



Selling Social Media

Presented to Symmetri Marketing Group
February 8, 2012

What We'll Cover

What is B2B Social Media?

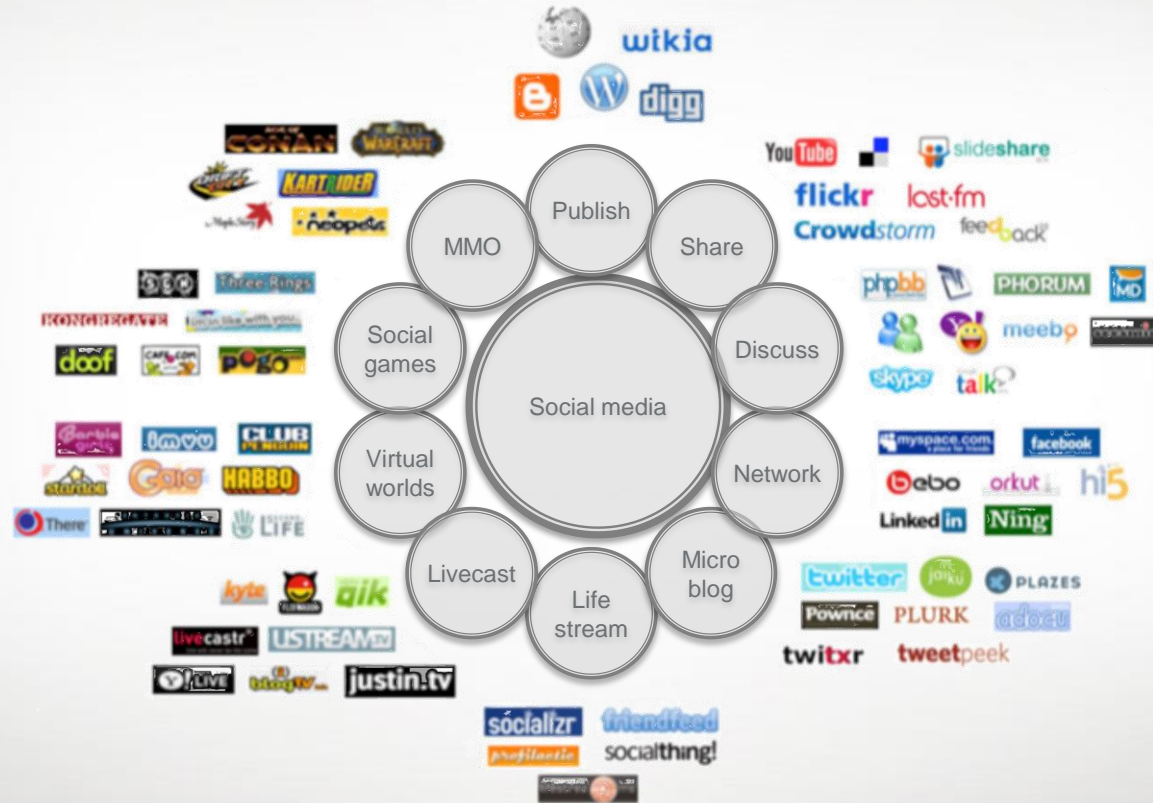
Why is Social Media Good for B2B Companies?

What Can Symmetri Do?

What Does It Cost?

What Case Studies Do We Have?

What is Social Media?



**The Channel
is NOT the
solution!**

Different Channels Address Different Needs.

Most Social Media channels fall into these categories:

Conversation

Blogs
Message Boards
Discussion Forums



Social Networking

Facebook
LinkedIn
Twitter

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Content Sharing

YouTube
Instagram
AddThis or other
sharing tools
Recommendations



Collaboration

Wikipedia
Quora



How Most B2B Companies Sell/Market

Everything is driven by sales and Sales = Relationship

- Sell through distributors/dealers
- Third party Value-Added Resellers (VAR) or integrators
- Major account teams
- Relationship-driven, with emphasis placed on growing same-customer business
- Reps engage with prospects to identify specific needs, figure out solutions, solve problems

Marketing = products, maybe Thought Leadership

- Sales support elements, such as brochures, catalogs, fliers, videos, promotional materials
- Print ads in trade media
- Direct mail, including email, often through trade media
- Trade shows
- Web site/microsites

Social Channels Map to B2B Needs

Conversation

- Relationship building
- Thought leadership

Social Networking

- Recommendations
- Ratings

Sharing

- Education
- Demonstration

Collaboration

- Problem solving
- Resourcing

Social@Cisco
Find, follow, and friend Cisco across the Social Web.

share [Facebook] [Twitter] [LinkedIn]

VIDEO IN THE CLOUD

IP video could lead the multimedia move to the cloud. Are you ready for video content anywhere, on any device, at anytime?

Learn More

Blogs Join the Conversation >

No Traffic with Application Visibility and Control
www.youtube.com/watch?v=9eXEF2R4vzg I love my job, but I really don't enjoy my commute....and
Feb 7th | Cisco Blog

Looking to Build the Right Network for Your Business? Read Here for Advice on Purchasing Core

YouTube Watch More >

CareCore National Advances Healthcare through Enhanced Collaboration

Facebook Join Us >

Find us on Facebook

Sign Up Create an account or log in to see what your friends like.

Cisco Like

Cisco Buzz See More >

ihiji @ihiji

Cool read for @CEDA #AVTweeps. Recent report from @Cisco: "10 Reasons You Won't Recognize Your Television in the Not-Too-Distant Future"

Clients Will Have Questions and Objections

I can't do it because...

Does it work?

Are my competitors doing it?

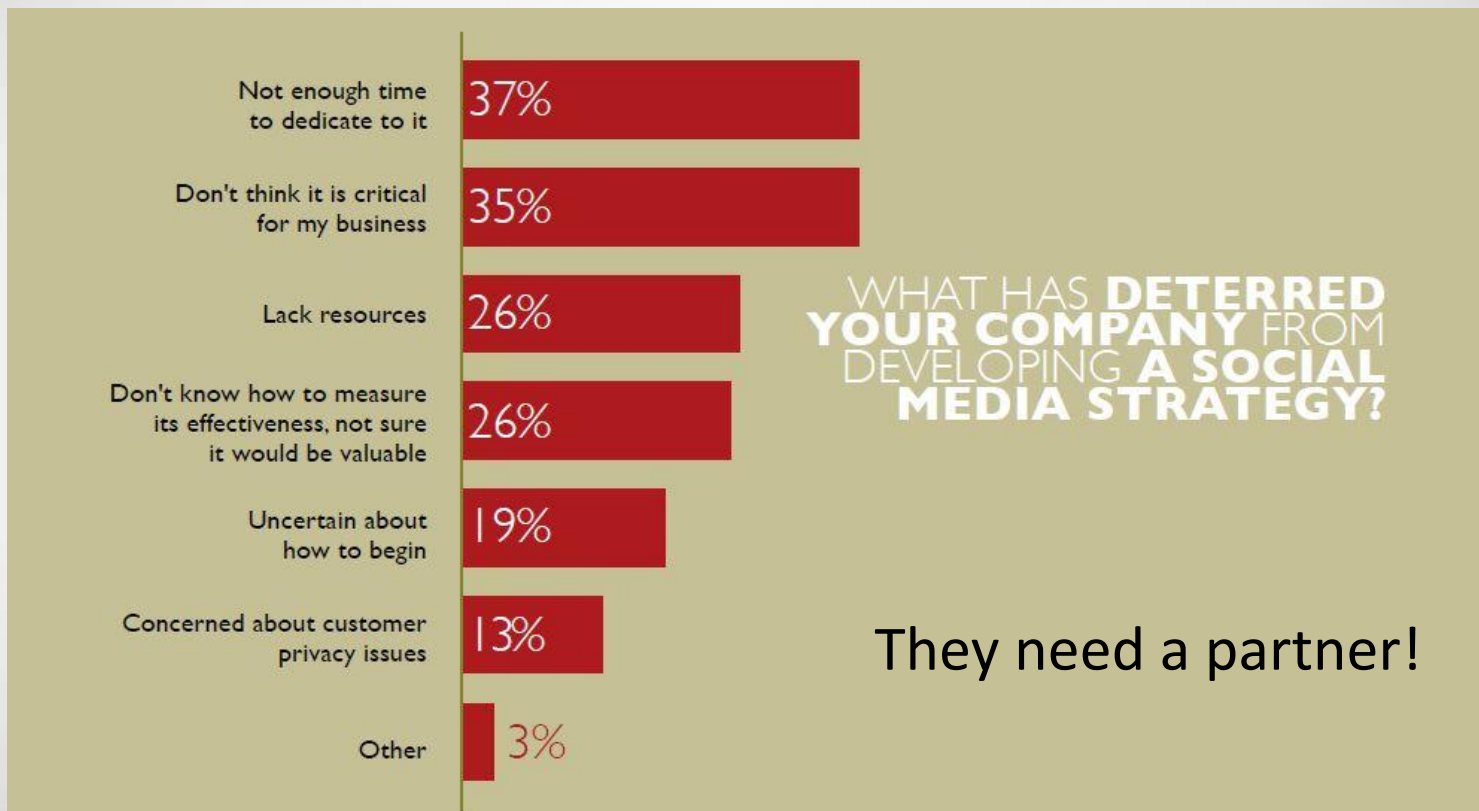
Is it dangerous? Will my company get slammed?

What would I get out of it?



©Thomas Broening for Forbes

I can't do it because...



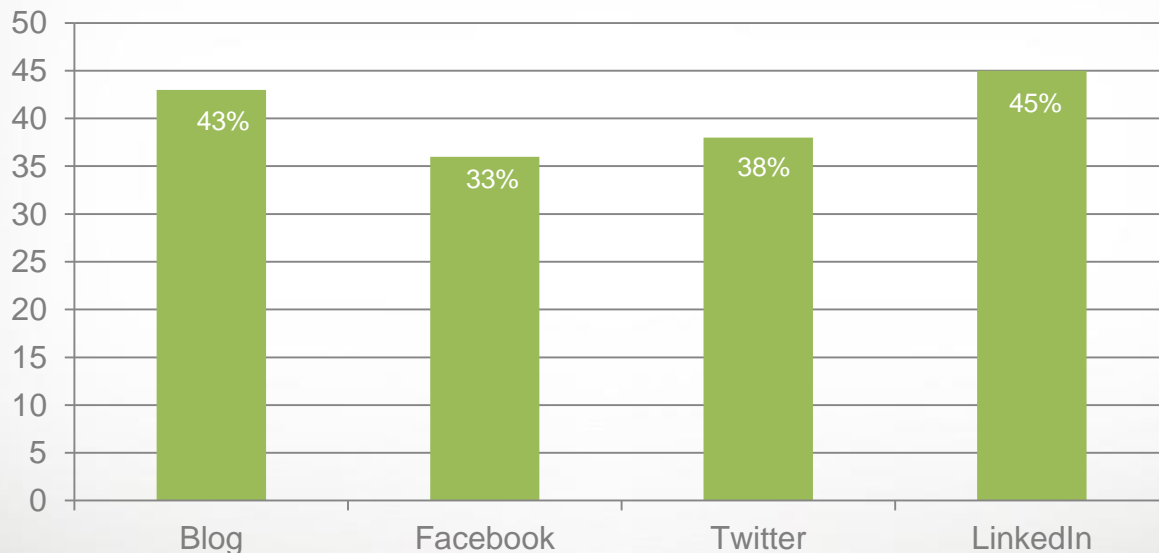
Source: Penton Marketing Services, "Truth From the Trenches" 2011 Survey

Does B2B Social Media Work?

LEAD GENERATION



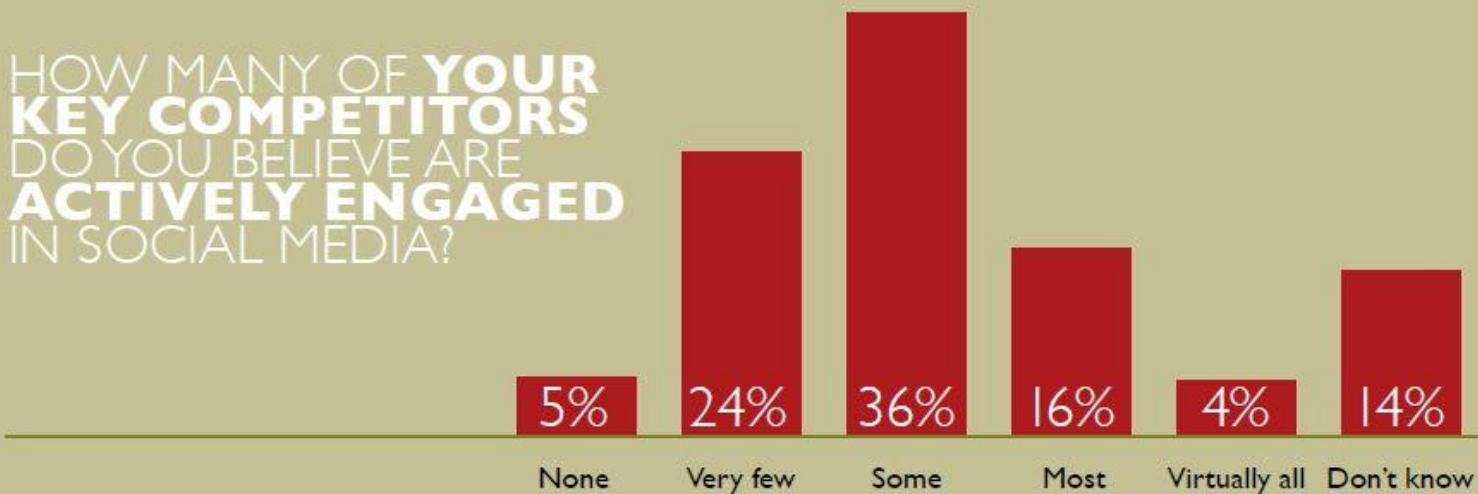
B2B companies using social media who have acquired a customer from the indicated channel:



Source: "2010 State of Inbound Marketing," HubSpot, February 2010

Competitors Might Have Early Advantage

HOW MANY OF **YOUR
KEY COMPETITORS**
DO YOU BELIEVE ARE
ACTIVELY ENGAGED
IN SOCIAL MEDIA?

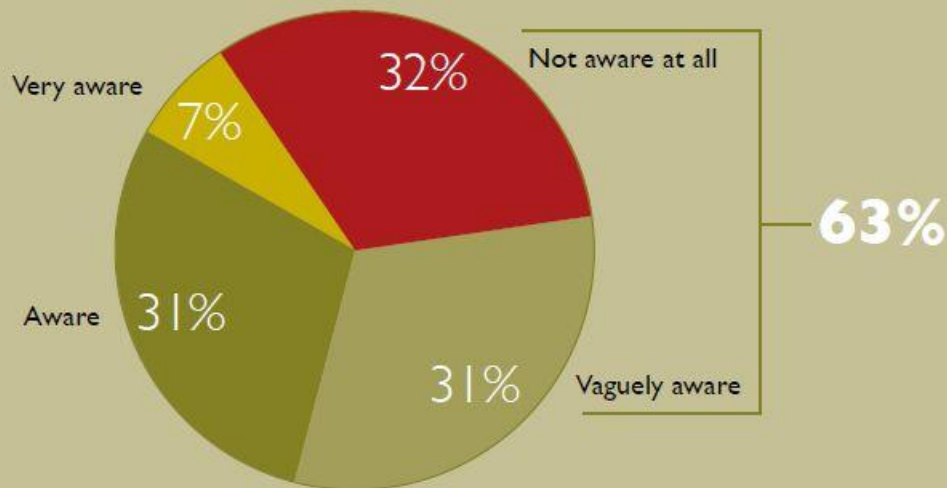


Source: Penton Marketing Services, "Truth From the Trenches" 2011 Survey

“We Might Get Slammed”

Better to know and be able to respond than never know at all.

**HOW AWARE
ARE YOU OF
WHAT IS
BEING SAID
ABOUT YOUR
COMPANY
ONLINE?**



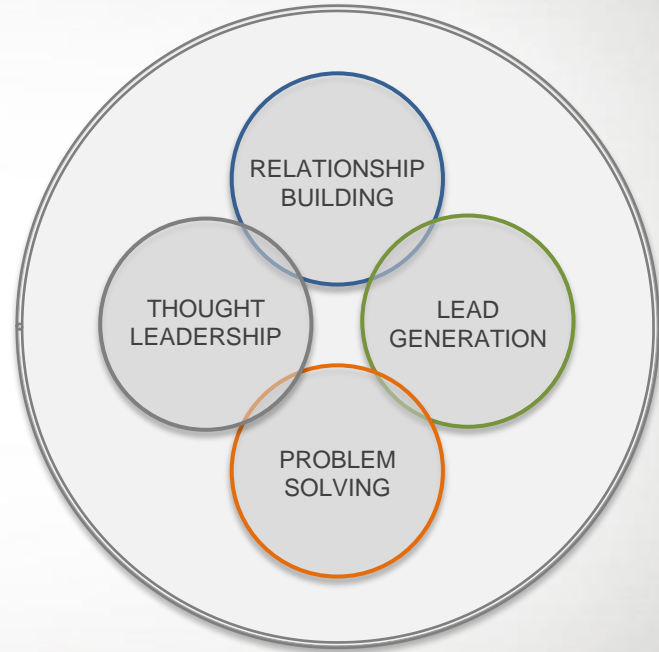
Source: Penton Marketing Services, “Truth From the Trenches” 2011 Survey

B2B Social Media Presents Opportunity

Four major areas of concern for most B2B companies:

1. Lead generation
2. Relationship building
3. Problem solving for customers
4. Building brand equity

Social Media is ideal for supporting each and can differentiate a brand or company from competitors.



Symmetri's Point of View

Symmetri leverages expertise in the behavioral modes and operational use of Social Media with a deep understanding of the complex B2B buying process in order to help our clients build effective Social Media engagement programs that achieve measurable results.

What We Can Do

Research

- Social Conversation Audit

Social Media Strategy and Long-term Planning

Social Media Program Development and Management

- Facebook, Twitter, YouTube, and other platform-specific programs
- Operational Management--“Fingers on the Keyboard”
- Measurement plans and value calculation

Campaign Development and Management

- Ideation, planning, production, implementation
- Analytics and reporting

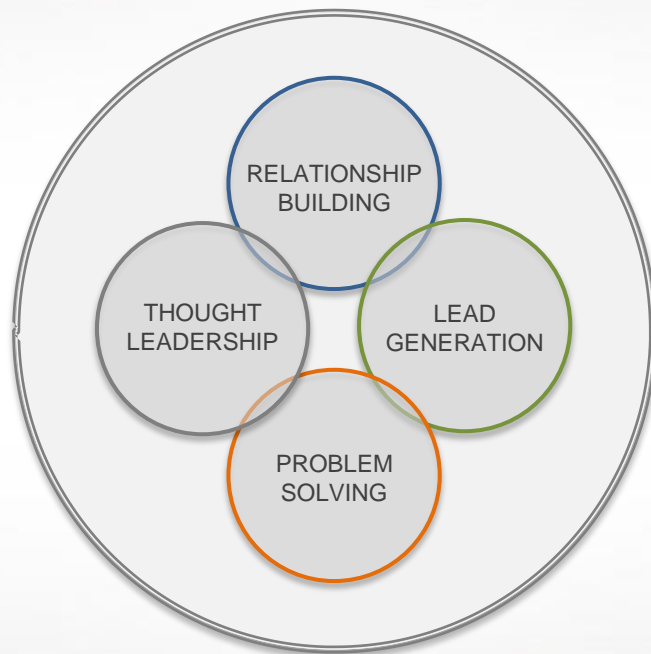
Community Site Development and Management

- Audience identification, user persona development,
- Technical platform specification and implementation
- Content planning and creation

Content Strategy Development, Content Creation, and Program Management

- Copy, graphics, video, conversation
- Blogs
- Social channels
- Search Engine Optimization Keyword Strategy

Four Key B2B Goals



Relationship Building: Social Media Approach

Get leads to follow your Twitter account, and use that channel to put out a planned series of content pieces which describe features and benefits, address questions about cost and value, and indicate quality and class leadership.

We will help you work with your sales reps, engage directly with the target audience to answer questions, comment on related posts, and demonstrate how great it would be to work with your company.

The screenshot displays the Twitter profile of 'Symmetri Marketing' (@SymmetriMarketing). The profile header shows the name 'Symmetri Marketing' with a link to 'View my profile page'. Below this, statistics are listed: 313 TWEETS, 613 FOLLOWING, and 1,084 FOLLOWERS. A 'Compose new Tweet...' button is visible. The 'Who to follow' section lists three accounts: 'Radian6' (@radian6), 'McKinsey Quarterly' (@McKQu...), and 'shel israel' (@shelisrael). The 'Chicago trends' section shows '#TheRiver', '#YouShouldNeverTrust', and '#dear14woldself'. The 'Tweets' section shows four tweets: 1. Sebastian St. George (@YogaArmy) retweeting Dr. Seuss. 2. Monica L. Matthews (@AidScholarship) about achieving goals. 3. ScottHauman (@ScottHauman) about inspiring words. 4. Kevin Rose (@kevinrose) about a water show. The 'medium' logo is visible at the bottom of the tweets section.

Lead Generation

B2B prospects use social media to keep up to date about new products and industry news. They are more receptive than consumers to establishing contact and engaging directly. All social channel engagement should facilitate traffic back to your central online presence and encourage data capture for future interaction.

We will help you develop a content strategy that leverages optimized, valuable content to find interested prospects via integrated search (digital, social, mobile) as well as an outreach campaign designed to consistently grow your following.

LinkedIn Go to LinkedIn Ads ▾ Brian Jooisse Add Connections

Home Profile Contacts Groups Jobs Inbox 4 Companies News More Groups Search...

ISMM Industrial Social Media Marketing

Discussions Members Promotions Jobs Search More... Share group

Start a: Discussion Poll

Start a discussion or share something with the group...

Your Activity

Choose Your View NEW Show all RSS discussions ▾

Don't let the "fear factor" keep you from starting an industrial blog! • 6 days ago

Beyond the financial considerations, manufacturing companies and...

Why Industrial Companies Need a Blog Calendar and a Super Easy Way to...

Like Comment Flag More

Most Popular Discussions

Google+ I just made a Google+ page today for my company. To me, it doesn't seem much different from a FB or Twitter page and that people (at ... posted 21 days ago

Manager's Choice

Find out how other companies in your industry are approaching social media

Heather Lackey See all ▸

Latest Updates

Laura Blanton, Randy Logsdon and Stella Bjorg Kristinsdottir have joined the group. 1 hour ago

Heather Lackey started a discussion: The viral product launch for industrial companies Like • Add comment • 2 hours ago

Lesley Whiteman commented in the group on Google+: I created a Google+ page for my business as soon as business pages launched,

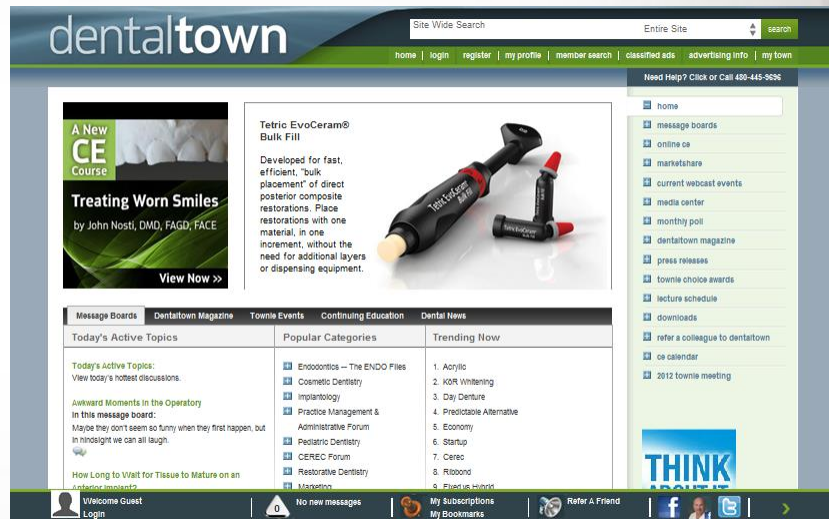
Problem Solving

Monitoring social media conversation will identify customers and prospects with problems that you can solve:

- Blogs
- Industry Forums
- LinkedIn Discussion Groups

Brands that provide guidance and answers will establish a relationship and allow you to highlight your innovative products or services and meet customer needs.

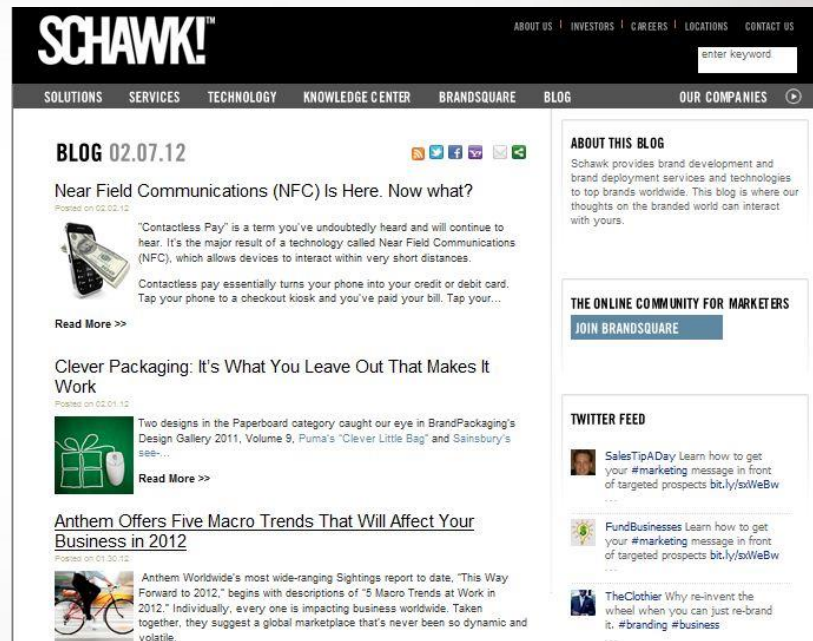
We will engage customers and prospects via LinkedIn Groups, Forums, Twitter and other microblogs. We will help you seek out and listen to the customer's voice, solicit feedback that will improve products and services, and show the public how you respond to customer needs.



Building Brand Equity

B2B audiences are hungry for information. They willingly follow blogs and Twitter feeds that address their industries and present useful information. Companies that bring expertise and value to their industries without necessarily tying directly to their own products or services are acknowledged as leaders and are viewed with greater interest.

We will help you aggregate your valuable content and organize an editorial calendar for optimal distribution across all channels. Because we know and understand your business and your industry, we will be very effective at leveraging your leadership standing to provide added-value interactions with target audiences.



SCHAWK!
ABOUT US | INVESTORS | CAREERS | LOCATIONS | CONTACT US
enter keyword

SOLUTIONS SERVICES TECHNOLOGY KNOWLEDGE CENTER BRANDSQUARE BLOG OUR COMPANIES

BLOG 02.07.12

Near Field Communications (NFC) Is Here. Now what?
Posted on 02.02.12

"Contactless Pay" is a term you've undoubtedly heard and will continue to hear. It's the major result of a technology called Near Field Communications (NFC), which allows devices to interact within very short distances.

Contactless pay essentially turns your phone into your credit or debit card. Tap your phone to a checkout kiosk and you've paid your bill. Tap your...

[Read More >>](#)

Clever Packaging: It's What You Leave Out That Makes It Work
Posted on 02.01.12

Two designs in the Paperboard category caught our eye in BrandPackaging's Design Gallery 2011, Volume 9, Puma's "Clever Little Bag" and Sainsbury's #888...

[Read More >>](#)




Anthem Offers Five Macro Trends That Will Affect Your Business in 2012
Posted on 01.30.12

Anthem Worldwide's most wide-ranging Sightings report to date, "This Way Forward to 2012," begins with descriptions of "5 Macro Trends at Work in 2012." Individually, every one is impacting business worldwide. Taken together, they suggest a global marketplace that's never been so dynamic and volatile.

ABOUT THIS BLOG
Schawk provides brand development and brand deployment services and technologies to top brands worldwide. This blog is where our thoughts on the branded world can interact with yours.

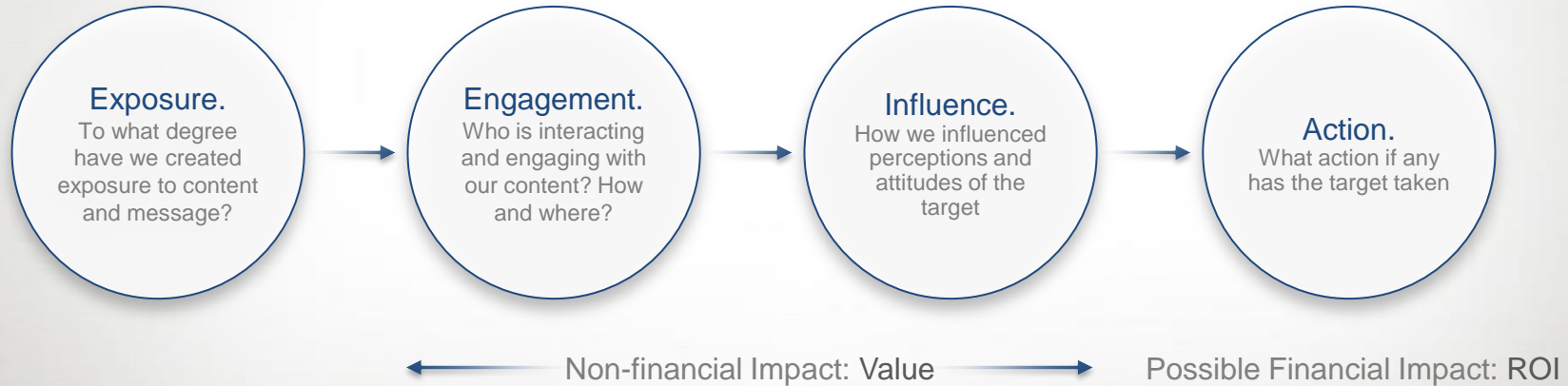
THE ONLINE COMMUNITY FOR MARKETERS
[JOIN BRANDSQUARE](#)

TWITTER FEED

-  **SalesTipADay** Learn how to get your #marketing message in front of targeted prospects bit.ly/sxWeBw ...
-  **FundBusinesses** Learn how to get your #marketing message in front of targeted prospects bit.ly/sxWeBw ...
-  **TheClothing** Why re-invent the wheel when you can just re-brand it. #branding #business ...

A Few Notes on Measurement

Symmetri B2B Social Media programs provide real, measurable results.
Measure and evaluate communications programs at multiple levels.
Link communications with outcomes and ultimately, business impact.



Measuring Results

To determine this....	Measure this...
Interest in a new product	Microsite visits, comments on blog announcement, tweets and retweets, online mentions, recommendations
Success of an advertising campaign	Leads generated via emails/display ads/landing pages; video views; microsite traffic
Value of thought leadership	Number of followers/fans/group members and growth over time, comments on blog posts, retweets and mentions, sharing of content
Awareness	Search engine traffic data, social media mentions, online survey results, share of voice data

What Does It Cost?

Social Conversation Audit: \$5,000 -- \$10,000

Strategy/Program Development: \$15,000 -- \$20,000

- Social Media Strategy Document
- Operating Playbook
- Content Plan and Editorial Calendar
- Deployment Schedule
- Analytics plan and report scorecard

Program Management: \$3,000 -- \$22,000

Content Development varies depending on scope

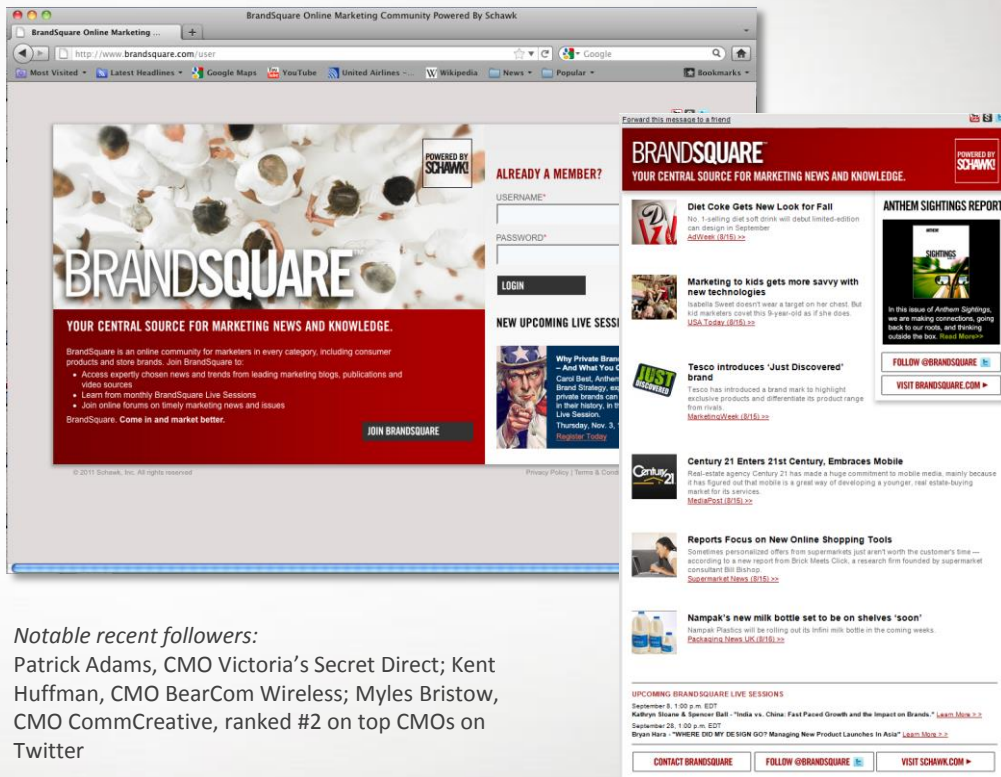
Case Study: BrandSquare, Powered by Schawk

Activities:

- Creation of a community site that aggregates industry content
- Distribute daily e-newsletter to generate traffic and interest

Results: 2009 – 2011

- 1000's of community members, continuing to increase daily
- Exposure to C-level targets



Notable recent followers:

Patrick Adams, CMO Victoria's Secret Direct; Kent Huffman, CMO BearCom Wireless; Myles Bristow, CMO CommCreative, ranked #2 on top CMOs on Twitter

Schawk Blog

Objectives:

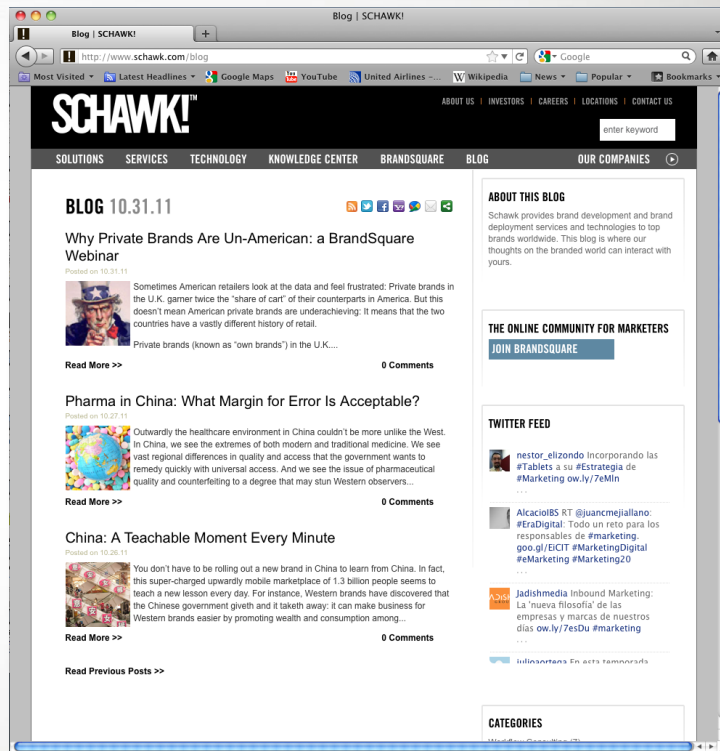
- Provide a forum to push thought leadership and expertise
- Provide a cost-efficient means of promoting Schawk
- Build Schawk opt-in database
- Increase Website traffic through SEO
- Build Schawk's brand equity and awareness

Activities:

- Write blog posts
- Aggregate content
- Monitor comments and conversations

Results:

- Consistent readership since launch on October 3rd 2011
- 75% of visitors read one or more blog entry
- Growth in page views week by week – from 30th to 15th most visited page in first three weeks



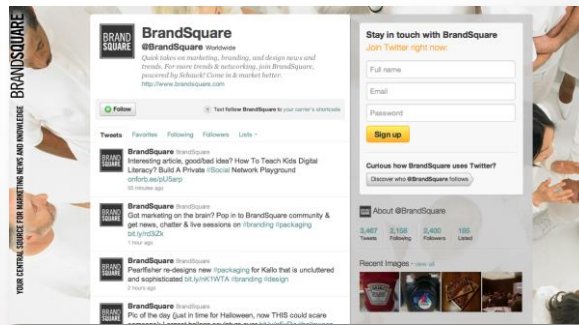
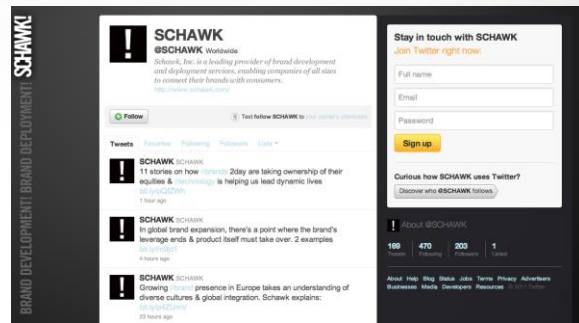
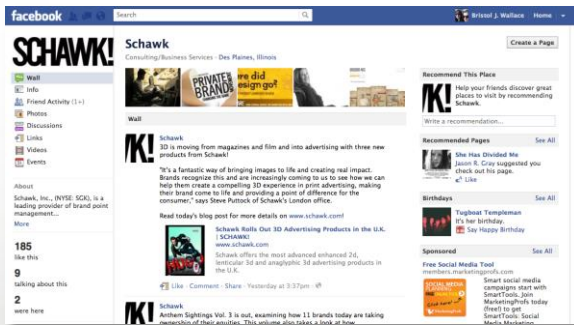
Schawk Social Media

Objectives:

- Build Schawk's brand equity and awareness
- Provide a cost-efficient means of promoting Schawk
- Raise awareness of BrandSquare
- Increase traffic to Schawk.com and BrandSquare.com
- Nurture prospects and develop stronger relationships with current clients

Results:

- Steady exponential growth in followers
- High quality followers from top brands



Schawk Content Marketing

Objectives:

- Increase website traffic
- Increase engagement on-site through content integration, promotion and link distribution

Activities:

- Editorial calendar; topic research, blog posts, social media updates
- SEO keyword, tag, and metadata plan & development
- Adjust and rewrite content as needed

Results:

- 15-20% traffic increase each month to Schawk.com over 6 months
- Quality leads (worth \$100K or more) tripled

Press release republished by PopSop

Included in Daily Email

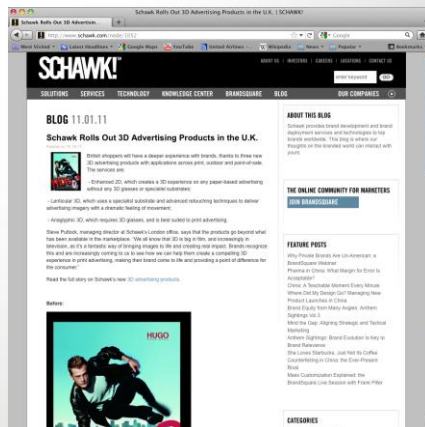
Blog article posted to Schawk.com
- Optimized with keywords, meta tags, description



Schawk blog post promoted on Schawk



Blog post listed in Google search results



Example of Integrated Social Media Campaign: White Paper Promotion

White paper on Schawk.com



White paper posted to Schawk.com Knowledge Center. General description includes keywords from Schawk taxonomy.

BrandSquare/ Schawk Social Media



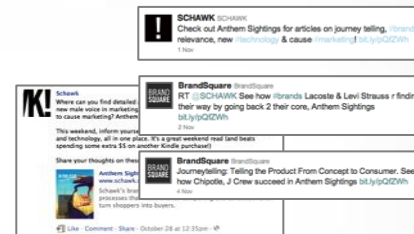
White paper promoted on both Schawk and BrandSquare social media. @Retweeted and @mentioned by industry influencers.

Schawk Blog



White paper summarized into blog post. Post includes keywords from Schawk taxonomy; crawled and listed in Google.

BrandSquare/ Schawk Social Media



Blog post promoted in Schawk and BrandSquare social media.

White Paper Promotion (continued)

Schawk Blog



BrandSquare/ Schawk Social Media



Schawk Blog



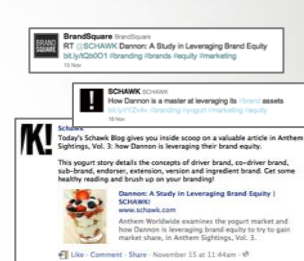
BrandSquare/ Schawk Social Media



Schawk Blog



BrandSquare/ Schawk Social Media



Topic-specific blog posts are created and posted to the Schawk Blog. Each post incorporates keywords and meta tags from Schawk content marketing plan.

Each post is individually promoted through Schawk & BrandSquare social media.

Topic-specific blog posts are posted 1 per week on average, each focusing on a different theme, extending the promotion for approx. 30 days in total.

Social media promotion is spaced to extend the life of the post over several days.

Blog post focuses on key topics or themes that will resonate with the community.

Social media channels leveraged to push content to industry thought leaders and engage with potential bloggers.

Conclusion

We are the B2B Social Media Experts.

Thanks!

Facebook: www.facebook.com/SymmetriMarketing

Twitter: @symmetri

#symmetri

#b2bsm

Web Site:

<http://symmetrimarketing.com/our-capabilities-social-media-strategy>

YouTube:

<http://www.youtube.com/user/SymmetriMarketing/videos>

