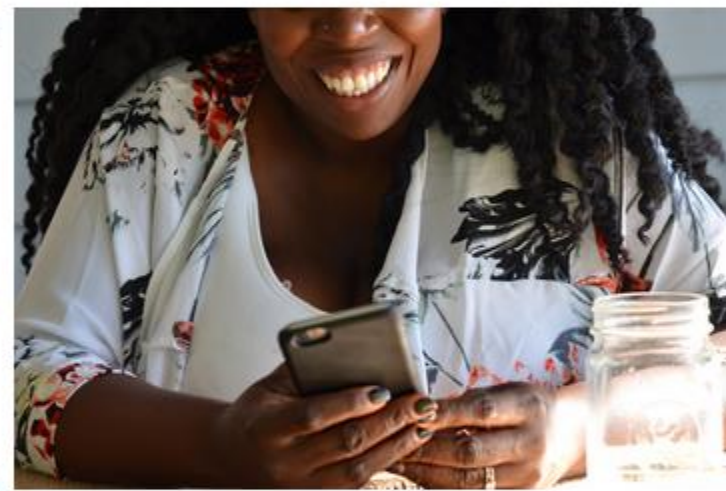


Take Advantage of Mobile Marketing Trends Now

For small- and medium-sized businesses trying to reach out to customers through their digital marketing strategies, mobile marketing can be a critical piece of the puzzle. That's not surprising considering that people prefer sitting on a cozy couch and shopping on their phones rather than walking into the next room to use the computer. [The level of convenience of using their phone to shop is tough to beat.](#)



Going Mobile is No Longer an Option for Many Businesses

I had the opportunity to sit down and talk with serial entrepreneur, angel investor and founder of [Webfosys Group](#), Om Thoke. He shared his views on how mobile has transformed marketing, "Going mobile is no longer an option for small businesses; irrespective of the industry they function in, [businesses can no longer afford to ignore marketing strategies focused on mobile.](#) This is the right time for SMBs [small to medium-sized businesses] to devise a mobile strategy." [Tweet This](#)

When used correctly, a well-constructed mobile strategy can offer long-term benefits for SMBs, because it can help

How Can We Help?

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