

# Online Social Media



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# How does this apply to B2B?

- 93% of Americans believe a company should have a social media presence
- 85% believe a company should not only be present, but also interact with its consumers via social media
- 56% of American consumers feel both a stronger connection with and better served by companies when they can interact with them in a social media environment

*2008 Cone Business in Social Media Study*

# Changing World

- Consumers/journalists going online to find news and information
- 89% of Internet users worldwide used search engines to find information
- 76% look up news online
- 89% of journalists read blogs for story research, 65% turn to Facebook and LinkedIn, 52% hit micro-blogging sites like Twitter, and 61% use Wikipedia

# Marketing is Changing

## Traditional

Branding

Advertising

Direct Marketing

Sales Promotion

Collateral

Trade Shows

Events

## Evolving

eMarketing

Search Engine Optimization

Search Engine Marketing

Social Networking

Syndication

Broadcasting

# But strategy is still needed

- Don't jump to tactics! Social media requires strategy like any other marketing tool
- Create buyer personas of target audience to better understand where to focus efforts
- Stop thinking campaigns, start thinking strategy
- Solution needs to meet audience needs

Goals

Measurement

Tools

Participation

Sustainability

# Online Social Media Objectives

- Identify new prospects
- Inform existing customers of news
- Create or alter a brand image
- Counteract negative publicity
- Deposition a competitor
- Raise awareness with investors
- Raise awareness with the media

# ROI

- Define the Return or expected results
- Define the I: What's the investment?
- Understand your audience and what motivates them
- Define the metrics: what you want to become
- Determine what you are benchmarking against
- Pick an outlet and research it fully
- Analyze results, take insight then action and measure again

# Policies

- Perfect storm of marketing, HR and IT
- Blocking access does not prevent staff from posting material
- Policy should state how expected to engage
- Stick to expertise and provide individual perspectives on what is going on
- Post meaningful and respectful comments
- Always pause and think before posting
- Respect proprietary information and content

# Policies

- Educate employees and self
- Policy should state how employees are expected to engage
- Stay transparent by using real name
- Write what you know, stay consistent, join in the conversation, add value, create excitement and be a leader

# Policies

- Respect confidentiality
- When disagreeing with others, keep it polite and appropriate
- Comply with copyright, fair use, and financial disclosure laws
- When in doubt about posting content, get permission - what is posted cannot be taken back

# FTC Ruling

- The new rules state that, when endorsing a product or service, you must:
- **Disclose when you are being compensated--** whether you are being paid for the endorsement and/or have been give free sample of the product (traditionally known as "not-for-resale" copies).
- **Be truthful in your statements--**and make sure they can be substantiated.
- **Speak from actual experience--**meaning you can't just regurgitate the sponsor's marketing speak if it isn't an actual experience, opinion or belief of your own.

# Policies

Good samples:

- Coca Cola policy (just google it, you'll find it)
- US government and Department of Defense  
(no kidding, they are the early adopters)
- Dept. of Transportation offices throughout  
the US

# Crisis Management

- Actively monitor
- Respond quickly: within hours
- Respond at the flashpoint: where audience is communicating before anywhere else
- Educate employees: all employees should have online social media training
- Foster a positive culture: if employees are happy, they're less likely to tear down the company
- Set clear guidelines: create a policy

# Monitor Online Conversations

- Vocus: \$1,250 per month. Includes all monitoring, news clipping and distribution of press releases
- Radian6: \$600 per month. Allows monitoring of blogs, news, twitter and working on Facebook.
- Cision: \$695 per month. Uses Radian6 platform
- PR Newswire: \$450 per month and includes blogs, news, forums, Twitter, photos and video sites and Social Media such as Facebook
- Integrate PR, security and HR to respond

# Monitor Online Conversations

- Backytype.com
- Blogpulse.com: searches blogs
- Boardreader.com: searches message boards, forums, videos and Twitter
- icerocket.com: searches blogs, news, MySpace, Twitter, images
- Socialmention.com and Collecta.com are great tools
- Sitevolume.com, xenureturns.com, summarize.com, twemes.com, twinfluence.com

# Monitor Online Conversations

- Top performing companies were nearly 7 times as likely as poor performers to use social media monitoring tools
- Nearly two-thirds of the top performers had formal monitoring programs in place and 42 percent were actively listening to detect early warning of threats to their brands.
- 20% of the content influences 80% of the decisions

*Source: Word of Mouth Marketing Association Study*

# It's All About Dialogue

*"If you're not part of the conversation, then you're leaving it to others to answer questions and provide information, whether it's accurate or incorrect. Or, even worse, you may be leaving it up to your competition to jump in to become the resource for the community. Yes, there will be negative comments. Yes, you'll invite unsolicited feedback. Yes, people will question your intentions. Negativity will not go away simply because you opt out of participating. Negative commentary, at the very least, is truly an opportunity to change the perception that you did or didn't know existed."*

# Thank You!

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