



Social  
Media  
Marketing



Does Social Media  
(Marketing) make sense for  
B2B?

Probably

# Social



People having conversations, sharing information, forming relationships

# Social



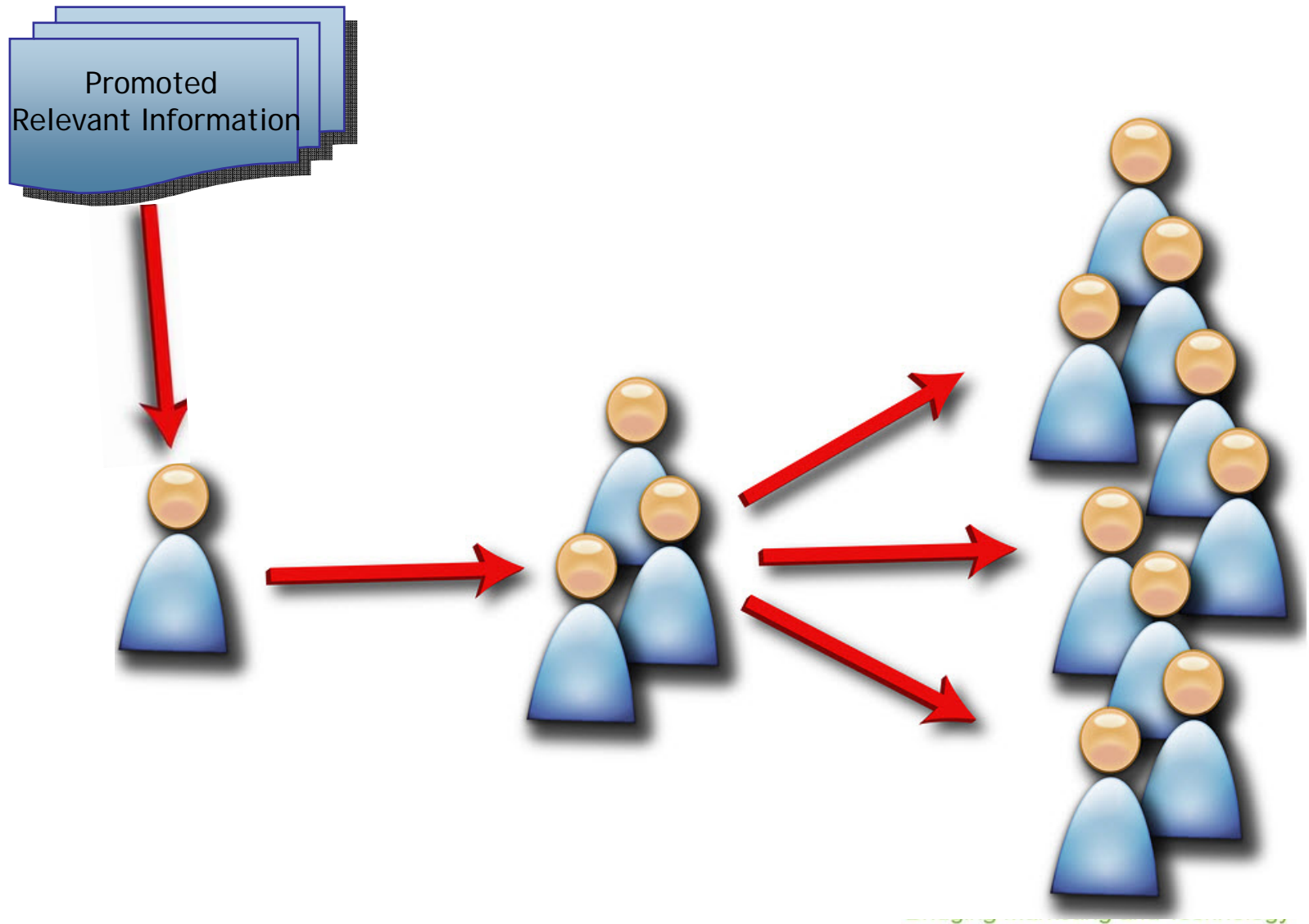
Sounds like sales, but...

# Sounds like sales, but

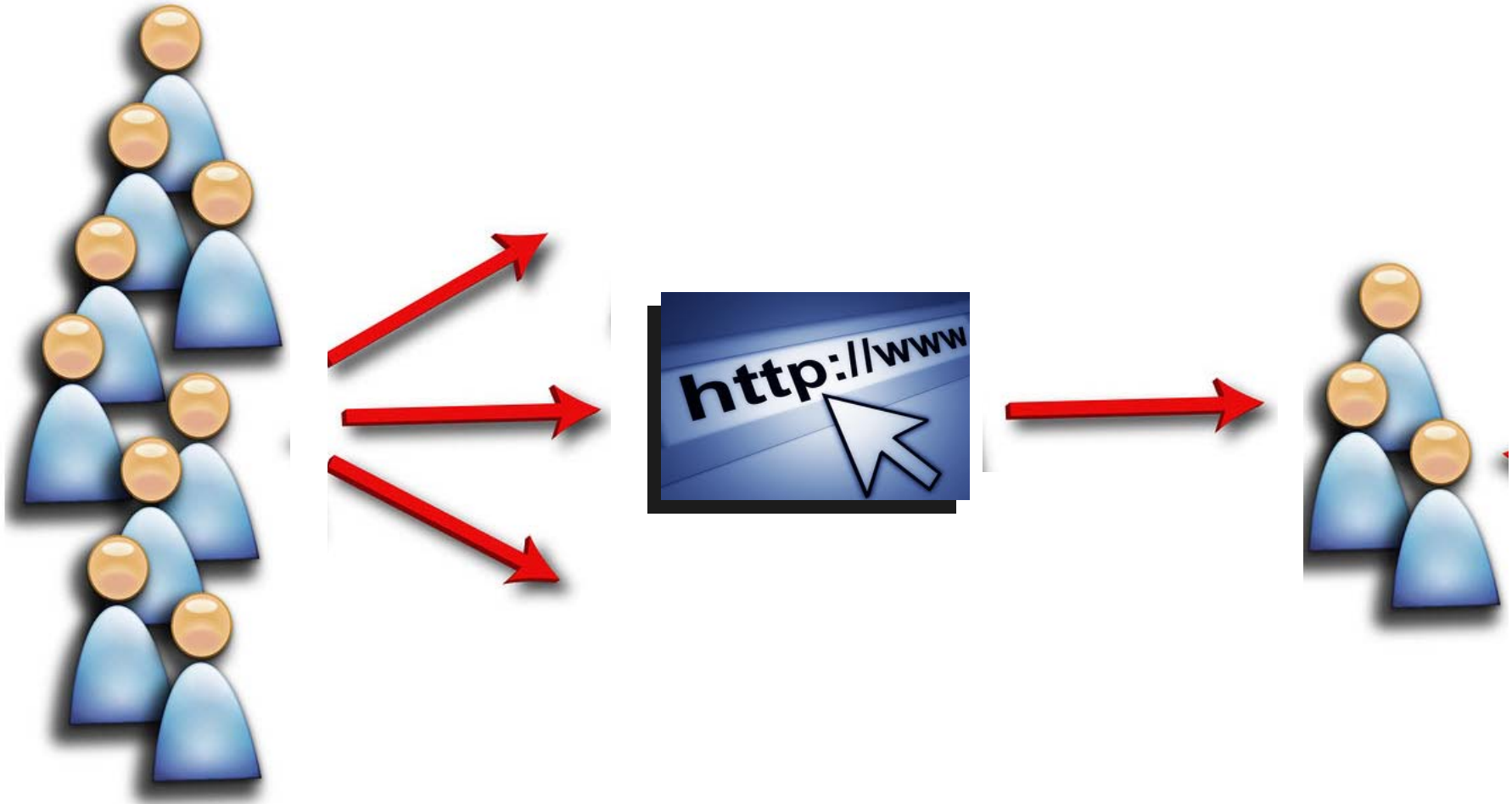


You have to be perceived as a member of the social media community, willing to interact with members

# Going viral

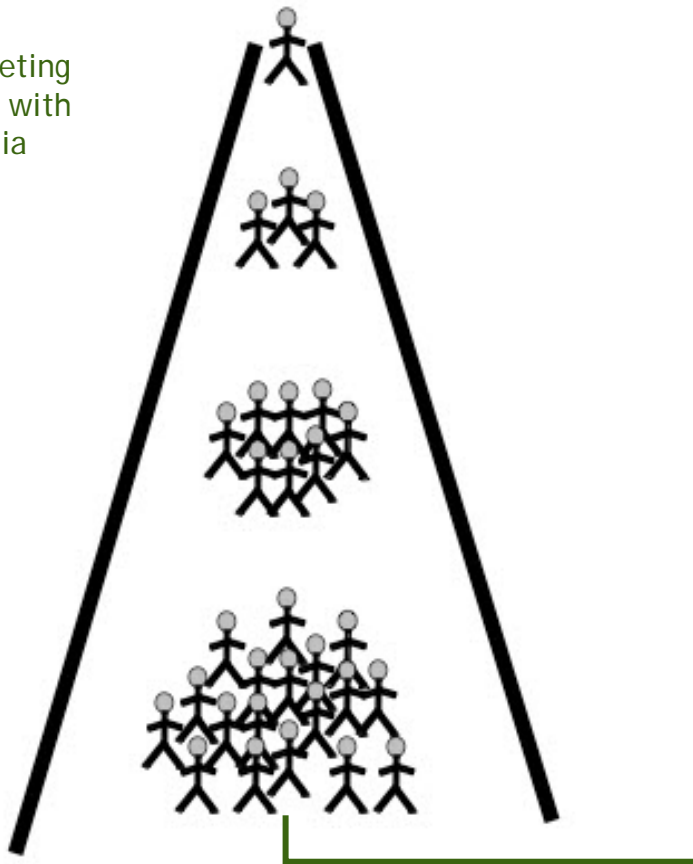


# Inbound Leads

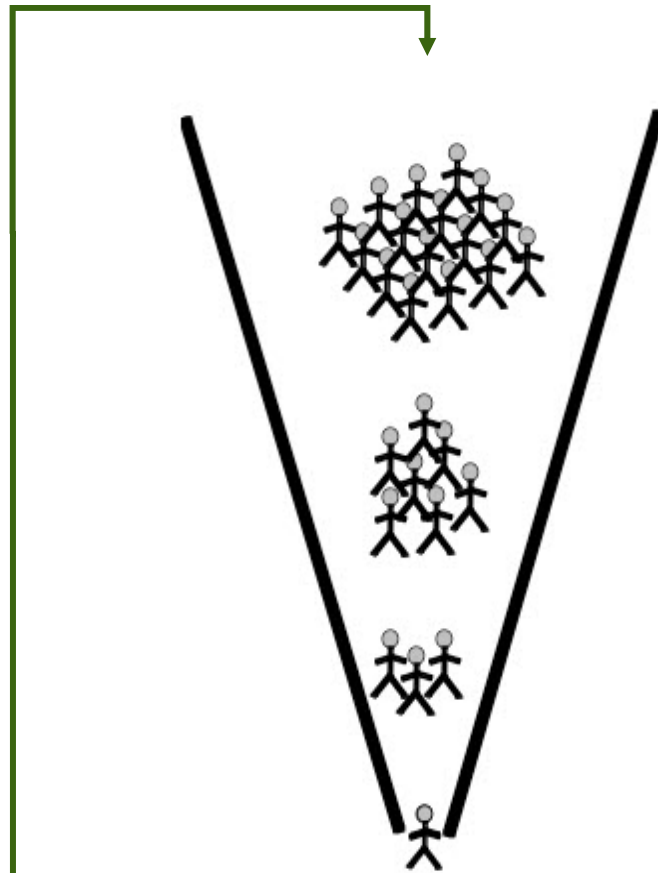


# Feeding the Sales Funnel

Internet Marketing  
Funnel begins with  
social media



Sales Funnel begins  
at website



# Website Optimization

1. Does your website provide a means to interact with visitors?

How do you determine if prospects are online?

# Internet Marketing Plan Research:

Who: demographics, occupation, location and more

What: interests, brand affinities, lifestyles, and influence

Where: social sites used and online hangouts

With Whom: friends and associates

1. Investigate what professional associations and groups have online
2. Track your company, industry, competitors in the news
3. Investigate industry leaders and how they are engaging online
4. Listen to what to what is being discussed

# Website Optimization

1. Does your website provide a means to interact with visitors?
2. Is your website content relevant to what prospects are searching for online?

# Media



Tools to disseminate branded communications and track interactions

# Media

Offline:  
Television  
Radio  
Print  
Outdoor  
Transit  
Direct Mail



Source: Brian Solis and JESS3

# Social Media for Business



Source: Gravity Summit

# Website Optimization

1. Does your website provide a means to interact with visitors?
2. Is your website content relevant to what prospects are searching for online?
3. Is your website content searchable?

How do you determine how best to present your content?

# Internet Marketing Plan Background

- Educate Customers & Prospects
  - Newsletters
  - Webinars
  - Online training
  - Video
- Thought Leadership
  - Online conferences
  - White Papers
  - Guides
  - Online Meetings
- Customer Feedback
  - Surveys
  - Social Networks
  - Forums
  - Super Users

**Housed on website discovered through social media**

# Website Optimization

1. Does your website provide a means to interact with visitors?
2. Is your website content relevant to what prospects are searching for online?
3. Is your website content searchable?
4. What assets do you have that can be shared in another way?
5. Does your website reflect your sales process or your corporate brochure?

# Marketing



Before you can delivery your marketing message, you need permission to interact

# Permission Based Marketing

4,197 following  
30,406 followers  
658 listed

61,853 people like this

Edit Subscription



Yes, I would like to receive

How do you get prospects to like you, follow you and subscribe to your communications?

## Sounds a lot like sales...

- Be relevant
- Provide value
- Be transparent
- Be authentic
- Be consistent
- Set expectations



# Website Optimization

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6. Does your website have means for people to like you, follow you and subscribe to your communications?
7. Does the tone of your website reflect how you engage with customers?

Can you measure R.O.I of  
Social Media Marketing?

# Measuring R.O.I.

## Leading Objectives:

- Lead generation (38%)
- Retention (34%)
- Awareness (28%)

## Leading Metrics:

- Website traffic
- Brand awareness
- Engagement with prospects
- Engagement with customers

## Intangibles

- PR
- Customer Service



**wantmoore:** Having some inbound call routing issues with our [@bandwidth](#) SIP trunks and tech support was the opposite of helpful. You're on notice!

19 minutes ago from *TweetDeck* · [Reply](#) · [View Tweet](#)

An existing customer makes a comment about a problem that customer service wasn't able to solve.



**ebuford:** RT [@wantmoore](#): Inbound call routing issues with our [@bandwidth](#) SIP trunks and tech support was the opposite of helpful.// I Hate That!

16 minutes ago from *TwInbox* · [Reply](#) · [View Tweet](#)

That comment is retweeted.



**tjphipps:** [@wantmoore](#) Not what I want to hear the day we signed our [@bandwidth](#) contract!

14 minutes ago from *HootSuite* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

A new customer wonders what he has gotten himself into.



**wantmoore:** [@tjphipps](#) I'm normally a fan - but this is an odd issue and the tech wasn't willing to get out of his comfy [@bandwidth](#) chair apparently

11 minutes ago from *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

The original customer responds to the new customer and says he is normally a fan, but expresses a bit of frustration the customer service rep didn't try hard enough.



**bandwidth:** [@wantmoore](#) [@ebuford](#) [@tjphipps](#) We're investigating the issue on our end. I'll update you as soon as I get some information. Apologies!

1 day ago from *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

The company replies to the user and others who tweeted the complaint or tweeted about it.



**wantmoore:** Wow - quick response from [@bandwidth](#) via social media! Got a phone call 12 minutes after my previous update!

5 minutes ago from *TweetDeck* · [Reply](#) · [View Tweet](#)

The original customer tweets that he received a phone call within minutes of his tweet of frustration.



**JasonPowell:** via [@wantmoore](#): Wow - quick response from [@bandwidth](#) via social media! Got a phone call 12 minutes after my previous update! // Go TWITTER!

3 minutes ago from *Seismic* · [Reply](#) · [View Tweet](#)

That comment is retweeted.



**bandwidth:** [@wantmoore](#) We've escalated your issue on our end (as discussed on the phone) and will keep you posted. cmoody AT bandwidth.com is my email.

1 day ago from *TweetDeck* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

The company publicly replies to the customer that customer service is dealing with the issue, even after the phone call talking to him on the phone. They also include an email address for additional contact.



**bandwidth:** [@JasonPowell](#) [@wantmoore](#) Thanks for your support and for your patience!

about 23 hours ago from *TweetDeck* · [Reply](#) · [View Tweet](#)

The company thanks those involved for their patience.



**wantmoore:** Major props to [@bandwidth](#) Customer Service team for the follow-up and follow-through!

about 8 hours ago from *TweetDeck* · [Reply](#) · [View Tweet](#)

The next day, the original customer tweets that customer service followed through.



**JasonPowell:** Big kudos to [@bandwidth](#) for taking initiative to contact us to resolve issue we had w/ their tech support. Helping customers FTW! [#citr](#)

about 8 hours ago from *Seismic* · [Reply](#) · [View Tweet](#)

That comment is retweeted.

# Setting the record straight

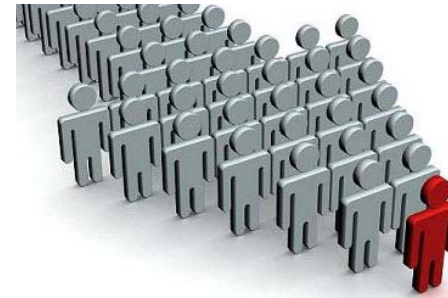
# Social Media Marketing Misconceptions



1. Customers aren't using SM
2. SMM is only for marketing
3. SMM is free
4. SMM is fast
5. SMM is DIY
6. Best to give to a young person to maintain
7. SM is a fad
8. SM doesn't need traditional media support

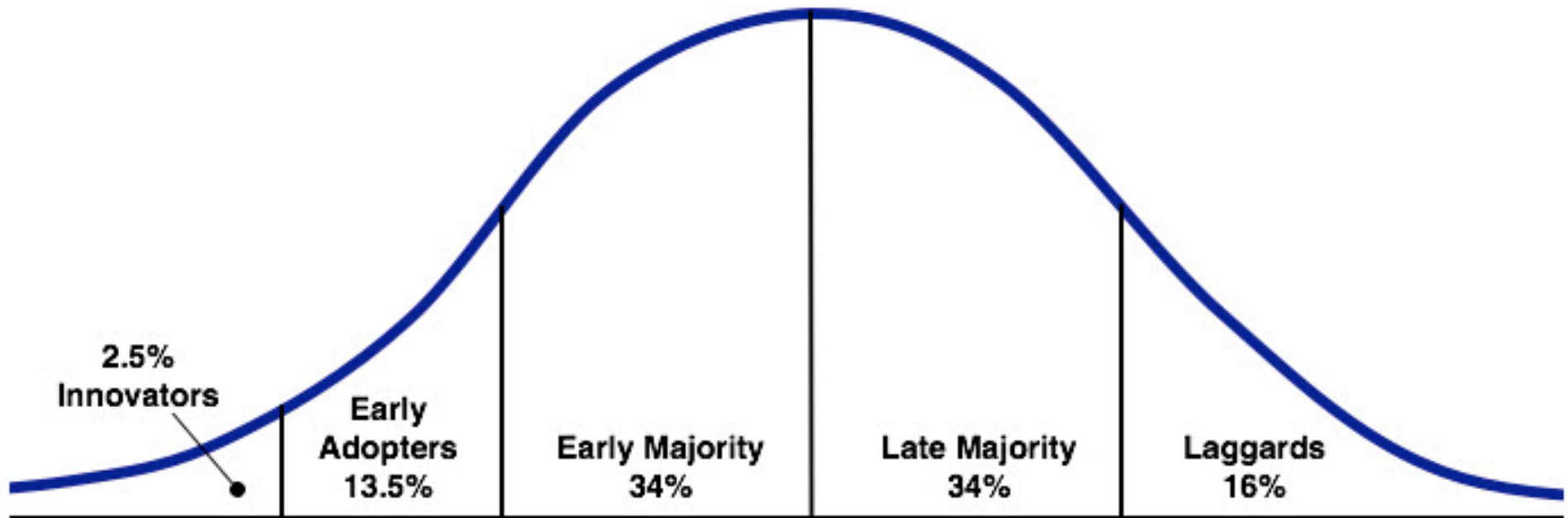
# Next Steps

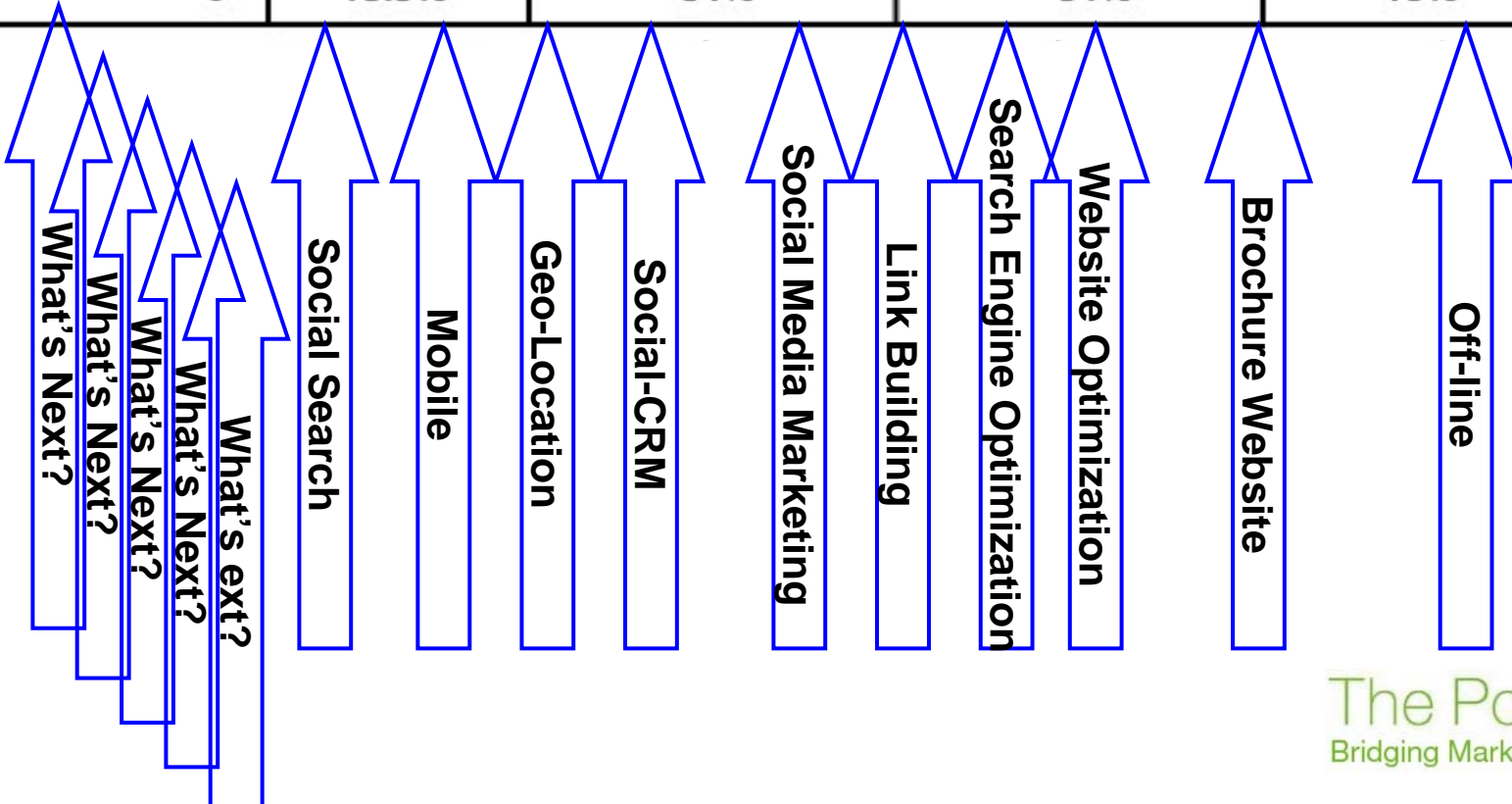
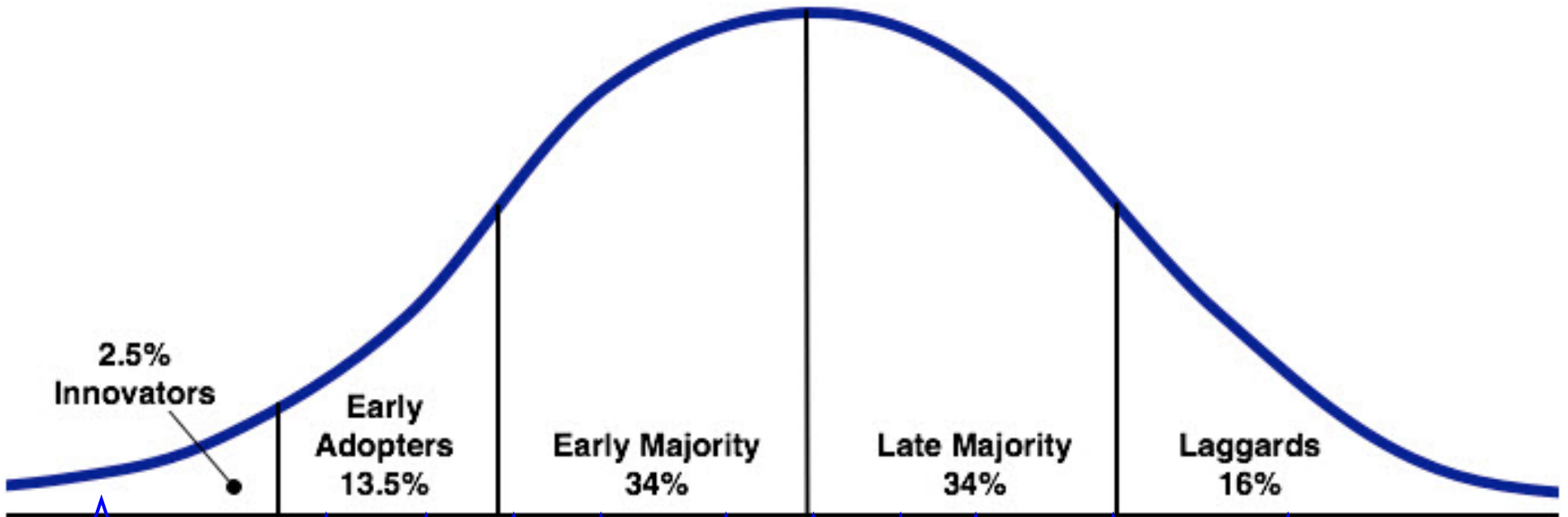
# Going forward



1. Get your head around a User-Centric universe
2. Observe, listen & learn
3. Identify assets, resources
4. Internet Marketing Plan
  - Website Optimization
  - Search Engine Optimization
  - Content Plan
  - Policies
5. Publish, Distribute, Network
6. Test, measure, analyze, tweak, test.....

# Everett Rogers' Technology Adoption Lifecycle Model (1962)





# Thank you!



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@sheilamac1



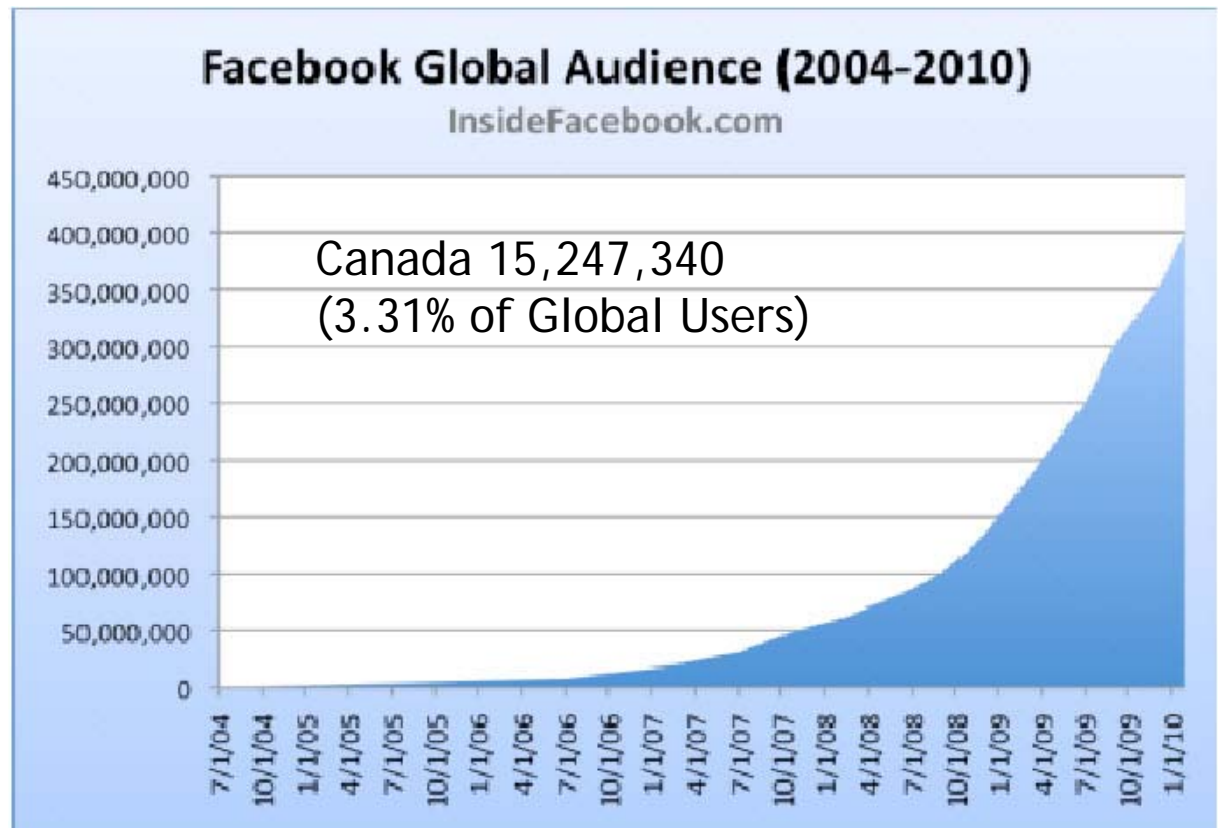
<http://ca.linkedin.com/in/theponte>

# B2B Big 3



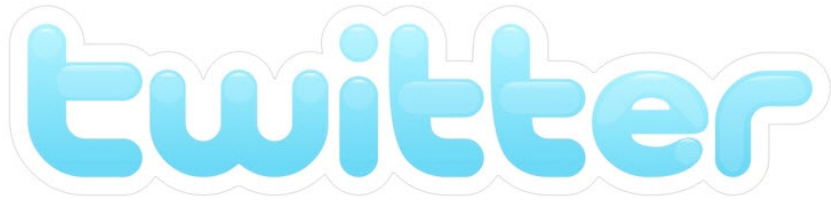


- 6 years
- 500 million+ active users
- 35-54 grew 276%
- 55+ grew 194%
- 50% of active users log in every day
- Average user has 130 friends
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month
- More than 30 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.



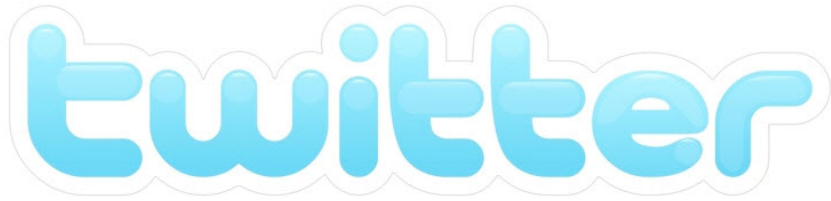


- Good for engaging people with your brand/product/service
- Platform for promotion
- Good for brand exposure
- Example B2B uses:
  - Forum
  - Surveys



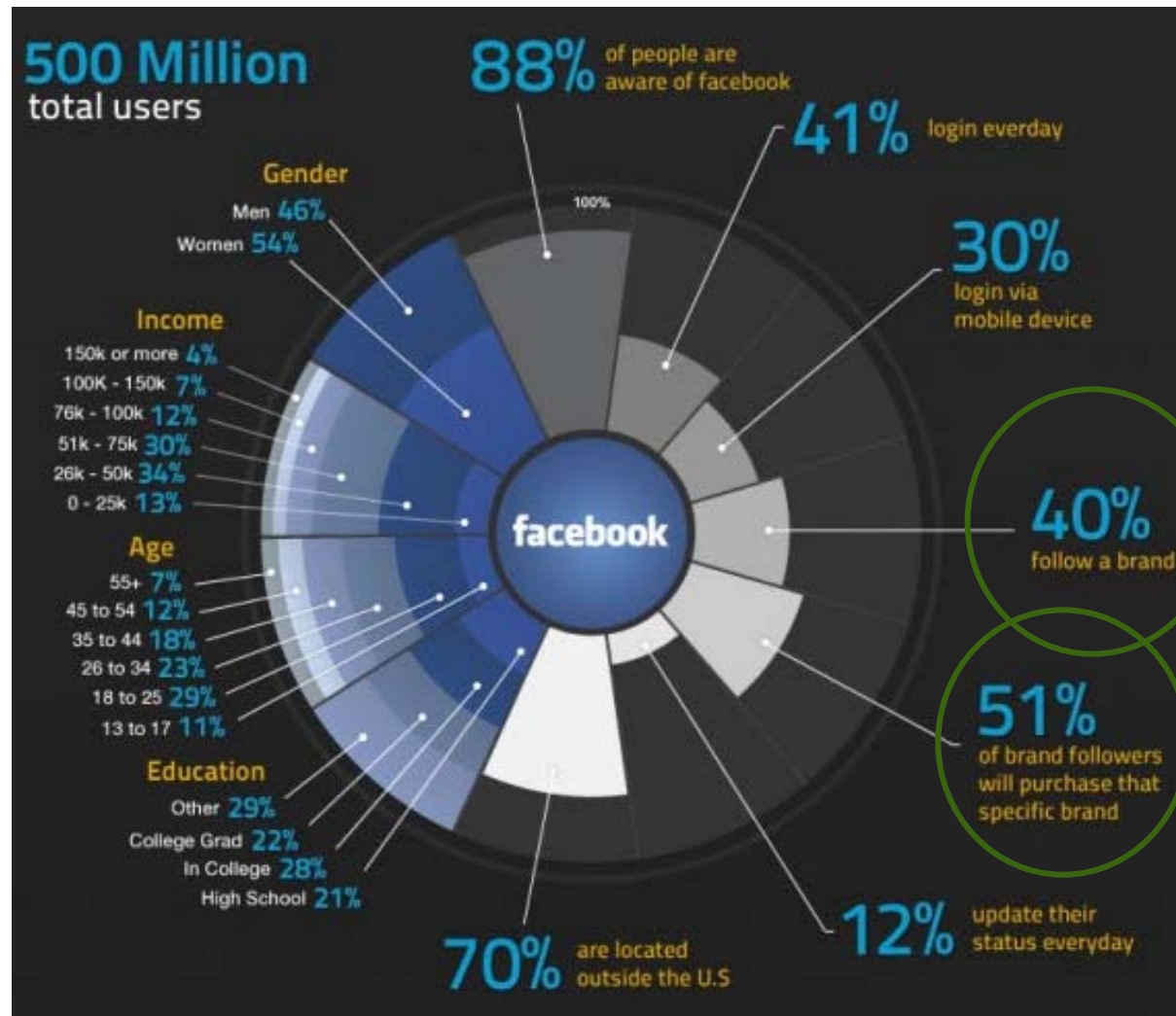
- 4 years
- 106 million accounts
- 65 million tweets daily
- 800,000 search queries daily
- 21% are active daily
- 21% follow more than 100 people
- 22.5% of users responsible for 90% of tweets



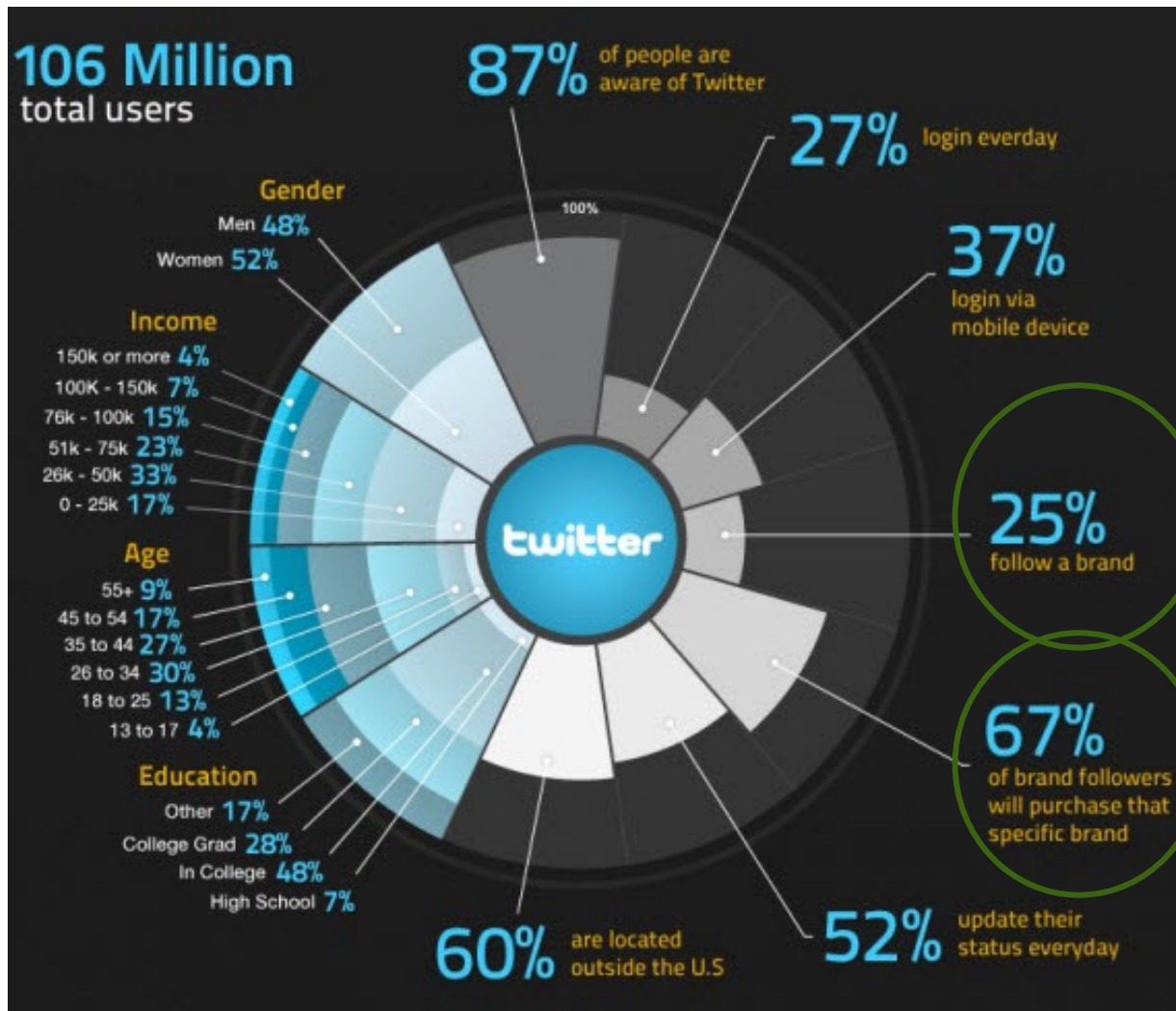


- Good to learn what people are saying about your product/brand/service and your competitors
- Integrates well with website/blog
- Good for viral
- Example B2B uses:
  - Drive people to articles, webinars, etc.
  - Customer Service
  - Industry intelligence

# Facebook vs. Twitter



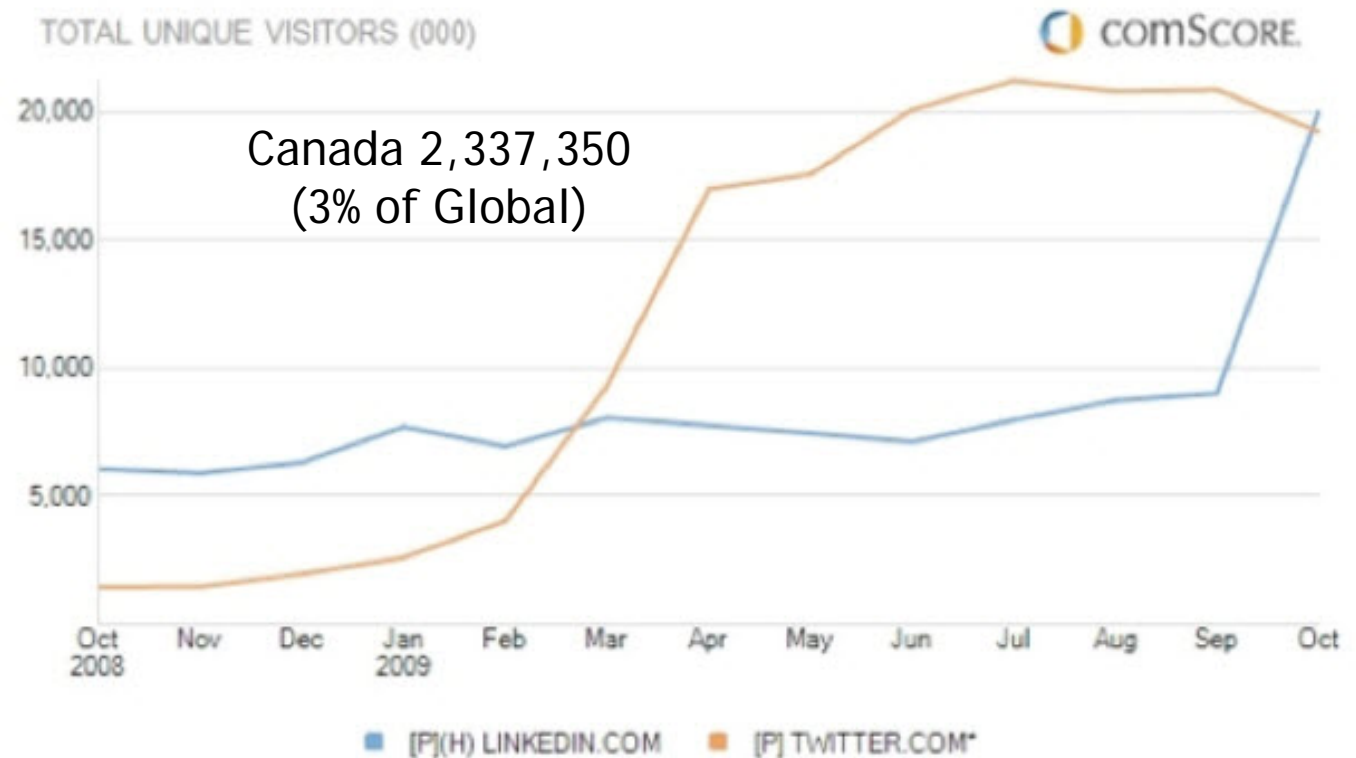
# Facebook vs. Twitter





7 years

- > 80 million registered users
- > 200 countries
- 36.5 million monthly unique visitors globally





- Good for demonstrating company expertise
- Effective for personal branding
- Groups and Q&A showcase breadth and depth of knowledge
- Users can develop and strengthen business relationships, receive industry information, demonstrate thought leadership and improve search results for their company website and blogs.