



RevenueMasters

Social Media for Business Marketers

the real ways B2B marketers can use social media to drive success





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Our Speakers

Paul Gillin / @pgillin



Eric Schwartzman / @ericschwartzman



Authors of

Social Marketing to the Business Customer

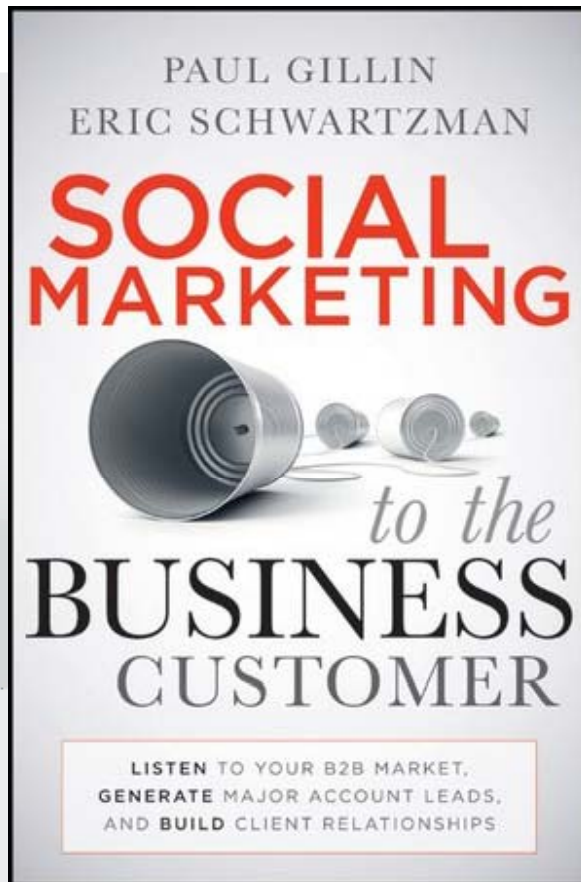
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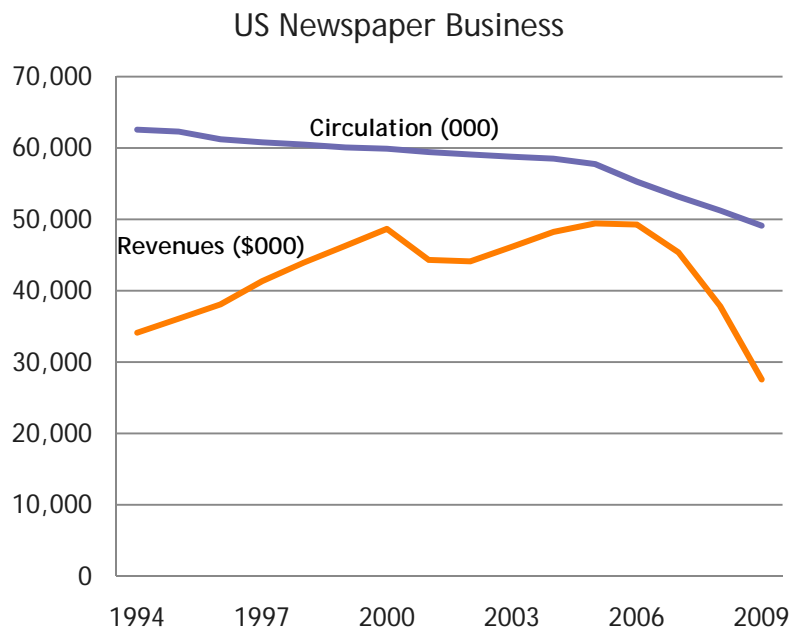


@pgillin



@eric schwartzman

Tale of Two Media

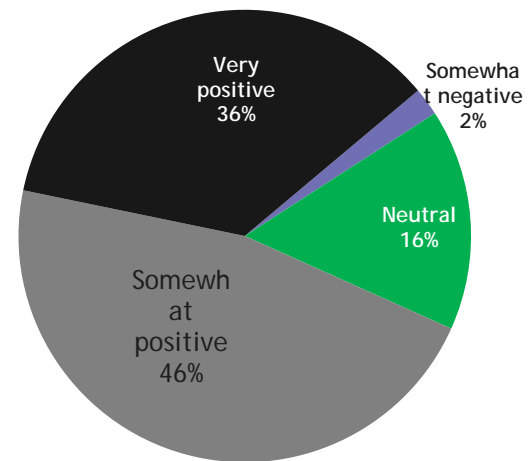


Average age of US daily newspaper reader: 57

Reduction in US newsroom staffs since 2001: 45%

Direct-mail spending is expected to decline nearly 40% by 2014

Perceived ROI of Company's Social Media Activities



93% of B2B buyers use search to begin the buying process

80% of IT decision-makers say word of mouth is their most important source when making buying decisions

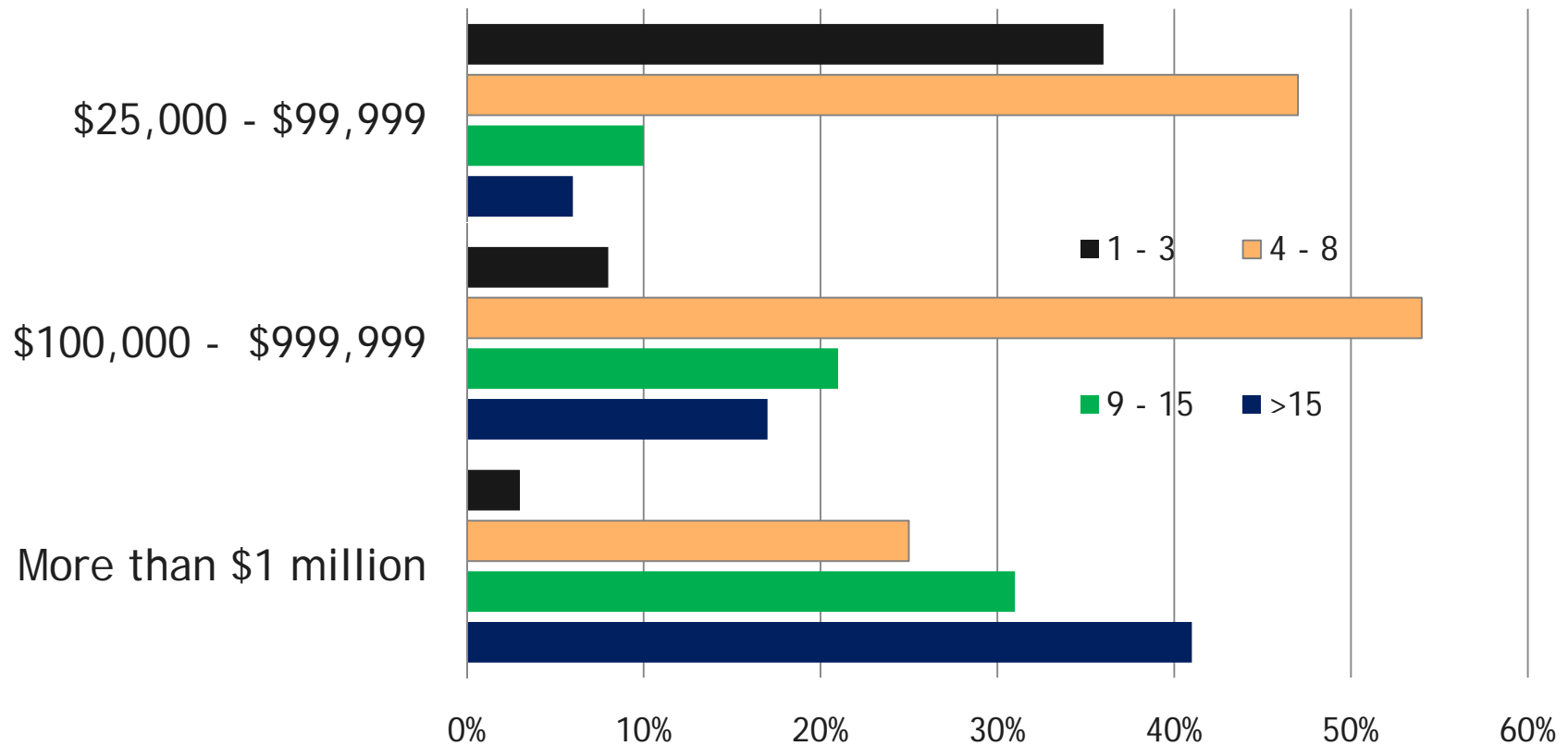
Google Processes 38,000 search queries every second

How is B2B Different?

- Value-drive decision-making
- Group consensus
- “Bet the business”
- Long-term relationships
- Audience is knowledgeable, engaged, serious
- Intense need for information

Calling All Stakeholders

Number of People Involved in
Technology Buying Decisions by Purchase Amount



New World Prospecting

INBOUND

SEO

Blogs

Twitter

Content Premiums

Word of Mouth

OUTBOUND

Bottom-up lead gen

Enhanced lead
qualification

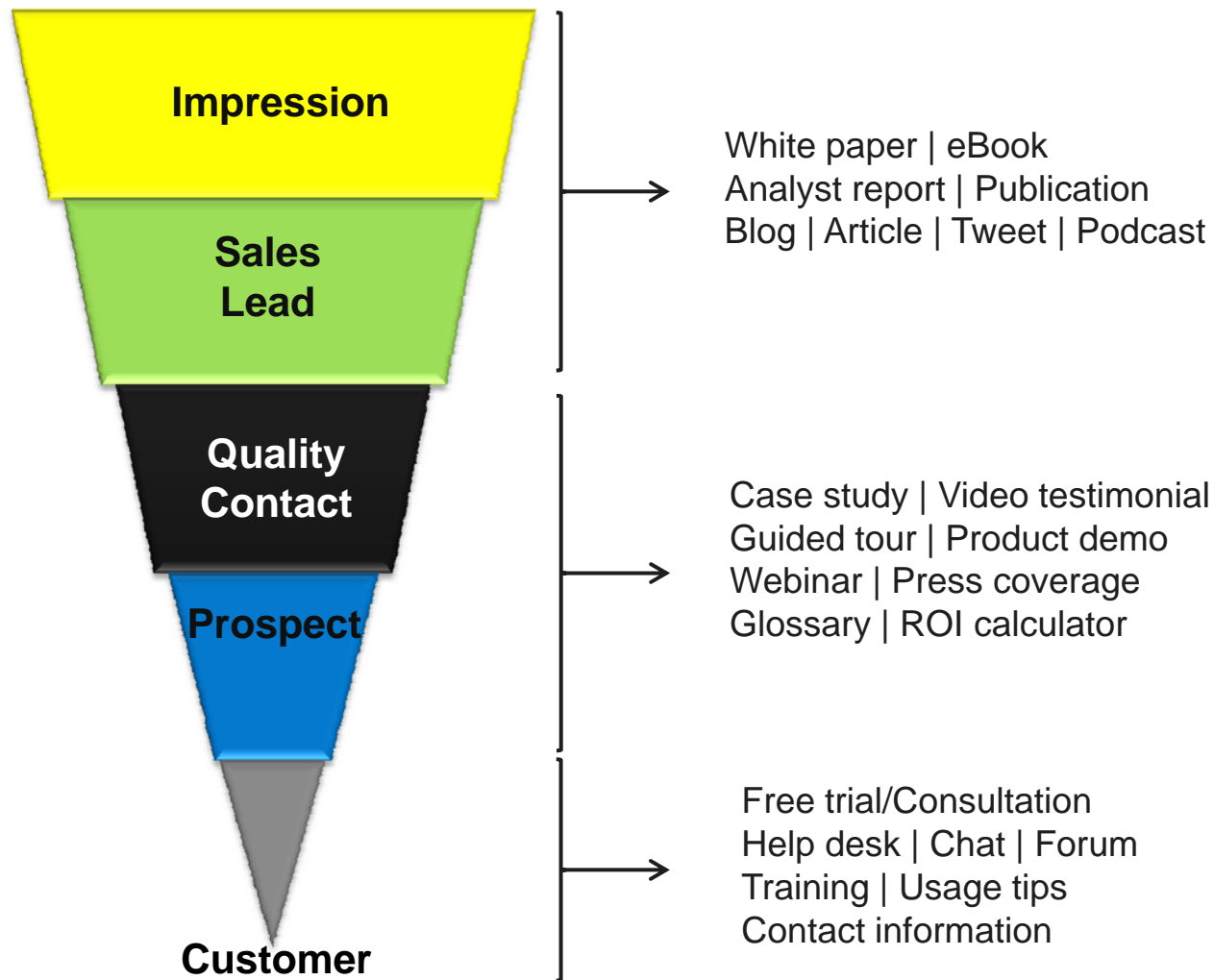
Multiple points of
engagement



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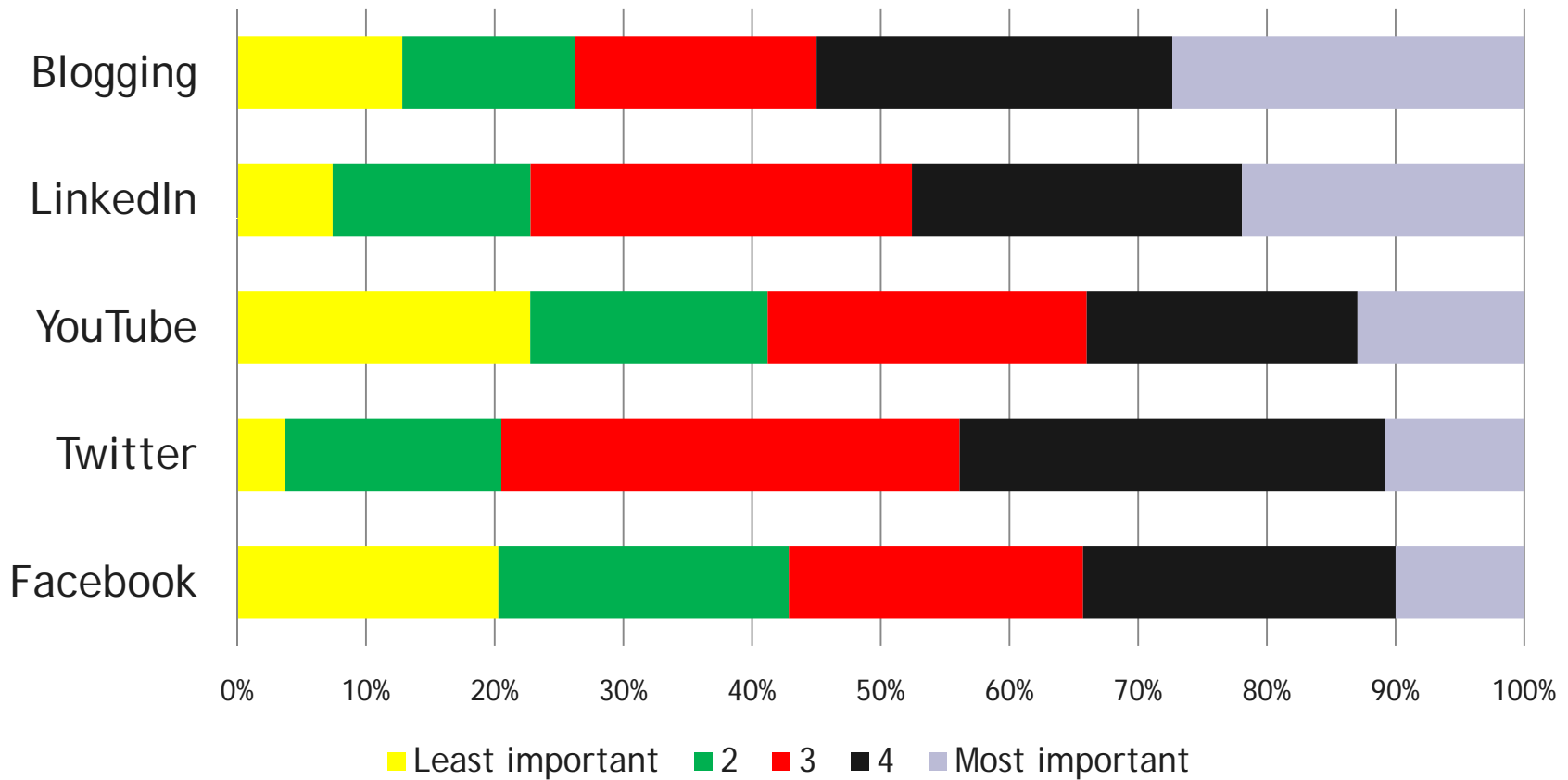
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Tools for the Funnel



Mainstays of B2B Social Media

Value of Each Social Media Platform



BtoB Magazine Survey of 387 Marketers, April, 2010

Thought Leadership

InHardFocus.com

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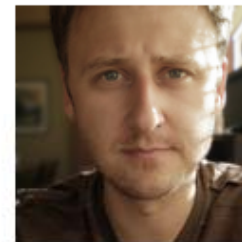
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About us

In Hard Focus exists simply because science and technology are so fascinating. Our mission is to reach fellow technophiles and share revolutionary content that has a good chance of changing our lives.

Editor

Stephen Russell is an entrepreneur, investor, writer and all-around believer in the power of technology to reshape the world. His most recent venture, **3VR Security**, is dedicated to building innovative new products, technologies and services in the area of security and privacy.



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17 bloggers

600% jump in leads

Top quality

“Get engineers talking to engineers and get everyone else out of the middle.”

Rick Short, Marcom Director



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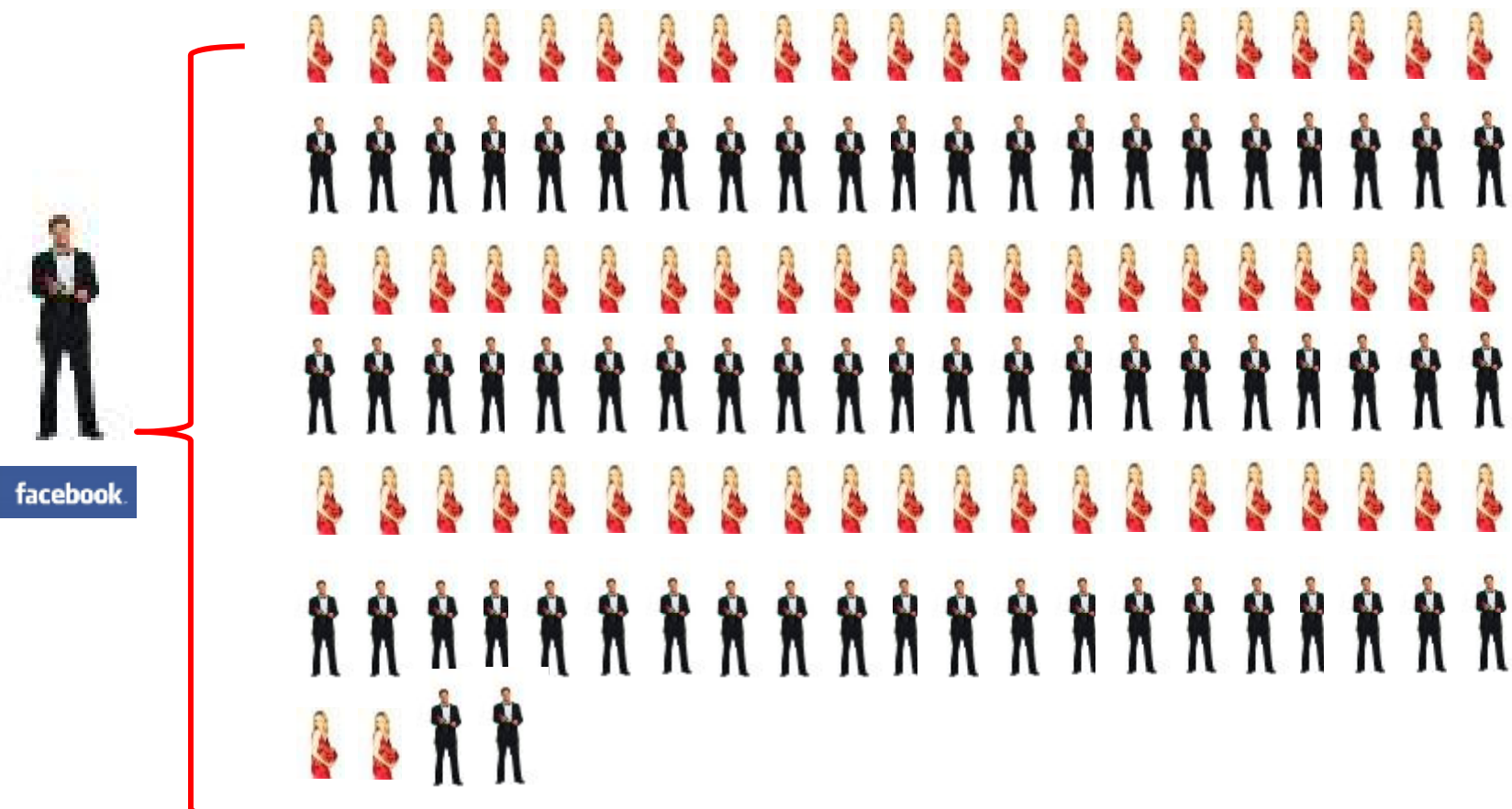
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Oh, the Things That You Know!

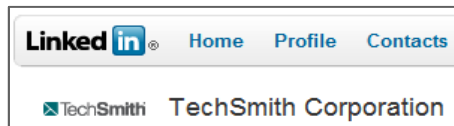
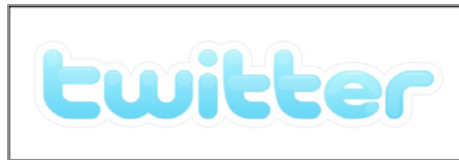


Social Networks: The Power of 130

The average Facebook member has 130 friends, who each receive notifications of their network's Facebook activities



Reuse and Distribute



Use Every Available Channel to Promote

The screenshot shows a newsletter page for TechSmith. The header includes the TechSmith logo, the text "News You Can Use", and the date "April 2009 | Issue 45". A table of contents lists items like "Letter from the Editor", "Survey: How Are You Using Jing?", and "Community: Screencast4Cash". The main content features a "Letter from the Editor" by Daniel Foster, discussing audio quality in screencasts, and a "Survey: How are you using Jing?" section with a link to "Take the survey".

Don't Just Say "Follow Us On Twitter"

Promote benefits of membership

Describe content

Offer multiple topical destinations

Embed widgets to keep people on site

Click [here](#) if you are having trouble viewing this email. Add info@newsletter.evite.com to your address book!

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PARTY TIPS

let's connect

Passionate about parties? Evite is helping you stay connected on Facebook and Twitter. Facebook fans and Twitter followers can be among the first to get our party ideas and learn what's new at Evite.

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ROI is Simple, Knucklehead

$$\text{ROI} = \frac{(\text{GAIN FROM INVESTMENT} - \text{COST OF INVESTMENT})}{\text{COST OF INVESTMENT}}$$



Basic Business Metrics

**Lifetime Value of a Customer =
(Longevity * Revenue) * Margin**

**Conversion Rate =
New Customers/ Visits or Leads**

**Value of a Lead/Visitor =
Visitor * Conversion Rate * Lifetime Value**

These are NOT ROI

Website Visitors

Impressions

Press coverage

Click-throughs

Retweets

Video views

Store visits

“Buzz”

Coupons distributed

Friends

Employment applications

Blog comments

FaceBook friends

Twitter followers

**But if you can quantify their financial
impact, you have ROI!**



OK, Let's Make it Real



Typical customer Moe spends
\$10,000/year with you

Moe is with you for five years

Your profit margin is 10%

Lifetime value of Moe is
 $(\$10,000 * 5) * .1 = \$5,000$

Applying ROI: Value of a Visitor

Monthly Visitors	10,000
Conversion Rate	.5%
Lifetime Value	\$5,000
Calculation	$(10,000 * .005 * 5) / 10,000$
Value of a Visitor	\$25





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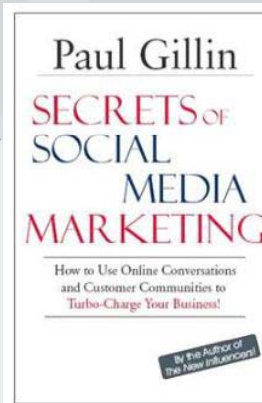
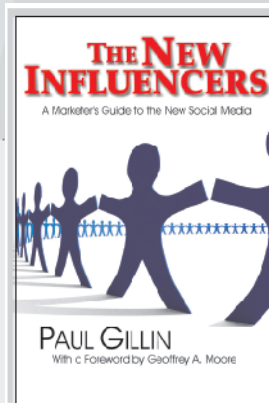
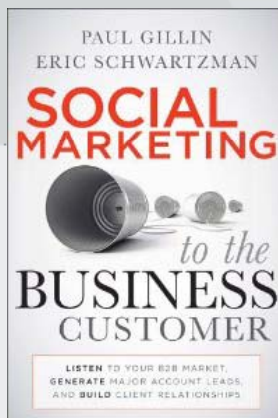
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Q&A

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Post-webinar discussion, right after today's webinar (use #Marketo)

<http://bit.ly/MarketoChat>



Webinar slides and discussion highlights

<http://linkd.in/marketo-group>



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- ✦ Social Media for Business Marketers
- ✦ The Definitive Guide to Lead Scoring
- ✦ CEO Roundtable Discussion
- ✦ From No-Budget to Signed Deal using Provocation-Based Selling
- ✦ Winning with Better Landing Pages
- ✦ Search Marketing and Social Media
- ✦ Building a Successful Customer Community
- ✦ Adding the Human Touch into your Lead Nurturing


Featuring Anne Holland, Sandy Carter, Paul Gillin, Jon Miller, Lee Odden, Brian Carroll, Rand Fishkin, and more.


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Attention: Marketing and Sales Professionals

We're thrilled to bring together authors and thought leaders, best-in-class marketers, sales professionals and corporate leaders for a revolutionary webinar series. They will show you how to maximize social media efforts, take lead scoring to the next level, increase landing page conversion rates, and get more customers.

Speakers you will get to hear include:


- ✦ Anne Holland, founder of "Which Test Won?"
- ✦ Sandy Carter, VP Business Partners & Midmarket, IBM
- ✦ Paul Gillin, author of Social Marketing to the Business Customer
- ✦ Jon Miller, VP Marketing at Marketo
- ✦ Lee Odden, CEO of TopRank
- ✦ Brian Carroll, Executive Director of Applied Research, MECLABS
- ✦ Rand Fishkin, founder of SEOMoz

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1. Using Marketing Automation to Boost Revenue and Reduce Marketing Costs

January 12, 2011 10:00 a.m. PT / Alexandre Pelletier, Sr. Manager, Lead Mgmt Optimization at Mediative


Want to learn more about marketing automation from someone other than a vendor? In this webcast you will learn from a marketer who has conducted multiple Marketing Automation implementations and helped companies achieve lead management success. Alexandre Pelletier will walk us through the ins and outs of marketing automation, including lead scoring, and lead nurturing, how to qualify leads and how to maintain a healthy sales pipeline.



2. Social Media for Business Marketers – the real ways B2B marketers can use social media to drive success

January 19, 10:00 a.m. PT / Paul Gillin and Eric Schwartzman, authors of Social Marketing to the Business Customer


Fresh on the heels of their latest book, Social Marketing to the Business Customer, authors Paul Gillin and Eric Schwartzman share a view of how B2B marketing and social media best fit together. They explain how the B2B and B2C buying processes are radically different in several important ways and discuss how those differences affect the choices of platforms and tools that marketers need to make. This session provides insight into the unique characteristics of B2B markets that many people haven't considered.



3. The Definitive Guide to Lead Scoring

February 9, 10:00 a.m. PT / Maria Pergolino, Dir. of Marketing, and Andrew Spoeth, Sr. Manager, Mktg Programs at Marketo

Join Maria Pergolino and Andrew Spoeth, two of the authors of the Definitive Guide to Lead Scoring, as they walk through the



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