

MOBILE: MADE TO ORDER FOR B2B MEDIA

Hotsheets

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Mobile is tailor-made for B2B media.

Here are three reasons why:

1. Who else has an audience whose very livelihood depends on getting laser-focused information the minute it becomes available?
2. Who else has an audience that has an incentive to be able to easily reach out to the B2B media whenever that audience needs them?
3. Who else can create an app that has massive daily relevance?

So here are three tips for maximizing those three mobile advantages for B2B media:

1. USE READER DATA TO CREATE REGULAR PAID OR FREE NEWSLETTERS/MOBILE ALERTS FOR NICHE IN YOUR NICHE

Use reader behavioural data to guide the selection of the niches within your niche that are the most popular with your readers. Use reader behavioural data to determine when your readers most often come to you for information. Then either schedule your new newsletter delivery around those times, or do it first thing in the morning (every morning, twice a day, whatever frequency makes sense). Create a “Radar Desk” to do nothing but monitor the web for news—breaking or otherwise—about each niche. If something happens after the newsletter has gone out, it becomes the subject of an alert. Use the newsletters/alerts either as enticements for subscribers or as stand-alone revenue generators.

2. JUMP ON THE BURGEONING MESSAGING APP PHENOMENON TO HELP YOUR AUDIENCE IMMEDIATELY REACH YOU WHENEVER THEY NEED YOU

Messaging apps passed social media in terms of total users globally in late 2015 (but no one was paying attention). Media companies around the world are just starting to explore both how to get into conversations as well as how to monetise those connections. B2B media can create multiple groups around the niches within their niche that can focus on hot topics. B2B media can monitor those groups and use them to answer members’ questions in real time (use the aforementioned Radar Desk for this). Chatbots are also exploding (think Apple’s Siri, Amazon Echo’s Alexa, Google Home, etc.) and could be used by B2B media to offer information and answer questions. CNN did this around the recent USA election with a chatbot that delivered news and answered questions.

3. INVESTIGATE PROGRESSIVE WEB APPS (PWAS) TO GET ON YOUR READERS’ PHONES’ HOME SCREENS

Native apps are great, except it turns out we only regularly use a few; the rest collect dust and are often ultimately deleted.

Media companies spent small fortunes to build them and more fortunes to create content for them, content that cannot be seen outside of the app or shared with friends.



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But app users are notoriously engaged. So how do we get the engagement without the expense and limited audience? Progressive Web Apps (PWAs).

Progressive Web Apps look and act like native apps, but live on the web, so the content can be found by anyone and shared by everyone. They also look like an app complete with an icon that can live on a smartphone home screen just like a native app. So, when a B2B company creates content for a PWA, that content is not condemned to the lost world of a walled-garden native app but instead serves both app subscribers AND the world-wide web!

TEN RULES OF MOBILE CONTENT

1. **Let mobile behaviours guide your content creation**

Find out what your readers are reading and sharing, and then build your content around that. Hire a chief data scientist charged with delivering recommendations every day, week and month on how and why to change strategy.

2. **Use data to inform your distribution**

Watch what types of content your audience is looking for at what times of the day, and then deliver the right stories at the right time on the right device.

3. **Make mobile content expandable**

Stories on mobile should expand to allow readers the option to read more or bookmark articles if they want.

4. **Start using Progressive Web Apps (PWAs)**

PWAs load mobile webpages in less than a second and have all of the functionality of native web apps without all of the drawbacks (e.g. walled gardens).

5. **Offer SMS alerts**

Go beyond email lists to deliver information as it happens with SMS alerts (that can also carry advertising).

6. **Boost audience engagement with mobile video**

Video is the fastest growing form of content, with audiences watching long-form videos on mobile as well as short videos on social.

7. **Segment your emails**

Recognise most emails are opened on a smartphone, so make them quick, less text-heavy, and provide links to content.

8. **Make mobile a part of planning**

Thinking of mobile-unique content is not yet natural for most writers and editors. So you must force it by planning specifically for it until it does become natural.

9. **Create goals to measure success**

Set goals for the type and number of mobile-unique stories/packages to publish at different times of the day—and use these to stay on track with your mobile strategy.

10. **Have a champion for mobile**

Without a champion for mobile, nobody will take charge or feel it is their job to make sure it happens.

