

THE DEFINITIVE GUIDE TO SOCIAL MARKETING

A MARKETO WORKBOOK

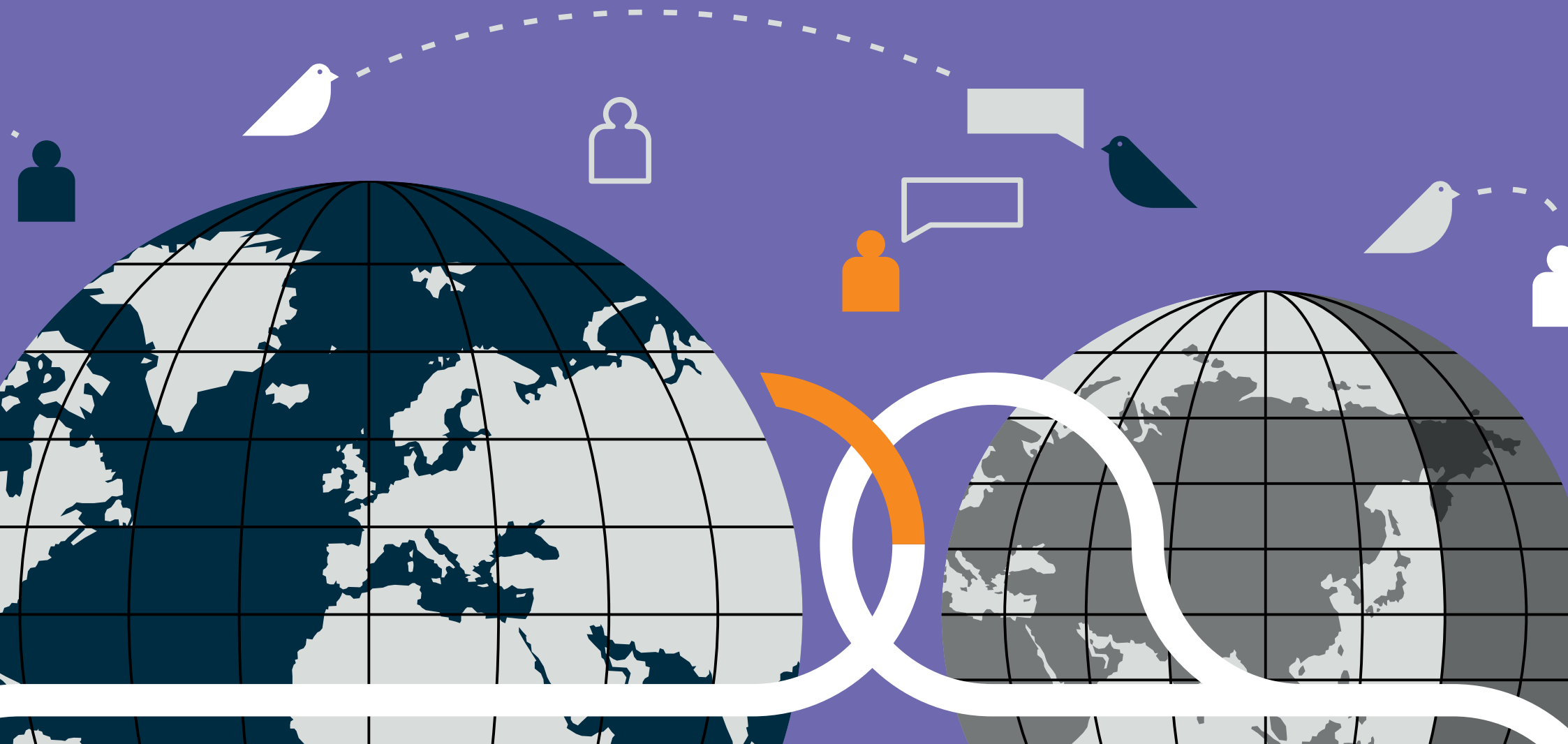


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INTRODUCTION

WHY SHOULD I READ THE DEFINITIVE GUIDE TO B2B SOCIAL MARKETING?

Social marketing has become an integral part of our lives and continues to evolve. A few years ago everyone was talking about the importance of B2B companies being active and creating pages on sites such as Facebook and Twitter– now the conversation has shifted and is moving towards the idea that every marketing campaign must be social.

The new theory is that social is more than just a channel or tactic; it is a strategy that should be present in every aspect of your marketing. And now that B2B finally understands the power of social, how do you harness it? How do you entice and engage your audience to share your message and to be a brand ambassador?

As a marketer, you need to learn to leverage social media – for building relationships, listening to the market, promoting content, and influencing buyers even before they're identified as potential leads. **You have to do more than social media; you have to do social marketing.**

The question is no longer should I do social, the real question is why wouldn't I do social? Our Definitive Guide to B2B Social Marketing shows you how to add social to every marketing activity to drive buyer engagement, new business and revenue. Whether you are just starting out or have a well-defined social marketing plan, this guide is your go-to handbook.

Let's get social!

"Marketing today is difficult. There are 200 million people on the U.S. 'Do Not Call' list. Over 86% of TV viewers admit to skipping commercials. Forty-four percent of direct marketing is never opened. Roughly 99.9% of online banners are never clicked. Buyers wait until they have completed 60-80% of their research before reaching out to vendors".

MICHAEL BRENNER

Senior Director of Global Marketing at SAP





PART ONE

WHY DOES MY BUSINESS NEED SOCIAL MARKETING?

PART ONE: WHY DOES MY BUSINESS NEED SOCIAL MARKETING?

SOME CONTEXT

Before we delve into how to strategically use social marketing throughout all of your marketing activities, let's do a quick marketing history lesson. In the past, the primary way a prospect could get information about a company was by engaging directly with a sales person. Marketing focused on brand building and awareness by using mass advertising, tradeshow, PR and print media. Direct mail and cold calling made up the majority of targeted interactions, and marketers passed all new leads – hot or cold – to the sales team for follow-up.

With the arrival of Google in 1998, B2B companies started to focus on search engine optimization (SEO), pay-per-click (PPC) advertising and email marketing to drive traffic to their website. They also created content such as whitepapers and webinars to convert traffic into leads. The best marketers realized that their leads were often sent too early to sales.

As a result, they invested in lead nurturing and scoring programs to further define hot leads and used additional methods to nurture the rest – to be sent to sales at a later date.

Today, marketing through SEO, PPC, and email are still very much a part of the marketing mix, but social media sites drive a large portion of the B2B interactions on the web.

Through the many connections social marketing creates, businesses can begin to move from a company-to-buyer marketing model to a peer-to-peer influence model. Social is the perfect platform for creating those valuable business relationships that promote sharing and engagement. And for this to be effective, as a marketer you have to develop a strategy that weaves in social as part of every marketing campaign that you do.

LET'S TAKE A LOOK AT SOME COMPELLING STATS FROM SOCIAL MEDIA EXAMINER'S "2012 SOCIAL MARKETING MARKETING INDUSTRY REPORT"

- 93% of B2B marketers use social marketing to market their business
- 85% of marketers reported that the number one benefit of social marketing is generating more business exposure
- 74% of marketers reported that social marketing has increased their site traffic
- 59% of marketers are using social marketing for 6 hours or more per week

PART ONE: WHY DOES MY BUSINESS NEED SOCIAL MARKETING?

THE GOLDEN RULES OF SOCIAL MARKETING



1. Don't take yourself too seriously.

It should be obvious, but social marketing is about being social, and that means you need a good personality to make your brand likable.



2. Inbound is not enough.

Each of the tactics described in this guide can work on their own. But, for a business to benefit fully from them, they should be combined with outbound marketing. Never underestimate what a bit of paid promotion can do for your business.

3. You must have good content and solid offers.

Without well-produced, engaging content, any and all tactics you employ will most likely fail.



4. You will need a strong call to action.

The tried-and-true, strong call to action is just as important in social media as it is anywhere else. Be clear about what you want your audience to do after consuming your content or engaging with your brand.

5. Always add value.

At the end of the day, if you are not providing some sort of value to your prospects and customers, you are not doing your job and social media will never work for you.



7. Peer-to-peer sharing is the best way to get your message heard.

6. Never forget that social is a two-way street.

No one likes being talked at. Yes, broadcast your message, but remember to keep the lines of communication open in both directions. When contacted, always respond quickly and sincerely. Be sure to mix up your messaging and use a combination of content and offers.

PART TWO

LAYING THE FOUNDATION



PART TWO: LAYING THE FOUNDATION

GETTING STARTED

Social marketing holds tremendous opportunities for B2B companies looking to drive new business and increase revenue, but only if you first develop a solid foundation and an understanding of what makes the world of social marketing tick. No matter how complex your current strategy is, you will want to re-visit it on a yearly basis and make sure you have everything you need to be successful.

Getting Started: Setting Your Company Up for Success in Social Marketing

Take a minute and fill out our checklist to make sure you have covered all of your initial basics.

☐ **My company has clear goals for social marketing.** Be as specific as you can and keep these objectives in mind for every initiative you execute. Assign a key team of business stakeholders to discuss social marketing priorities and strategy. It is important to have a solid understanding of your business' personal social marketing methodology and how your team will execute in order to define metrics.

☐ **We have the human resources to commit to social marketing.** Before you start your social marketing initiative ask yourself if you can allocate the resources needed. Social marketing is about real-time response and continuously updated information – both of which require commitment and dedication.

☐ **We produce enough quality content to sustain social marketing conversations.** Content feeds the social marketing beast. Audit your existing marketing assets and identify your thought leadership pieces. Also make sure you put a plan in place that will enable you to consistently produce social marketing-worthy content, including blog posts, infographics, videos, and white papers.

☐ **We know which social media sites are popular with our prospects and customers.** Do your research and focus your energy and investments where your audiences are.

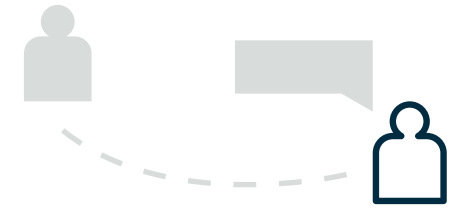
☐ **Our company website is prepared for social marketing attention.** Before you set up multiple social media profiles and pages, make sure your own website is in good enough shape to handle the attention.

☐ **We are ready to incorporate social marketing strategies throughout the buying process.** Social marketing is not just for the top of the demand generation funnel. It's important to monitor and track your prospects and customers throughout your sales pipeline.

☐ **We are committed to making every campaign social.** As you determine what your campaign calendar looks like for the next six months or a year, you want to make sure that you have a plan to use social to amplify every marketing tactic. Whether you have just created a new content piece or are running a demand generation campaign, be sure to include social sharing and create tactics within the campaign that encourage relationship building across your social landscape.

PART TWO: LAYING THE FOUNDATION

DEVELOPING A SOCIAL MARKETING PLAN AND POLICY



Although it's tempting to dive right into the various social media sites out there, you need to develop a social marketing plan first. Creating goals and metrics will help ensure that the time and resources your organization invests in social marketing are well spent. It's important to have guidelines that structure your efforts and guide your participants in the right direction.

Your B2B Social Marketing Plan

Developing a social marketing plan is similar to developing any other strategy. While there is no standard approach, the basic components can be addressed by answering these simple questions:

- **Who** are you targeting with your social marketing?
- **How** can you deploy social marketing tactics for measurable success?
- **What** goals or objectives do you want to accomplish?

Who are you targeting with social marketing?

Prospects? Customers? Media? All of the above? Once you've decided on the targets, flesh out the defining characteristics of each group. If you've already read Marketo's [The Definitive Guide to Lead Nurturing](#), you know about the importance of developing buyer personas: a fictional character that represents a target group. Start by listing the characteristics you would have for a typical buyer persona, but add a social marketing dimension to it.

How can you deploy social marketing tactics for measurable success?

Later in this guide we'll address a number of different tactics that you can employ to achieve the business results you're seeking through social marketing. Select a few that you think will have the most impact on your organization and start with those.

What do you want to accomplish and what are your distinct action items for each goal?

Social marketing requires time, effort and resources. Take the tactics you've decided on and associate clear goals, objectives and action items for each one.

As with any new strategy, try and test a variety of social marketing channels and tactics to see which has the most significant impact on your goals. For more information on standard social marketing tactics, objectives and metrics, go to check out our [Social Media Tactical Plan](#).

"Focus on how to be social, not on how to do social."

JAY BAER

Best-selling author of 'The Now Revolution'

PART TWO: LAYING THE FOUNDATION

CHECKLIST: PITFALLS TO AVOID IN SOCIAL MARKETING

☐ Don't dive into social marketing unless you're ready. You need objectives, goals and ways to measure success and accountability.

☐ Don't be a big brag. Know the difference between becoming a thought leader and endless self-promotion.

☐ Don't be afraid to try social marketing because it doesn't rely on the traditional metrics you're used to.

☐ Don't be afraid of social media because the ROI will be challenging. There are ways to measure impact if you have a baseline to start with. Additionally, the branding and visibility you can achieve through it will definitely impact your bottom line.

☐ Don't use social media sites as advertising opportunities alone. Keep your brand human on social media sites and save your ad-speak for real advertising or when you have a more significant presence on social sites.

☐ Don't assume every social media site is good for your business. Research which social media sites your customers frequent and how they prefer to consume content.

☐ Don't merely create social pages and think you are done. Instead, dig deeper and create a social presence that resonates with your target audience and promotes relationship building and sharing.



“With the growing reliance on social media, we no longer search for news, or the products and services we wish to buy. Instead they are being pushed to us by friends, acquaintances and business colleagues.”

ERIK QUALMAN

Best-selling Author
of Socialnomics

PART TWO: LAYING THE FOUNDATION

BUILDING YOUR SOCIAL MEDIA SWAT TEAM

Social marketing takes time and organizational readiness. To ensure that you are getting the highest ROI out of your social marketing strategy, there needs to be a structure in place, stakeholder buy-in, and a devoted resource (or a few). Providing a solid foundation to your social marketing strategy will enable you to scale and nurture your program as it evolves.

Stakeholder Buy-In

When determining your social strategy, you will want to make sure that you have executive support for your initiative, as social marketing is time consuming and you will need dedicated resources.

The more your stakeholders understand and believe in the power of social marketing, the more they will evangelize throughout the company and support your strategy. Depending on organizational readiness this may be no easy task.

Here are some things you should keep in mind when developing your path to success:

- Illustrate competitors who are using social marketing successfully
- Share some key insights and social marketing statistics
- Highlight how social marketing can be used for lead generation, creating a customer community, thought leadership, and even recruiting
- Create a report that monitors your social marketing activity and point out some possibly missed opportunities for engagement based on your findings
- Share how you will determine ROI once your initiative takes off
- Highlight low-cost benefits of engaging through social marketing vs. traditional advertising

“How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?”

SETH GODIN

Best-selling Author

PART TWO: LAYING THE FOUNDATION

BUILDING YOUR SOCIAL MEDIA SWAT TEAM

Creating a Social Media Governance Board

In addition to your focused social media staff, you will want to create a social media governance board that is made up of executives, stakeholders, Subject Matter Experts, and key employee advocates. This is the team that determines your ongoing broad strategy goals, internal training initiatives, and makes key decisions around your social media interactions. Your Governance Board should meet on a monthly or quarterly basis to re-assess and innovate on processes and strategies.

Staffing Considerations

Social marketing takes effort, especially if you want to work towards creating an integrated campaign strategy. Therefore, you will want to take resource allocation into account when creating your plan. How many resources you will need to dedicate to social marketing will depend on the following:

- Budget for new headcount or intern availability
- Weekly social time commitments
- Strategic goals
- Number of platforms utilized
- Content strategy
- Current and future community size

Consider starting by dedicating one full-time head count to social marketing management. This person will spend his or her time mostly on community management, social messaging, content creating, and planning. Resource permitting, the next full time employee hire should be someone dedicated to creating content and who can serve as the managing editor for all of your content.



PART TWO: LAYING THE FOUNDATION

BUILDING YOUR SOCIAL MEDIA SWAT TEAM

A day in the life: Marketo's Social Media Manager

Posts

- Twitter
 - 1 post per hour from
 - 4 influencer re-tweets
- Facebook
 - 3-5 posts per day
- Google+
 - 3-5 posts per day
- LinkedIn
 - 2 posts per day
- Pinterest
 - 4-5 pins per week

Monitor

- Check Twitter, Facebook, and G+ for mentions or anything that needs a response
- Respond to comments, customer issues, questions etc
- Monitor throughout the day

Promote and engage

- Think of creative ways to promote content, events, and engage fans using pictures, infographics, stats, memes, questions
- Track success of promotions using Marketo Marketing Software

Influencer outreach

- Read influencer posts on Twitter and other blog feeds and comment

Blog

- Create blog posts
- HTML edit blog posts so they are formatted and ready to be published

Remember, the amount of work you will have for your resource depends on your strategy and company size. You will also want your resource to work alongside your demand gen team to create successful campaigns. Social media is a huge part of our marketing at Marketo, so we dedicate a lot of time to creating our social presence. For example, at Marketo 15% of all marketing head count is focused on social, content, and inbound. If your company is smaller, you may not need to dedicate as much time.

When you are searching for your Social Media Manager, you want to look for a person that is customer service oriented, good at relationship building, is creative, and a strong communicator. This person does not need to be a Subject Matter Expert, but he or she should be a “digital native” – someone who grew up entrenched in the internet and knows the ins and outs of social media. He or she doesn't need to be young, eg. the proverbial 23 year old social media manager, but fluency in online customs is a must. Your Social Media Manager will be

on the front lines of your strategy and will be interacting with customers and prospects on a daily basis through your online channels, so make sure you take time to hire the right person.

“We’re living at a time when attention is the new currency. Those who insert themselves into as many channels as possible look set to capture the most value.”

PETE CASHMORE
CEO & Founder
of mashable.com

PART TWO: LAYING THE FOUNDATION

BUILDING YOUR SOCIAL MEDIA SWAT TEAM

Organization-wide Participation

You should also think about how you want your employees to be engaging on social networks. By having an open discussion with your teams on utilizing social networks to promote their personal brand as well as their own, you can establish guidelines that can help them become more active. Having your thought leaders work in tandem with your social marketing strategy is a great way to further your social reach.

Create a social media policy

Determine how you want your employees to participate in social media. At Marketo, we have created a [Social Media Policy](#) document that outlines what social networks to participate in, how often, and what the ground rules are. Don't assume that your employees will know how to participate. Make it easily available to all staff through your company Wiki, HR sites, or even develop your own social media microsite. Introduce it via a company-wide email and consider creating posters that advertise your policy and post them throughout your offices.

Show them the WIIFM: what's in it for me

Your employees are busy, and it takes effort and time to create a Twitter account, post on Facebook, post on LinkedIn, and create blog posts. So you have to show your teams, what is in it for them—what are the benefits of contributing to social media? Here are some things you might want to call out:

- Personal branding—get your name out there
- Building relationships with sales leads
- Building customer relationships
- Helping your company be seen as a thought leader

You might also want to consider incentivizing social media contributions. You can give out prizes for the employee who tweets the most or contributes the most blog content. Money motivates, so this is a great way to get started.

Training, training, training

This is one of the most important aspects of getting people involved with B2B social media. At Marketo, we created Social Media Month which consisted of weekly workshops on social networks, participation rules, blogging tips, LinkedIn optimization for SEO, and social media photo day. We also did a series of blog posts that spoke to each social network and discussed how employees can be more active. By providing a structured format for learning about social networks your employees can be both well-informed and pumped up and ready to be social.

“Create a social media policy (be it 3 pages like Coca Cola or 50 like the military) and trust your employees to abide to free them to tell the stories that engage.”

CC CHAPMAN

Author and content expert

PART TWO: LAYING THE FOUNDATION

CREATING YOUR SOCIAL MARKETING POLICY

The social marketing landscape can feel unstructured. That's why it pays to have a social marketing policy to guide the actions of everyone in your organization that will participate in social media. It's also essential to monitor what's being said and provide guidelines on how to respond appropriately (without making your employees feel like they're being censored).

A formalized document will help protect your company in a legal sense, while ensuring that you're acting consistently across all social marketing sites, and reinforcing your brand and value in the marketplace (a bit like a corporate style guide). Check out Marketo's [Social Media Policy](#) as an example.

Here are some suggestions:

- **Define what social marketing means for your company.** Determine and call out what social networks you will be participating in. Use your social marketing policy to define what the term means for your entire organization so there's no confusion as to when the social media guidelines apply and when they don't.
- **Set up a basic set of ground rules.** Consider some basic tenets that you'd like your company to follow when it comes to participation. Don't assume that your employees know how to participate – make sure that your guide is clear, concise, and easy to find. You can even include social training during the employee onboarding process.
- **Decide how your organization will want to engage as a social marketing participant and contributor.** Will your company's social media conversations come from a single person or will everyone in your company participate? Will social marketing be used as a customer service function, marketing

tool or for product marketing research? Be as explicit as possible, and consider all the possible ways that people could go wrong, without being overly dramatic. Remember, your policy is an opportunity to get your company excited about contributing to social media sites.

- **Stress the importance of confidentiality.** Encourage your company's contributors to remember the importance of confidential information, and to manage their social marketing contributions just as they would conversations taking place in public.

“By creating compelling content, you can become a celebrity.”

PAUL GILLIN

Social Media Expert and Author

PART TWO: LAYING THE FOUNDATION

CONTENT CREATION

No discussion of social marketing is complete without a discussion of content. Your content is the Yin to the Yang of social, they work hand-in-hand to drive success.

You need a mix of content to share on your social channels. By showcasing thought leadership in each stage of the buying cycle, you can move a prospect through your funnel. Many of your customers and prospects are turning to social networks to consume their news and best practices, so social is the perfect venue for viewing and sharing your content.

Do some research to set up your buyer personas so you know what content will resonate the most. The closer you get to saying something unique and relatable, the more peer-to-peer engagement and sharing you will experience.

If you are a smaller company without many available assets or available resources for content creation, take into consideration repurposing already created pieces. We do this at Marketo to ensure we are extending the life of each piece we create.

Take a webinar for example. After the webinar has been recorded, you can turn it into the following pieces of shareable content:

- Blog posts
- Whitepaper
- Slide deck
- Video
- Checklists/cheat sheet
- Podcast
- Infographic

By creating a strategy where you repurpose content, creating multiple assets seems much less daunting.

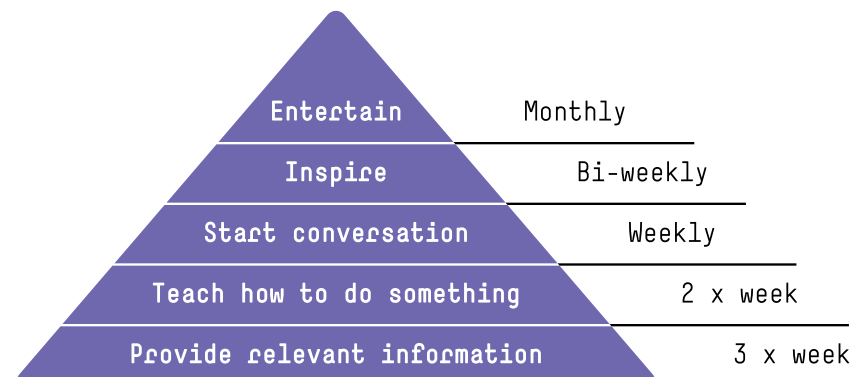
Content Types

You want to make sure that you are creating a variety of content types to share on social media channels so your audience remains engaged. Content is a great way to show your expertise and your personality. There are many purposes for creating content, and although your main goal is building your brand expertise, you also want to make sure you integrate your thought leadership with fun, shareable pieces.

The Content Marketing Institute put out a great diagram to explain content purposes and how often each type should be shared on your social channels.

These content types can take many forms, but you will want to make sure you have the following mixed into your content strategy:

- Big rock content pieces like ebooks and Definitive Guides
- White papers
- Tip sheets/checklists
- Blog posts
- Infographics
- Videos
- Fun visual content such as memes and cartoons
- Slideshows
- Podcasts



The Content Marketing Institute
Content Mix Pyramid

PART TWO: LAYING THE FOUNDATION

VISUAL CONTENT

When we think of content, we often think of a compilation of words that tell a story relevant to our buyer and connect to our brand. The problem is that our prospects have less time to read these words, even when they tell a well-crafted story that can be useful in their jobs. Why? We're in a state of information overflow, and many are looking for a way to dig out. Simultaneously, we have learned to digest information faster – sometimes even at a glance. This quick consumption of data lets us know the big message and allows us to decide whether or not we need to keep reading. The headline of an article is commonly used to make this decision, but how can we rely on more than a headline to get our point across?

The answer is visual content marketing, and it should be a key piece of your social marketing content strategy. Visual content marketing is the utilization of images to engage your prospects through the buying cycle. This can include infographics, images, charts and graphs, memes, comics, photos, and videos. What's critical

is that they help tell a story related to your brand. Keep in mind that this doesn't mean a sales pitch. Rather, visual content is created with the goal of appealing to your prospects and is meant to offer them a solution for a pain they may have. And because you have so little time and space to get your message across in social media, visual content will become a cornerstone of your strategy.

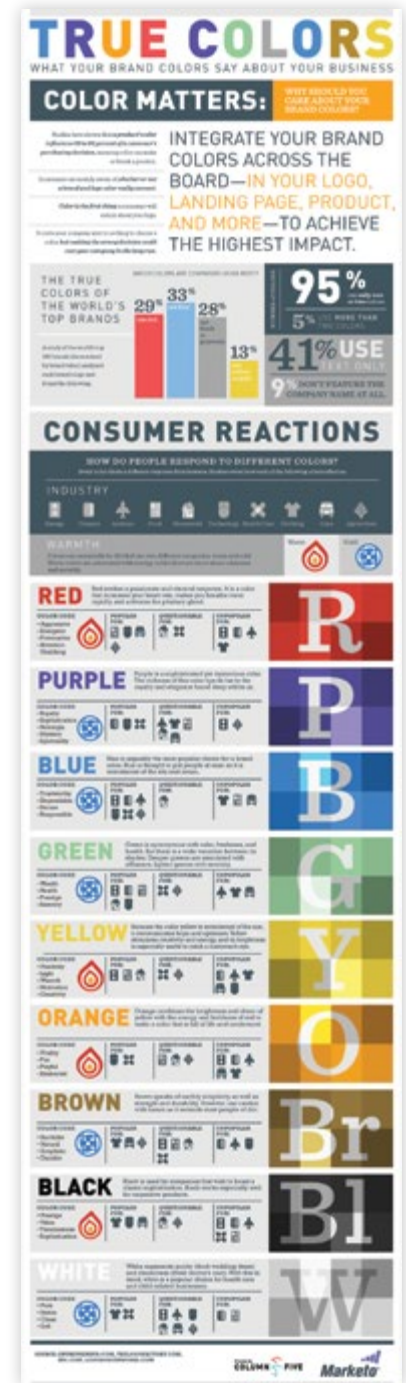
Here are some examples of Marketo's visual content (clockwise from top right):

True Colors infographic: What your Brand Colors Says About your Business

The Definitive Guide to International Market Expansion cover design

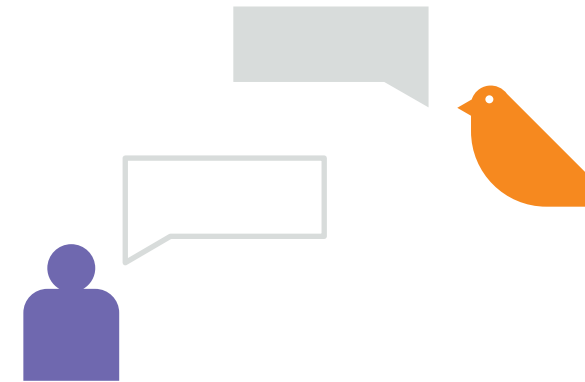
Slideshare: Visual Content Marketing: Capture and Engage your Audience

Webinar graphic: Visual Content
Marketing: Capture and Engage
Your Audience



PART TWO: LAYING THE FOUNDATION

VISUAL NOTE-TAKING: A DEEP DIVE



We are all visual thinkers. 75% of the sensory neurons in our brains are processing visual information. B2B marketers are constantly being bombarded with information. The question arises: how do we keep all of this information and transform it into something organized and accessible? One way is to use visual note-taking which finds the right mixture of words, illustrations, and designs to capture a subject and make it memorable.

This is highly dynamic way of sharing visual content. The great part of visual note-taking is that it enables you to explain a complex idea in a series of simplistic diagrams. Visual note-taking can be a useful tactic during keynote speaking sessions at events, can help create a fun and engaging video, and can even be used by your sales teams to give unique and compelling presentations. Internally, visual note-taking can help aid collaboration and amplify creativity.

The early field of visual note-taking, was named “Explicit Group Memory” by facilitator Geoff Ball, who discovered that a shared picture supported group learning or more importantly – a lasting memory in the group.

At Marketo, we recently employed visual note-taking for our User Summit. We used a graphic facilitator to capture visual recordings of the keynotes. Sketching notes from each keynote and tracked sessions in real time created a record that is not only memorable, but also one you might actually want to look at again. (It’s now art hanging in the Marketo office).

Here are four benefits we reaped almost immediately from using a graphic facilitator to illustrate our conference sessions and keynotes:

- **Extends conversations and builds buzz.** Immediately after each session, our visual boards were drawing crowds who took photos and posted them to various social networks right away.
- **Helps with short term memory cache.** By breaking down the information into single chunks illustrated within the visual

notes, it becomes much easier for an audience to process and understand when learning new things.

- **Enables better understanding of key takeaways.** Our visual boards became a piece of content providing a tangible representation, allowing the audience to quickly grasp big ideas and translate their impact and value.
- **Gets attendees to look up from their devices.** Putting pen to paper, or in this case sharpie to foamcore, is an antidote to the pervasiveness of digital culture. Studies show it can help retain more information.

Presenting thoughts and ideas visually is a terrific and simple way to capture a conversation and its meaning. Hiring graphic recorders who sketch what is discussed at meetings and conferences is a great way to keep employees engaged and communicate complex ideas in a meaningful and memorable way.



PART TWO: LAYING THE FOUNDATION

CONTENT MARKETING TIPS

73% of consumers prefer to get their information about an organization in articles rather than advertisements. That means it's more important than ever to include custom content in your overall marketing mix. Generating compelling searchable content that people want to consume can help drive traffic to your website, attract and retain a dedicated following, and greatly increase brand awareness. In order to produce quality content you're going to need a good source of raw material to continually draw upon.

Here are some tips to keep it fresh:

Follow industry experts

A great way to get ideas on what content you should be creating is to follow experts and influencers on Twitter. Use relevant hashtags for search and create lists on your top influencers. By tracking these tweets, you can determine what people are talking about and create content around those themes. Also, you can curate content on sites like Flipboard, so you can aggregate both news and social content.

Make every employee a content creator

Encouraging employees to contribute to your blog is a great way to generate content internally. Ask your customer service and sales teams about their most frequently asked questions then have them write blog posts about the solutions. By developing a blog template, you can make it easy for others to contribute.

Linkedin Today

Linkedin Today makes it easy to stay up to date with the most popular news, blogs, and articles relevant to your business. Think of it as your interactive real-time morning paper. What shows up in your feed is generated directly from the network you're connected to, bringing you the most relevant news about the industries and topics based on the industries and sources you find most valuable. Checking in to LinkedIn Today can spark a wealth of content ideas based around trends and hot topics relevant to your industry.

Visualize your keywords

Building a word cloud based on conversations around your brand is a great way to visualize keywords most associated with your brand. For example, find a group of tweets that mention your brand, product or industry, and drop them into a tag cloud application such as Wordle. You'll often find new keywords you may not have thought of, as well as a few surprise topics of association. This is a great way to really stretch your content dollar and find emerging trends to blog about.

Eavesdrop

Be nosy. Listen in on conversations offline as well as online. Tune in to conversations while waiting in line at Starbucks or at the table next to you at lunch. Find out what people are talking about and what they care about. Use Evernote to jot down and keep track of interesting points you overhear and the ideas they spark which often turn into content and conversational blog posts.

"Traditional marketing talks at people. Content marketing talks with them."

DOUG KESSLER
Velocity Partners

Test and evaluate

Of course every target audience is different. When you are sharing your content on your social channels, you will want to test, test, test! What is your audience sharing? What are they experiencing as authentic? At Marketo, we try to mix in posts for our Definitive Guides with fun marketing memes that we have created. The fun pieces encourage your audience to share, builds trust, and ultimately helps you develop brand loyalty. As you continue to further hone in on your social strategy, you will get into a rhythm of what content resonates for your audience.

PART TWO: LAYING THE FOUNDATION

INTERVIEW: CONTENT MARKETING EXPERT REBECCA LIEB



Rebecca Lieb Discusses Strategy, Influencers, and Leftover Turkey

Rebecca Lieb is an analyst at the Altimeter Group where she covers digital advertising and marketing. She is the author of 'Content Marketing – How to Use Content to Market Online and in Social Media' and consults on content strategy for a variety of brands and professional trade organizations.

M: What are your best tips for businesses that are struggling to find content?

RL: For one thing, businesses have to start thinking like publishers in order to not only define content, but also to effectively use content. It's very daunting to wake up every day and find a blank page to fill, blank air time or blank podcast time, which is why "real" publications have editorial calendars.

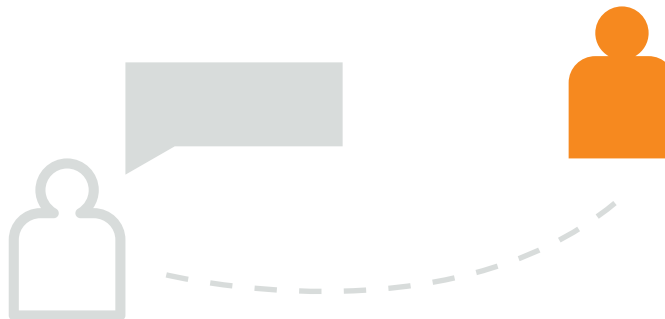
There's a degree of predictability in content that's not only very helpful to the business or the publisher who's publishing that content, but also to the audience. The regularity of these types of features keeps people coming back. So in order to constantly create new sources of content you need a plan, you need an editorial calendar.

M: During your session at ad:tech you mentioned that content is like leftover turkey?

RL: I love using the turkey analogy. People really get that. You start out with the turkey at Thanksgiving and that's the main event, and then everybody knows that after Thanksgiving you're eating turkey sandwiches, you have turkey on your salad, and maybe a little turkey hash. Journalists very quickly learn how to treat their stories and their sources like that turkey. That's not meant to sound derogatory, but you need to understand what your content assets are and how and when to use them.

M: In your book, Content Marketing you talk about how to do a Content Audit. How important do you think that is to the overall content marketing strategy?

RL: A content audit is very important because it not only assesses what you have, if you do it correctly it assesses how well it's working and how it's working on a number of levels. So you not only look at what content you have, but also is it professionally produced, is it spelled correctly, is it consistent in style? What content is attracting people? You look at your web analytics, and say "oh they like this", "they don't like that", or "they can't find something else". It evaluates how fresh and topical your content is.



PART TWO: LAYING THE FOUNDATION

INTERVIEW: CONTENT MARKETING EXPERT REBECCA LIEB

M: Influencer outreach is essential for a successful content strategy. What are your recommendations for people who are just starting their influencer outreach? How do you reach an influencer that may be considered inaccessible?

RL: Not a lot of people are inaccessible on the web, but what they are is inundated. You know there's a lot of noise, we all get a lot of email, we all get a lot of messages and a classic mistake that's made when people try to reach influencers by getting in touch by saying "Hi, I really admire you. Now can you do this thing for me?" What you really have to do first is establish a relationship with that influencer. Perhaps give them something of value or something that's helpful. Take a risk, stick your neck out there and create some dialogue and you might be pleasantly surprised.

M: Who are the top content marketing influencers to follow? Who would you recommend adding to your RSS readers? Aside from yourself of course!

RL: Robert Rose who just coauthored an excellent book on content marketing with Joe Pulizzi. Joe founded The Content Marketing Institute and their feed is invaluable and probably the leading publication. For content strategy, there's Kristina Halvorson who wrote the book on the topic. I'm a great admirer of Ann Handley and C.C. Chapman who published early books on content marketing before mine even. Also, Lee Odden is a terrific blogger on this and Sally Falkow is very good in the public relations range. If you search Twitter, there are some very good Twitter lists of the leading content marketing influencers. I would suggest following those people and determining who's right for you and who's really speaking to your content marketing needs.



PART THREE

PEER-TO-PEER SOCIAL SHARING



PART THREE: PEER-TO-PEER SOCIAL SHARING

WHY SHARE?



Don't just do a social campaign, make every campaign social. Before you begin executing on your social strategy, it is important to spend some time on ways to make every campaign social and to understand the benefits of peer-to-peer sharing vs. company-to-buyer sharing.

In the past, marketers have thought of social marketing as listening and publishing social content, but instead of viewing social as an isolated channel, today's marketer needs to incorporate it as part of their cohesive marketing strategy.



One of the best ways to engage your audience is by providing them with a compelling reason to share your message across social networks in a way that is natural and seamless. Word-of-mouth marketing and peer recommendations are an extremely powerful way to increase brand visibility, as people will believe their network of peers vs. a brand driven campaign. If your target audience's friends and colleagues are talking about your product or service, you are more likely to gain their trust in a much more meaningful way than by running an ad campaign.

A recent Nielsen Survey showed that only 33% of buyers believe what a brand has to say about itself.

Because people view any brand-to-buyer communication as an advertisement, your customers are less likely to take your word for it. **In contrast, the same study showed that 92% believe what their peers have to say about a brand. That is what you should be focusing on.**

We think the real promise of the social explosion for marketers isn't about updating your feed for hundreds or even thousands of fans. We think it's about getting your voice heard by the millions of people out on the social web in a different way – by turning your customers into an army of powerful advocates for your brand and creating thousands of peer-to-peer recommendations on your behalf.

At Marketo, we believe there are 3 parts to social sharing:

1. Give people a reason to share
2. Always ask for the right to share at the right time
3. Make your shares measurable

Give People a Reason to Share

This is a new way to think about influence. In the past, influence used to be simple – there were few influencers and it was your PR team's job to find the right people. Social has changed all of that and there is now an exploding amount of influencers. You want to know who is influential to your brand, your products, and your campaigns. A great way to do this is by building out campaigns that are conducive to social sharing.

But what makes people share? You will want to consider this when you determine what social sharing campaigns you want to set up.

Here are our top 5 motivators that make people share:

1. Reputation
2. Access to something exclusive
3. Co-creation
4. Competition and winning
5. Altruism

PART THREE: PEER-TO-PEER SOCIAL SHARING

WHY SHARE?



Here are some additional statistics to consider taken from a recent New York Times study on social sharing:

- 75% say sharing helps them better understand and “process” news they’re interested in
- 85% say the responses they get from posting to a social media site provide more thought
- 94% consider how helpful a link would be to another user before posting it
- 68% share as an advertisement for themselves, to give others a better sense of who they are
- 73% say it helps them find people with common interests

Be sure to keep in mind these motivators and stats as you start developing social aspects to all of your campaigns. Once you have created a campaign that you believe is worth sharing, here are some additional ways to incentivize sharing within your campaigns:

- **Refer-a-Friend:** This sort of campaign is generally centered around a compelling offer. You promote your offer via email marketing and social networks, and then you create special offers for both the “referrers” and the “referees”. If you are utilizing a sharing platform, you can expect to gather metrics such as biggest influencers.
- **Social Sweepstakes:** Create a contest and get your entrants to spread the word on your behalf. Through the sweepstakes entry you gain important user data like who is sharing and where they are sharing most.
- **Polls and Voting:** Everyone has an opinion and they are usually happy to share. Take a look at the power of Yelp! Creating a campaign that engages your audience and compels them to share their opinions is a great way to build relationships and get valuable information about your target audience’s likes and dislikes.
- **Flash Deals:** This is a concept similar to a Groupon. Many social sharing applications offer functionality for you to create your own time-sensitive deal.

Use this to create a fun and viral campaign that will increase brand awareness and increase new customers with sharing. Keep in mind the following when creating your Flash Deal:

- Offer time period
- Maximum number of deals sold
- Allow users to track deal’s progress
- Publish your offer on all social networks and your website

You can create campaigns like this yourself, or you can do so through a social application such as Marketo Social Marketing. The beauty of using an application to assist you in creating these sharing campaigns is that you not only have a streamlined way to deploy each campaign, but you can also harness powerful metrics that will help you continuously test and innovate.



PART THREE: PEER-TO-PEER SOCIAL SHARING

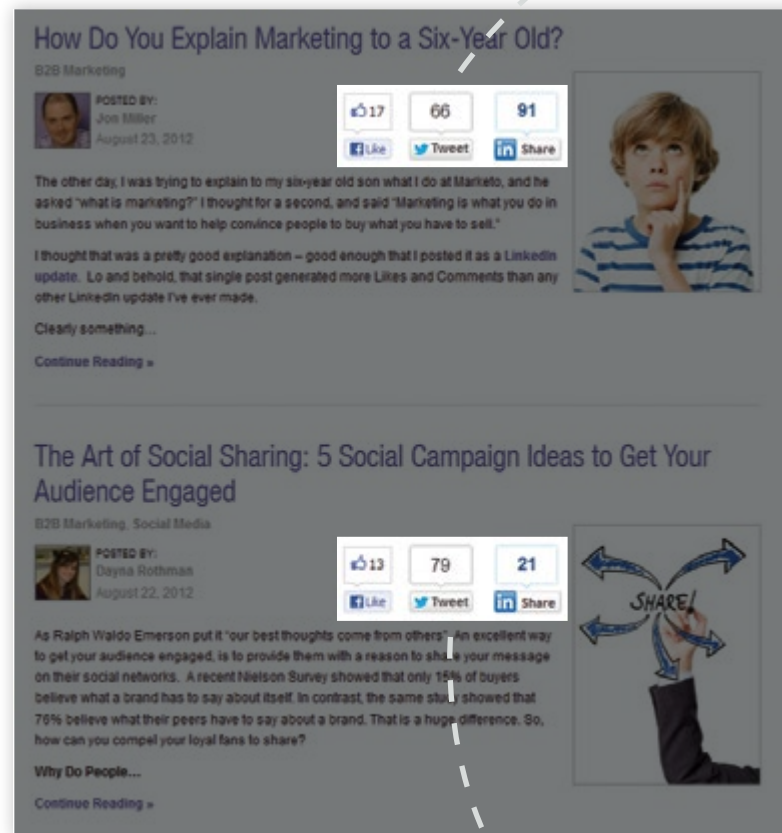
ASK FOR THE SHARE

Always Ask for the Share at the Right Time

Now that you have created reasons for people to share, you want to make sure you are prompting people to share your message at the right time. As social sharing has become more important to marketers, the best practice has been to include social sharing links before or after a piece of content. This is passive sharing. You are creating the opportunity to share, but you are not asking for the share. And if you don't ask for the share you may be missing out on an important chance to engage with your audience, as they may not notice the sharing buttons or be compelled to use them.

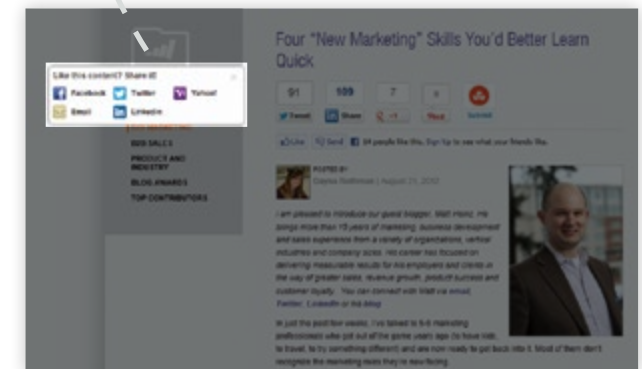
Here is an example of traditional, passive social sharing:

You see the social shares up top, but that is the only place they appear to the reader. You might read this post, and although you enjoyed it, by the time you get to the end you might not remember to share.



Social Sharing

If you employ active sharing techniques, you are asking your audience to share at the right time. At Marketo, we use Marketo Social Marketing to prompt people to share our message. If you are reading a blog, in addition to the social share buttons that appear at the top, we also prompt our readers to share by having a share box pop up as they are reading the blog, reminding them to share.



By asking your audience to share, you are starting a conversation with them. You can also use this technique after a lead downloads a content piece, after they download, ask for the share.

Social Sharing

PART THREE: PEER-TO-PEER SOCIAL SHARING

MAKE YOUR SHARES MEASURABLE

Make Your Shares Measurable

When a prospect or customer shares your content, this is a great indicator that they are an influencer for your brand. Additionally by tracking shares, you can determine what content is working so you can create more intelligent social campaigns over time.

Remember when you implemented marketing automation? (If you haven't yet, you should.) You immediately had more visibility into your campaigns and website. Suddenly, you could track website visits and downloads. You knew who was visiting your website, what pages they visited, and what content appealed most to them. Additionally, you could track all of your email campaigns. The increased tracking capabilities enabled you to optimize your processes and messaging.

You should be doing the same with your social marketing. Instead of just knowing how many shares you received on Twitter, LinkedIn, Google+, Facebook, etc, you want to know everything about each sharing activity. Who is sharing your

content? Who did they share your content with? And what are they sharing? Social applications like Marketo Social Marketing, create more insight into all of your social activities so you know who your top

influencers are, what content they are sharing, and what their networks look like. By analyzing your social sharing metrics, you can create A/B testing, so you know what is working and what isn't.



Marketo Social Marketing Dashboard

The Definition of Social Validation

Social validation, or social proofing, is a psychological phenomenon that occurs when people do not have enough information to make opinions independently, and instead look for external clues like popularity, trust, etc. Social networks play an influential role when it comes to mitigating the feeling of risk that overcomes B2B buyers when trying to solve a problem or purchase a solution. A huge part of this is from the social validation or social proofing inherent to many social media sites. For example, sites that focus on bookmarking, ranking, voting, and commenting all incorporate social validation when users give their opinions through comments or ratings. B2B companies can use social validation to help increase their credibility and allay their prospects' fears. By opening your website up to ratings, reviews (and sometime rants), you're telling your prospects that you value transparency, are open to feedback, and can be trusted as a vendor.

PART FOUR
B2B SOCIAL
MEDIA CHANNELS
AND TACTICS



PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

CHANNELS AND TACTICS

Social Media Channels and Tactics for Every B2B Marketer

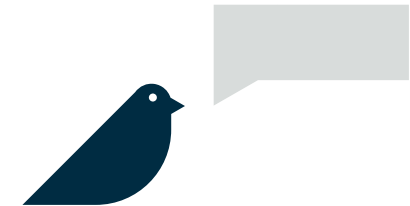
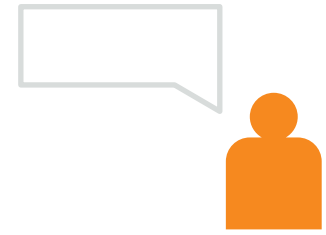
This is meat of your social marketing plan. The types of social media tools we'll cover include:

- Channels
 - Social Networks
 - Facebook
 - Twitter
 - LinkedIn
 - Google+
 - YouTube
 - Presentation and Document Sharing
 - Photo and Image Sharing
 - Q&A Sites
 - Influence tracking sites
- Tactics
 - Blogging
 - Commenting
 - Bookmarking
 - Podcasting

There are many different venues to get the word out there about your company. These channels are where you will post your contact and promote peer-to-peer sharing. This is not an exhaustive list, but we have mentioned some of the major social channels you should consider.

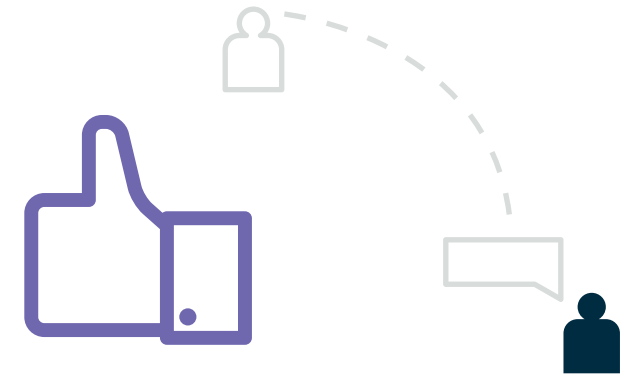
Social Networks

This is the bread and butter of your social marketing strategy. You will be spending a lot of time on the four major social marketing sites: Facebook, Twitter, LinkedIn, and Google+. But remember that it is not enough to merely post on these sites, the key is to engage and build relationships through influence marketing.



PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

FACEBOOK



There are more than 800 million people using Facebook every day. This platform offers more than just a way to stay connected to friends and family; it is an essential tool in the B2B marketing toolbox. Facebook allows your business to be available to people on a trusted, popular platform, where prospects can see “real” people (their friends, family or colleagues) interacting with you and your brand. This sets the stage for you to build stronger, more immediate relationships with them.

But, businesses need to strike that critical balance of offering content that is relevant and adds value, with content that just plain entertains. At Marketo, we like to ask two questions before every Facebook interaction we plan:

1. Does this help our brand's likeability?
2. Is this interesting, engaging, useful content?

Posting for the sake of posting can actually hurt your chances of being seen. The second you post something that is not engaging or relevant, EdgeRank, Facebook's proprietary algorithm to organize your newsfeed, will stop amplifying your posts and placing them in your fans' newsfeeds (more on that below).

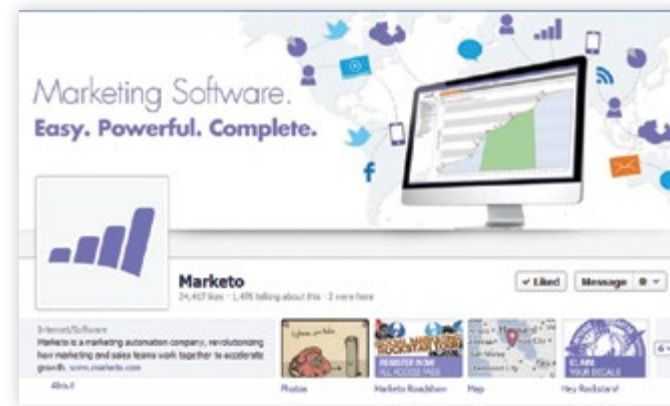
Facebook Pages can help your company build awareness, share enthusiasm, create loyalty, strengthen inbound marketing, and promote peer-to-peer sharing. First, let's break down the elements of a Facebook page – and how you can take advantage of them.

Facebook's new timeline: what you need to know

Facebook began rolling out its new timeline format in September 2011. Here's how it better serves B2B companies:

- The “scrapbook” style lets you prominently display key snapshots of your business' brand, marketing focus, and gives you the ability to tell a story and to highlight your company's milestones.

- Interactions, comments on Fan pages, and “Likes” about your company appear in a user's news feed. “Likes” will also appear in a box at the top of their page, keeping you prominently top of mind.
- The ticker shows a live stream of friends' activities and conveniently lets users “Like” a page without leaving their own newsfeed. In other words, Facebook users can easily see when their friends are interacting with or commenting about your brand and they can do the same.
- The timeline offers more branding and lead-capture options. The large cover image presents plenty of room for your branding and marketing images, so you can capture the eye of a potential customer and get them on your page. You can also pin images to the top of your page and highlight certain images to enlarge them.



Marketo's current Facebook Page

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

FACEBOOK

EdgeRank explained

The content you create and share is your “make-or-break” component on Facebook. To get the most out of your Facebook page and presence, your posts’ appearing on your fans’ newsfeeds is essential. This is where EdgeRank becomes important. EdgeRank is Facebook’s algorithm that personalizes users’ newsfeeds and inserts posts it thinks will interest them. In very simplified terms, if users (or their friends) are interacting with your company/brand on a fairly frequent basis, you show up; if not, you get dropped.



When it comes to Facebook marketing, you can use two metrics to measure your success: engagement rate and the “people are talking about this” rating.

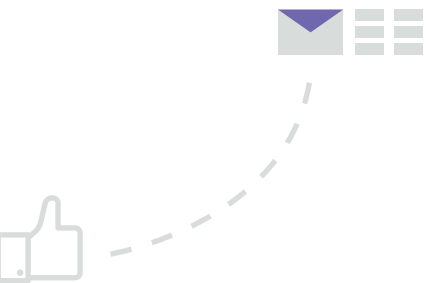
- Your **engagement rate** can be determined by dividing your total “Likes” and comments by your total number of fans (Likes + Comments/Total # of Fans). That’s why your posts need to be engaging and spark a reaction. A high engagement rate helps you build your EdgeRank and gets you seen more often.
- Your **“people are talking about this” rating** is basically your “buzz” metric. It measures who’s talking about you or your posts on their pages and can be found in your page’s Facebook insights as well as on your page. For example, on Marketo’s Facebook page, the “talking about this” number is located on the profile page just under the cover photo and the chart below that is trending that number. It basically shows when Marketo’s activities in the real, virtual, or social worlds are sparking conversation on Facebook.

The next logical question is, “How do we increase our interaction and sharing?” To boost interaction, businesses need to post more often and engage their consumers in a two-way dialogue. **More than 70% of interactions occur during the first hour after a post is made.**

Marketo

24,417 likes · 1,476 talking about this

Marketo’s “talking about this” metric



Keep your interactions up by posting more often and by being online and available right after you post. In other words, don’t post and go to bed. And keep in mind that a post posed as a “question” tends to drive more interaction than one written as a statement.

“Even when you are marketing to your entire audience or customer base, you are still simply speaking to a single human at any given time. Worry less about sounding professional and worry more about creating remarkable content that other humans can relate to.”

ANN HANDLEY

Chief Content Officer at MarketingProfs

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

FACEBOOK

How to see and be seen

Remember that Facebook's EdgeRank algorithm rewards pages in the newsfeed based on the number of interactions a page receives. An interaction can be defined as a summary of "Likes," posts, or comments about the page.

To show up in as many users' top newsfeeds as possible, your content must be fresh, engaging, current, and compelling. Then it becomes a cycle; you post content that gets "Likes" and comments, and your future content appears in the newsfeeds of those that "Liked" and commented on earlier content.

Don't forget: as prospects interact with you through "Likes," reposts, or shares, you should be tracking engagement.

Visual content is critical to sharing and maintaining EdgeRank. On Facebook, people love sharing visual content, so you want to make sure that you are leveraging something that is visually stimulating. At Marketo, we use a variety of visual content on our Facebook page to get engagement from our followers.

Here are some examples of some visual content we share on Facebook:



Meme created to encourage likes and shares



Visual graphic depicting a stat to be displayed on social networks



Killing time infographic to be posted on social networks



Event graphic created to post on social networks

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

FACEBOOK



Facebook Groups

The Group feature is useful for demonstrating your company's passion for a topic, and gathers like-minded people to share ideas. The best part is that the more people join your group, the more it gets promoted to their friends and networks, increasing the group's popularity and growth. Creating a Facebook Group is a great way for businesses to create awareness, increase inbound links and foster loyalty.

Facebook Lists

Facebook launched this feature in response to Google+’s circles, so it functions in a very similar way. You can subscribe to and organize lists for different topics or influencers you want to follow. As an example, you might have a list for social media influencers and another list for competitors. Through lists you can easily view and post to select groups or a company, which makes it easier for you to monitor and engage.

Facebook Promoted Posts

Promoted posts show up in the newsfeed of all your fans and are visible to their friends as well. It becomes a sponsored story that is seen by more people than a regular post, so be sure that when you do choose to promote a post, it is strong, current, and compelling.

It is pretty safe to say that businesses will never be able to compete with posts that are strictly entertainment-based or for social purposes only. But by using this promoted post feature, you can call attention to posts that you believe will generate the most impact.

Facebook suggests using Promoted Posts for any of the following to get you more exposure:

- Unique, vibrant, and interesting photos and videos
- Offers (still in beta)
- Exclusive events or news
- Questions

We found the magic formula for promoted posts to be this: Clever messaging with a fun visual, all tied back to a strong offer or piece of content.

Here is an example of a very successful Promoted Post we did at Marketo:

Typically, <20% of your fans will naturally see any post, 35% at best, often less. In this case only 8,847 saw it 'organically', and for a budget of \$200, the promoted post added 34,759 views. This was almost 5x the number of views that we would have received organically.



“Here’s the elevation principle formula:
Great content plus other people minus
marketing messages equals growth.”

MICHAEL STELZNER

Cofounder of Social Media Examiner

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

FACEBOOK

Facebook Ads

If you do use Facebook ads, they need to appeal to your audience, think outside the box. Use eye catching pictures and compelling language. Remember: you're competing for attention in a noisy environment. Here's an example of how we managed to break through the noise with our Facebook ad:



Facebook Apps

Before the timeline changes took place, you could capture "Likes" via your welcome page by gating your content and encouraging users to "Like" your page for access to this exclusive content. This has gone away with timeline. Now Facebook gives you the option to feature up to twelve

apps. Four of these apps are shown by default, with the remaining apps under the fold and only visible by clicking and expanding the tab on the right. Although you cannot move the photo app as the default, you can control which other three apps show above the fold. It's important to optimize these three and rotate them frequently with fresh offers.

Allowing you to change the apps appearing above the fold is one of the most interactive and engaging portions of the timeline and your best chance to showcase a call to action or offer that will convert. Take this into consideration when selecting the display images of your apps. Consider the image a small advertisement rather than an image.

We've even developed a custom application within Facebook that incentivizes "Likes" of our offers. This form syncs with Marketo and captures the lead in real time while offering the user a frictionless experience because they can fill it in without leaving Facebook.

"A brand is no longer what we tell the consumer it is - it is what consumers tell each other it is."

SCOTT COOK

Co-Founder of Intuit

Facebook Key Metrics

- Likes
- Posts
- People are talking about this
- Engagement rate



PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

INTERVIEW: FACEBOOK EXPERT DENNIS YU



**Dennis Yu on Breaking
Edgerank & Creating
Kick-A** Ads**

Dennis Yu is co-founder and CEO of BlitzLocal.com, providing leading edge local search solutions for regional, national and international multi-location and franchised enterprises. Over the last 3 years, he has guided the development of an ad serving platform that garners PPC, SEO, email, and facebook advertising, optimizing campaigns to online and offline conversions via phone, lead generation, online ordering, and coupon redemption.

M: How many people on average really see a business page's post and what percentage of their following is Facebook actually showing it to?

DY: Facebook's number is 16%, but that is a confounded number because there are a lot of small businesses, and it's easy to get 16% exposure if you have only 100 fans. If you are beyond small business and I mean 100 plus employees, the real number is about 5%. If you have 20,000 fans, you're lucky if you can even get a 1,000 people or even 2,000 people to see your posts.

M: What is your number one tip for businesses trying to break through EdgeRank with an organic post?

DY: I'll give you one and half tips. If you can get more engagement against a particular post, you're going to have more power in the news because it generates more potential connections. Lots of people are saying that if you advertise you will rank better organically in Facebook because Facebook doesn't discount the ad driven interactions that occur.

But you asked how do you do it organically. Well, you have to use other sources of traffic to drive people to the Facebook page and to that post. If you use things like the comments plug-in, any interaction that occurs on Facebook will show-up on the website at the same time.

M: How do you determine who to target specifically?

DY: You have to know who your audience is. If you are selling marketing automation software, and it's targeted to small businesses all of the way up to enterprise corporations, well that audience could potentially be 2 million people. If you don't have the budget for 2 million people or if you don't have the time to make 100 different micro targeted ads, then what you do is set up one or two ads starting at 5 or 10 bucks a day.

We call this a mega ad. You create one ad that has everything in it and then you start to do A/B testing. You keep promoting to the winners, "it seems like what might be working here is people who are 25 plus", and "I am going to take not just the people who are in marketing, but I am going to narrow it down to those people who are B2B marketing and Director, Marketing Vice President, Executive and I am going to also say those people who are friends or fans". Then keep narrowing down and take the offspring of this mastered ad.

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

INTERVIEW: FACEBOOK EXPERT DENNIS YU



M: What's the best tool to find recommended targets for you?

DY: There is nothing better than Facebook's own tool which is free to use. You don't even have to create an ad account to get access. To make an account, you go to facebook.com/ads/manage and go in and say, "I want to know how many females there are who live in San Francisco, who have this kind of degree, who went to Stanford and who like healthcare". I can do that and get exactly how many there are.

If you are spending enough money, you can use Power Editor as well. It can target people by where they are in their life – say are they looking for a car, they have an auto intended category, just got married- you can combine that with a particular interest targets.

M: What would you recommend as the best resources for staying up today on Facebook changes?

DY: I don't think there's really a better resource than allfacebook.com and insightfacebook.com. If you are a developer or if you are sort of technical, I would recommend developers.facebook.com. That's where they post things when there are breaking changes, where an FBML is going to break, or when there is a new ad format that you need to take care of. If you're new to Facebook marketing, I would just go to facebook.com/marketing because it has all the different resources Facebook wants you to read.

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

TWITTER

In 2007, Twitter began as what many considered to be a flash-in-the-pan social media outlet, but as of 2012, Twitter had over 500 million registered users and is one of the 10 most popular sites on the Internet – anything but a passing phase. Companies that lack a strategic, lead-generating plan of attack for their Twitter accounts are losing out on access to a huge potential customer base and the opportunity to showcase themselves as social savvy, relevant businesses. Being followed on Twitter is an incredibly strong signal of online affinity for your business. These self-selected prospects are indicating an active interest in your brand and are asking to hear more from you.

Quick Tip: You will also want to make sure that your Twitter handle is short, as you only have 140 characters to complete your post. Having a short Twitter handle will help your followers when they re-tweet you.

Think of Twitter as the water cooler for B2B marketers: It's a vibrant community where businesses can prospect leads and congregate as thought leaders to discuss relevant industry topics. B2B marketers are always striving to provide good content in an easily digestible and timely format. On Twitter, it is easy to quickly compose Tweets and messages aimed at those interested in your company or product.

At Marketo, we are always seeking marketing avenues that allow for continuous, real-time engagement with our customers and prospects. Twitter happens to be one of our most effective prospecting channels. We use it to get the word out to customers about specific product offerings and as a forum for potential customers to discover and learn more about us and what we offer.



Marketo's Twitter page



PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

TWITTER



Twitter following

Becoming someone's follower on Twitter accomplishes four goals:

- You identify Twitter accounts that will be relevant and interesting to you, your organization and your industry.
- You let people know that you're on Twitter, and encourage them to follow you back.
- You associate yourself with a specific group of industry experts and thought leaders, and demonstrate your interest in the space.
- Twitter is a great platform for engagement, so once you follow someone on Twitter you can work on starting a conversation.

Tips for following

- Find people to follow by importing your contact databases using tools that Twitter provides. Then, broaden this action by following those that your followers are following – where relevant. Be sure to also follow people that your competitors are following.
- Do a search for experts in the field who are tweeting. You can find people to follow on sites like Wefollow.com or Twibes.com.
- If possible, try to make sure to follow back relevant people and companies that are following you. You don't want to upset prospects, customers or partners by not following them!
- Twitter provides easy search functionality so that you can find people that are talking about your company and your industry. Spend some time trying out different searches and hashtags that are relevant to your business. Once you find the people who are contributing most to the conversation, start following them.

- Create lists. By creating a list you can easily segment people who you are following. As an example you can create a list for hot prospects, customers, and one for competitors.

Tools to manage Twitter followers

With so many people to follow, sometimes it is tough to keep track. Plus, as you follow more people, you notice the number of irrelevant Tweets start adding up. There are many tools out there that can help you get rid of people who aren't following you, reciprocate follows, cleanup inactives, and follow new people based on similar interests. Here are 5 tools that can easily help you manage your Twitter followers:

1. tweepi.com
2. friendorfollow.com
3. untweeps.com
4. refollow.com
5. foller.me

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

TWITTER

Twitter 101 : Getting started

- Always use a URL shortener like Bit.ly. They are also often built into other tools such as Hootsuite and Tweetdeck. You only have 140 characters, so make it count!
- The symbol # on Twitter is known as a hashtag. These tags are used to affiliate a tweet with a certain topic and can be useful for tracking social marketing campaigns and connecting with customers. You can develop your own hashtags to try and promote a viral following for a specific topic or campaign.
- Avoid the temptation to use tools that send automatic direct messages. These types of messages are often construed as spam and may cause people to “unfollow” you.
- You can also engage Twitter followers and influencers by including an @ mention in your tweets. You can do this when you post content you think will resonate with an influencer. An easy format to follow is tweeting with a link to relevant content and then including the @ mention at the end of the tweet.
- Use Twitter lists to segment users by interest or group together brand advocates and your favorite twitter users. Keep in mind that when you add a user to a public list they are notified and the list is open and searchable to all users. A private list, which may be used for competitors, is only visible to you.
- Use Twitter during events and to promote things like contests. A great way to engage your Twitter followers is to create a contest that asks followers to contribute in some way.
- You want your Twitter feed to be a mix of Tweets you’ve created, as well as replies and retweets.



An example of Marketo's Twitter feed

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

TWITTER



Tweetchats

A Twitter chat is a public conversation on Twitter based around a unique hashtag. The hashtag allows you to follow the discussion and easily participate in it. Most Twitter chats are usually recurring and on specific topics but some are also based around special events. Hosting a Twitter chat is an amazing way to engage with your fans and followers. In addition, this is a great way to better understand and grow your community and to promote your brand and business.

Five Great Weekly Tweetchats for Marketers

(Taken from <http://under30ceo.com/25-twitter-chats-every-entrepreneur-must-know/>)

[#blogchat](#)

Topic: Blogging

Host: [@MackCollier](#)

When: Sundays 9PM ET

Why it's cool: This is supposed to be the largest Twitter chat on the web and every last week of the month users pick the topic.

[#socialmedia](#)

Topic: Social Media

Host: [@JasonBreed](#) [@marc_meyer](#)

When: Tuesday at 12PM ET

What's good: There is a huge archive of 130+ chats. Check out the transcripts here and check out some serious thought leadership by attendees.

[#b2bchat](#)

Topic: B2B Marketing Best Practices

Host: [@b2b_chat](#) [@andrewspoeth](#) [@b2bento](#) [@cuferg](#) [@kseniacoffman](#)

When: Thursdays 8PM ET

What's cool: This group features its own LinkedIn group <http://linkd.in/qJtYFg> exclusive to B2B marketers.

[#mmchat](#)

Topic: Marketer Monday

Hosts: [@TheSocialCMO](#) [@JeffAshcroft](#)

When: Mondays 8PM ET

What's smart: Most recent topic: "Would You Join Your Own Community?" Get the chance to meet social marketing experts from leading firms every week.

[#bizforum](#)

Topic: Trending Business Topics

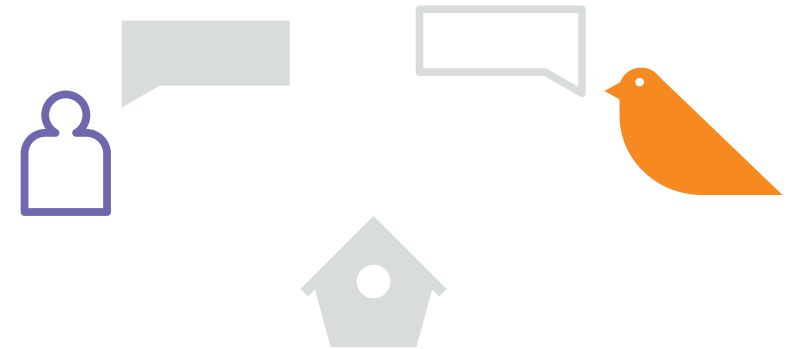
Host: [@samfiorella](#)

When: Wednesdays 8PM ET

What's awesome: Unlike other chats participants are encouraged to agree or disagree and really get to the root of the issue. Hashtag also features the question of the day.

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

TWITTER



Promoted Tweets in timelines

A Twitter strategy we have used with great success is launching Promoted Tweets in timelines targeted to followers and users who are similar to our followers. Our Promoted Tweets contain timely and engaging content like contests for trips to industry events and links to thought-leadership pieces. Every Promoted Tweet that we run goes to a gated resource page. We set up a series of three Tweets per campaign and rotate them accordingly. For timelines, we run three Tweets on one campaign for three days at a time.

Promoted Tweets in search

For search Tweets, we run two offers every two weeks with three different Tweets focusing on fifteen keywords and five countries. We have found through trial and error that it's more about the offer than about the money spent. Fresh relevant content offers with the right messaging yields CTRs of up to 17% with a cost-per-prospect coming in at around \$14 each. This, of course, will vary based on your offer and the relevancy of your content.

We always see significant spikes in relevant Tweets during industry events. We decided to capitalize on that and use Promoted Tweets in search results during key B2B conference dates. This allowed us to be part of relevant conversations when the conversations are hot. By targeting event-specific hashtags and relevant keywords like "B2B" and "lead management," we are where we need to be at prime lead-generating moments. Being a part of real-time conversations means pouncing on real-time opportunities.



Influencer marketing on Twitter

Twitter is a fantastic platform to learn who your influencers are. Because Twitter is designed for quick exchanges of information and shares, you can start to keep track of who is re-tweeting your content and engaging in conversations.

Remember to reach out to your top sharers to create relationships. They may be interested in doing a guest blog or allowing you to do a guest blog on their site. The more you engage directly with your top influencers, the more they will continue to promote your content.

"The internet has turned what used to be a controlled, one-way message into a real-time dialogue with millions."

@DANIELLESACKS

Senior Writer
at Fast Company

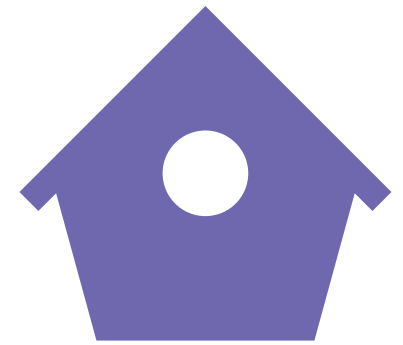
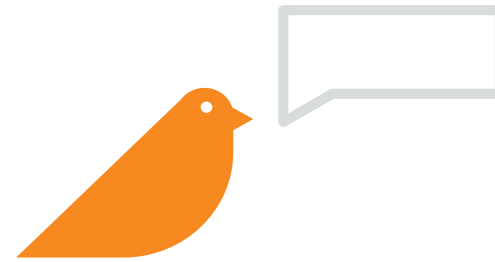


An example of a
Marketo Promoted Tweet



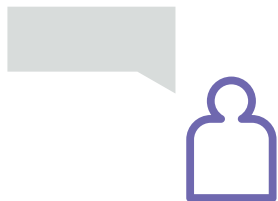
PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

TWITTER



What to tweet

To some, this may sound backwards or surprising, but do not use Twitter to only promote your company. Sure, calling out your company's new ebook or webcast is an important part of your tweeting. But if you never contribute to the conversations taking place, if you never offer something personal or fun or funny, you are missing the prime opportunity unique to Twitter. Twitter is about building relationships; it is about reciprocity. Engage and be engaged. Be a part of the flow of information. Don't be a broken record repeatedly rattling off the company's tagline. It's in your best interests to pay attention to what your customers and prospective customers are tweeting about and to respond accordingly.



Remember, your content should create value and ultimately, be helpful to your network. In B2B marketing, re-tweeting material that will be helpful to your network is good, but writing your own informational material is even better. If your network (specifically, customers and prospective buyers) benefit from something you tweet about, they will remember you and your business.

Here is that word of caution mentioned earlier: As with anything, a little self promotion is good for business but if your entire tweet history is only about you and your company, you've got it wrong. Keep in mind the 4-1-1 rule:

The 4-1-1 rule for Twitter was popularized by Tippingpoint Labs and Joe Pulizzi, founder of Junta42 and the Content Marketing Institute. For every one self-serving Tweet, you should re-tweet one relevant Tweet and most importantly share four pieces of relevant content written by others.

What's great about this approach is that it lets you engage in the conversation, build awareness, and keep in touch with your followers without coming across as pushy or too "me" focused. We've been trying to follow it at Marketo for our Twitter updates as well as our Facebook updates, and so far results are positive. As you plan out the cadence of updates you'll send, try scheduling four educational or entertaining Tweets mixed with one "soft promotion" (e.g. attend an event) and one "hard promotion" (e.g. download a free trial or apply for an account).

Twitter Key Metrics

- Followers
- Mentions
- Retweets
- Retweet/reply reach
- Number of lists
- Social Capital – influence of twitter followers
- Number of potential prospects sent to sales

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

LINKEDIN



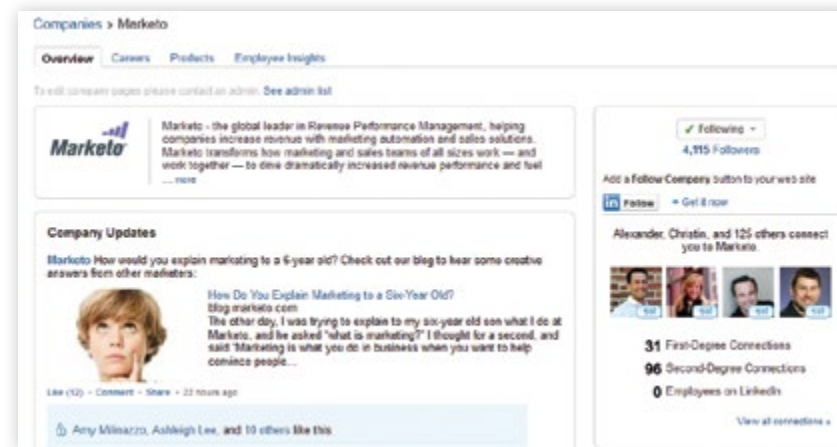
As a leading social networking site for professionals, LinkedIn is perfect for B2B organizations, as the focus is on education, work history, companies and professional interests.

Build out your company LinkedIn Profile

Companies can build a profile on LinkedIn that showcases products, employee networks, blog posts, upcoming events, and status updates. Much like Twitter or Facebook, users on LinkedIn can follow your profile to learn more about your company. You can also post jobs on LinkedIn, making it a great venue for recruiting top candidates.

Here are some tips to get started on creating your LinkedIn page:

- **Give a voice to your products:** The new Products Page allows you to assign members of your organization to different product offerings so prospects know exactly who to get in touch with. This is a great way to start conversations between top prospects and product managers, sales, and support staff within your organization.
- **Recommendations:** After you create your Products and Services Page, you can begin using recommendations. This gives current customers or employees a forum to recommend your products and services to others.
- **Videos:** You can now post videos directly to LinkedIn on your Products and Services Page. Place them next to product descriptions to get the most value and visibility.
- **Offers:** The Products and Services Page now has a Promo box. This is a great place to include contests, promotions, and discounts. Use this area to drive additional traffic to your website.



Marketo's LinkedIn page

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

LINKEDIN

Build a LinkedIn Group around your company's specializations and core competencies

The Groups feature is a great way to demonstrate thought leadership around a specific area – and to gain insight into the pain points of potential customers. Encourage customers to use this as a forum for discussions and assign someone to monitor your group. The moderator should post responses and keep the conversation going. LinkedIn Groups makes it easy for B2B companies to locate potential customers. Simply make a list of keywords that relate to your prospects or the industries you target, and run a search for any LinkedIn Groups related to these keywords. Once you find the right groups, participate in discussions, ask questions and make connections.

Encourage your employees to participate

LinkedIn is a great venue for your employees to both promote your brand and their own personal brands. Employee contributors should post your company blogs on their LinkedIn status updates and join relevant groups. The more evangelists you have on LinkedIn, the more opportunity you have to become a thought leader in your space.

LinkedIn and SEO

LinkedIn is fantastic for SEO and having properly optimized pages, both company and employee can boost SEO and organic visibility.

Encourage employees to optimize their pages by using the following quick tips:

- Include a professional headshot
- Include keywords in job position title
- Link to company blog under “Websites”
- Add Twitter handle
- Claim unique URL and then drop it into email signatures

- Write a summary in the first person and think of it as a “greatest hits collection”. Include keywords and add a bit of your own personality
- Under “Specialties”, include a line list all skills one on top of the other to make your profile easy to read
- Make sure to add plenty of skills in the “Skills” section
- Move recommendations closer to the top

LinkedIn Advertising

Like Facebook Ads and Promoted Tweets, LinkedIn advertising can get your message across to the right audience. LinkedIn ads work like PPC, and because LinkedIn holds valuable demographic information, this may be a great platform for you to reach your target audience. When you set up a LinkedIn profile, you put in information such as title, role, company, work experience etc, and LinkedIn can use that information to help very specifically target advertising.

- **Create ads that work for your target audience:** When you develop an ad on LinkedIn you will be asked to select your demographics based on role, title, industry, geography, and a variety of other criteria. Remember to think about your keywords when working in each demographic. An ad geared towards a practitioner will be different than an ad geared towards an executive level prospect.
- **Think about your call to action:** As with your ad copy, you want to make sure that your call to action is appropriate to your target audience. If it is a piece of content think about whether your target audience will resonate with that content. Additionally, make sure that you are utilizing one call to action per ad so that you give your prospect clear direction.

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

LINKEDIN

Other important LinkedIn tips

- Try to get recommendations from others that include positive comments about your company. These comments contribute to social validation about your organization when people view your page. Do this for both personal profiles and for your company profile, as it allows for reviews as well.
- Pay attention to the network updates you receive from LinkedIn, as they share important updates about your connections and can hold the key to new business opportunities for you and your company.
- Use LinkedIn Answers to ask thought-provoking questions or become an “expert” by providing valuable answers and demonstrating thought leadership. LinkedIn Answers are a great way for you to showcase your interests, expertise and problem-solving capabilities to entire networks of people, which can indirectly drive interest in your company and new business
- Promote events on LinkedIn. The events section of LinkedIn allows event organizers to post events and encourages those attending to RSVP for the event. This promotes additional visibility and encourages sharing.

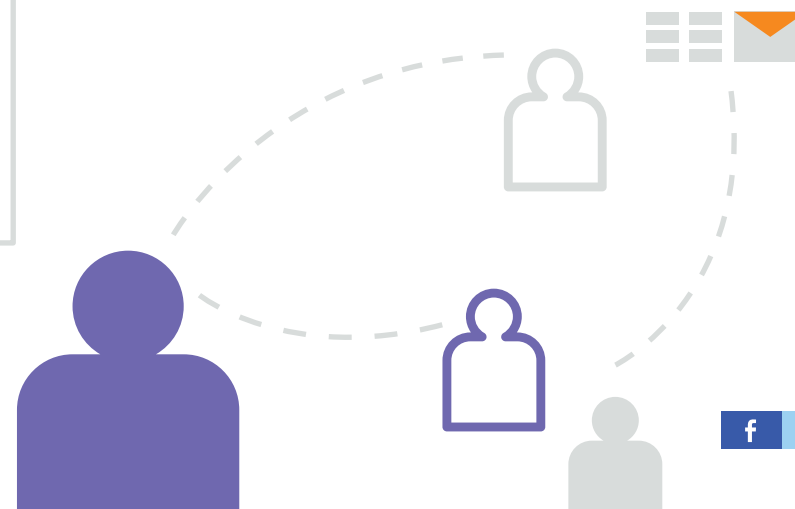
LinkedIn Key Metrics

- Followers
- Referring Traffic
- References
- Group Members
- Discussions Created

“If you make customers unhappy in the physical world, they might each tell 6 friends. If you make customers unhappy on the Internet, they can each tell 6,000 friends.”

JEFF BEZOS

CEO at Amazon.com



PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

GOOGLE+

Google+ is quickly becoming a key part of any business' social media strategy. Boasting 150 million active users and 250 million total users as of June 2012, this social network is going to grow very quickly as Google is making a Google+ account mandatory for all Gmail users. Google+ is also playing a major role in SEO by making it easier for marketers to show up in search results.

About Page

An essential but often overlooked first step, the about page is a fantastic opportunity to give a quick overview of what your business is all about. You can also link back to specific pages and services from this page directing potential customers to the most important pages on your website. It's important to have a balance of marketing savvy copy that's also SEO friendly.



Marketo's Google+ page

Make sure to include information that searchers will want to know about your company. Take advantage of the fact that Google+ allows you to use bullets in your description, which makes it simple to create an easy-to-read list of your products and services. You can also include links to specific pages and a contact form. Test and track different variations to see what works best for your business.

Google Events

Google recently announced the Events feature which allows G+ users to send out customized invitations to anyone regardless of whether or not they are G+ users. It syncs beautifully with Google Calendar and shows up automatically when a user confirms for an event.

In addition to sending out invites to webinars, work functions, parties, etc., Google Events can also send out invites for Google Hangouts. This could be the catalyst that gets your business on board to start using Hangouts or increase the awareness and attendance of the ones you are already hosting.

The "Party Mode" feature of Events allows everyone in attendance to instantly upload pictures to the same album using the Google+ mobile app, creating a living, real-time photo journal of a specific time and place. You can then show the photos off in chronological order as a slideshow all within Google+.

Circles

This functionality allows a marketer to segment their followers. Unlike other social networks, through Circles, marketers can develop personas and communicate highly segmented messaging to each audience. This allows you to have a more authentic dialogue with your key prospects.

Hangouts

Use Google+ Hangouts for video conferencing. Again, the beauty here is that it is highly integrated with other Google applications. So, if you use Google apps for your business, Hangouts can be a quick and easy way to connect teams and get some face time with a prospect.

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

GOOGLE+

Claim your ownership of content

Google is aggressively using SEO benefits to entice webmasters and bloggers to engage with Google+. Google Authorship is how Google authenticates and will increasingly begin to “trust” you as a quality source of content. Setting up Google Authorship is simple and straightforward. You identify yourself to Google through your Google+ profile and then link back to it from your content and vice versa.

Google authorship is the easiest way to take advantage of the SEO benefits of Google+. Doing so will allow the author’s picture to show up next to his blog posts in Google search results, causing higher rankings and click through rates.

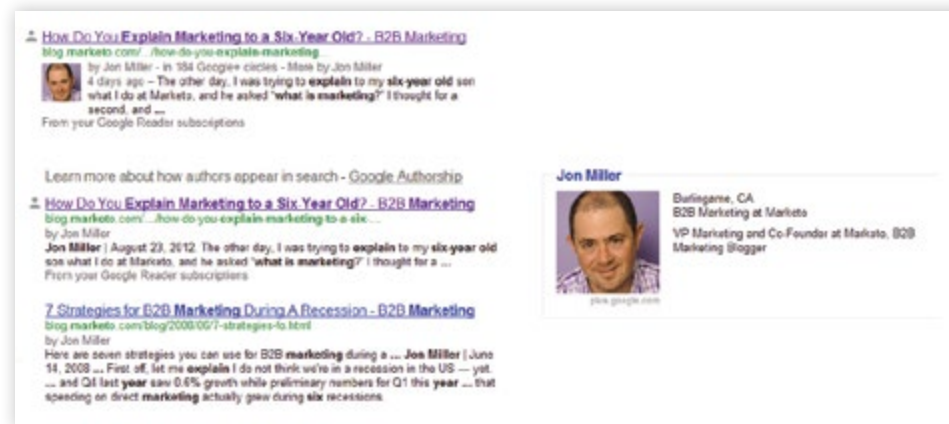
The business benefits for setting up Google Authorship

- Increases awareness of your overall Google+ profile page
- Adds a human element to your content and increases trustworthiness
- Helps your content stand out from the crowded search page results
- Improves your chances of showing up in more personalized search results

- Protects the original post’s ranking position as higher than a post that has scraped or syndicated the original content
- Studies have shown that Google Authorship increases click-through-rates

Google+ Key Metrics

- Circle Adds/ Followers
- Mentions



Example of Google Authorship

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

YOUTUBE

Video is now an essential part of any successful social marketing and lead generation strategy. Not convinced? According to Forbes, three-quarters of executives surveyed said they watch work-related videos on business-related websites at least weekly; more than half watch work-related videos on YouTube at least weekly.

When optimizing this channel for lead gen the first step is to create videos that both entertain and educate. Your goals should be based on increasing awareness, demonstrating products, sharing knowledge, and humanizing the company. The next step is to optimize these videos with targeted keywords giving them a much better chance of reaching page one in Google search.

Optimize your channel

Your channel description should include a keyword rich description since this section represents the meta data that is searched by Google. Each section of your profile is a chance to add in your business' most important keywords.

Optimize individual videos

Your video description should be 2 or 3 sentences that include targeted keywords. It's also a best practice to include a shortened link with a call to action driving traffic to your website or a landing page with a specific offer.

The tagging feature is the way that YouTube determines the relevance of your asset and groups similar videos together. 5-7 tags are optimal and will ensure your video is associated with other videos that use the same tags so they can appear as a "related video" when users are viewing other videos.

Encourage comments

When a video receives higher ratings and more comments, YouTube sees these as indications of higher quality, more relevant videos. Your goal should be to generate as many 'thumbs up' ratings and comments as you can for SEO purposes.

Commenting on other popular videos in your niche is another way to generate more comments and ratings. It's also a great opportunity to present yourself as an expert by making a comment that actually gets liked by the viewers.

Increase awareness for your company

Many of your prospects are probably already registered users of these video sites. Make online videos part of your marketing asset strategy – you'll have a presence on sites that your prospects are already visiting, while looking like a thought leader in your industry.

Generate new leads

Use videos to promote lead generation by putting links to offers for additional content like whitepapers or webinars at the bottom or end of the video.

Publish online videos on your website and landing pages

With sites such as YouTube, you can easily host videos on your landing pages and websites by using the links and embed code that YouTube provides.

Get into video viral marketing

Video sites provide you with the links to let you share with others or include the videos on your own site. Determine which videos would be useful to prospects and include these links in your emails, blog posts, and other outbound communications. Remember, always be thinking about making your content more shareable.



PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

YOUTUBE

Increase social shares through video

Video content is a great asset to promote social sharing. Integrate videos in your social campaigns to further increase engagement, as videos often have high share rates compared to other types of assets.

Promotional and sales-focused videos are acceptable and useful. Unlike whitepapers, online videos can be product oriented and promotional, such as:

- Product demos
- Customer testimonials
- Speaking engagements
- Holiday video cards
- Vblog (video blog) entries
- User generated content
- Company culture videos

You can also separate this content out by using channels and by customizing those channels with your company logo and branding.

YouTube Key Metrics

- Referrals
- Views of videos
- Pages ranking on key terms
- Subscribers
- Shares

“We’re living at a time when attention is the new currency. Those who insert themselves into as many channels as possible look set to capture the most value.”

PETE CASHMORE

Founder of mashable.com



Marketo's YouTube page

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

PRESENTATION AND DOCUMENT SHARING

While many B2B marketers may be hesitant to release their content for free, social media sites require a shift in mindset. B2B prospects are already educating themselves about your company's offerings long before they get in touch with you – so it makes sense to take advantage of this and start nurturing them right away via sites such as SlideShare and Scribd. Plus, the more places your content is displayed, the more SEO you have and the more chances you are giving your audience to share.

Audit the content on your corporate website and upload key pieces to the right sites. Think of these sites as an extension of the “Resources” or “Downloads” section on your company website, with the added benefit of even greater exposure.

Upload and share content that addresses your buyer personas and start to track which sites are most popular with each persona. You can then refine which topics and content work best on different sites. Types of content you share should include infographics, slide decks, and webinar slides. Make sure that all of your presentations are optimized for SEO.



Marketo's SlideShare page

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

PRESENTATION AND DOCUMENT SHARING

SlideShare

We recently experienced great success using SlideShare as a channel to promote our content. While working with Column Five, we created a slide presentation called “How to Build a Better Inbound Marketing Machine”. In just over four weeks, our presentation was viewed more than 133,000 times and shared hundreds of times across the socialsphere.

Pretty impressive numbers and we want to explain how we got them. Of course, it is not an exact science. But we found that putting in place the following elements to promote and build awareness around our SlideShare presentation gave us a much better chance of garnering plenty of views and shares.

Keys to a successful SlideShare launch

1. Make it a part of something bigger. Our SlideShare presentation is a part of a much larger content initiative. At Marketo, we build our editorial calendar around monthly themes and then put together the content pieces to support that theme, including, but not limited to, SlideShare decks, white papers, blog posts, email campaigns, and infographics.
2. Base your presentation on a topic in which you are an expert.
3. Take it on the road. Present your SlideShare deck at company meeting, user groups, meetups, and conferences.
4. Use both paid and earned media in your promotion strategy.
5. Work with a partner who understands your goals.

Presentation and Document Sharing Key Metrics

- Referrals from presentation/document sharing sites
- Views on presentation/document sharing sites
- Pages ranking on key terms from presentation/document sharing sites
- Subscribers to company profile or pages

“Marketing is the art and science of choosing target markets and building profitable relationships with them; it’s the art of demand management”

PHILLIP KOTLER

Professor and Marketing
Guru

	Views	Email Shares	Tweets	Facebook Shares	Favorites	Comments	Downloads
182 slideshows total	154,091	82	24	26	164	0	1,237
How to Build a Better Inbound Ma...	132,954	54	23	24	139	0	574

Marketo’s success with our Inbound Marketing SlideShare deck

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

PINTEREST

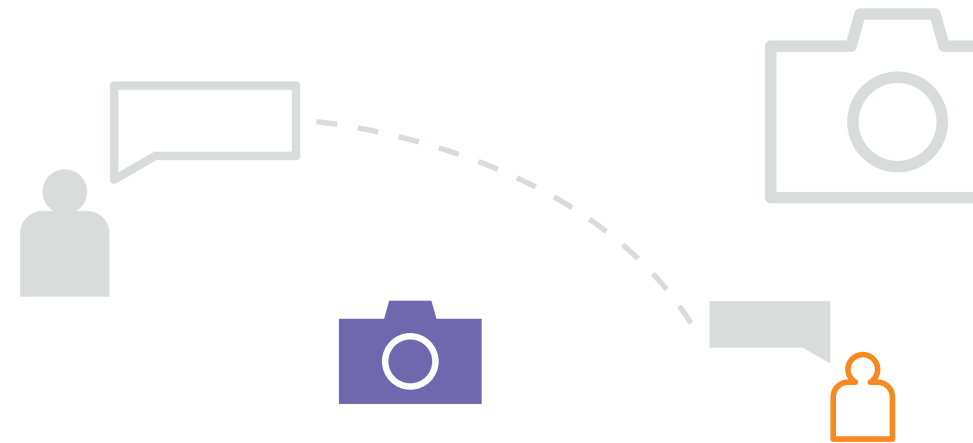


Photo and Image Sharing

The ease at which you can share photos and images with others is a huge boon for B2B companies. It lets you record and increase the visibility of company events, industry conferences, user groups and more. Prospects and customers love visual content, so make sure you are consistently using images in your marketing mix. Why are photos king? Here are our top reasons why you should use photos and images as part of your marketing campaigns.

- **Appeals to emotions:** Visual content appeals to the viewer's emotions in a way that text is unable to. Thanks to the simplicity of photo and image sharing applications, text is an afterthought.
- **Creates intimacy:** Photos help open the personal side of your company. Now customers and prospects can relate to your brand message via photos.
- **Engages:** Photo and image sharing applications provide the perfect opportunity for your business to engage customers in a fun way through contests and other image-centric campaigns.

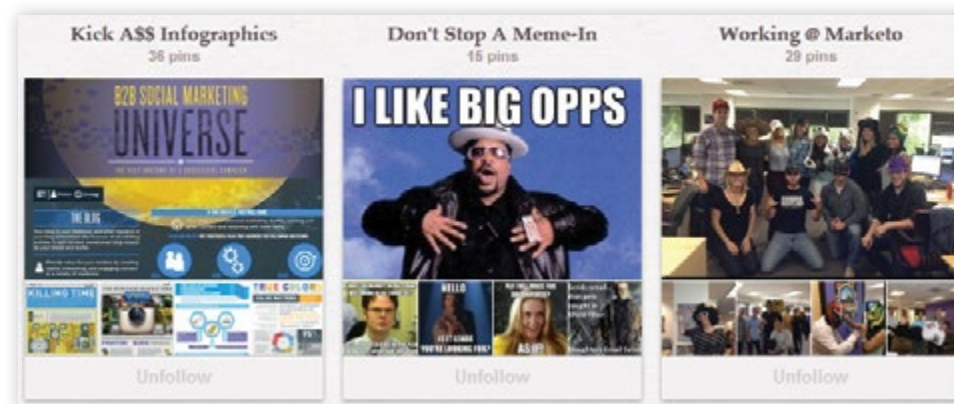
Pinterest

Pinterest is virtual scrapbook or pinboard that allows users to share and organize visual imagery. A user can pin anything from around the web and other users can re-pin their images. Users organize their Pinterest pages by categorizing content on boards.

For businesses, Pinterest can be a way to curate visual content like infographics, videos, company culture, and even blog posts. Pinterest can help promote creativity, but always make sure that your content is relevant to your audience.

Pinterest pages can also be used for a landing page for an email campaign, event, or presentation. The boards provide a unique way of organizing content to be visually appealing to your prospect.

Make sure you are including a good content mix in your Pinterest boards. Followers will want to see a combination of business and culture content. At Marketo, our boards range from info on marketing automation, infographics, blogs, to office fun. Just make sure all of your content is visually appealing and interesting



Marketo Pinterest boards



PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

PINTEREST

Advertising and infographics rule the B2B marketing pins

Today, B2B marketers can get tons of great examples of award winning infographics and advertising campaigns on Pinterest. When pinning, pin the most visually interesting aspect of what you are sharing, like a special banner, slide, or cover page to get the most engagement and to make your brand look like it belongs.

It's a great opportunity for additional promotion of B2B campaigns

The pinning of handbags and skirts, directly or through fans, is a great way for retailers to socially market their goods, but companies that sell \$20k consulting packages or \$400k aircraft engines still don't have Pinterest in their marketing plans. Should they? If they care about or spend money on any of the following, then the answer is definitely "yes".

- **SEO:** While there are many theories about how the big search engines score social media linking, connecting Pinterest can certainly help your efforts.

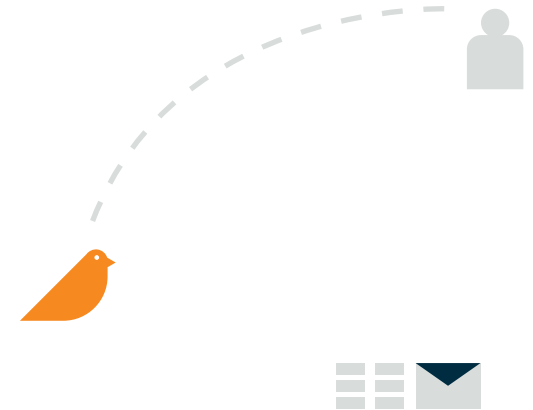
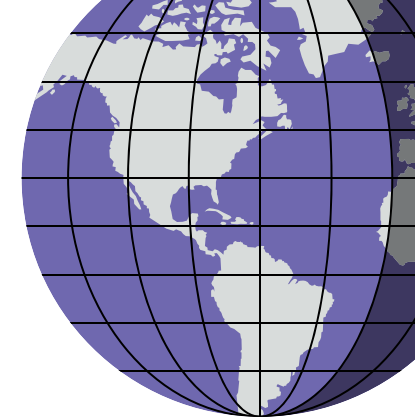
- **Content:** Do you have some interesting content that has done well on other social channels? Why not pin it? Just as the Facebook audience is different from the Twitter audience, Pinterest allows you to appeal to a more visually focused crowd that may not be spending their slow hours on Facebook or Twitter.
- **Design:** Are you a design forward company? Or do you typically develop design-forward campaigns? Pinterest is all about the visual, so leverage the fact that graphic designers are one of the most prolific groups of pinners, get your creative team to pin their work to inspire and be inspired!
- **Marketing:** Just as designers pin and re-pin designs that inspire them, marketers pin and re-pin campaigns that inspire them. Start a company board to show your peers the beauty of your marketing and build your reputation among prospects and possible job candidates as a top tier marketing company. Next, start a board with pins of others' marketing campaigns that inspire you.

Get followed: SEO is important

Pinterest's search is mainly how people find you and your pins, and it is all about keywords. For example, a picture of a fish with no description will not be found in a search for "fish". However, simply adding a description (adjectives help!) will immediately get eyes on your pin. Load up relevant, popular keywords in the description of your pins and boards and you are guaranteed to get more views/likes/follows.

Fresh content creates the most waves

Just like any other social media platform, Pinterest rewards those that bring fresh content. So while it's very easy to fill a board with re-pins, ultimately the fastest way to increase your followership is by pinning new and interesting items.



PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

INSTAGRAM



Instagram is a photo sharing app that can have some relevance to the B2B market, especially with Facebook's recent acquisition of the application. Having more than 27 million users, Instagram has a very active user base. Use Instagram for capturing event and office culture photos. You can also leverage the application to run contests and scavenger hunts.

The 4 stages of Instagram for B2B

1. Curate: Before you begin snapping photos and engaging viewers, it's up to you to create a plan to help you curate fans of your company. Ask questions like:

- What does my target audience want to see?
- How can I get them to engage with my photos?
- What will get them talking about my company?

At its core, the curate stage is about determining what will make your fans engage with your brand in a positive manner and creating a plan of execution.

2. Snap: The time has come to start snapping photos! Consider the following objectives as you create your visual content:

- **Make it exclusive:** Post images that can only be seen on Instagram.
- **Make it visually engaging:** Instagram users are savvy, creative, and know a lackluster photo when they see one. Don't post a photo unless it has aesthetic appeal.
- **Make it personal:** Post photos of your employees at work to give viewers and potential customers' personal insight into the inner workings of your company. Viewers want to feel like they are part of something, and this inside glimpse works wonders.

3. Hashtag: The Instagram hashtag is a powerful feature to engage your viewers. Hashtags act as keywords

providing a way for people to find photos through a simple search. Hashtags are especially useful as you seek to establish your brand as an industry leader and get more followers. Implement hashtags that are unique to your brand and industry, as well as hashtags that are popular keywords. And remember to use hashtags on all of your posts.

4. Engage: Engagement with potential customers and sharing are the primary reasons to utilize a platform such as Instagram. Luckily, there are a variety of ways for B2B companies to do this:

- **Events:** Post photos of events you host for your current and potential clients
- **Geolocation:** Use the geolocation feature to provide yet another point of engagement with your viewers
- **Gamification:** Hold a contest for your audience. Have viewers submit photos, provide captions, or solve a puzzle about your photos.



Photos from Marketo's
Instagram feed

Photo and Image Sharing Key Metrics

- Referrals from photo sharing sites
- Views of photos on social sites
- Subscribers to your photo profile or pages
- Page rankings on key terms from photo sharing sites
- Repins and pinterest board follows

Q&A SITES



Q&A sites provide a platform for users to ask questions, provide answers, and discuss topics of interest. The best sites provide easily searchable answers and can be good for SEO. Topics on these sites vary significantly. Popular Q&A sites are Quora, Formspring, and answers.com. Quora is unique in that it combines questions, answers, social media, and search. Google particularly gives Quora lot of weight in search, so have your team members start to engage in relevant industry conversations. Remember to tell your team to announce themselves as an employee before they answer a question.

Q&A sites help you drive traffic to your website and they also help you build relationships with key influencers. Set up Google Alerts for your company, competitors, top keywords, and keep an eye out for questions you can answer. Remember to provide thought leadership and insight within your comments, and only include link-backs when relevant. And always focus on building relationships.

Link Building

Since many of these sites rank very high and have a continuous amount of traffic, adding links to the major Q&A sites is a great way to get additional traffic to your website and are great for SEO. The key here is to make sure that you are not just placing links without including it in a quality and informative post. Additionally, make sure that links you are including are also to content that provides value to those searching for answers.

Q&A Sites Key Metrics

- Increased brand awareness of influential blogs
- Link-backs and referring traffic
- Influencer mentions



An example of a Quora post by a Marketo employee

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

INFLUENCE TRACKING SITES

Now that you are set up on all of your social sites, you will want to see how you are doing. By leveraging free sites like Klout, Kred, and Peerindex, you can quickly see where you stand against your competition, who you influence, and who influences you.

Klout

Klout is a great way to measure your social marketing influence. By aggregating your usage on Twitter, Facebook, LinkedIn, Google+, and Foursquare, Klout's algorithm gives you a score based on 3 areas:

- **True Reach:** the number of people your content reaches
- **Amplification:** how many people you influence
- **Network:** who in your network is a top influencer and how do they respond to your content

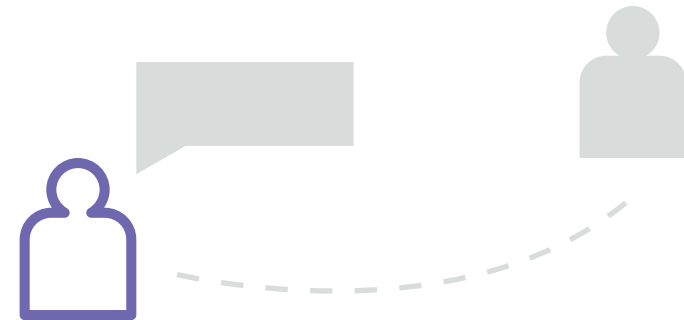
Klout also tells you what topics you are influential in and you can both reward and receive +Ks that increase your score.

Kred

Similar to Klout, Kred measures your social content, who it reaches, who engages, and if the engaged user shares your content with others. The unique part about Kred, is not only does it measure influence, but it also measures outreach, which can be important if you are running social campaigns and trying to promote interactions and shares. Kred also provides transparency, in that the tool shows you exactly what actions and interactions affected your score.

Peerindex

In contrast to Klout and Kred, Peerindex measures authority, which is based on how others react to your opinions, how large your audience is, and your activity. Peerindex uses topics, so a user can search for top influencers in each category who has the most authority. Users can also search by region and sources. This is a great way to determine influencers by industry and even by location.



“Social marketing eliminates the middlemen, providing brands the unique opportunity to have a direct relationship with their customers.”

BRYAN WEINER

CEO at Digital Agency 360i

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

BLOGGING

Now that you have an idea of what channels you want to start engaging your target audience on, let's take some time to talk about various tactics you can utilize both on these channels and in conjunction with your daily social media activities.

Blogging 101

Blogs play a key role in educating prospects for lead generation and nurturing. Many of your most qualified leads – whether you've identified them or not – are readers of your blog. Your blog can be one of the most powerful marketing assets if you stick to the topics your prospects and customers will find most compelling and avoid the hard sell. A blog adds a human touch, especially when a blog has several contributors and it also lets you focus on your prospect's agenda instead of yours. It can be a great idea to try and get participation from leaders in your organization. Not only will this diversify your content, but it will also bring more visibility to your key thought leaders. Additionally, a blog is great to make sure

you keep up with your content marketing mix, as the format is more conducive to quick, easily digestible posts.

Blogs boost your organic search engine by adding pages to your site and encouraging inbound links. Blogs give you a greater chance of showing up in the right search engine results. They also give other sites a reason to link to you, increasing the number of inbound links and boosting your search engine rankings.



Marketo's Modern B2B Marketing Blog

Here are some examples of blogging techniques:

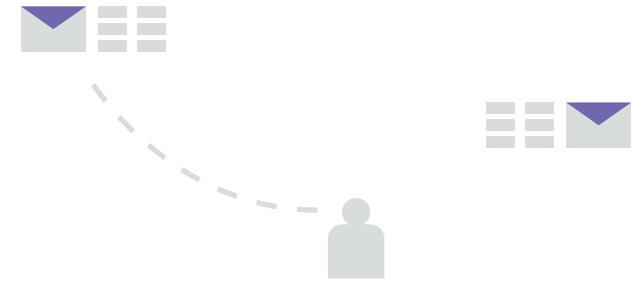
- Establish a corporate blogging strategy that includes overall goals and success metrics.
- Identify and recruit blog contributors in your organization.
- Blog with your keywords in mind – at Marketo we use a Top Keyword spreadsheet to help guide our efforts.
- Link to your blog from other pages on your corporate website.



- Respond to blog comments within 24 hours and make sure all of your bloggers are aware of and abide by this rule.
- Remember your content mix – include content that is diverse and speaks to all places in the buying cycle.
- Encourage your readers to participate by including calls to action at the end of each blog. At Marketo, we often ask readers to participate and answer questions.
- Do not censor comments since you want to spark authentic conversations that engage your readers.

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

BLOGGING



5 Tips to write a killer blog post

- 1. Make a list:** One of the simplest B2B blog post concepts can be the most effective: list posts. Think “25 Must-Read Email Marketing Resources,” “15 Influential Leaders in Search Engine Optimization” or “30 Can’t Miss Social Media Conferences.” List posts are effective because they are easily scanned. Plus, readers know exactly what they’re getting simply by viewing the headline – influencing many to share the content with their social networks even before clicking through themselves. List posts can also effectively attract inbound links. For example, with the “15 Influential Leaders in Search Engine Optimization” post, thought leaders profiled are likely to link back to the post from their own blog or corporate website.
- 2. Write the unexpected:** Tips and checklists are popular blog formats, but to create a post that truly stands out, write a reverse tips or checklist post. For example, instead of “10 Ways to Improve Deliverability on Your Next

Email Campaign,” try writing “Top 10 Ways to Get Flagged as Spam.” When it all boils down, both posts offer similar takeaways: how to ensure your emails reach subscribers’ inboxes. The reverse post concept may be even more successful at attracting readers and inbound links, thanks to the “shock” value.

- 3. Play off current events:** Relating B2B blog content back to current events can help make posts relevant, timely and interesting. For example, an event planning software company could leverage a news item about the Summer Olympics on its blog. A post could discuss the planning element of the large-scale event, and tie in the company’s business offerings.
- 4. Leverage someone else’s thoughts:** Thought leader interviews make great content for B2B blogs. At Marketo, we have used this concept on many occasions where top influencers have provided insight on a range of B2B marketing topics. Leveraging the insight and opinions of respected industry leaders not only provides interesting,

relevant content for readers; it can also position your B2B organization as a thought leader.

- 5. Use stats, poll results, or other research:** Research-driven posts – whether based on an in-depth research report or a less formal reader poll – are another killer element for B2B blogs. B2B organizations can leverage their own research, or that of other groups. The benefits of research-driven posts are two-fold: First, bite-sized statistical information is simple and quick to read. Secondly, it’s easily sharable via social networks.

Quick Tip: A key thing to keep in mind is ensuring that your blog content is always relevant to your audience. Make sure you are focusing on pain points and that your posts are always relatable. Additionally, if you can tie in something emotional that will really strike a chord with your prospect, he or she will continue to come back for more insight.

“Doing well with blogging is not about writing one key post, it is about performing day after day and helping a few people at a time”

AARON WALL

Author of The SEObook Blog

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

BLOGGING

Blog commenting

Blog commenting is underrated – few companies recognize that engaging and commenting on relevant blogs achieves marketing goals and therefore do not realize its full potential as a marketing tool. It's a great platform for discussion and an engaging method of marketing.

- **Increases readership:** Find leads who are looking for you, but just haven't found you yet. Some people just need that link to click to your website when they aren't actively searching for it, and you can meet them halfway by providing information they want and a link to one of your related blog posts.
- **Heightens brand awareness:** Make your brand top-of-mind. Leads are doing research on the internet for your product, so be where they are, which won't always be on your website. Once they see that you have been commenting on blogs with great information, they'll start to wonder what your company does and how your company can fix their problems.
- **Strengthens relationships:** Customers may be commenting on others' blogs, which is a perfect time to begin a relationship with them by engaging them in a discussion. If customers are the ones writing the blog posts about you, just drop them a simple thanks! They will appreciate it, and you will benefit.
- **Enhances your SEO:** Your blog comments will generally include keywords that leads are searching for. The more you comment, the more likely your lead will find you. However, be careful: it is not a best practice to load your comment with keywords and a link – this is frowned upon. Write a comment that continues the discussion, and if a link is relevant, post it! You are doing them a favor. Additionally, if the blog is considered credible in the eyes of search engines, you can possibly increase your position in organic search results as more people click on your website and therefore increase visits to your site.
- **Identifies you as an expert:** Leads are looking for information. If you can provide what they're looking for, awesome! You just won points in their book. Now they'll be looking to you for answers.

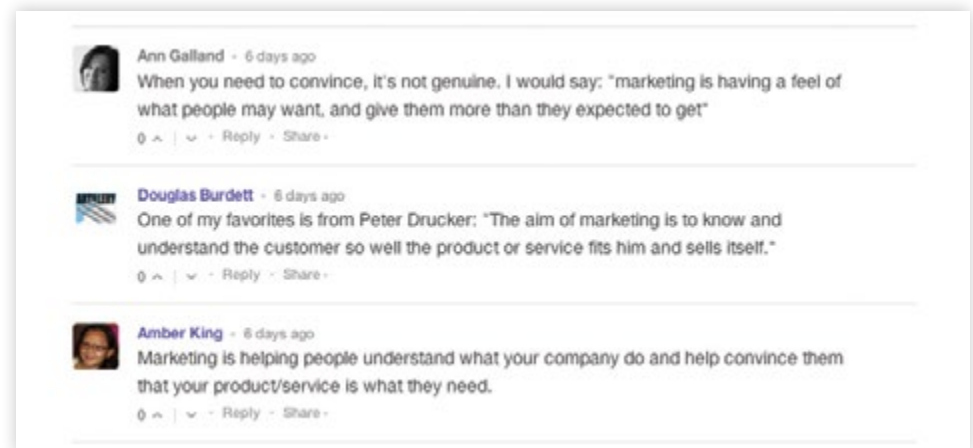
However, comment with caution! Comment and engage with prospects and customers on blogs with topics similar to yours, but be careful not to merely advertise your blog or products. Instead, further a discussion and spark their interests in the topic with your expertise, and if you have a relevant article or blog post that covers a similar topic, add a link to your post if you think they'd appreciate it. Chances are, if they're interested in what you have to offer, they will religiously follow what you have to say and share that information with their colleagues.

Blogging Key Metrics

- Number of posts
- Audience growth – unique and repeat visits
- Referring traffic
- Time on site
- Number of conversions (e.g. prospect to lead, lead to opportunity, etc.)
- Conversion rate (depending on specific conversion goals)
- Subscribers
- Inbound links
- Technorati, Alltop and other directory listings
- SEO improvements

Commenting Key Metrics

- Number of comments
- Increased number of conversions from commenters (e.g. new leads)
- Increased traffic from searchable comments



Example of a commenting thread on a Marketo blog

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

BOOKMARKING



Bookmarking

Social bookmarking lets users share the websites that they think are interesting. The bookmarks are not stored on an individual browser, but exist on web-based bookmarking sites such as Reddit and StumbleUpon. B2B companies can benefit tremendously from social bookmarking through increased awareness and visibility, and in their SEO efforts as well.

StumbleUpon and Reddit

These sites focus on providing the “best of the web” by having users vote on what they find most interesting, valuable, entertaining, etc. Once you start identifying the articles that you find useful and interesting, take note of who’s contributing this content and become friends with them. They will most likely find what you have to contribute interesting as well, and could potentially be customers or partners for your business.

Bookmarking Key Metrics

- Referrals and visits from these sites
- Page rankings on key terms from these sites
- Button views – the number of times the sharing icon (button) was viewed on your site
- Bookmarks – the number of bookmark events
- Bookmarking rate – the number of bookmarks divided by button views

“‘Build it, and they will come’ only works in the movies. Social Media is a ‘build it, nurture it, engage them, and they may come and stay’.”

SETH GODIN
sethgodin.com

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

PODCASTING

A podcast is a type of multi-episodic digital media that can be downloaded. Podcasts are great for webinars and thought leadership series. There are a number of podcast directories that can be used to distribute your podcast content such as your company's webinars and phone conferences. Below are some ways podcasts can drive B2B success.

Podcasts are automatically distributed to series subscribers

When you have subscribers to your podcast series, their podcatcher application will automatically recognize and download your latest podcasts. So when you create a new podcast it will reach your subscribers without you having to formally execute a new marketing campaign.

Leverage Podcast directories for SEO

In addition to the Apple iTunes store, there are a number of sites dedicated to helping users find the most popular and useful podcasts according to their interests. These podcast directories are yet another way for your company to improve its SEO through additional inbound links.

A Podcast series offer a unique way to interact and converse with your customers and prospects

Make sure to provide a dedicated phone number or email address that is associated with your podcasts so people can respond to you. Then you can dedicate an upcoming podcast to answering questions or addressing the feedback you received.

Podcasting Key Metrics

- Referrals from podcast directories
- Views of podcasts (if hosted on podcast sites)
- Number of subscribers and conversions



“55 percent of respondents said they would be more likely to consume white papers and analyst reports if they were delivered as podcasts.”

RESEARCH

Podcasts Penetrate B2B Mainstream, MarketingVOX

PART FOUR: B2B SOCIAL MEDIA CHANNELS AND TACTICS

SEO & SOCIAL

“SEO is a marketing function for sure, but it needs to be baked into a product, not slapped on like icing after the cake is baked.”

DUANE FORRESTER

Author and conference speaker

Search engines have long relied heavily on external links as a proxy for quality. The assumption is that if a website site is good it will naturally attract lots of inbound links from other websites and blogs, and therefore that site should rank highly in search. However, as the internet evolves, social marketing mentions and “likes” are becoming increasingly common, and search engines realize that they need to look at those social marketing signals, in addition to normal links, to judge what ought to be ranking highly. So, by having plenty of buzz about your site in popular social marketing like Facebook and Twitter, you could receive a direct SEO boost.

That said, as of 2012 the direct impact of social signals is estimated to be relatively minor compared to links, according to SEOmoz’s survey of industry experts. This relatively small direct impact is expected to increase in the future, so for wise marketers looking to future-proof their SEO strategies, social marketing is probably a good investment.

As a side note, many social marketing sites, particularly in profiles, will allow you to insert links back to your website. While this may seem like an easy way to build links, unfortunately most “nofollow” those links, which is a piece of invisible code that essentially tells Google, “Don’t count this link as a vote.” That’s not to say you can’t get some good traffic through those profiles, or that other search engines besides Google won’t follow them, but it probably means you won’t get a direct link boost in Google’s eyes.

Infusing SEO keywords into blog posts and social marketing properties

Part of SEO is being mindful of the keywords your target audience is searching for, and then using those keywords within all properties you want to rank well in search engines. For an easy and free way of doing keyword research, check out the Google Keyword Tool.

After you identify target keywords, don’t go crazy. “Keyword stuffing” is a bad idea and went on Google’s chopping block a long time ago. You want to use keywords in a way that reads naturally to humans. With that caveat in mind, titles, descriptions and headlines are particularly important, as well as including keywords at least a few times in text blocks. By having keywords infused into your social marketing properties, you can use them as additional pieces of bait in the SEO ocean.

PART FIVE

TOOLS FOR SOCIAL MARKETING SUCCESS



PART FIVE: TOOLS FOR SOCIAL MARKETING SUCCESS

SOCIAL MEDIA MONITORING SOFTWARE

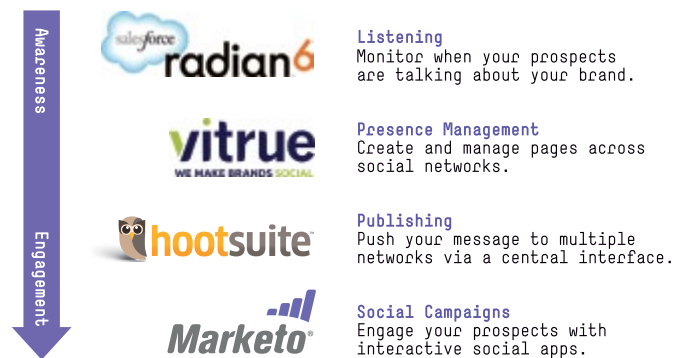
There are so many social platforms out there! But how do you stay organized so that you can ensure you are putting the time and energy into the all of the right platforms? Luckily, there are many social media vendors that can help you listen and engage, maintain a consistent presence, and help you create robust social campaigns.

The tools you chose will guide you through the buying process from “awareness” to “engagement”, enabling you to truly develop a solid social marketing campaign that you consistently track along the way. Your social media monitoring software and presence management will empower you to be aware of your influencers, while your publishing and social campaign platforms will help you engage and ultimately convert your target audience.

Social Media Monitoring [a.k.a. “Listening”]

One of the first things you’ll want to do is listen to the social marketing conversations that relate to your brand to see what others are saying about you. Guaranteed your customers are talking about you, so make so you are having a conversation with them. Be proactive and not reactive.

Social Campaigns are the Next Phase



The 4 stages of social media tools

“Innovation needs to be part of your culture. Consumers are transforming faster than we are, and if we don’t catch up, we’re in trouble.”

IAN SCHAFER
CEO, Deep Focus

PART FIVE: TOOLS FOR SOCIAL MARKETING SUCCESS

SOCIAL MEDIA MONITORING SOFTWARE



Here are a few of the most popular methods for listening to your customers:

- **Twitter Search:** search for your brand or other important key words or hashtags to see who has been talking about you.
- **Facebook Search:** search all public content including everything posted in public fan pages, groups and events. Privacy settings on personal pages may restrict what you can see.
- **LinkedIn Search:** the “Answers” section is the best place to start. See if people have asked questions about your company, competitors and industry, and see how people responded. Search for the top LinkedIn Groups that are relevant to your business and industry. Once you do this you have the option to subscribe to a daily or weekly digest of the conversations that are taking place. You can then respond and participate directly from your inbox. Be sure to encourage employees to also monitor this area of LinkedIn and to routinely respond to questions.
- **Google+ Search:** Search your product or keywords inside of Google+ to monitor activity around your brand and industry. A +1 or a thank you on other user’s mentions and comments can go a long way by letting the community know your business is active and paying attention.
- **Google Alerts:** view search engine results more efficiently by setting up alerts around keywords. For example, establish a Google Alert for your company name and other relevant keywords. You may get some irrelevant results but it’s an easy and effective way to keep up to date with what people are saying about you at no cost. You can also find out relevant information about your competitors and industry news. Sites like HyperAlerts (<http://www.hyperalerts.no>) can send you alerts when your (or your competitor) Facebook pages or Twitter accounts have activity.

A more sophisticated approach includes utilizing a social media monitoring application that enables you to:

- Automate searches
- Monitor high volume keyword mentions across many social marketing channels
- Run reports on the mentions of your brand, competitors and top keywords

Social media monitoring will help you decide where to get started when beginning your social marketing efforts. Start engaging on sites where your company is mentioned most, or where you can find the largest number of customers.

Free or budget-friendly solutions

If you are a smaller company or are just getting started, you may want to begin with some inexpensive or free monitoring tools. This way you can start to track what people are saying about you without spending money on an enterprise solution. Tools like Social Mention, PostRank, and Brand Monitor give you a resource to start diving into and tracking social conversations.

Enterprise level tools

Social media monitoring tools, such as Viral Heat or Radian6, are available as a software-as-a-service model at a monthly or annual fee.

Using these tools you can build reports and measure share of voice, share of conversation, and conduct in depth analysis of trends and keyword mentions around your brand and industry. These enterprise tools are very powerful and can really help you get a full picture of what is being said about your brand.

You can translate what you hear into action. If you capture social marketing conversations in your marketing automation or CRM system, you can respond to them or pass them to sales.

Remember, social marketing provides a great way to engage with your customers and create relationships – so listening is only the first part. Make sure you are participating in conversations, which will elevate your brand in the eyes of your target audience.

PART FIVE: TOOLS FOR SOCIAL MARKETING SUCCESS

OTHER SOCIAL APPLICATIONS

Presence Management

These tools help you manage pages across all of your social networks to ensure that you have a consistent voice and are fully leveraging how each of your social pages can interact with one another to produce even greater results. Many marketers have a variety of different components to their marketing mix – different social pages, SEO, website etc – and they often think of them independently instead of as one complete strategy.

Social marketing presence management tools can help you maintain a consistent message. By keeping everything fluid and connected, you can establish that your prospects and customers are experiencing one brand voice vs. 10 or 15 different disparate voices. Leverage tools such as Vitruve and Hearsay Social to tighten your strategy so that all of your prospects and customers always have the same brand experience when visiting each of your different social sites.

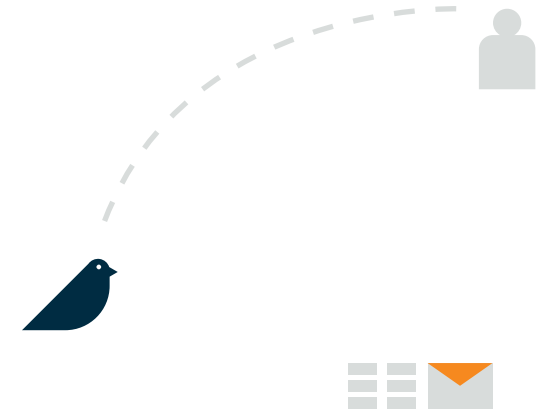
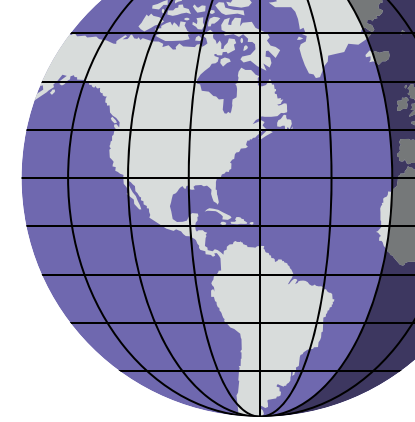
Publishing Platforms

Social marketing management tools, such as Hootsuite, Tweetdeck, and CoTweet help you manage and monitor conversations on your social media profiles. Typically these sites integrate with Facebook, Twitter, LinkedIn, Google+, Foursquare, and Wordpress so you can easily have visibility into all of your profiles in one place. These tools can also help you schedule messages and Tweets, track brand mentions on social networks, and analyze social marketing traffic. By managing all of your social profiles through a publishing platform, you can improve your productivity and save time. These are typically free or low cost to get started, and are a must if you are ramping up your social presence via Twitter, Facebook, and LinkedIn.

Social Campaigns

Applications, like Marketo Social Marketing, are available to help you create compelling and shareable social campaigns which easily enables you to accelerate your social and word of mouth marketing initiatives. The compelling part of applications like Marketo Social Marketing, is that they give people who visit your website a reason to share your content across their personal social networks. Marketo Social Marketing utilizes social referral, promotions, and engagement apps to provide your target audience a more dynamic experience. Compelling use cases for people to share content could include a sweepstakes, voting, and referrals.

And because these applications integrate directly into your marketing automation software, they are able to track data and provide analytics on each social campaign. Quickly get a snapshot of your social reach, influencer profile, share rate, clickback rate, and most importantly, determine how each campaign is affecting your pipeline funnel. [Refer to Part Three](#) for more information.



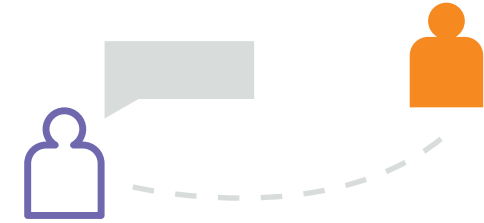
PART SIX

INCORPORATING SOCIAL MARKETING INTO EVERY STAGE OF YOUR FUNNEL



PART SIX: INCORPORATING SOCIAL MARKETING INTO EVERY STAGE OF YOUR FUNNEL

SOCIAL LEAD NURTURING



Social marketing plays a key role throughout your entire sales pipeline, beginning before prospects are even identified (while they research or follow thought leadership on social media sites), to after they become customers (as they remain loyal customers through retention and cross- and up-sell opportunities).

There are four key areas where social marketing can play an expanded role across your sales pipeline:

- Developing relationships with very early-stage prospects before they even enter your database through social lead generation techniques
- Building and maintaining relationships with known prospects as they educate themselves
- Supporting the sales cycle once the buyer engages in a formal buying process with a sales rep
- Deepening and expanding relationships with existing customers

Nurturing Prospective Leads through Social Media

Lead nurturing comes into play when qualified prospects visit your site or social media sites anonymously. It is a vital part of the sales process that consists of investing in and building relationships with prospects regardless of whether or not you have their contact information. Just because you can't identify these individuals doesn't mean they aren't qualified leads; nurture them just as you would the known contacts in your database. If you don't, more agile competitors will steal these prospects from under your nose. Essentially, you should use social marketing interactions and conversations just as you would online activity on your own website – to increase the relevance and targeting of your marketing and sales efforts.

Here are a few examples of how to use social marketing interactions to bolster your lead nurturing methods:

- **Focus in and be specific:** Use what you've learned from listening to social media conversations to engage with prospects with greater relevancy. For example, after identifying a prospect's Twitter username, follow his or her Twitter conversations that include keywords you care about, and track all of this data in your marketing automation system. You can also engage with the prospect via Twitter by @mentioning him or her and including a piece of relevant content. Retweeting is also a great way to get a hot prospect's attention.
- **Segment and trigger your campaigns based on social interactions:** Think about the potential of segmenting and triggering based on explicit conversations among people on social marketing sites. Get a strong indication of buying intent by combining knowledge of these interactions with tracking of other engagement activities such as email click-throughs, downloads and web page visits.

- **Interact with prospects over multiple media channels:** Integrate social marketing channels with traditional channels such as email, direct mail, and phone. Make sure you are incorporating blogs, videos, and links to your social sites in your lead nurture email programs.

“Social innovation makes the product development cycle faster, and more in-tune with the voice of the customer”.

ADAM METZ
Social Media Expert and Consultant

PART SIX: INCORPORATING SOCIAL MARKETING INTO EVERY STAGE OF YOUR FUNNEL

SOCIAL OPPORTUNITY NURTURING

Social marketing can be quite valuable to your internal marketing and sales operations as well. You can promote greater alignment between the two departments by refining the lead handoff process and bolstering the “lead lifecycle” – the path that your leads take once in your lead management system. A successful lead lifecycle requires agreement between marketing and sales on what constitutes a “sales-ready” lead, and agreement on when and how leads should get recycled back to marketing for further nurturing. Social media interactions can provide deep insight into sales readiness and buyer intent, so they are critical to keeping leads moving along the lead lifecycle.

Here are a few key ways you can make social marketing a deeper part of your sales and marketing alignment objectives in the future:

- **Use social conversations to enhance your lead scoring and impact lead handoff to sales:** In addition to demographic, BANT and behavioral data, begin to use social interactions as factors in your lead scoring methodology. Then, tailor your automated business rules for lead handoff to include social media interactions. Let social media activities trigger the handoff and impact which leads are deemed “hottest” for sales.
- **Notify sales reps when prospects and customers show increased activity or are making interesting comments:** Hot leads demonstrate “interesting moments” or behaviors that indicate their sales readiness. This might be increased website activity, email click-throughs, and in the case of social media, increased interactions and conversations on social media sites. By notifying the sales team of these interactions immediately, you will dramatically increase the relevancy and timing of their conversations with these prospects.
- **Have social marketing activities play a key role in lead recycling campaigns:** You could set up a rule whereby an increase in activity on social sites triggers a lead score change that then re-engages the lead with sales. While this business rule will be automatic, be sure to also give sales the ability to manually indicate a specific timeframe in which the lead should be re-engaged if they have deeper insight into the relationship.
- **Sell using all available channels:** Social marketing interactions provide a great way for the individual sales rep to build relationships with contacts, especially younger contacts who may be as comfortable interacting online as they are using email or phone. Understand what channels each contact uses to communicate, and communicate with him or her in that manner.

“The new rules of attraction require a shift in direction. It’s not about ‘pushing’ your message, but ‘pulling’ in your customers. And the way to pull is to publish content.”

JOE PULIZZI

Founder of Content Marketing Institute and Content Marketing Evangelist

PART SIX: INCORPORATING SOCIAL MARKETING INTO EVERY STAGE OF YOUR FUNNEL

SOCIAL CUSTOMER NURTURING



Existing customers are a tremendous source of new and continuing revenue, and should be continuously nurtured just as much as new leads.

Customer marketing is a worthy investment for your marketing dollars, and here's how social marketing can help:

- Use social marketing to reaffirm customer purchases after the decision is made: Just because a prospect has agreed to buy your product or service doesn't necessarily mean you're home free. In fact, the period between when a purchasing decision is made to when the deal is signed and officially "closed" is critical. Use social marketing to reaffirm their choice is the right one.
- Create lead nurturing campaigns optimized for new customers and incorporate your social marketing segments and triggers: When an opportunity is closed and won, this is the perfect time to put all the associated contacts into a new drip marketing campaign that's optimized for customers. Make these campaigns even more effective by incorporating the social marketing segments and triggers we discussed earlier. Over time they will help you cross- and up-sell additional products and strengthen customer loyalty.

- Listen to the social media conversations of existing customers for new needs and requirements, or even the risk of defection to your competitors: Many of your existing customers aren't going to tell you explicitly when they need an additional product or service from you. So you're going to have to monitor their social interactions to spot the cues. Be especially attentive to the complaints from existing customers – you may stop them from being poached by a competitor.

By incorporating social marketing into lead nurturing, marketers can better understand and interact with prospects and customers by increasing the relevancy of marketing campaigns and sales conversations. Ultimately, this will increase the volume and quality of sales leads, boost conversion rates, and help you realize tremendous revenue growth.

“Social Media is about sociology and psychology more than technology.”

BRIAN SOLIS

Principal Analyst at
Altimeter Group

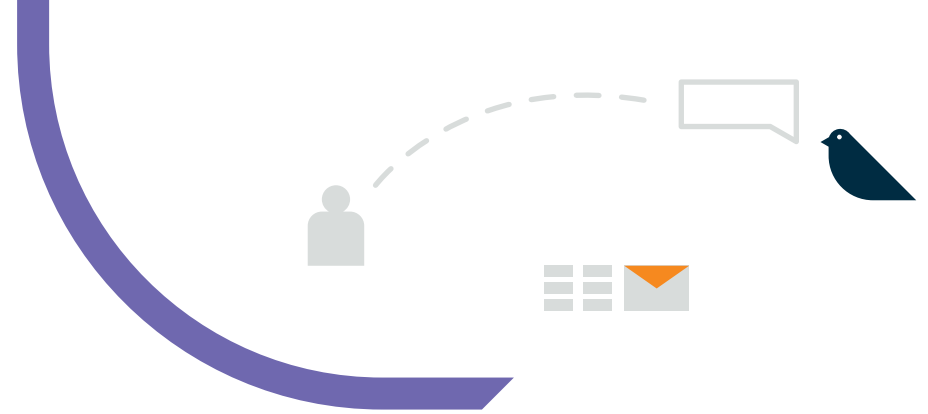




PART SEVEN THE ROI OF SOCIAL

PART SEVEN: THE ROI OF SOCIAL

THE CHALLENGES OF SOCIAL MARKETING MEASUREMENT



The topic of social marketing ROI is really a subject worthy of its own Definitive Guide, but we'll try to give you enough information in this section to understand:

- **How** people are measuring social marketing today
- **What** the challenges are
- **How** to choose the areas of measurement that make the most sense for your business

Many companies fear that there's no true way to measure the ROI of social marketing activities. In comparison to other marketing channels such as email, SEO, and display advertising, social media doesn't offer as direct or concrete of a ROI measurement. This is partly due to the fact that social media interactions revolve mostly around conversations and brand awareness, which are not as easy to measure quantitatively as click-throughs and CPMs. Because social marketing is very much about the qualitative not the quantitative, this results in much debate

about what metrics are truly useful and accurate when it comes to social marketing.

Measuring Social Marketing

Just because measuring social marketing ROI is a challenge doesn't mean it's impossible. The world of social marketing ROI is still evolving. In most cases, we have to rethink traditional metrics to include the ways that people interact with social. For example, the standard metrics for email marketing include delivery, open and click-through rates. While it's still possible to find value in measuring click-throughs from specific URLs on sites such as Twitter or YouTube, social marketing also lends itself to new categories of measurement, such as activity and engagement.

Challenges of Social Marketing Measurement

Much of the difficulty in measuring social marketing efforts stems from the inbound lead. While it's revered for its high level of qualification, interest and sales readiness, it is also difficult to attribute it to any

specific marketing campaign. Many inbound leads can be attributed to "word-of-mouth" and partner or employee referrals. For inbound leads arriving via a website or phone call, attribution to a single referral source can be even more difficult. Moreover, the idea of "first touch" and "last touch" (meaning an original lead source versus the campaign that really closed the deal) is even more complex when it comes to social media.

As any B2B marketer knows, it takes multiple touches to convert a lead into a sale. This means even those prospects that were attributed to a PPC or email campaign may have also read your corporate blog and Tweets before making the decision to purchase your product or service. Even though you may not be able to get any more granular than "inbound call" or "word-of-mouth" as referral sources for some of your leads, you are still making a case for social marketing in your organization.

The Altimeter Group recently released a study called "The Social Marketing ROI Cookbook", and in the paper cited the following reasons as some of most common challenges of measuring the impact of social media:

- Exists online, offline, and across multiple screens which fragments data capture
- Measurement is a moving target, since social marketing is always changing
- Organizations don't "own" social marketing the way they do their websites or other owned properties
- Different apps and platforms give rise to different metrics, making a holistic view challenging

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Thinking outside the box: overcoming challenges

Social media has changed the game of marketing, so traditional metrics must be re-imagined. Not only must traditional ROI metrics be looked at such as cost savings, conversions, cost per lead, etc, but marketers must also look at non-traditional metrics such as brand lift and social engagement. And as social marketing continues to evolve, the gap to attributing leads to specific social marketing sources is becoming smaller. Through many available tools you can make useful

correlations between social marketing and improvements at your organization in revenue, website traffic and other areas.

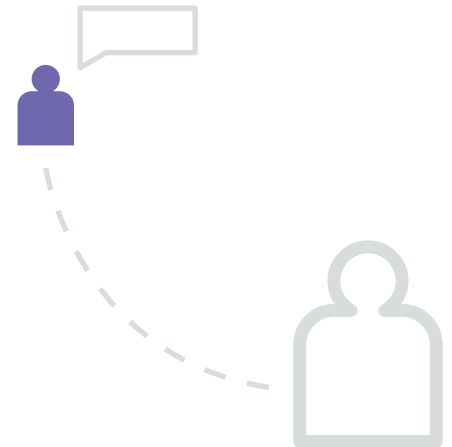
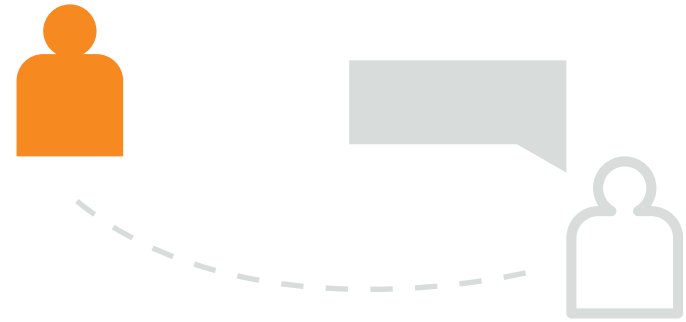
If engagement is truly what you should be tracking, what does it mean and how can you track it? For the purposes of this guide, we consider engagement to be a category of interaction that include metrics such as “People Talking About Us” in Facebook, LinkedIn, brand mentions in Twitter, sharing of your content, commenting, and returning visitors, etc.

Another important area of measurement for social marketing is brand and awareness. Traditional media might measure brand and awareness through reach and frequency: how many people have seen an ad and how many times they’ve seen it. These days, there are technologies that measure posts for positive and negative sentiments, and “share of voice” (i.e. the number of articles, tweets, posts, etc. in which a specific brand is mentioned in comparison to its competitors).

“And I think the one mistake that most companies make, even mature companies in the social media marketing world right now, the one mistake they make is they don’t plan to measure”.

JASON FALLS

CEO of Social Media Explorer



PART SEVEN: THE ROI OF SOCIAL

USEFUL SOCIAL MARKETING MEASUREMENTS

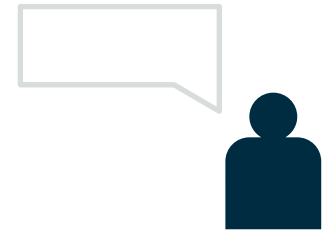
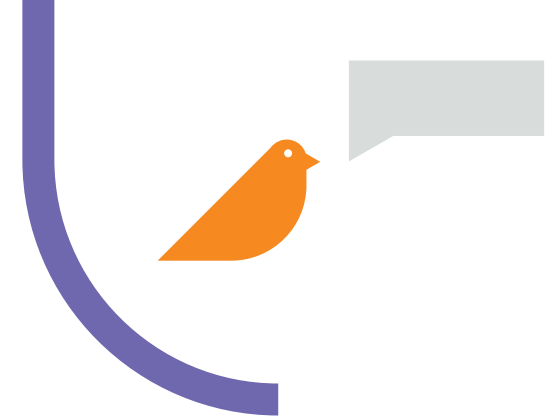
Despite the uncertainty around measuring social marketing interactions, there are best practices that you can put in place. Again, the way you go about measuring your ROI will have be altered, as social marketing is a much more fluid channel than an email blast. Keep iterating your methodology as you hone in further on the place social marketing has within your organization.

Meet with stakeholders in your organization to determine what metrics are useful for you and your team to track. This may require a bit of education and research for both you and the executive team, but once you have a clear vision of what data you are attempting to correlate you can begin determining ways to track and measure.

By leveraging new social applications, like Marketo Social Marketing, marketers can now begin to track social campaigns with more accuracy. Through these new social tools, you can often track engagement through dashboard reporting metrics such as social reach, impressions, social activity, and conversions. This can be a great way to start optimizing your engagement. If you are using a social application, you will be able to measure more robustly how your campaigns are performing.

Examine referring traffic

Google Analytics is a fantastic way to measure how much traffic is being referred to your website from the various social channels. Under the Traffic Sources tab, click on Referring Sites and then type in your social network of choice to see how much traffic is being referred. Set up goals based on the actions you want your visitors to complete. Increasing referral traffic from social sites is a good indicator that your social efforts are moving the needle in the right direction.



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USEFUL SOCIAL MARKETING MEASUREMENTS

Review the quality and relevance of content

Content is the fuel for your social media engine, but if it's not relevant and useful, it's a waste of digital space. The correct way to assess the value of a piece of content is not by continuously checking every five minutes to see if your retweet count goes up or if someone comments on your blog. These "vanity metrics" give a false sense of hope that your content is generating leads for your brand or business.

Instead of judging the success of your content by the share button, pull back the curtain and see what's really going on.

For each piece of content you create, monitor unique page views, time on page and total pages viewed. If unique page views go up, that's an indication that your reach is growing, increased time on page shows that your content is interesting to the visitor and increased total page views means your visitor wants to learn more by clicking on other pages around your site.

You can easily track these three mentions within Google Analytics by clicking on the Content tab, then choosing Overview. This will give you a snapshot of your top pieces of content along with detailed metrics including page views, unique page views and time on page. Drilling down into your content with Google Analytics is a great way to determine which content is resonating with your audience.

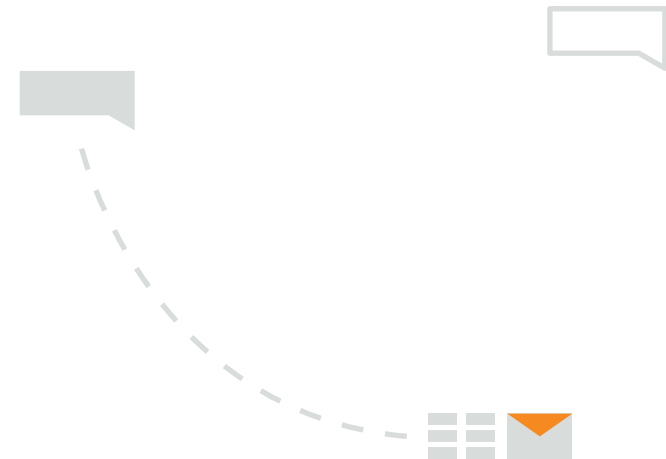
Look at Share of Voice

With social media, share of voice refers to the number of conversations about your company versus your competitors/market. The value of online customer and prospect interaction can be tied to the share of voice (SOV) metric. Segment brand mentions by social channel to uncover opportunities for improvement. You may find that your efforts on one particular channel are going unnoticed, but excelling on another channel.

The formula for calculating SOV is simple: divide the number of conversations or mentions of your brand by total number of conversations or mentions about other brands in your market.

Share of Voice =

$\text{Your Mentions} / (\text{Total Mentions for Competitive Companies/Brands})$



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USEFUL SOCIAL MARKETING MEASUREMENTS

Track the total size of community and engagement

Measuring and tracking the size of your collective communities is essential in determining whether you are adding value through your social strategy. Using a social sharing application, like Marketo Social Marketing, is a great way to integrate customer data with social profiles and interactions while monitoring growth and engagement levels.

Social tools aggregate your activity into a dashboard where you can quickly see whether your strategy is moving in the right direction. Marketo Social Marketing offers a good view of your basic metrics, including engagement and total size, and even goes a step further with recommendations for influencers to focus on.



Screen shot from Marketo's Social Marketing Dashboard

Sentiment

Sentiment analysis is imperfect at best, often ignoring the human element of sarcasm or simple context. To be completely accurate, you need to track this manually. Go through your mentions and tag them as positive, neutral or negative. Add up the totals and measure over time. Are the good mentions growing and the negative mentions decreasing? Sentiment analysis can be thought of as "opinion mining."

Influencer tracking

By tracking and creating relationships with some key influencers, you can further determine how your message is being received by customers and leads. Either through manual tracking or by leveraging a social analytics tool, like Marketo Social Marketing, you can figure out who is interacting with you and sharing your content on social networks. There are typically a handful of people who will evangelize your brand to their network of peers. Work to create relationships with them and track how often they are spreading your word. Through careful

tracking of these top interactions, you can begin to connect-the-dots, identify, and quantify prospect influence for use in segmenting and targeting. Many social marketing networks overlap, so pay attention to who influences your top prospects and vice versa as you continue to determine who to build relationships with.

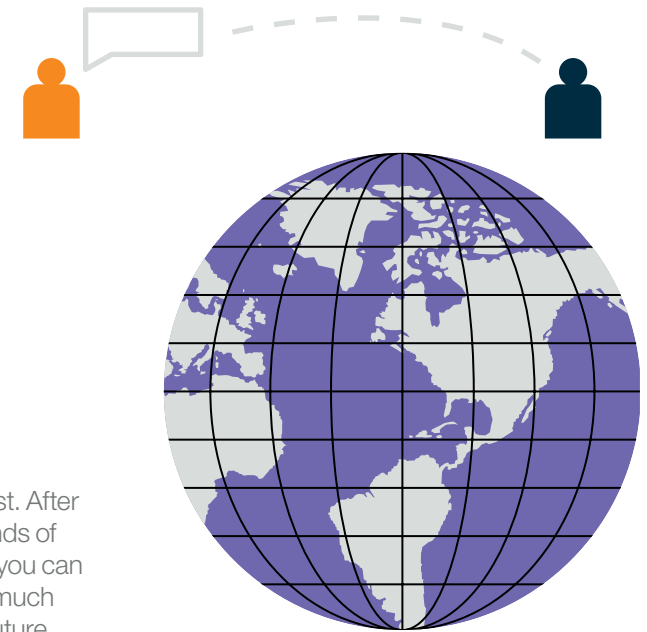
Social Media Return on Effort

The social metrics used to determine success are the ones that make sense for your business and that you can tie back to your marketing bottom line.

Building a simple dashboard manually or using a social tool is an easy way to track and update these metrics on a weekly or monthly basis. You can then monitor trends and set goals for growth based on what's working. If your metrics are not moving in the right direction or seem to be stalled, try mixing up your messaging and experimenting with different posting times and frequency.

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USEFUL SOCIAL MARKETING MEASUREMENTS



Month over month growth in organic website traffic, leads, and opportunities

By organic traffic, we mean when people are finding your website by ways other than paid promotion or direct brand awareness (e.g. typing in your URL or searching your brand names). From there, track how much of that traffic turns into leads, and whether those leads turn into pipeline and revenue. This is great way to show that all the content, blogging, linking, and social outreach is actually impacting the bottom line. Moreover, don't just track the absolute level of these, but also track the trends so you can see how quickly you are going up – in a successful inbound marketing program, these will grow faster than your overall objectives and company growth rate.

Social engagement, not just reach

Reach is defined as the total size of the audience you can reach, including your Twitter followers, Facebook fans, LinkedIn followers, blog subscribers, and email lists. But the world is noisy, and just because someone follows you doesn't mean they

are engaging with your brand. Social engagement becomes even more important as prospective buyers use and learn on social sites. This is important, since the more people that are talking about you on social, the more your updates will show up on the main news feed for your fans. Other tools such as Feedburner show similar metrics for engagement, not just reach.

Lead generation by content, channel, and initiative

Beyond core organic traffic and leads, track lead generation by content asset and source. What sources are driving the most traffic? What kinds of content drive the most leads? The most revenue? It can also be insightful to track how these vary by product line or business unit.

Forecasted conversion through the funnel

Your C-suite executives don't really care about the number of raw prospects or even leads marketing generates; they care about pipeline and revenue. And they care even more about next month's revenue than they

do about what happened in the past. After a few months of monitoring the trends of your social media lead generation, you can start making forecasts about how much contribution inbound will make to future pipeline. This isn't easy, but is probably the single most credibility-building thing you can do as a marketing executive.

Program Name	Investment	Prospects	\$ per Prospect	% Leads	Nurture Days	(FT) Pipeline Created	(MT) Pipeline Created	ROI
Twitter Ads	\$109,432	2,995	\$37	16%	86	\$167,341	\$289,089	2.6
SlideShare	\$5,336	57	\$94	51%	25	\$0	\$107,253	20.1
Facebook Page	\$33,204	915	\$36	9%	57	\$47,643	\$56,599	1.7
Facebook Ads	\$22,257	138	\$161	28%	53	\$0	\$21,216	1.0
Facebook Memes	\$1,200	68	\$18	65%	7	\$16,800	\$16,800	14.0
LinkedIn Ads	\$24,368	8	\$3,046	13%	54	-	-	0.0

Marketo's ROI on using social for lead gen

Take a look at the image of Marketo's actual ROI on social. Here are some key items to note:

- Facebook and LinkedIn display ads not effective
- Twitter drove many prospects, but slow to convert to leads
- Facebook memes are working great
- Slideshare great for acceleration (not lead gen)

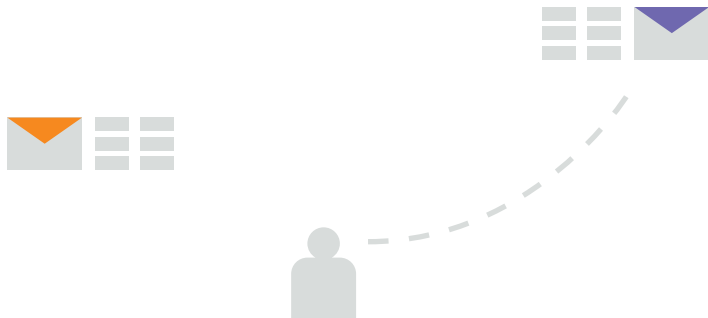
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FOCUSING ON BUSINESS ROI

When you're dealing with a lot of different B2B marketing channels including social media, email, search and more, it's easy to get caught up on how each channel is performing. However, what matters overall when you're talking about ROI is that you're earning more money than you're spending.

Don't let the challenge of measuring social marketing ROI deter you from finding value in it. Even if you're wondering what "engagement" means for your business and how you're going to measure it, you can still prove the value of social marketing by establishing baselines and tracking your progress.

In his popular presentation, [The Basics of Social Media ROI](#), social marketing consultant Olivier Blanchard recommends an easy way to start measuring the impact of social media. First set up a timeline and draw a line to signify the point in time in which you started to use social marketing in your marketing efforts. Then map onto this timeline the various social marketing activities in which you're participating, as well as the results (e.g. opportunity creation, new customers, sales revenue, etc.) that your company has experienced since implementing its social marketing strategy. This will show what type of overall impact social marketing has had, and whether or not it has helped you increase your goals over the baseline. Even with numerous marketing activities occurring at the same time, you'll still be able to prove that social marketing has had a positive impact on your overall business ROI.



"As control of a company's marketing messages - and, indeed, it's very brand image - continues to migrate from traditional media to social media, it has become imperative that companies not only pay close attention to how they're being perceived in online conversations but that they also take appropriate action, based on the insights they glean. In many cases, their future depends upon it."

JEFF ZABIN

The ROI on Social marketing Monitoring: Why It Pays to Listen to Online Conversation, Aberdeen Group

25 MUST-KNOW SOCIAL MEDIA EXPERTS



Need help getting started or advancing your current social marketing strategy? The experts below represent the best of the best when it comes to all things social. Some have books, some have blogs, others consulting firms and top notch Twitter pages. And all have the A+ smarts to push your social marketing to the next level. Drum roll please...

1. Jay Baer

Speaker, Author, Consultant
Blog: jaybaer.com
convinceandconvert.com
Twitter: [@jaybaer](https://twitter.com/jaybaer)

2. Michael Brenner

Senior Director, Global Marketing at SAP, President and Co-Founder of Business2Community
Blog: b2bmarketinginsider.com
Twitter: [@brennermichael](https://twitter.com/brennermichael)

3. Michael Brito

SVP of Social Business Planning at Edelman Digital, Author
Blog: britopian.com
Twitter: [@britopian](https://twitter.com/britopian)

4. Chris Brogan

President and CEO of Human Business Works, Blogger
Blog: chrisbrogan.com
Twitter: [@chrisbrogan](https://twitter.com/chrisbrogan)

5. Jeff Bullas

Consultant, Speaker, Blogger
Blog: jeffbullas.com
Twitter: [@jeffbullas](https://twitter.com/jeffbullas)

6. Brian Carter

VP of Marketing at Infinigraph, Author, Speaker
Blog: briancarteryeah.com/blog/
Twitter: [@briancarter](https://twitter.com/briancarter)

7. Brian Clark

Founder and CEO of Copyblogger
Blog: copyblogger.com/blog/
Twitter: [@copyblogger](https://twitter.com/copyblogger)

8. Jeffrey Cohen

Manager of Social Media at Radian6
Blog: socialmediab2b.com
Twitter: [@jeffreylcohen](https://twitter.com/jeffreylcohen)

9. Jason Falls

CEO of Social Media Explorer, Author, Speaker
Blog: socialmediaexplorer.com
Twitter: [@jasonfalls](https://twitter.com/jasonfalls)

10. Ann Handley

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Twitter: [@marketingprofs](https://twitter.com/marketingprofs)

11. Jason Keath

CEO of Social Fresh
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Twitter: [@jasonkeath](https://twitter.com/jasonkeath)

12. Cindy King

Managing Editor at Social Media Examiner
Blog: socialmediaexaminer.com
Twitter: [@cindyking](https://twitter.com/cindyking)

13. David Meerman Scott

Marketing Strategist, Speaker, Author
Blog: webinknow.com
Twitter: [@dmscott](https://twitter.com/dmscott)

14. Adam Metz

Principal of The Social Concept
Blog: adammetz.com
Twitter: [@themetz](https://twitter.com/themetz)

25 MUST-KNOW SOCIAL MEDIA EXPERTS

15. Scott Monty

Head of Social Media at Ford

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Twitter: [@scottmonty](https://twitter.com/scottmonty)

16. Amber Naslund

Co-Founder and President at SideraWorks, Writer, Blogger, Speaker

Blog: brasstackthinking.com

Twitter: [@ambercadabra](https://twitter.com/ambercadabra)

17. Lee Odden

CEO at TopRank

Blog: optimizebook.com

toprankblog.com

Twitter: [@leeodden](https://twitter.com/leeodden)

18. Amy Porterfield

Social Media Marketing Consultant

Blog: amyporfield.com

Twitter: [@amyporfield](https://twitter.com/amyporfield)

19. Neal Schaffer

President and Principal at Windmills Marketing, Consultant, Author, Speaker

Blog: windmillnetworking.com

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20. Robert Scoble

Startup Liason

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Twitter: [@scobleizer](https://twitter.com/scobleizer)

21. Mari Smith

Speaker, Author, Social Media Marketing Leader

Blog: marismith.com

Twitter: [@marismith](https://twitter.com/marismith)

22. Brian Solis

Principal at The Altimeter Group, Author, Analyst

Blog: briansolis.com

future-works.com

Twitter: [@briansolis](https://twitter.com/briansolis)

23. Mike Stelzner

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Twitter: [@mike_stelzner](https://twitter.com/mike_stelzner)

24. Marty Weintraub

Co-Owner and Founder of AimClear

Blog: aimclearblog.com

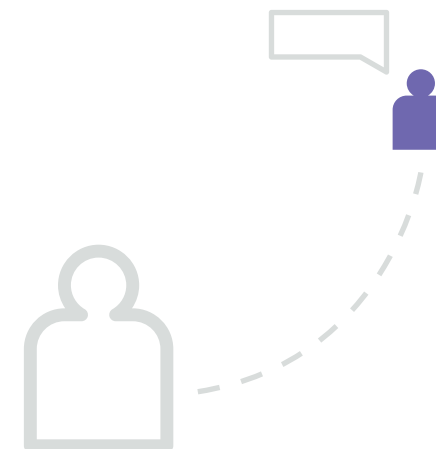
Twitter: [@aimclear](https://twitter.com/aimclear)

25. Dennis Yu

Social Analytics Evangelist

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Twitter: [@dennisyu](https://twitter.com/dennisyu)



CONCLUSION

THE B2B BUYING PROCESS HAS CHANGED

Prospects are now relying on social media to research and educate themselves before actually engaging with your company. But it is not enough to merely post on your Facebook and Twitter pages, instead you have to work social into every aspect of your marketing and create more peer-to-peer sharing opportunities. The more your audience wants to engage with your content, the more likely it is that they will want to share and ultimately convert to customers.

Forget what everyone else is doing. Choose the social marketing tactics that are right for you. Then get out there and engage – always in the spirit of experimentation. Not everything you try in social marketing will be right for your company, but stick with it and you'll develop a powerful new source of revenue that costs a lot less than traditional media.

And remember social is more than just a channel or tactic; it is a strategy that should be present in every aspect of your marketing.



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About Marketo: Easy, Powerful, Complete

Marketo uniquely provides easy-to-use, powerful and complete marketing software that propels fast-growing small companies and global enterprises alike. Marketo's marketing automation and sales effectiveness software – including the world's first integrated solution for social marketing automation – streamlines marketing processes, delivers more campaigns, generates more win-ready leads, and dramatically improves sales performance. With proven technology, comprehensive services and expert guidance, Marketo helps thousands of companies around the world turn marketing from a cost center into a revenue driver.

Known for providing breakthrough innovation and fueling explosive growth, Marketo was recently named one of "America's Most Promising Companies" by Forbes, the #1 Marketing Software Vendor on the INC 500, and the #1 fastest-growing private company of 2011 by the Silicon Valley Business Journal. In both 2011 and 2012 the company received the CRM Market Leaders Awards Winner for Marketing Solutions by CRM Magazine. Salesforce.com customers also honored the company with two AppExchange Best of '11 Awards, for Best Marketing Automation Solution and Best Chatter Exchange.

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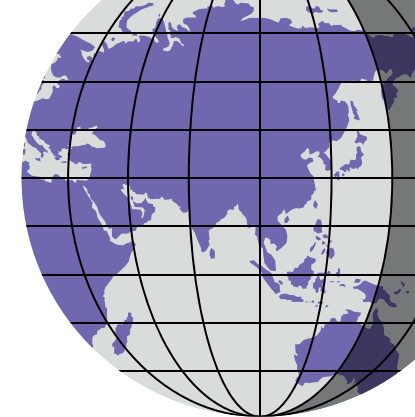
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