations into dynamic presentations—by helping its target audiences succeed in their jobs, at anytime and from anywhere.

For B2Bs, the strategic imperative of identifying how to harness mobile in ways that extend their brands' core value propositions bears many rewards, as that is precisely how businesses intersect marketing ROI with marketplace relevance.

The Revolution is Theirs—The Moment is Yours



Between the marketing implications of anytime-anywhere media, society's skyrocketing demands and plummeting thresholds, and a remarkable (if not unfathomable) worldwide growth tear, the business case for B2B mobile is compelling. The numbers are nothing short of stunning, with mobile recording the fastest, most favorable rates of adoption that the business world has ever witnessed.

We are now, without question, a mobile planet. And the revolution that our newly mobile world is undergoing is unique. Because this revolution isn't merely a story about changes in technology, but about the profound and permanent set of changes that this technology is driving in us—and in the markets we must continue to serve.

 [Video Clip: How Mobile Changes Us](#)

The first step for B2Bs is to not only begin taking these media seriously but also elevate them to a priority. If B2B marketers do not adjust their mindsets and embrace mobile, they'll miss ROI opportunities. More concerning, if B2Bs don't realize the gravity of the mobile revolution—and the new imperatives it demands of their marketing—they'll risk their company's relevance in the one set of media that moves with their markets' every move.

The spoils will go to those B2Bs that shift to “mobile-first” thinking and respond by crafting robust mobile propositions. These are the B2Bs that will enjoy the highly coveted first-mover advantages in their particular spaces.

Alas, there are no holes to fill in the argument for mobile integration, only dots left to connect by B2B executives. The remaining question, then, is not whether mobile is prime for B2B, but when B2Bs will address the mobile revolution... and what part they will play.

As for today's B2B marketers? Indeed, much work awaits you. But a sort of magic awaits you, too. Whether at the outset of your mobile endeavors, or deep within the process of mobile integration, it will hit you: While the revolution belongs to your market, this moment—a historic, rich, and rare moment to advance and transform your business through the most sweeping set of media of all time—belongs entirely to you.



About the Author

Christina “CK” Kerley, Modern B2B Marketing Specialist



The high-energy, highly engaging marketer known simply as “CK” guides B2B companies through the opportunities and complexities of today’s fast-paced, forever-in-flux business landscape. Her combined specialties across core strategy, social media, and mobile marketing result in programs that move the needle by creating real business impact, and bolstering the customer relationships critical to ROI.

An insightful, impassioned voice in B2B, CK’s views and personality have made her a popular speaker, writer, adjunct professor, and industry advocate for marketing innovation in the often-ignored, but forever fascinating world of B2B.

Based in New York City, through her [consultancy](#) CK works with companies in the U.S. and abroad.

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And to all B2B Marketers, it’s an honor to be in your company—and a sheer thrill to be marketing in the most disruptive, creative, challenging, and historic era. Keep it coming.



Scan the barcode above with your smartphone (app may be required) to view [CK’s mobile site](#).