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B2B business plan creation is now days a creative and fully technical task. A successful B2B business portal marketing plan can never be accomplish without the experienced consultant or group of b2b marketing experts. Now day's customers are not limited to the desktop or laptop, today they are using the smart phones, I phones, androids, tablets and I pads due the advancement in the technology. These smart devices are very comfortable to the customers and provide lots of features with their latest applications. Internet is the key feature in these smart devices. Now take the advantage of smart devices, a B2B marketer must have mobile compliable website for the mobile users.

Here are the few important points to attract the mobile customers with mobile marketing for b2b business portal.

Does your b2b business have a mobile-friendly website? Smart phones can display normal websites but with small screens. If a customer is trying to access your business portal from an out-of-the-way location like basement or a rural area, his or her internet speed might not be fast enough for a download website in smart phone. If you do not have a mobile compatible website, you are losing business customers and simply lead. Ask your IT team about designing a new site for mobile devices, with the following features:

- Small size and low resolution images display well on a small screen in smart phones and download quickly. If a customer has to wait for images to download, he'll leave your site. So always use small size images in the mobile website

- No Flash Animation or Animated GIF. Many smart mobile devices cannot handle animated websites, and animation slows download times. Don't include any flash animation.

- Use Click to Call Button. Many smart phone devices have direct "click to call" functionality. Customer can hit a button on website and the phone will initiate a direct call to the company. They want to be able to contact you with minimum effort.

- Keep website Clean and Easy to Navigate. A mobile website has less space and this is not a place for creative web design. The site needs to be simple, clean, effective, and easy to navigate. Test your new mobile website using a wide range of wireless devices and you can also test website with various online tools. Count how many clicks it takes to get to useful information on the portal by each customer. If possible, have clients testing on the mobile site.

- Two Version of website: Make two version of website one for desktop and laptops and another for mobile or smart devices. You must use subdomain like [www.m.serviceuncle.com.au](#) for mobile version of website and [www.serviceuncle.com.au](#) for desktop and laptops. Now you can check the browser with the Ajax script and redirect website to the respective domain and website according to device.

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