Social Media for Business Marketers
the real ways B2B marketers can use social media to drive success
Our Speakers

Paul Gillin / @pgillin

Eric Schwartzman / @ericschwartzman

Authors of

Social Marketing to the Business Customer

www.B2BSocialMediaBook.com

#Marketo
RevenueMasters

Paul Gillin
Eric Schwartzman

Social Marketing to the Business Customer

Listen to your B2B market. Generate major account leads, and build client relationships.

www.B2BSocialMediaBook.com

@pgillin
@ericschwartzman
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

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

- **$25,000 - $99,999**
  - 1 - 3: 10%
  - 4 - 8: 90%

- **$100,000 - $999,999**
  - 1 - 3: 30%
  - 4 - 8: 70%
  - 9 - 15: 0%
  - >15: 100%

- **More than $1 million**
  - 1 - 3: 0%
  - 4 - 8: 90%
  - 9 - 15: 10%
  - >15: 0%

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New World Prospecting

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<thead>
<tr>
<th>INBOUND</th>
<th>OUTBOUND</th>
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<tr>
<td>SEO</td>
<td>Bottom-up lead gen</td>
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<td>Blogs</td>
<td>Enhanced lead qualification</td>
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<td>Twitter</td>
<td>Multiple points of engagement</td>
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<td>Content Premiums</td>
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<td>Word of Mouth</td>
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Tools for the Funnel

- Impression:
  - White paper | eBook
  - Analyst report | Publication
  - Blog | Article | Tweet | Podcast

- Sales Lead:
  - Case study | Video testimonial
  - Guided tour | Product demo
  - Webinar | Press coverage
  - Glossary | ROI calculator

- Quality Contact:
  - Free trial/Consultation
  - Help desk | Chat | Forum
  - Training | Usage tips
  - Contact information

Source: NowSpeed Marketing, Inc.
Mainstays of B2B Social Media

Value of Each Social Media Platform

Blogging
LinkedIn
YouTube
Twitter
Facebook

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Least important 2 3 4 Most important

BtoB Magazine Survey of 387 Marketers, April, 2010

#Marketo
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.
Lead Gen Excellence

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

Rick Short, Marcom Director
March 30
Prospect reaches website through search query "small business accounting," views four pages and subscribes to newsletter.

April 4
Prospect responds to e-mail invitation for "Choosing Small Business Accounting Software" webcast 30 minutes after e-mail is sent.

April 9
Prospect attends webcast, stays 45 minutes and submits a question related to legal practices.

April 10
Prospect clicks link in webcast summary e-mail to visit product description page. He downloads PDF of product brochure about software for legal practices.

April 12
Prospect downloads trial version of your small business accounting software for legal practices.
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
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
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
Employment applications  Blog comments  Friends
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: 

\[
\frac{(10,000 \times 0.005 \times 5)}{10,000} = 25
\]

Value of a Visitor: $25
RevenueMasters

Q&A

@pgillin
@ericschwartman

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

Webinar slides and discussion highlights
http://linkd.in/marketo-group
The Revenue Masters Webinar Series
January - May 2011

- 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 Whistle 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
- Michael Ferro, founder of bLURWar

...and more. This is Marketo's latest Revenue Masters Series. Nine high-impact webinars, even more to follow. Get your seat today!

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

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

Want to learn more about marketing automation from someone other than a vendor? In this webinar you will learn from a marketer who has implemented multiple marketing automation implementations and helped companies achieve lead management success. Alexandre Paliard will walk us through the ins and outs of marketing automation, including lead scoring, and lead marketing, 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, 2011, 10:00 a.m. PT / Paul Gillin and Eric Schwartzman, authors of Social Marketing to the Business Customer

Fresh on the heals of their latest book, Social Marketing to the Business Customer, authors Paul Gillin and Eric Schwartzman will present 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 these differences affect the choices of platforms and tools that marketers need to make. This session provides insights into the unique characteristics of B2B markets that many people haven't considered.

3. The Definitive Guide to Lead Scoring

February 9, 2011, 10:00 a.m. PT / Mario Pergolino, Dir. of Marketing, and Andrew Spoth, Sr. Manager, Mktg Programs at Marketo

Join Mario Pergolino and Andrew Spoth, co-authors of the Definitive Guide to Lead Scoring, as they walk through the process of developing a lead scoring model.
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Thank You

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