



Tuck School of Business
at Dartmouth

B2B Social Media Marketing

Social's Means Business

Elissa Kline

May 2011

Social media is changing the way companies interact with customers

- Why Does Social Media fit With B2B Companies?
- Key Trends:
 - **Social Engagement with Customers**
 - **Company Websites as Customer Platforms**
 - **Company User Groups**

Social media is changing the way companies interact with customers

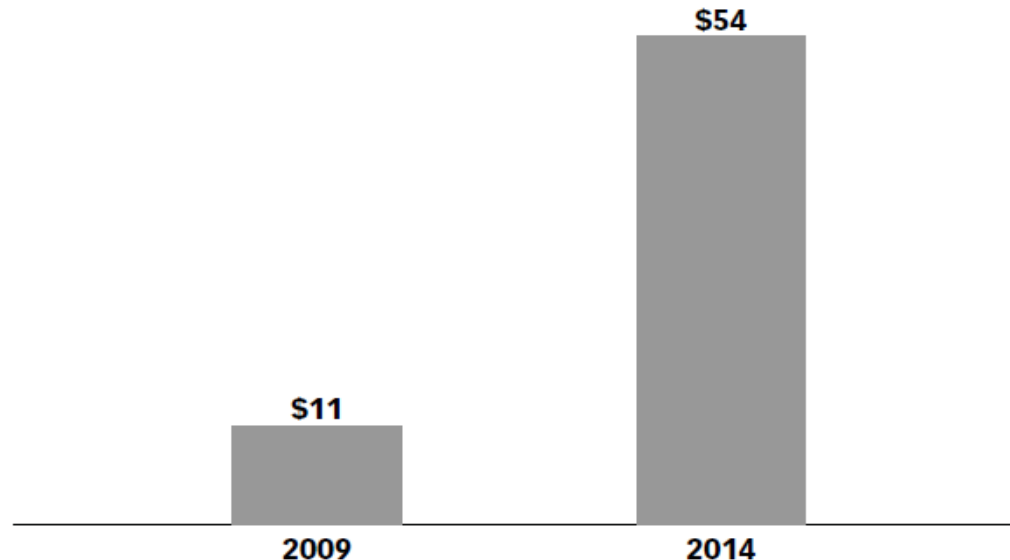
- Why Does Social Media Fit With B2B Companies?

- Key Trends:

- **Social Engagement with Customers**
- **Company Websites as Customer Platforms**
- **Company User Groups**

B2B marketing is exploding online

US B2B Social Media Marketing Spending, 2009 & 2014 (millions)



Note: excludes internal costs such as staffing and training
Source: Forrester Research, "B2B US Interactive Marketing Forecast, 2009-2014" as cited by BtoB magazine, March 4, 2010

112488

www.eMarketer.com

Social media is a valuable tool for lead generation.

- B2B companies are finding that social media sites can be useful for prospecting research and lead generation.

B2B companies showcase their expertise and thought leadership on social media sites.

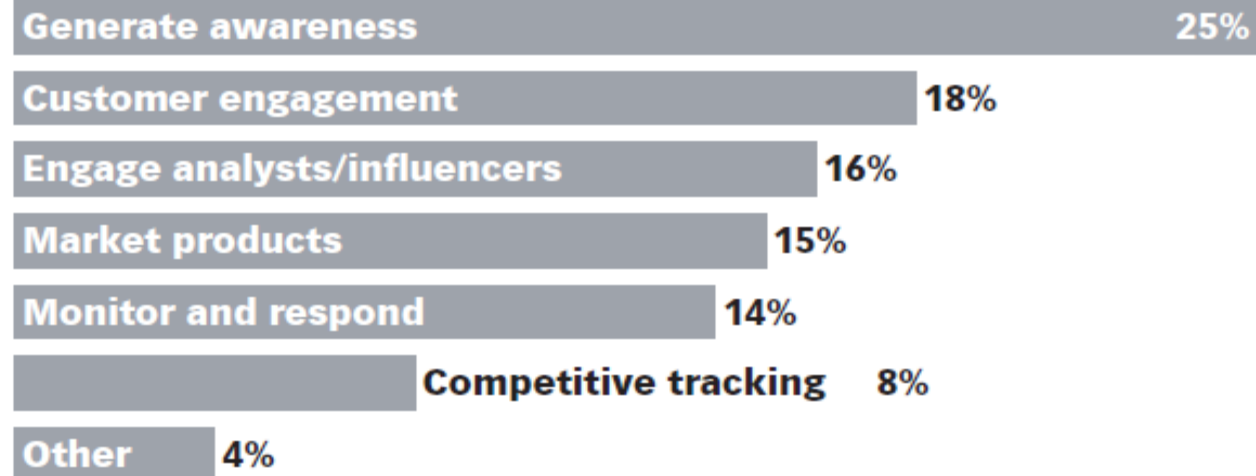
- Social media sites provide a forum to share insights and advice with customers. By creating original and exclusive content, the company can become an important information resource.

Integrated campaigns can be more effective than single, stand-alone initiatives.

- B2B marketers ought to consider adding social media initiatives to traditional campaigns to boost their effectiveness.

B2B companies are focused on driving awareness

Reasons that US B2B Companies Use Social Media, 2009 (% of respondents)



Source: Visible Technologies and SiriusDecisions, "Determining the Value of Social Media for B2B Companies," November 11, 2009

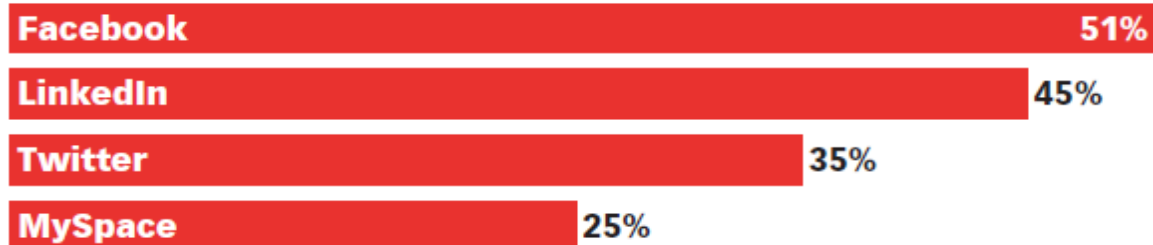
108687

www.eMarketer.com

...but social media campaigns are unique in their ability to foster engagement

B2B marketers are finding social media to be effective

Effectiveness* of Select Social Media Sites Among US B2B Marketers, December 2009 (% of respondents)

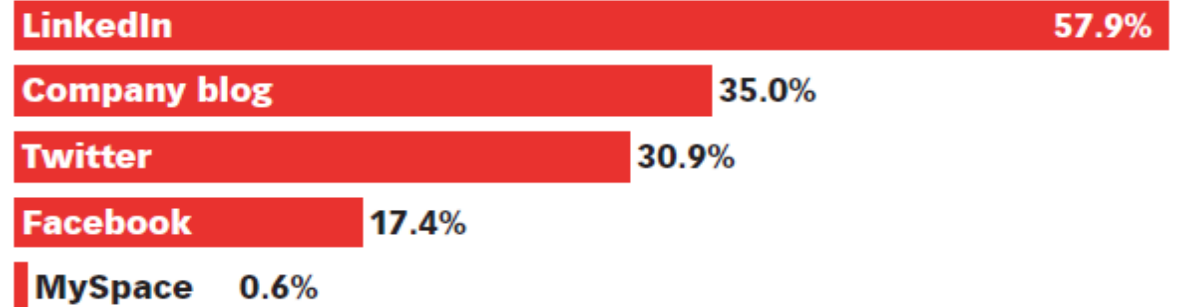


Note: *extremely or somewhat effective

Source: Outsell, "Annual Advertising and Marketing Study 2010: Total US and B2B Advertising," March 8, 2010

112609

Social Networks US B2B Marketers Find Most Effective in Generating Leads and/or Connecting with Buyers, June 2009 (% of respondents)



Note: n=178

Source: DemandGen, "The Social Strategy for Driving Demand," June 23, 2009

110582



Why Social Media Works for B2B Marketing

- 1. Communities & Ecosystems:** For social media to have an impact, companies have to foster collaboration and develop a community feeling. B2B communities are already common. The B2B environment is made of ecosystems. Social media is ideal for fostering discussions and brand advocacy through such ecosystems.
- 2. User Content:** B2B communities are niche and tend to be about passionate experts who can create quality user content.
- 3. Customer Collaboration:** The ability to include customers in the development of a new product or service has been a staple of B2B marketing for years. Most B2B offers are and have been developed in close partnership with clients and third-party providers to add value.
- 4. Low PR Risk:** B2B is less exposed than B2C, so B2B players run fewer risks when engaging in online collaboration.
- 5. Mass Media Is Out:** TV and outdoor advertising is out of reach for most B2B companies. Hence the importance of digital and social media.

Social media is changing the way companies interact with customers

- Why Does Social Media Fit With B2B Companies?
- Key Trends:

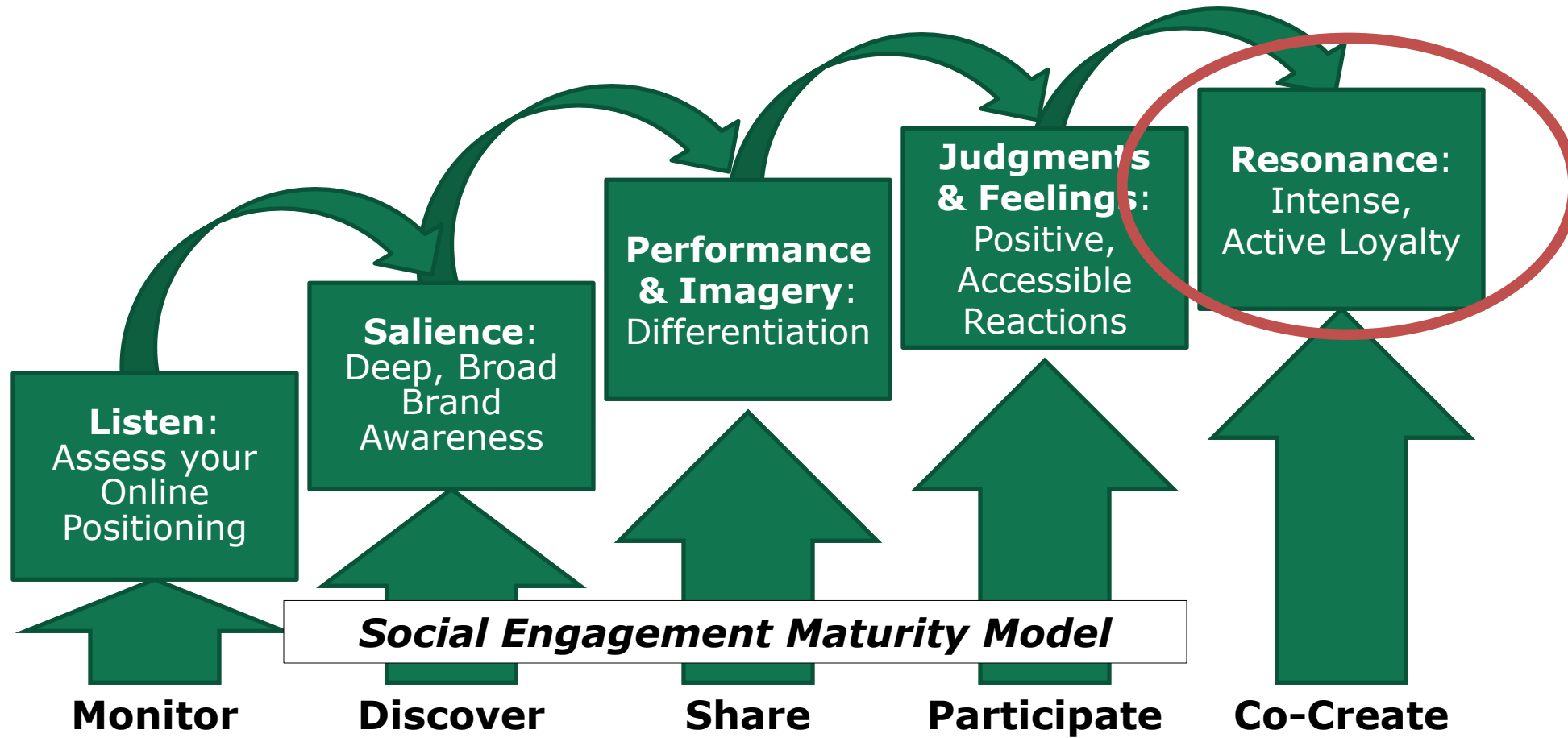
- **Social Engagement with Customers**

- **Company Websites as Customer Platforms**

- **Company User Groups**

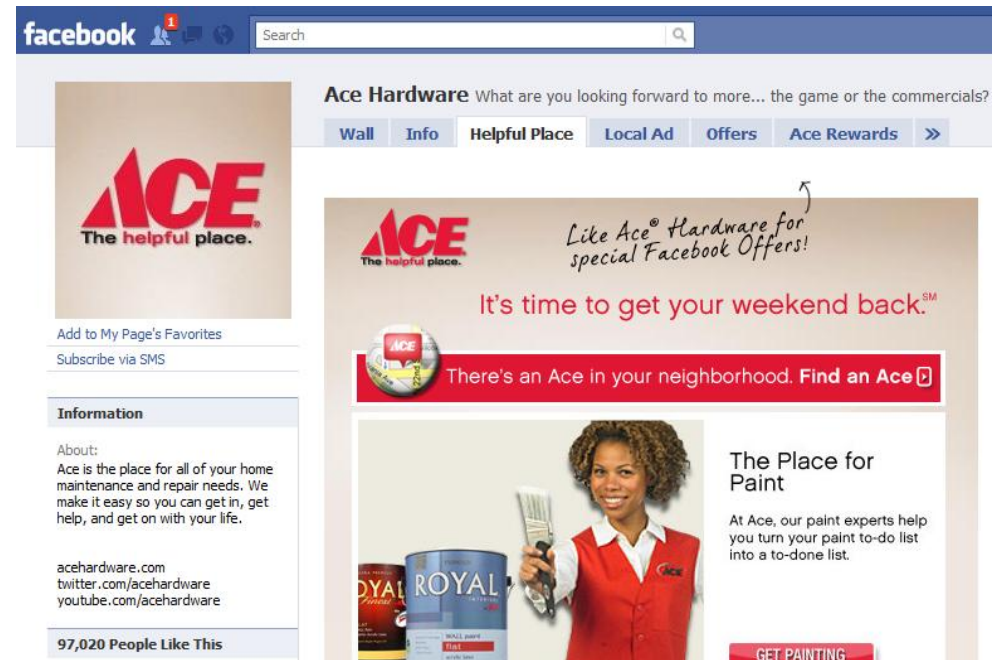
Social tools allow companies to engage customers in a whole new way

Brand Loyalty Model



Case Study: Ace Hardware is on Facebook

- Ace Hardware used its Facebook page to increase customer interactions
 - Tactic #1. Prepare for a younger audience
 - Tactic #2. Be interactive, fun and helpful
 - "I Will" application allowed visitors to personalize a sentence and declare their summer plans
 - Tactic #3. Provide context and consistency
 - Tactic #4. Prepare the IT team



Interactions, such as comments and "likes" on posts, nearly doubled since launch to an average of 72 per day.

Case Study: Cisco Shaved \$100,000+ Off a Product Launch

Cisco Social Media Stats:

- Website: www.cisco.com
- Blogs: 22 external, 475,000 views/quarter
- Twitter: 108 Cisco feeds with 2 million followers
- Facebook: 79 groups with 100,000 fans
- YouTube: 300+ channels, 2,000+ videos, 4 million views
- Second Life: 150,000 visitors, 50+ events
- Flickr: 300+ photos, 400,000 views

Social Media Launch Highlights:

- 9,000 people attended the social media product launch event – 90 *times* more attendees than in the past
- Saved 42,000 gallons of gas
- Nearly three times as many press articles as with traditional outreach methods
- More than 1,000 blog posts and 40 million online impressions
- A Leading Lights award for Best Marketing
- One-sixth the cost of a traditional launch

Lessons Learned:

Listen first: “For every product launch, our formula starts with listening. We start a list at least a month before of buzzwords and challenges and then figure out the right tools,” Brill said.

Use video often: Web pages with video draw five times more engagement than those without. Cisco encourages video blogging to add transparency to bloggers’ voices.

Talk with versus talk at: Product launches of the past communicated at the audience. Now, nearly all activities have an interactive element.

Always be brand-building: Not everyone’s ready to buy now, especially a six-figure purchase like the ASR. Activities like the online game engaged the loyalty of network engineers, who heavily influence such decisions.

“It was classified as **one of the top five launches in company history,**” said LaSandra Brill, senior manager, global social media. “It was the crossing the chasm point for us in the adoption phase of social media and helped us **get over the hump of internal acceptance.**”

Case Study: Scania uses video, mobile, and other platforms to engage customers

Twitter and Facebook may be huge now, but video and mobile are the new frontiers

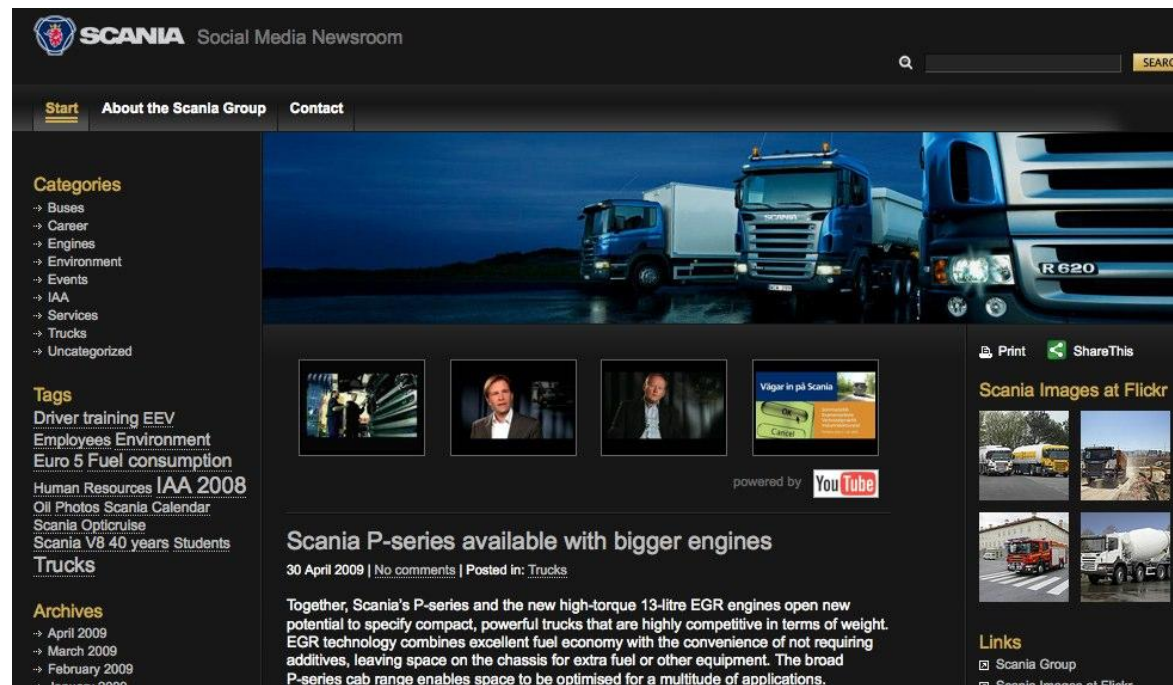
B2B Social Media Newsroom Example: Scania

Lessons Learned:

- Start With Content: Determine if they have or can produce enough relevant content
- It Has To Look Good: Branding, design and user experience matter

How did Scania do this?

1. Aggregated their social content
2. Categorized and tagged its content
3. Makes their information easy to find through search. For example they have a descriptive page title for the newsroom
4. Set a priority by promoting a heavy truck as a main design element of the newsroom



The screenshot shows the Scania Social Media Newsroom website. The header includes the Scania logo and the text "Social Media Newsroom". Below the header is a navigation menu with "Start", "About the Scania Group", and "Contact". A search bar is located in the top right corner. The main content area features a large image of Scania trucks. Below the image is a featured article titled "Scania P-series available with bigger engines" dated 30 April 2009. The article text reads: "Together, Scania's P-series and the new high-torque 13-litre EGR engines open new potential to specify compact, powerful trucks that are highly competitive in terms of weight. EGR technology combines excellent fuel economy with the convenience of not requiring additives, leaving space on the chassis for extra fuel or other equipment. The broad P-series cab range enables space to be optimised for a multitude of applications." The page also includes a "Print" button, a "ShareThis" button, and a "Scania Images at Flickr" section. The left sidebar contains "Categories" (Buses, Career, Engines, Environment, Events, IAA, Services, Trucks, Uncategorized), "Tags" (Driver training, EEV, Employees Environment, Euro 5 Fuel consumption, Human Resources, IAA 2008, Oil Photos, Scania Calendar, Scania Opticruise, Scania V8 40 years, Students, Trucks), and "Archives" (April 2009, March 2009, February 2009, January 2009).

Social media is changing the way companies interact with customers

- Why Does Social Media Fit With B2B Companies?
- Key Trends:
 - **Social Engagement with Customers**
 - **Company Websites as Customer Platforms**
 - **Company User Groups**

Web 2.0 tools can make websites powerful sales channels

Online Tools **inform but don't engage**

Make the website a community hub

- Blogs, forums, and other community features drive engagement and create a more dynamic experience

Customers want to give **feedback** but must go to **other sites to share**

Let enthusiastic customers contribute

- Users expect and trust external reviews
- Platforms are listening tools to learn more about your customers

Frustrated site visitors choose more expensive channels or give up entirely

Use time-saving elements to make the task flow more efficient

- A customized experience based on users' trades eliminates site navigation hurdles

Users **don't know how to use Online Tools** but know how to use B2C sites

Provide a B2C e-commerce experience

- Customers carry expectations from home to office

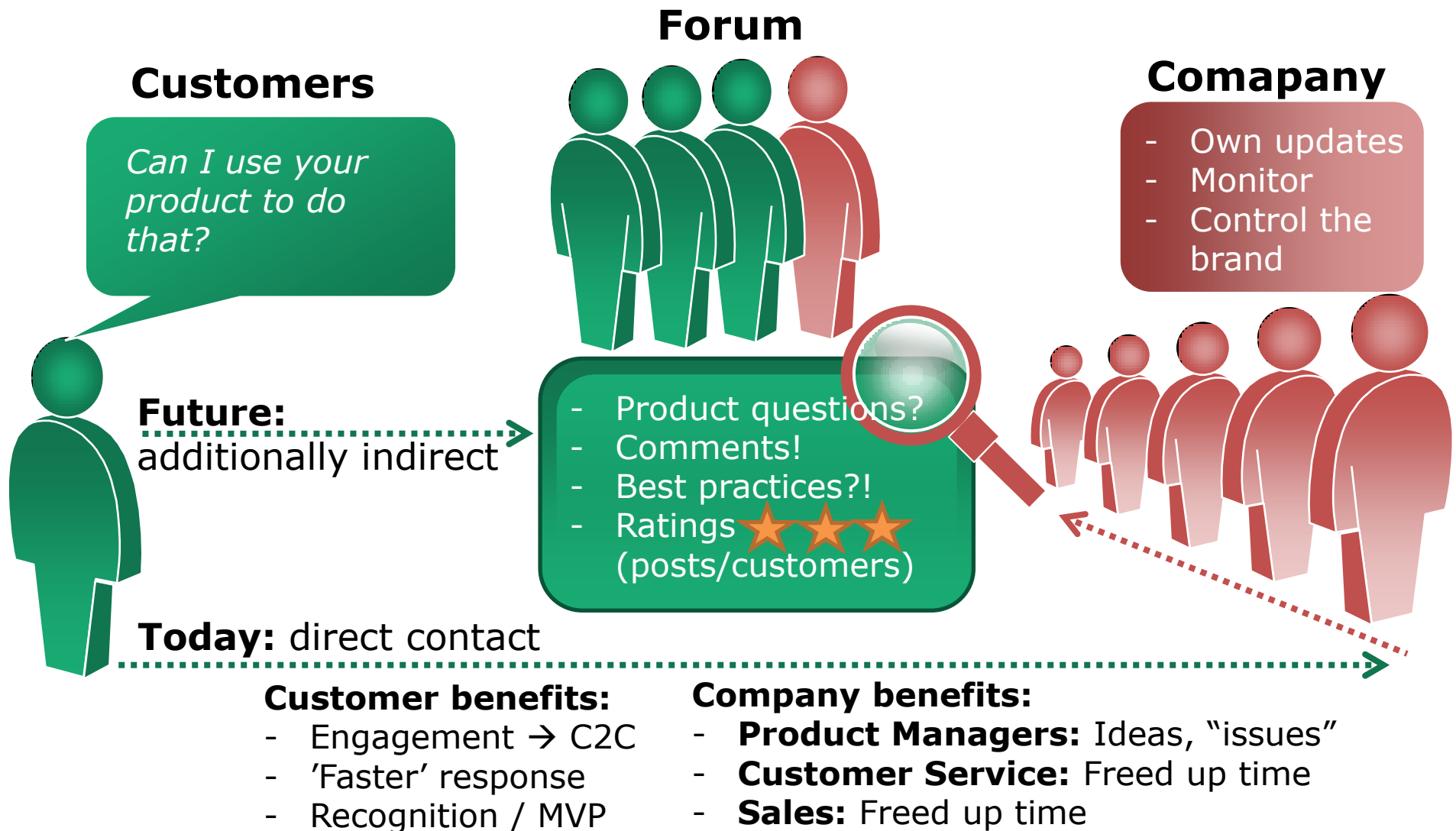
Today

Tomorrow

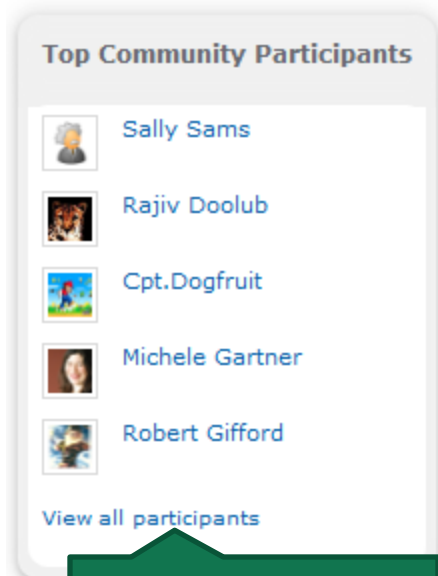
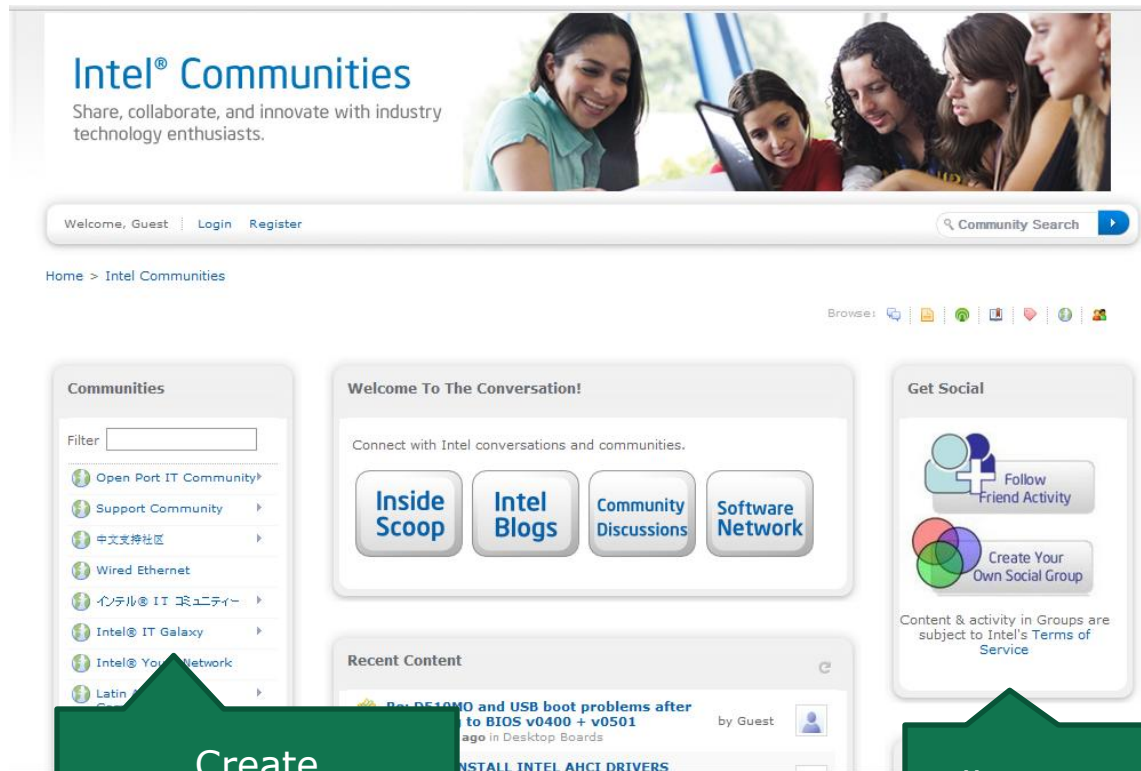
Social media is changing the way companies interact with customers

- Why Does Social Media Fit With B2B Companies?
- Key Trends:
 - **Social Engagement with Customers**
 - **Company Websites as Customer Platforms**
 - **Company User Groups**

User groups allow customers to learn from other customers



Example 1: Intel



Create Communities for different products and different kinds of customers

Allow customers to connect with each other

Recognize top contributors

Example 2: Salesforce.com

View All Announcements About This Site

Post an Announcement >

View by Category

- All Categories
- United States
- Nonprofits
- Europe, Middle East & Africa
- Asia Pacific
- Canada
- Verticals
- Force.com Developers

Join a group now!

Select One ▾

First Name

Last Name

Email

Welcome to salesforce.com user groups!

Connect with salesforce.com customers in your area to network, share ideas, and get tips to make you more successful. User groups are run by customers, for customers, and they're FREE. What are you waiting for? Join today!

Recent Posts

- [Seeking Sr. Sales Analyst / Manager Sales Analytics for San Diego Biotech](#) - 3 days ago
- [Job Posting: Marketing & Sales Specialist with SF Admin experience](#) - 3 days ago
- [Salesforce.com Analyst / Administrator](#) - 3 days ago
- [January 2011 Meeting!](#) - 3 days ago
- [SALESFORCE.COM APP ADMIN POSITION!](#) - Dec 8, 2010

How it Works

Interested in starting a new group?

Don't see a group in your area or industry? Salesforce.com is always looking for enthusiastic and knowledgeable customers to start new groups. Find out how you can get involved. [Salesforce User Groups](#).

What's happening with the user group in your area?

Use the menu on the left to find a group in your area. Follow the link for news about upcoming events and how you can get involved.

Create Communities for different geographies facilitate in-person meetings

Leverage video to train and engage

Encourage enthusiastic customers to be leaders

Example 3: PitneyBowes

The screenshot shows the Pitney Bowes User Forum interface. At the top, there are navigation tabs for Business Solutions, Products & Services, Shop PB, and Support. The main heading is "Pitney Bowes User Forum" with links for Register, Sign In, and Help. Below this, there are several sections:

- Community:** A list of forum topics with their titles and post counts.

Title	Posts
Welcome and Guidelines New to the forums? Please read our welcome message and guidelines. Latest Post - System Fault Errors	87
Jan. 2011 Rate Change - HOW TO UPDATE RATES on Pitney Bowes Equipment Latest Post - Limited Rate Change announced for January 2, 2011	1
Equipment, Hardware and Supplies Post general questions about operating and maintaining your PB equipment Latest Post - Re: Ink	2192
Software and Web Applications Questions and discussions about Pitney Bowes software and web-based products Latest Post - Re: Purchasing the Arrival System.	461
Jeremy's Video Tips Watch these hands-on demos for easy maintenance and quick-fix tips Latest Post - Re: DM1000 Series - Clearing a Paper Jam and Clean...	48
Admin Corner A Blog about what's happening on the forum and around Pitney Bowes Latest Post - Another Near-Miss Election	46
- The Think Tank – Post Your Idea. Vote For The Best. (3 Items):** A section for user-generated ideas.

Title	Posts
THINK TANK: What Else Do You Want Your Mailing Machine To Do? Latest Post - Re: E-Certified with reference	89
THINK TANK: What kind of software or web service would help your business? Latest Post - Re: Vista 64 Bit support would really help my busi...	63
THINK TANK: How can we make the PB.com website work better for you? Latest Post - Re: More Informative Website	39
- Top Tags:** A list of popular search terms like "update", "download", "mail", "P700", "DM100", etc.
- Users Online:** Information about current and recent forum members.
- Announcements:** A highlighted section for "USPS Rate Change: January 11, 2011".
- Archives:** A section for "Ask the Expert Archives" with user avatars and titles like "How to Reduce Undelivered Mail and Save".
- Forum Archives:** A list of past discussions, such as "2010 USPS Postage Rate Change Discussion".
- Mike's Blog:** A section for the latest post, "Holiday Mail for Heroes".
- Guidelines:** A link to "Please read our User Guidelines and Terms of Service before posting".
- Top Kudoed Posts:** A list of highly-rated posts, such as "Vista 64 Bit support would really help my business" with 5 kudos.

Encourage customers to submit their best ideas

Crowd-source!

Communicate critical information

Moderate the discussion

Allow customers to communicate in real-time

Highlight connections to other social networks