

# Benefits of Implementing a B2B Social Media Strategy

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# Today's Social Media Landscape



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# Social Media Statistics

## Social Media Examiner's 2014 Social Media Marketing Industry Report

- 92% of marketers indicate that social media is important for their business, up from 86% in 2013
- 74 percent of brands reported they were at least “moderately successful” in gaining new followers
- 77% of brands reported they were at least “moderately successful” at building brand recognition
- 92% of businesses feel that social media has contributed to their success
- When forced to only select one platform, 54% of marketers selected Facebook, followed by LinkedIn at 17%
- 58% of marketers stated that original written content is the single most important form of content, followed by original visual assets (19%)
- 97% of businesses use social media for marketing purposes



# B2B Social Media Statistics

- 54% of B2B marketers have generated leads from social media (CMO)
- 60% of all social media traffic to B2B websites comes from Facebook, Twitter and LinkedIn (SteamFeed)
- When people follow a brand on Twitter, 72% are more likely to make a future purchase from that brand (Twitter)
- 93% of shoppers' buying decisions are influenced by social media because 90% trust peer recommendations (#Socialnomics 2014)
- B2B marketers who use Twitter generate twice as many leads as those who don't (Social Media Today)
- Social media has a 100% higher lead-to-close rate than outbound methods (ADG Creative)



# B2B Social Media Statistics

- 81% of businesses have reported their blog as “useful” or “critical” to B2B lead generation (NurtureHQ)
- 70% of B2B Marketers are using video content (Content Marketing Institute)
- 69% of the most effective B2B Marketers have a dedicated content marketing group in their organization (Content Marketing Institute)
- Companies with over 200 blog articles have 5x more leads than those with 10 or fewer (Hubspot)
- Engagement rates on Instagram are 15 times higher than Facebook and 20 times higher than Twitter (Simply Measured)
- Among the largest social media sites, YouTube drives the most highly engaged website traffic (VentureBeat)





## Studies Show...

Research points to 9 benefits that B2B companies are seeing through the implementation of social media:

1. Increased brand exposure
2. Increased website traffic
3. Formed relationships with loyal fans
4. Uncovered marketplace insights
5. Lead generation
6. Improved search rankings
7. Developed business partnerships
8. Reduced marketing expenses
9. Improved sales



# Tips from B2B Social Media Thought Leaders



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# Posting: Frequency vs. Strategy

“A sizeable number of businesses use social channels in a non-useful manner: posting randomly, without a goal, and without a true understanding of what can be accomplished on any particular social channel.”

-Liz Strauss, founder and CEO of SOBCon





# Social Content = Storytelling

“Tell a story. And more importantly, relate that story back to your ideal prospect’s problems or desires. Even if the story focuses on the founding, evolution, or growth of your company, make sure people understand that all of those great things happened because of the value you provide your audience, customers, and clients.”

- Brian Clark, Founder and CEO, Copyblogger Media



# B2B Social Media Examples




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# Irvine Chamber of Commerce

**Irvine Chamber Emerging Professionals**  
July 29, 2014 · 🌐

Do you like raffle prizes?  
Do you enjoy eating delicious Italian food?  
Do you want to hang out with other young professionals in Orange County?  
Register for our 5th Anniversary Mixer and do all three!



**1,880** People Reached

**7** Likes, Comments & Shares

<b>7</b> Likes	<b>7</b> On Post	<b>0</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>0</b> Shares	<b>0</b> On Post	<b>0</b> On Shares

**23** Post Clicks

<b>0</b> Photo Views	<b>5</b> Link Clicks	<b>18</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

<b>1</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

**Emerging Professionals After Hours Mixer - Aug 12, 2014 - « Irvine Chamber of Commerce**  
Join the Irvine Chamber's Emerging Professionals for their 5th Anniversary celebration! Build business relationships, learn from the area's top  
DEV.IRVINECHAMBER.COM

**Irvine Chamber Emerging Professionals**  
July 15, 2014 · Edited · 🌐

We are taking nominations for the 2014 Emerging Professional of the Year through August 1. You can download the nomination form on the EP Website.



**EMPOWERING THE NEXT GENERATION OF LEADERS IN ORANGE COUNTY**

**Emerging Professionals « Irvine Chamber of Commerce**  
The Emerging Professionals group in the Irvine Chamber strives to develop those looking to climb the professional ladder through networking, philanthropic and learning opportunities. Though it is a group that was formed with the mindset of...  
IRVINECHAMBER.COM

**466** People Reached

**4** Likes, Comments & Shares

<b>3</b> Likes	<b>2</b> On Post	<b>1</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>1</b> Shares	<b>0</b> On Post	<b>1</b> On Shares

**7** Post Clicks

<b>0</b> Photo Views	<b>0</b> Link Clicks	<b>7</b> Other Clicks ⓘ
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**NEGATIVE FEEDBACK**

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# B2B Social Media Case Study: smplsolutions



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# Simply Social Sweepstakes

In May 2012 I was launching the *smplsolutions* Facebook, Twitter, LinkedIn and YouTube social media platforms as forums for current and prospective clients to access tips and tricks, best practices, promotional offers and industry information.

To achieve my objective, I executed an integrated social media launch centered around a Facebook Sweepstakes Content. The primary goal was to building an active and engaged Facebook audience.



# Simply Social Sweepstakes

- We kicked off our sweepstakes with a launch party at our office in Lake Forest, California
- We invited media, local businesses and influential politicians
- Lunch and refreshments were provided
- Guests were invited to register for the contest while they were on site at two laptops



# Simply Social Sweepstakes

## Graphics

- Social media engagement posters for our launch event
- Flyers to leave with customers
- Themed graphics for the sweepstakes

## Prizes for the winners

- Toshiba Thrive Tablet
- iPod shuffles
- 12 assorted summer gift bags



# Simply Social Sweepstakes

**Follow us on Social Media  
...it's SMPL!**



**facebook.com/smplsolutions**



**twitter.com/smplsolutions**



**linkedin.com/companies/smplsolutions**



**youtube.com/smplsolutions**

**smplsolutions**<sup>®</sup>   
the tech team

**We're the IT Vendor You Can Trust**



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One of the posters at the launch event



# Simply Social Sweepstakes

## Results

- 4,013 people enter to win
- 2,925 fans “liked” smplsolutions’ Facebook page
- Established international presence for brand
- Improved Search Engine Optimization (SEO)
- Reinforced brand reputation as an industry authority
- Impressed vendor partners

As a direct result of the success of the sweepstakes, I was invited to co-host a Dealer Webinar on how to succeed in social media with the Director of Marketing for Toshiba America Information Systems (TAIS) Telecommunications Division.



# Ongoing Social Success

- Created and executed ongoing social media strategy to increase online visibility, drive traffic to the company website, and help generate sales; launched and maintained presence on Facebook, Twitter, LinkedIn, YouTube, Google+, Yelp, and Blog.
- Developed social media campaigns and promotions that integrated and supported marketing and product strategies, resulting in user engagement and positive ROI; promoted partnerships with vendors Toshiba, Fujitsu, Microsoft, Cisco, and Star2Star.
- Website visits from social media sites increased 61%, organic search +16%, and Google visits +125% from 9/2012 to 9/2013.
- Scripted and recorded video content for company YouTube channel via web-based system administration program.





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We provide creative strategy and implementation for remarkable brands in a variety of industries including manufacturing, luxury lifestyle, non-profit, business services and retail.

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