

# Demand Generation In a Social B2B World

*Presented by:*

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# social media marketing madness



# poll #1:

## Why do you use social media?

1

**content sharing**

2

**stay connected/nurture**

3

**monitor for new opportunities**

4

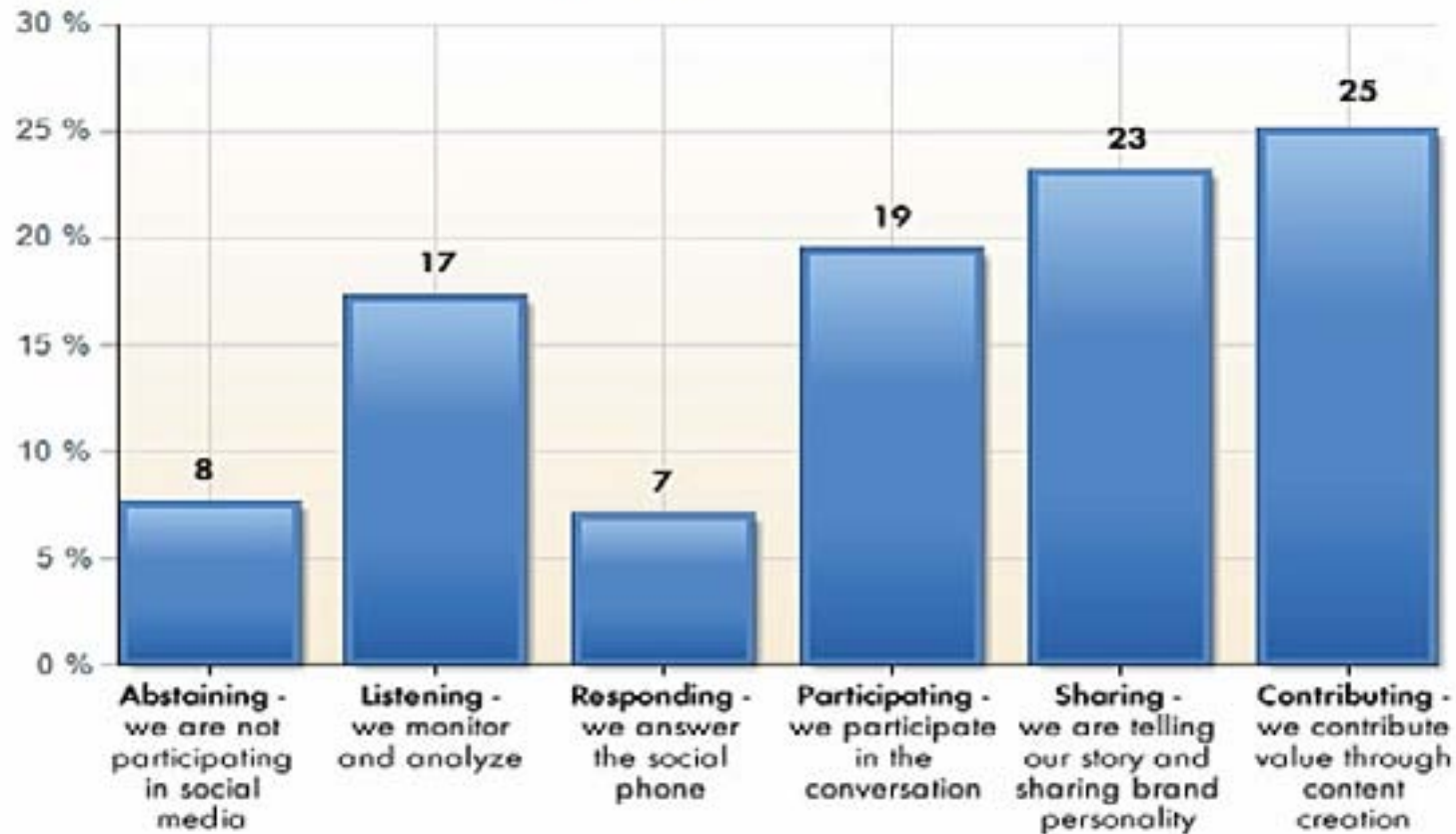
**promote exclusive offers**

5

**cross/up-sell**

# social media maturity

How would you characterize your organizations social media maturity currently (choose one)?



Source: Vacus 2011 Planning Survey, December 2010

getting started

# why does it matter?

**By 2016, advertisers will spend \$77 billion on interactive marketing — as much as they do on television today.**

Search marketing, display advertising, mobile marketing, email marketing, and social media will grow to 35% of all advertising spend as they are embedded in the marketing mix.

*Source: Forrester Research*



# getting your company ready

- strategy
- value
- channels
- people
- operating model
- information technology



# your LinkedIn profile



change your  
'Professional Headline'  
from job title to  
company services

list two or three website  
pages to specific areas ie  
blog, services, target  
markets. provide good  
description of where the  
link is taking them



add mardevdm2 and your  
twitter account handles



# your LinkedIn profile

Summary [Edit](#)

## HOW I CAN HELP YOU

mardevdm2 offers a complete solution, from finding your very best prospects, improving the accuracy and profile of your customer database and qualifying response through lead generation.

We achieve this through a range of highly responsive profiled B2B contacts, an unrivalled online community of B2B decision makers, brand leverage and our quality targeting services.

## MARDEVDM2 MARKETING SERVICES

We deliver global B2B marketing data and services that are designed to effectively and efficiently move customer and prospect conversations and relationships through the buying cycle to the point of sale.

edit 'Summary' to what value mardevdm2 can provide to target prospects – problems, challenges and how our services can help them.



## Specialties

B2B Marketing, Demand Generation, Lead Generation, Data Enhancement, Global B2B Data, Predictive Modelling, Business Targeting, Marketing Automation, Digital Marketing, B2B Social Media, Lead Scoring, Lead Nurturing, Direct Marketing, Email Marketing, B2B Prospects, Data Audit, B2B Events

change 'Specialities' to everything that Mardevdm2 provide and are involved in.



# your LinkedIn profile

## Recommendations

[+ Ask for a recommendation](#)

### Global Marketing Manager

mardevdm2

4 visible recommendations for this position. [Edit](#)

"Effective, highly efficient, well organised, incredibly enthusiastic, open to sharing ideas as well as problem solving along with a very warm personality is how I would describe Zoe to those that do not know her.

A great person to work with in every single respect. Basis of recommendation: we were colleagues at Mardev (Reed Business Information)." February 18, 2009

[Richard Gibson](#), Head of List Management, Reed Business Information worked directly with Zoe at Mardev

get recommendations from happy clients or past jobs



add apps



# LinkedIn groups



join 50 relevant groups



use keywords to find niche groups



blank search to rank highest members first



# LinkedIn companies



Refine By	Reset
Location	+
Job Opportunities	+
Industry	+
Relationship	+
Company Size	+
Number of Followers	+
Fortune	+

Your Network (789) Employees (239,067)



Global Industry Marketing Manager, Energy & Utilities Industry  
Raman Vaidyanathan, Greater New York City Area  
How are you connected? (3 shared connections)

↑ see who is in your network and keep uptodate with movers and shakers

↙ refine your search

↙ search by company

# twitter

follow other B2B advocates



Similar to you · view all

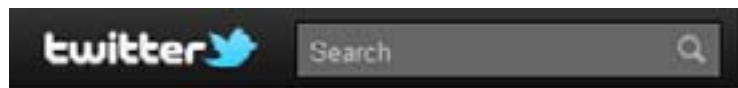
-  **zina\_manda** Zina Manda  
*I think too much!*
-  **TheArkcmLtd** The Ark  
*The Ark are a full service data marketing company w...*
-  **mnm8312** Mary N. Miller  
*Global Marketing Director for mardevdm2, b-2-b ma...*

Who to follow · refresh · view all

-  **BRANDERScom** Branders.com · Follow  
*Promoted · Followed by @allenweiss*
-  **CTMjames** James Smith · Follow  
*Head of Data Analytics at CleverTouch Marketing...*
-  **dmscott** David Meerman Scott · Follow  
*Followed by @NorthboundDGS and others*



search for your clients  
search keywords  
search questions



# twitter tips

- send a personal message to new followers
- create lists
- use # tags
- retweet
- follow who your followers are following
- find thought leaders and bloggers
- collect twitter names at events
- be involved at events
- don't follow too many

# facebook page



The screenshot shows the Facebook group page for 'mardevdm2'. At the top, there is a profile picture of a purple circle with a white snowflake-like symbol, the name 'mardevdm2', and the text 'Open group'. To the right is an 'Edit settings' button. Below this is a navigation bar with 'Write post', 'Add photo', and 'Ask question' options. A text input field contains the placeholder 'Write something...'. The main content area features a post by 'Zoe Maolmhaadhog' with a profile picture of a woman. The post text reads: 'Hello fellow mardevdm2 members. We will be closing the mardevdm2 group on Monday, 12th September, but would like to invite you to join us on our corporate mardevdm2 'page'. There we will discuss the latest in global B2B marketing, share industry reports, whitepapers and insights, plus offer you exclusive discounts on events and other relevant resources. But most importantly, we want to create a like-minded community of B2B marketers who are creative and passionate about marketing. We hope you will share your challenges and your successes with us. We look forward to seeing you on the other side!'. Below the post are 'Like', 'Comment', and 'Unfollow Post' options, and the timestamp '06 September at 17:16'. Below this is a post by 'Luis Alberto Morales' with a profile picture of a man, stating 'Luis Alberto Morales was added by Mary Dobbins Miller.' with 'Like', 'Comment', and 'Follow Post' options, and the timestamp '31 August at 23:58'. A comment by 'Luis Alberto Morales' says 'Thank you very much Mary! I hope to take information that help our company in improve marketing.' with 'Like' and the timestamp '01 September at 03:11'. At the bottom is a 'Write a comment...' input field.

join in the discussion

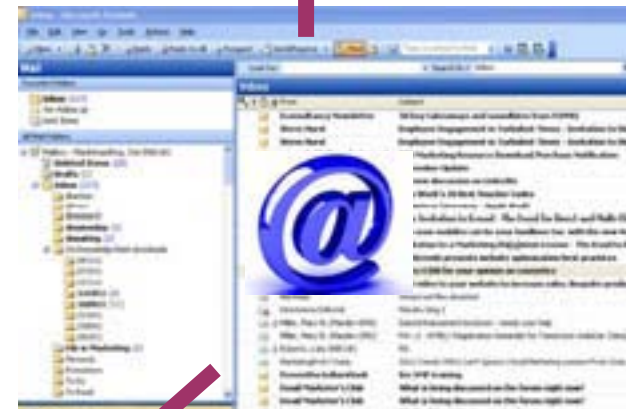


cultivate leads

# traditional methods

primarily through email

- requires contact information
- confined to the inbox
- potential customers on email only 8.3% of the time – what about the other 91.7%



# new call to action

Data driven audience segmentation



download whitepaper



## Effective Demand Gen

Integrate direct, social, new media to create community and drive demand.

From: Mary Miller

Go To URL: <http://www.mardevdm2.com/whitepaper.asp?id=1&title>

Active  
Deactivate  
Hide

Request a quote

What will you get when you request a quote from mardevdm2?

- Target your audience from 60 million B2B decision-makers.
- Reach them with the most effective marketing channels.
- Monitor leads through demand generation (leads to direct qualified leads in 30-90).
- Measure campaign response and prospect behavior to determine ROI.

Complete and submit the form to request a free, no obligation quote. We will respond within 24 hours.

Request a quote

First name:

Last name:

First:

Company:

Phone number:

Year started:

Target business location:

How do you find marketing?:

How can we help you?

What is your primary business in:

marketing/ public (select marketing)

marketing/ other (select product category)

Submit

mardevdm2  
your global marketing partner

Talk to [View QR](#)

search the s

about mardevdm2 / news and events / marketing services / resources and tips / contact

worked as a download whitepaper

Full contact search

Location:

OR

Industry sector:

target  
inspire in your market segment

subscribe  
to papers, our monthly newsletter

comment  
on blogs, our blog

**Data-driven Audience Segmentation**

First name:

Last name:

Email:

We respect your privacy and will not share your email.

Company:

Phone:

What stage of implementing audience segmentation are you currently in?

Download

\*\* Please allow 30-60 days to download the whitepaper.

Thank you for your interest in Data-driven Audience Segme

Audience segmentation plays a vital role in your B2B marketing strategy. Yet, with so much data available these days, marketers have to be smart about exactly how to segment and target their audience, and achieve the best return on investment.

The key findings discussed in this white paper are:

- Categorization when segmenting
- Methods of data capture
- Analysis of data
- Practical application to produce results

When you complete the form and click **DOWNLOAD**, you will be taken straight to the white paper.

To learn more about how we can help you get started with B2B data and the most effective channels for your business, click here.

facebook

mardevdm2

connected - Susan, Sarah, Leanne, Stephen

Work

News Photos Links Video Downloads

mardevdm2

the latest with the B2B Marketing Awards 2012. If you are going to exhibit then next week, come and visit us on stand 576 for a free marketing check-up and have a chance to win a ticket to the B2B Marketing Awards in November. Read an announcement to see all the details for your check-up.

search mardevdm2 on LinkedIn

mardevdm2.com

Global B2B Marketing, B2B ROI and customer insight. Direct Marketing, Integrated Campaigns, Lead, Social, Community, Demand Generation, Sales Enablement, Lead Nurturing.

56

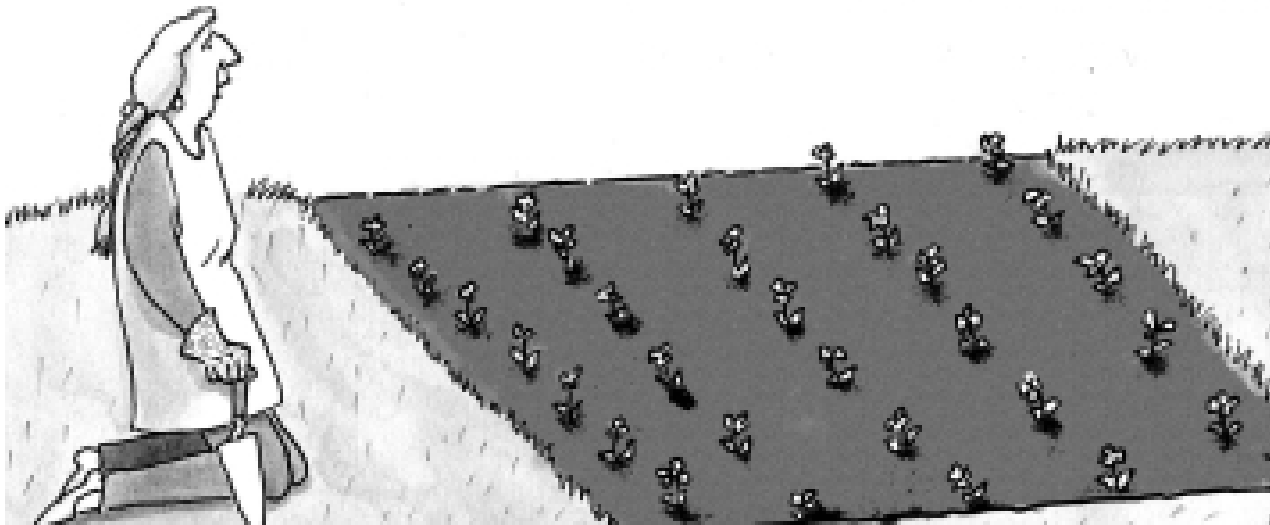
Product your page

Add to my page's Favorites

Andrew Bruce Malton

Very interesting article on seeing 'big data' and analytics to shape strategy.

# how can social media help demand



## seed nurturing

- development of relationships
- content without registration
- treat as contacts

# how can social media help demand

## lead nurturing

- maintaining relationships
- greater relevancy
- segment and trigger



“So, how do you want to play this?  
Nature, nurture, or a bit of both?”

# how can social media help demand

## opportunity nurturing

- support sales cycle
- lead-recycling
- score



# how can social media help demand

## customer nurturing

- deepening relationships
- reaffirm customer purchases
- advocates



# poll #2

What is your favorite social media site for business purposes?

- LinkedIn
- Twitter
- Facebook
- YouTube

taking control

# social media sharing: you are in control

©Cartoonbank.com



*"On the Internet, nobody knows you're a dog."*

Anonymous Web .... to a more  
1998

"On Facebook, 273 people know I'm a dog.  
The rest can only see my limited profile."



© creative commons

Social Web  
2008

# what's everyone else doing?

## industry trends:

- 61% of frequent internet users globally have a profile on a social network
- 77% of B2B technology decision-makers are now active in social media
- 72% of companies currently have a social media marketing strategy
- 27% without a social media marketing strategy (1% were undecided), 80% plan to have one within the next 12 months
- 75% plan to increase their social media investment in the next 12 months
- Companies planning a social media spending increase:
  - 35% are tying it to a specific project or custom media program
  - 33% will make social media an incremental budget increase
- 90% of companies using social media state that managing it is a part-time job mixed in with other responsibilities

# Which of the following quantitative metrics do you track in your social media campaigns?

Number of visitors/page views	93%	Bounce rate	64%
Number of members, fans, followers, etc.	85%	Info/newsletter subscriptions	61%
Traffic generated to corporate site from social media	79%	New customer conversion	58%
Search engine rank changes	78%	Shared links	55%
Traffic sources/method of discovery	77%	Customer reviews posted	55%
Leads generated	72%	RSS subscriptions	46%
Number of comments posted	71%	Social bookmarks	34%
Mainstream media mentions/mentions/comments/responses (via email/blogs/forums)	67%	Increase in average order size	24%

# measurable benefits

## what most companies promote with social media

The majority of companies use social media to promote their company as a whole. Others focus on an individual or specific product or brand. Most site the goal of their social media campaigns as new customer acquisition and customer retention.

### Investment in social media to rise from a variety of sources

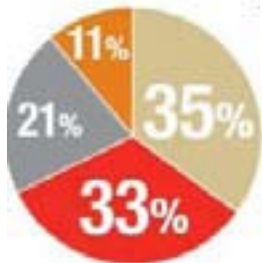
Will you be increasing your investment in social media over the next 12<sup>th</sup> months?

75% YES 12% NO 13% DON'T KNOW



Which response best characterises your investment in social media?

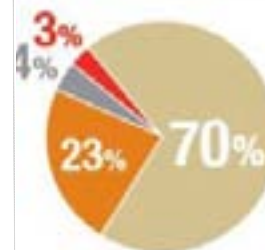
5.



TIED TO A SPECIFIC PROJECT/CUSTOM MEDIA PROGRAM — 35%  
 AN INCREMENTAL INCREASE TO THE MARKETING BUDGET — 33%  
 FUNDED BY MOVING BUDGET FROM MAINSTREAM MEDIA ADVERTISING OR OTHER PARTS OF THE MARKETING BUDGET — 21%  
 DON'T KNOW — 11%

### Most companies promote the company as a whole

Who is the focus of the social media efforts of your organisation?



Which of the following best describes the scope of your social media campaigns?

11.

70% BOTH 23% NEW CUSTOMER ACQUISITION 4% CUSTOMER RETENTION 3% DON'T KNOW

# technology support



Hootsuite



TweetDeck



seismic



Spreadfast



Social Media Integration Network



MediaFunnel



# measurable benefits

*76% of marketers agreed that “many natural search listings today are linked to social media content, so the integration of social media and SEO tactics is absolutely essential.”*

Percentages of marketers who say social media is somewhat or very effective at achieving specific SEO objectives:

- improving search rankings: 91%
- increasing traffic from targeted keywords: 90%
- expanding content shown in universal search results: 89%
- improving the ROI from search programs: 80%
- generating more qualified leads: 78%

# how can social media help demand

## Considerations for getting started with social media

- knowing where your customers and prospects “live” online
- time you are willing to allocate to social media
- how you will track the leads generated through social channels

## Best practices for building social media into your marketing strategy

- show the human side of your business, make social media personal
- produce interesting, relevant and engaging content
- start small, spend 10-30 minutes a day in your social communities
- begin by listening to what’s important to your audience, then contribute
- decide what to say, mix it up to keep your audience engaged
  - company/product specific
  - interesting industry information
  - some just plain fun

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*Questions?*

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