



# SOCIAL MEDIA AND CAM-X



*@kathypatterson Tweet #CAMX*

# AGENDA

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- Your industry 9:00
- Potential benefits 9:15
- Intro to platforms 9:30
- Best Use 9:45
- Coffee Break 10:15
- Examples 10:30
- Your Plan 11:00
- Table Task, Q&A 11:30
- Lunch (optional coaching) 12:00



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**What  
business  
are you in?**

# YOUR EXPERTISE

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- Customer service
- First impressions
- Solving customer problems
- Communications
- Quick response
- Granting business owners freedom
- Others?

# SOCIAL MEDIA FOR B2B?????

Easier in many ways than with B2C

1. Relationships
2. Demonstrate reliability
3. Less chatter=more control
4. Decisions =rational
5. Market is smaller, more focused
6. B2B buyers trust feedback
7. B2B longer term



# THE APPROACH IN TODAY'S PRESENTATION



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# **Is Social Media a Necessity?**

# BENEFITS OF SOCIAL

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- SEO
  - WOM...amplified
  - TOMA
  - Referrals
  - Research
  - Expert credibility
  - Inbound marketing = leads
- \*\*Because your competition is there!

“  
Social  
media is  
the ‘new  
networking’  
for B2B  
”

# PLATFORMS TO DISCUSS

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In order of ease:

1. Facebook
2. LinkedIn
3. Twitter
4. Blogs

\*Are your customers/prospects on these channels?

ARE YOU ON?

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**facebook**

# FACEBOOK PAGES

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- ✘ Is your business locally based?
- ✘ Do you have a large network of friends who are professionals?
- ✘ Think 'shareable'
- ✘ Exploit photo tagging, contests, referrals, fun & relevant online content.

ARE YOU ON?

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**Linked**



# LINKEDIN

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- ✘ Marketing by title/position
- ✘ Cross reference by company page
- ✘ Make use of:
  - + groups
  - + Specialties
  - + questions
- ✘ \*Share your expertise\*
- ✘ Update daily (cross post)

# ARE YOU ON?

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twitter

# TWITTER

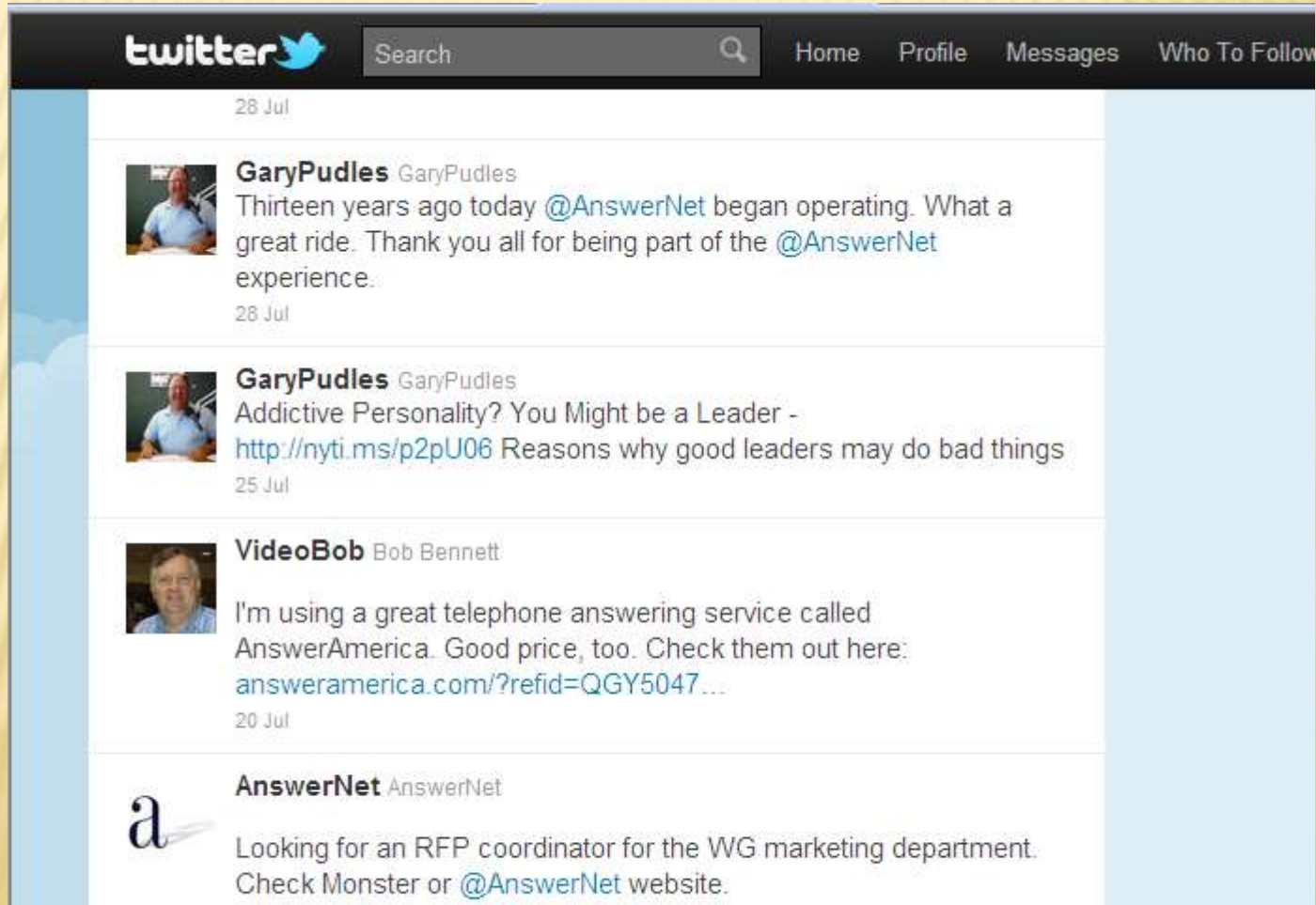
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- ✘ Live feed on your home page = SEO
- ✘ Username vs. Real name  
<http://twitter.com/#!/queensprincipal>
- ✘ Profile sells: WIIFM?  
<http://twitter.com/#!/AllianceWComm>  
<http://twitter.com/#!/DirectorOnCall>
- ✘ Page design helps
- ✘ Your profile: yourself

# CONTENT TIPS

✘ <http://twitter.com/#!/encoretele>

✘



The screenshot shows a Twitter feed with the following tweets:

- 28 Jul**  
**GaryPudles** GaryPudles  
Thirteen years ago today @AnswerNet began operating. What a great ride. Thank you all for being part of the @AnswerNet experience.  
28 Jul
- GaryPudles** GaryPudles  
Addictive Personality? You Might be a Leader - <http://nyti.ms/p2pU06> Reasons why good leaders may do bad things  
25 Jul
- VideoBob** Bob Bennett  
I'm using a great telephone answering service called AnswerAmerica. Good price, too. Check them out here: [answeramerica.com/?refid=QGY5047...](http://answeramerica.com/?refid=QGY5047...)  
20 Jul
- AnswerNet** AnswerNet  
Looking for an RFP coordinator for the WG marketing department. Check Monster or @AnswerNet website.

# COMPANY VS EMPLOYEE

twitter Search Home Profile Messages Who To Follow kathypatterson

**Appletree Answers**  
**@appletreecall** Headquarters: Wilmington, DE  
We're a full service, 24/7 answering service and call center.  
<http://www.appletreeanswers.com>

367 Tweets 1,804 Following 441 Followers 9 Lists

Recent Images

This media was shared by appletreecall, someone you don't follow

Follow @appletreecall

125 Tweets

Tweets Favorites Following Followers Lists

**appletreecall** Appletree Answers  
Check out our job opening for an Operations Manager in Wilmington, Wilmington, Delaware! #Jobs mnstr bzinC7D5I  
18 Sep

start #networking... 24 Hour Teleph... Viva Productions Appletree Answers

twitter Search Home Profile Messages Who To Follow

**Nancy O'Connor**  
**@Nancy\_Appletree** Wilmington, DE  
Member of the Marketing Team at Appletree Answers! (@appletreecall) #TeamAppletree  
<http://www.appletreeanswers.com/blog>

338 Tweets 345 Followers

You and @Nancy\_Appletree  
You follow an account you don't follow

Following · view all

About Help Blog Advertisers Business Terms © 2011 Twitter

Follow @Nancy\_Appletree

123 Tweets

Tweets Favorites Following Followers Lists

**Nancy\_Appletree** Nancy O'Connor  
Check out the Appletree Employee Spotlight [bit.ly/nmA2JH](http://bit.ly/nmA2JH)  
8 Sep

# TWITTER TIPS

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- ✘ Seek out prospects
- ✘ @mentions to reach out
- ✘ Answer questions
- ✘ Use search tools
- ✘ #hashtags to participate
- ✘ Excellent for events
- ✘ Key is valuable content and 10:1 self promoting
- ✘ ....more on content later

# TWITTER RESOURCES

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- ✘ Official Resource
- ✘ Links to key links: [www.twitip.com](http://www.twitip.com) Search: top 20 or 13 tips for beginners
- ✘ Advanced: Chris Brogan Twitter Power Tips
- ✘ [www.socialmediaexaminer.com](http://www.socialmediaexaminer.com) @mike\_stelzner

# ARE YOU BLOGGING?

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# BLOGS: INBOUND OVER OUTBOUND

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- × Why
- × Who
- × When
- × What
- × Where

Content...Contact...Conversion

# BLOGGING RESOURCES

- ✘ Hubspot “Get Found Online”
- ✘ “99 Tools to Help You Generate Leads with Social Media”
- ✘ Favourites?
- ✘ Promote across platforms



# COFFEE BREAK 10:15

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✕ Questions welcome!

# CASE STUDIES

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- × Ecycle
- × Triumvirate Enviro
- × Build-a-Buzz
- × River Pools

# STARTUP COMPANY ELIMINATES THE COLD CALL WITH TWITTER



username:  password:

[forgot password?](#) [resend email!](#)  remember me

[Give away recyclables](#)

[Find recyclables](#)

[Track your recycling](#)

[Register](#)

[Help](#)

## ecycler

**Collect. Connect. Recycle.**

ecycler brings together people giving away recyclables and those interested in collecting them

It's Free! Start saving your cans and bottles for someone! If you currently recycle or would like to start, become an ecycler Discarder and give them to an ecycler Collector in your area. Just click on "Give away recyclables." Even if you don't have recyclables ready yet, register and we'll start looking for someone in your community who wants them!

[Register](#)

[Take a Tour](#)



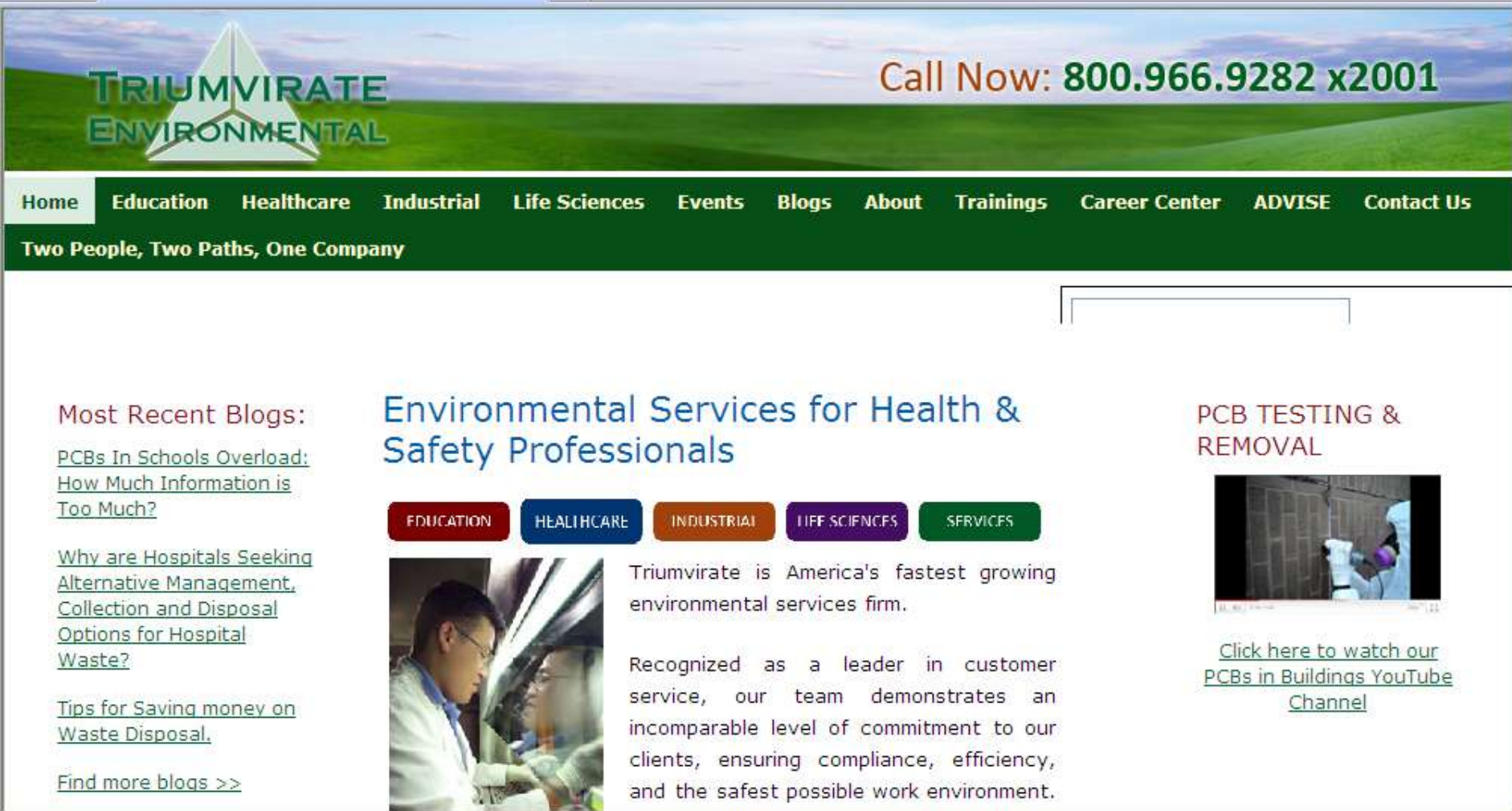
 Make money collecting and selling recyclables. Open to everyone including professionals.

Want to give away recyclables (including deposit/CRV containers)?



If you know who you want to give them to (or if you saw an *ecycler* ad) enter their name

# TRIUMVIRATE ATTRIBUTES 1.2MIL TO SEO, BLOGS & SOCIAL MEDIA



\*Blogs to match diverse service offerings

# UNBRANDED BLOG BOOSTS B2B AGENCY'S REVENUE 15% UPON LAUNCHING



Blog Buzz Worthy Media Wednesday Celebrity Thursday

Featured Content

**Buzz-Worthy: Bouke Wines**  
I put out a call for Buzz Worthy products and I got back a slew of responses from amazing companies. Among this group was Bouke Wines.

## Shopping Cart

Your shopping cart is empty  
Visit the shop

## Follow Us!



## Advertisement

How can I connect with shopping parents?



Partner with one of your retail/e-tail clients for co-op advertising on [KidChildSource.com](http://KidChildSource.com)



### Back to Basics: Pitching

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### Perfect Timing

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# RIVER POOLS TRANSFORMS WEBSITE INTO A LEAD GEN MACHINE

The screenshot shows a web browser window displaying the River Pools & Spas website. The browser's address bar shows the URL: <http://www.riverpoolsandspas.com/>. The website header features the company name "RIVER POOLS & SPAS" and a tagline: "Enhancing 'Back Yard Experiences' throughout Va. & Md. with the most low maintenance, state-of-the-art composite pool technology available in the world today." A phone number "Phone: 888 - 358 - 7665" is also present. The main navigation menu includes links for Home, Company Info, Owner's Bio, Pool Info/Pricing, Photos, Testimonials, Awesome Blog, and Contact/Service. A search bar with the text "Google™ Custom Search" and a "Search" button is located below the navigation. A "Subscribe by Email" form with a text input field and a "Subscribe" button is on the right. A "Huge Winter Discounts NOW!" banner with a "Get Quote Today!" button is also visible. The browser's taskbar at the bottom shows several open applications, including "start", "#networkKey=cbc\_r...", "River Pools & Spas | ...", "Fiberglass Pools!! Plu...", and "Microsoft PowerPoint ...". The system clock shows the time as 2:51 PM.

HOME | CONTACT US | BLOG

Phone: 888 - 358 - 7665

**Catch the Wave**

Home Company Info Owner's Bio Pool Info/Pricing Photos Testimonials Awesome Blog **FREE DVD** Contact/Service  
fiberglass pools va/md

Welcome to the Most Educational Swimming Pool Blog in the Country!

Google™ Custom Search Search x

Subscribe by Email  
Your email:  
  
Subscribe

[Current Articles](#) | [RSS Feed](#)

Pavers and Fiberglass Swimming Pools: A 2011 Slideshow  
*Posted by Marcus Sheridan*

Huge Winter Discounts NOW!  
Get Quote Today!

http://www.riverpoolsandspas.com/ Internet 100% 2:51 PM

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**DOES YOUR BUSINESS  
HAVE A SOCIAL  
MEDIA MARKETING  
STRATEGY?**

# PLANNING

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- × TOTEM
- × Vocus

CREATE – PROMOTE - MEASURE

# TOTEM

Content	Objective	Blog	Facebook	LinkedIn	Twitter
Tips	TOMA + credibility	X	X		X
Questions	TOMA + engage	X	X	X	X
Contest	New prospects/fans opt-in		X		X
Photos	TOMA, SEO, traffic	X	X		X
Video /podcast (how-to, event)	TOMA, SEO, inquiries, credibility	X	X		X
Event details	Awareness, tickets	X	X	X	X
Answers	Cred, awareness, inquiries	X		X	
Opt-in expert content	Lead generation + SEO	X		X	X

# A SIMPLIFIED PLAN

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- ✘ Blog every week
  - + Focus on keywords decided in planning
  
- ✘ LinkedIn and Tweet daily
  - + Create and curate
  - + Create: Compelling headline to your blog
    - ✘ le: “Top Ten Ways Small Businesses LOSE Customers”
  - + Curate: Google Alerts, newsletters, blogs you follow

# BUILDING A FOLLOWER BASE

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- ✘ Targeted
  - + Quality over quantity
- ✘ Pull vs Push
  - + SEO
- ✘ Follow those who follow you
- ✘ Spend time on research

# JUST GET STARTED!

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1. Listen
2. Participate
3. Engage
4. Reward

# TASK

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- Menu of content
- Share with group (if time permits)

# SUGGESTIONS FROM GROUP?


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1. Multi-media
2. Retweets with credit and comment
3. Client @mentions
4. Questions from others
5. Tips
6. Valued links
7. Job openings
8. “Call of the Day”
9. #Trending Topics
10. Community/Industry news

# LUNCH 12:00

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✘ I will be available for questions

A photograph of a person jumping from a wooden pier into the ocean. The person is in mid-air, with their arms raised. The pier is made of light-colored wooden planks and extends from the bottom center towards the middle of the frame. The ocean is a deep blue, and the sky is bright blue with scattered white clouds. The entire image is framed by a light yellow background with a subtle diagonal line pattern.

**“Focus on the core problem  
your business solves and  
put out lots of content and  
enthusiasm and ideas  
about how to solve that  
problem.”**

Laura Fitton, Founder, [oneforty.com](http://oneforty.com)

# CONTACT INFO

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\*For a list of references please email me (*State of Global Media 2011*)