



BUILDING A B2B SOCIAL MEDIA STRATEGY:

HOW BUSINESSES CAN STAY RELEVANT

Social Media Strategies Summit Chicago 2015

Kate Hamilton, IntraLink Global

ABOUT ME



Kate Hamilton



VP of Client Relations +
Digital Strategy

IntraLink Global

@katemhamilton

Professional Experience

- Journalist and blogger with 10+ years experience specializing in B2B and hyper-local content
- Digital strategist, content marketer and social media strategist
- Founder and publisher of LoganSquarist serving Chicago's Logan Square neighborhood since 2011

Personal Interests

- Marathon runner, karaoke enthusiast, avid knitter, kale ambassador and cat roommate

ABOUT INTRALINK GLOBAL



We are a **precision content marketing agency** that creatively connects content strategy, social media and technology.

OUR CORE COMPETENCE

- content and public relations strategy
- brand value innovation
- creative content development

OUR SPECIALITIES

- content platforms
- public relations
- social communities
- live marketing events

OUR GOAL

- to engage targets emotionally and/or monetarily to some meaningful level of action, by delivering content that resonates with the audience, integrates with existing marketing efforts, and is discoverable.



We create content that sticks.



LEVERAGING SOCIAL MEDIA IN THE B2B SPACE

B2B SOCIAL MEDIA: IN STATS



- 80% of business executives said social is **“important”** or **“somewhat important”** ([e-Strategy Trends](#))
- **Top three social networks** used are LinkedIn (91%); Twitter (85%); and Facebook (81%) ([Content Marketing Institute](#))
- **No. one benefit** of social media marketing is generating more business exposure (85%), increasing traffic (69%) and providing marketplace insight (65%) ([Social Media Examiner](#))
- YouTube found to be the **best platform for engaging users**, according to a recent study by [Shareaholic](#)
- For small- to medium-size businesses, **social drives 1.9% of web traffic and 4.8% of leads**, meaning quality of traffic from social is high. ([eMarketer](#))
- **60% of B2B companies got customers** through a lead from LinkedIn; 40% via Facebook; and 30% via Twitter ([Hubspot](#))

WHY BUSINESSES AVOID SOCIAL



Content creation and management is an investment



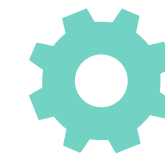
Web, technology and app development cost money



Social strategy and marketing integration is a challenge



Social conversation requires strategy, supervision and skill



Execution and measurement is overwhelming

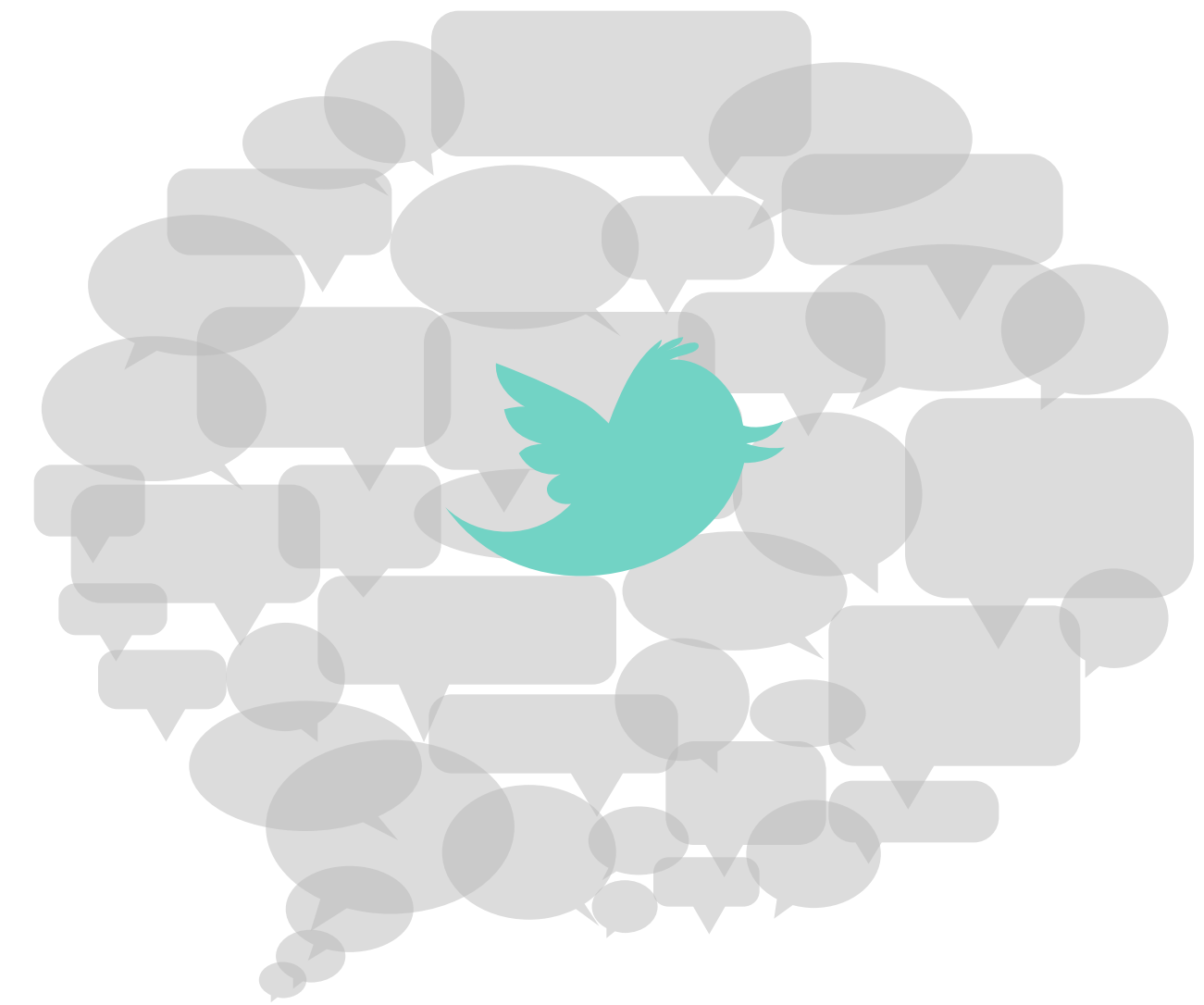


People and time resources are scarce in the B2B space

RISK OF LEAVING SOCIAL ALONE



1. Conversations occur without your participation
2. Spoofers take advantage of your absence with faux accounts
3. Lack of monitoring also leads to hacking
4. Competitors define the industry and conversation
5. Lack of participation tends to lead to lack of policy
6. Search engine rankings are determined by social
7. Crisis management and communication is left unattended



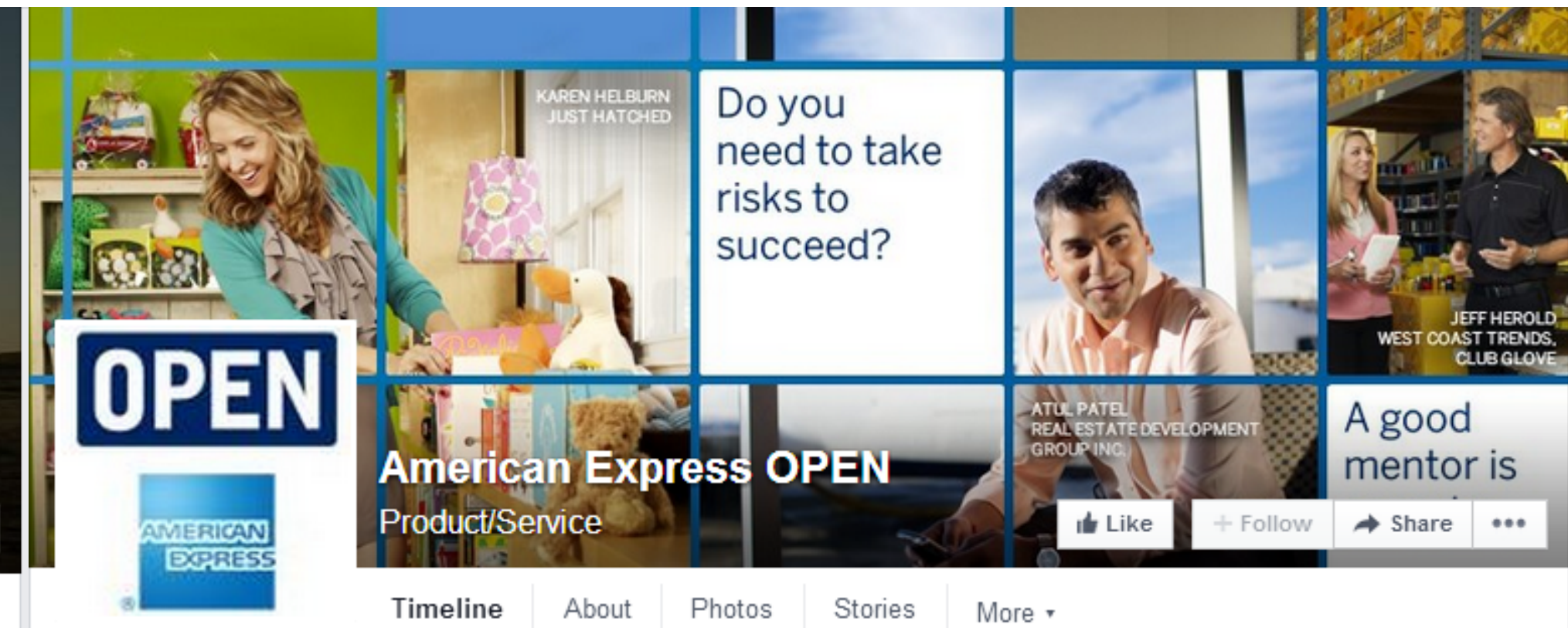
B2B SUCCESS STORIES



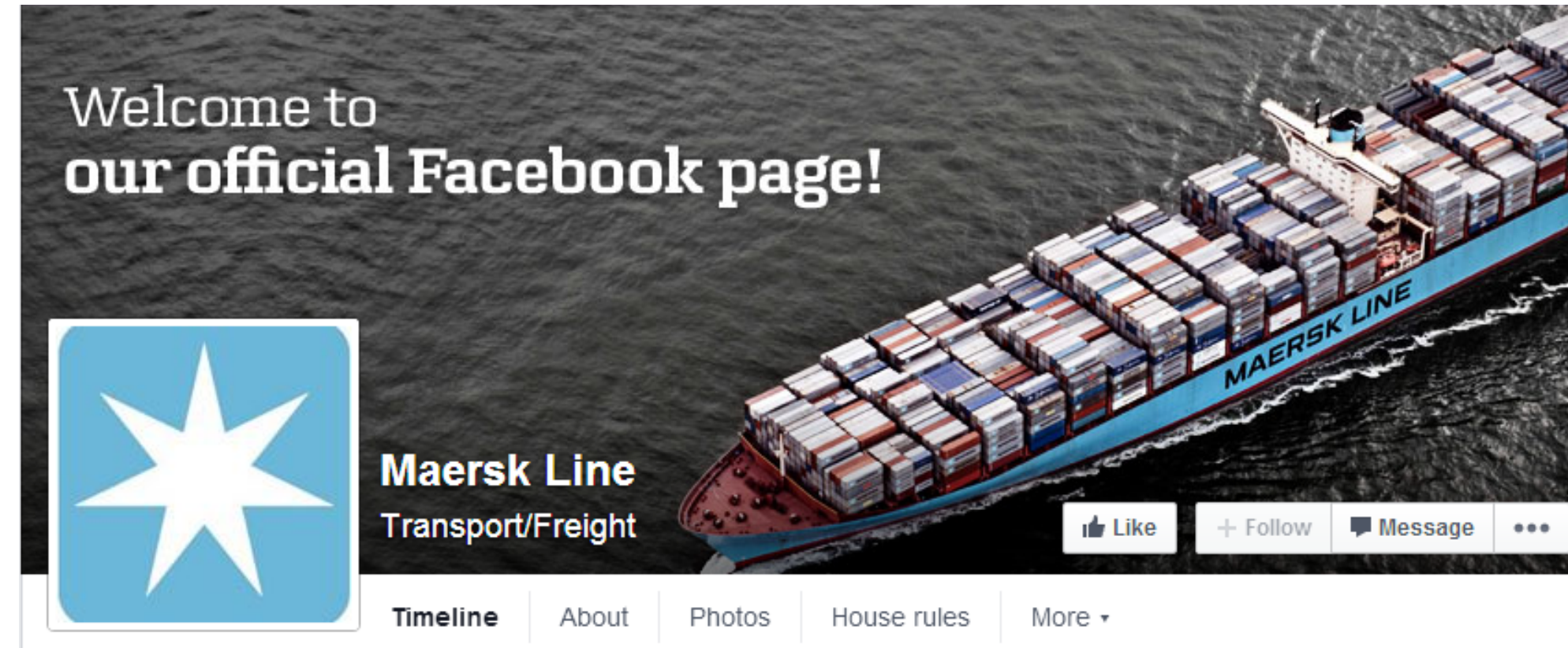
1 **GE DUBBED 'MOST EXCITING BORING BRAND'**
due to playful, education and informative persona



2 **AMERICAN EXPRESS OPEN OWNS LOYALTY**
with service program targeted to help small biz



3 **MAERSK LINE BIG SOCIAL CAMPAIGN WINNER**
at the European Digital Communication Awards



4 **ADP HCM CHALLENGE TARGETS AUDIENCE**
with content marketing, leads to \$1 million in sales



B2B SUCCESS STORIES





 **AMC Theatres** 
@AMCTheatres

NOT COOL, COOKIE. RT @Oreo: Ever bring your own Oreo cookies to the movie theater? #slicksnacker




 Reply  Retweet  Favorite

421 RETWEETS 129 FAVORITES

12:07 PM - 25 Sep 12 · Embed this Tweet

 **Oreo Cookie** 
@Oreo

Fair enough, @AMCTheatres, but don't hate the player, hate the game :)

 Reply  Retweet  Favorite

13 RETWEETS 8 FAVORITES

 **AMC Theatres** 
@AMCTheatres

GAME ON. RT @Oreo: Fair enough, @AMCTheatres, but don't hate the player, hate the game :) pic.twitter.com/24PaBFel

 Reply  Retweet  Favorite



BENEFITS OF SOCIAL MEDIA



- **COMMUNICATE KEY BRAND INITIATIVES**

Shape overall brand footprint. Drive and shape brand impressions and perceptions by monitoring sentiment and intervening when necessary.

- **REACH TARGET AUDIENCES**

Focus on important contacts. Connect with prospects, current customers, strategic partners, employees & stakeholders, and media & bloggers.

- **PARTICIPATE IN CONVERSATION, BUILD COMMUNITY**

Monitor audiences & competition. Seek opportunities to engage audiences about brand and other topics, and monitor industry discussions.

- **SERVE AS AN INDUSTRY RESOURCE, BECOME THOUGHT LEADER**

Build authority & brand awareness. Become a key resource by sharing pertinent information, ideas and resources relevant to your industry.

- **GENERATE LEADS, RECRUIT NEW TALENT**

Define the conversation. Become a leader by driving ideas to the forefront, introducing topics of discussion and setting the stage for change.

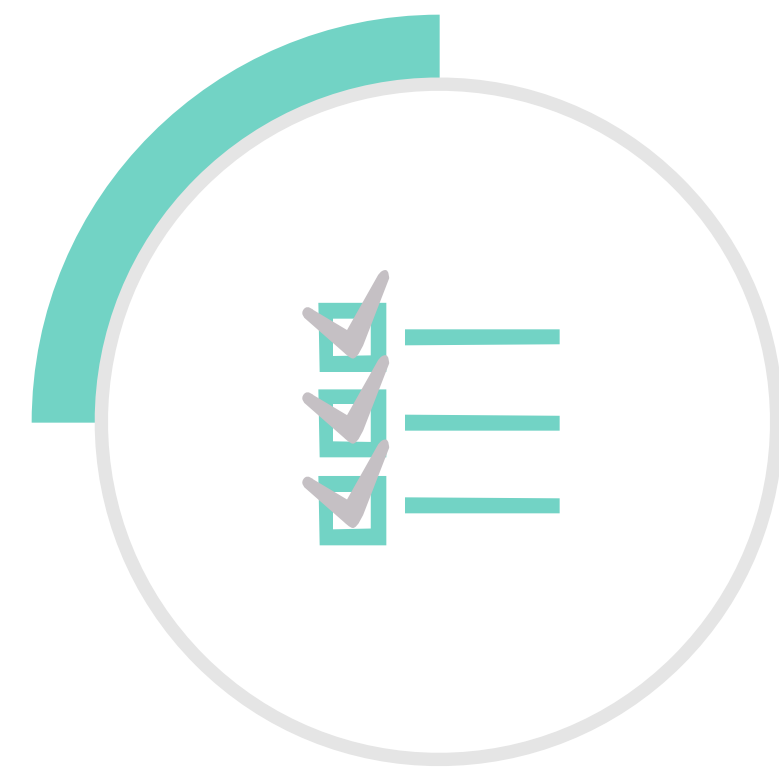
- **FACILITATE CUSTOMER SERVICE, CRISIS COMMUNICATION**

Address issues proactively. Be able to handle and solve customer concerns, as well as communicate immediately during crisis.



GETTING STARTED WITH EFFECTIVE STRATEGY

DEVELOP A REALISTIC PLAN



**SET
GOALS**



**BUILD
TEAM**



**SELECT
TOOLS**



**CREATE
CONTENT**

STRATEGIC SOCIAL MEDIA



Create niche content. Identifying information gaps offers unique opportunities to serve a market.



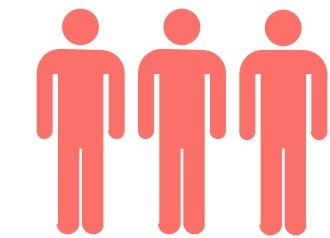
Reimagine what content is. Think outside the box with regard to content creation. Think visually *and* verbally.



Target key audiences. Social media allows for targeted content and engagement strategies unlike other marketing avenues.



Meet & engage across social platforms. Connecting across digital channels ensures you meet the audience halfway.



Set up for feedback. Listening to feedback ensures you adapt to the community's needs.



Take advantage of offline events. Creating live events strengthens individual relationships and the brand.



Leverage relationships. Finding opportunities to take advantage of all resources maximizes results.



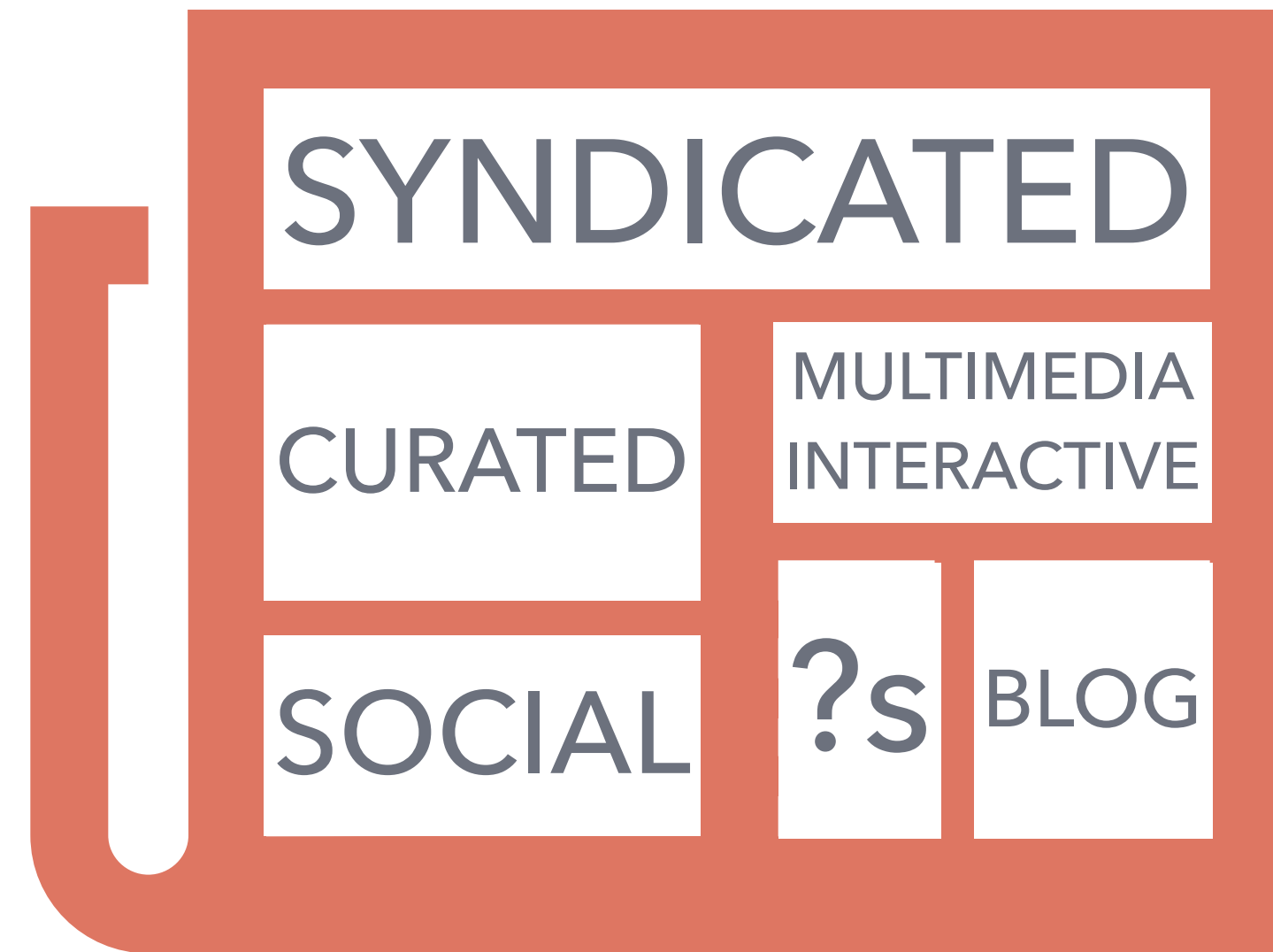
Measure & adapt. Setup measurement tools to monitor results on an ongoing basis; evaluate data and adapt monthly.



CREATE NICHE CONTENT



Identify information gaps unique to your area of expertise



CONTENT OVERLOOKED BY MAIN SOURCES

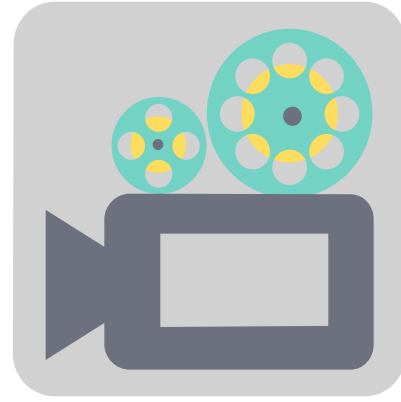
AUDIENCE INQUIRIES + QUESTIONS

BLOG, SOCIAL + FORUM POSTS

UNDERUTILIZED CONTENT ON HAND

CURATED + SYNDICATED CONTENT

REIMAGINE WHAT CONTENT IS



VIDEO

- Video interviews/ testimonials
- Event footage
- Video podcasts + vlogs
- Screencasts + live events
- Interactive videos
- Short films



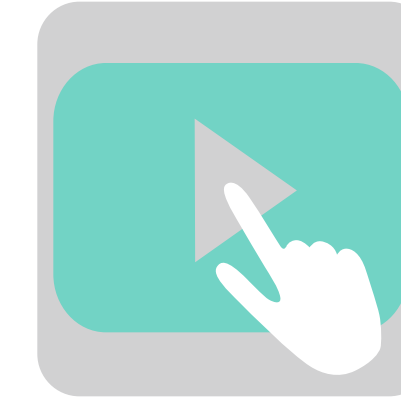
AUDIO

- Podcasts + text-to-podcast conversions
- Sound clips
- Audio tours
- Music playlists
- Stories with soundtracks



PHOTOS+ GRAPHICS

- Photo essays + galleries
- Slideshows
- Memes
- Quote images
- Infographics
- Ads + banners
- Interactive images



INTERACTIVE

- Timelines
- Density maps + trends
- Live blogging
- Presentations
- Books, white papers + reports
- Games
- Contests



USER-GENERATED

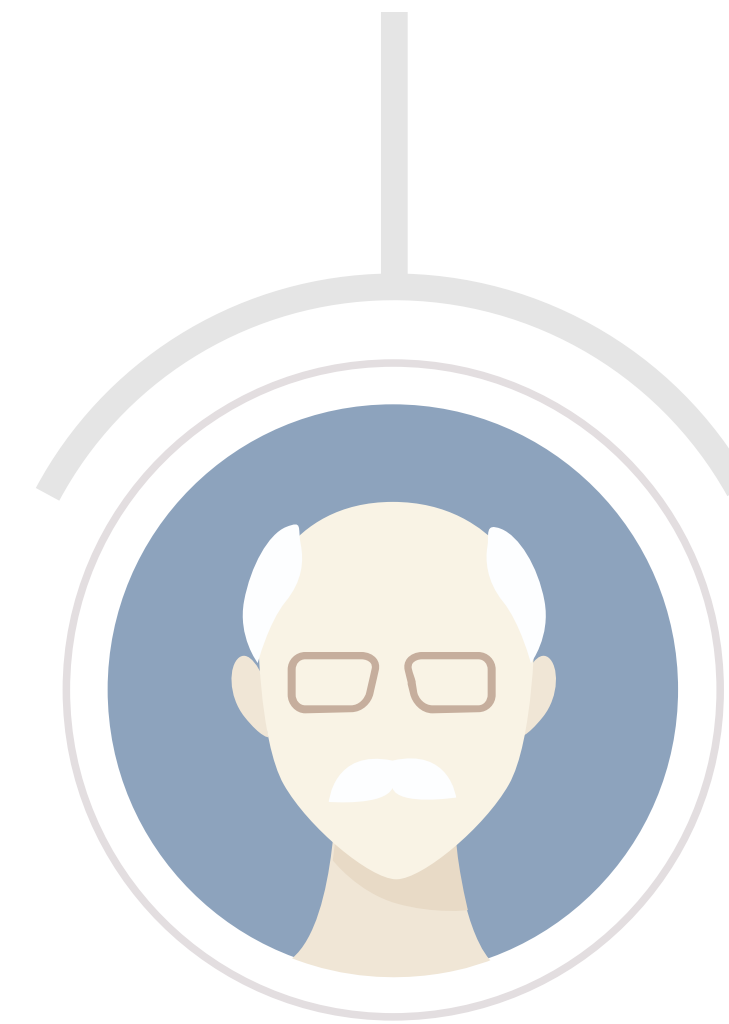
- Recaps of live events
- Fundraising + donations
- Surveys, polls + votes
- Product development
- Design competition

TARGET KEY AUDIENCES



**EXISTING
CUSTOMERS**

**EMPLOYEES +
KEY PRINCIPLES**



**PROSPECTIVE
PROSPECTS**

**STRATEGIC
PARTNERS**

**MEDIA +
BLOGGERS**

MEET & ENGAGE ACROSS SOCIAL PLATFORMS



One-size-fits-all marketing doesn't work

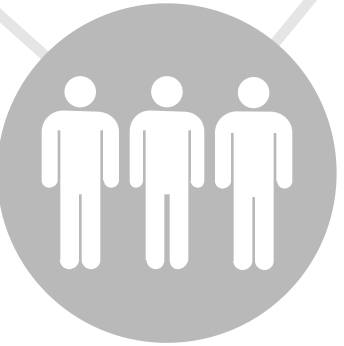
Integrated Engagement Strategy

ADVERTISING



MICROBLOGGING SITES

SOCIAL NETWORKING SITES



SOCIAL DISCOVERY SITES

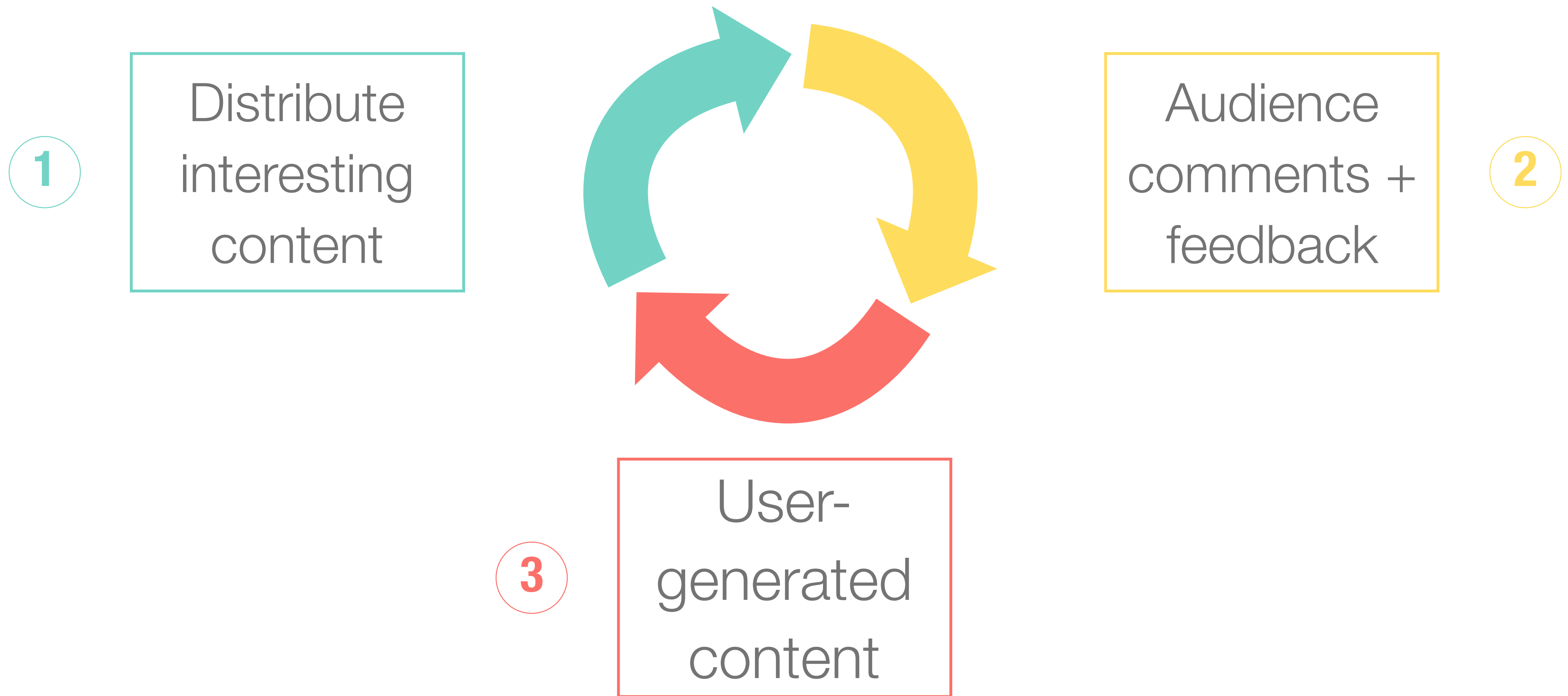
BLOGS

EVENTS

EMAIL NEWSLETTERS

CROWD-SOURCING

SET UP FOR FEEDBACK



TAKE ADVANTAGE OF OFFLINE EVENTS



- Digital communication can be fleeting
- Bringing people together can equal longer-lasting brand engagement
- Meeting offline doesn't have to be in-person. Find ways to “meet in real time” using digital + social tools
- Find ways to engage in unique ways, such as:
 - meetups, parties + teaching seminars at conferences
 - host and/or sponsor industry events
 - create virtual events: webinars, live chats, hangouts

LEVERAGE PARTNERSHIPS & RESOURCES



**EXECUTIVES
+ BOARDS**



**EMPLOYEES
+ SALES**

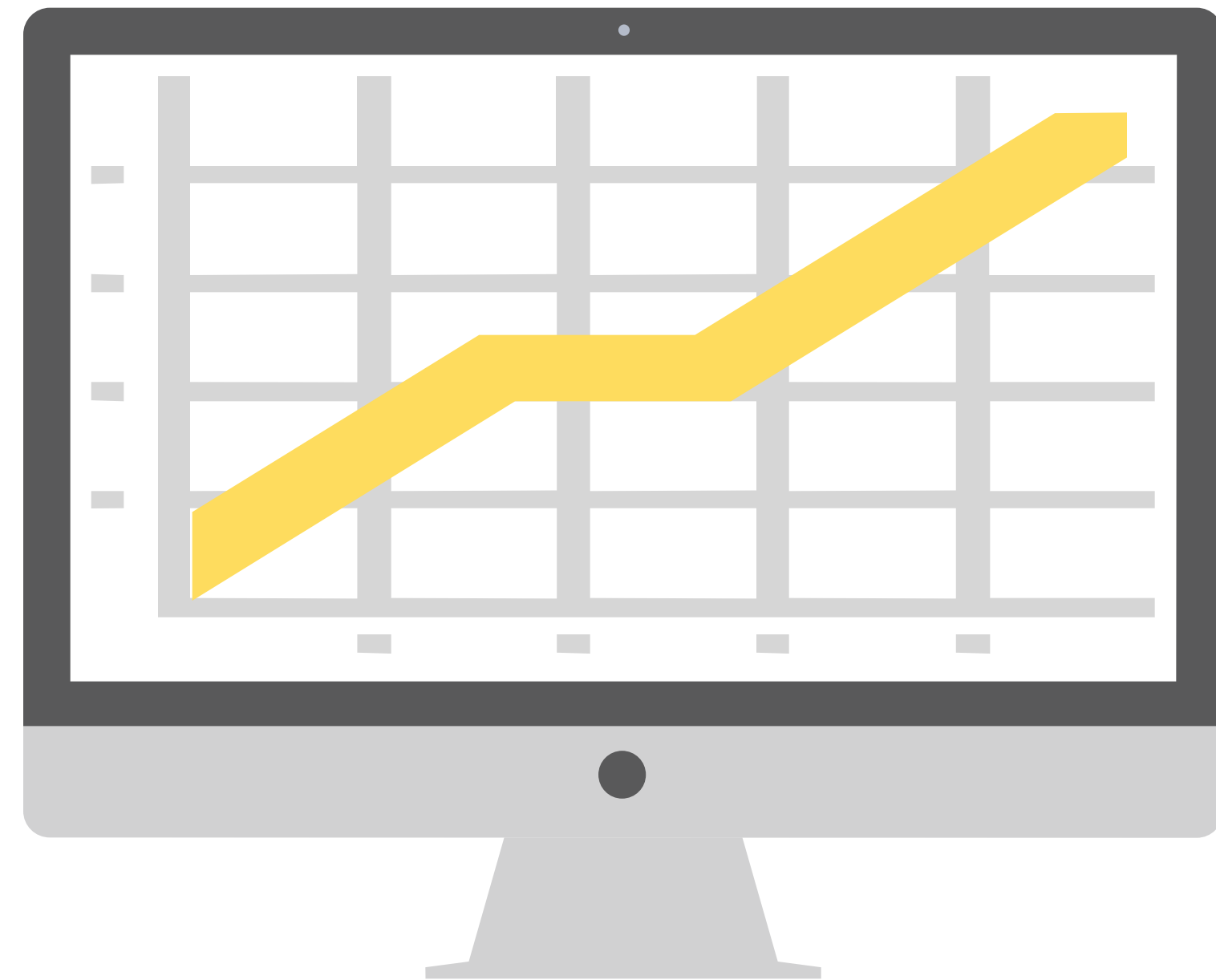


**STRATEGIC
PARTNERS**



**STUDENTS
+ INTERNS**

MEASURE & ADJUST



MEASURE

Use helpful tools, such as Google Analytics, SocialBro, Hootsuite, Twitter analytics and Facebook Insights, to determine:

- **Reach:** connections, followers, likes, views, subscribers, website visits
- **Engagement:** clicks, shares, mentions, direct messages, favorites, ratings, comments
- **Conversion:** registrations, sign-ups, form completions, phone-in leads, online sales

ADJUST

Evaluate data based on overall objectives, tactics and results:

- **Identify** what worked that contributed to overall goals
- **Increase** tactics that work; **decrease** those that don't
- **Evaluate** resources (time, people, expenses) dedicated to initiatives based on success data

ADAPT

Remain flexible in order to take advantage of opportunities

ACCOUNT FOR TECHNOLOGY





SOCIAL MEDIA IN PRACTICE

CASE EXAMPLE



THE BRAND

A Chicago startup aims to provide businesses with outsourced inside sales personnel and support to supplement sales teams.

- Two-year-old company
- Handful of successful clients
- Proven capabilities able to increase business' sales

THE OBJECTIVE

Triple number of clients by year end, with 30% of leads generated through social, web and email.

- Website has online form
- Email prospect list
- Two-person marketing team

THE STRATEGY PLAN

Determine the social media strategy plan based on the brand and its objective, including:

- Brand story and voice/tone
- Channels + content
- Forms of measurement





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