Socializing B2B Marketing: Lessons from Industry Leaders

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Today’s Agenda: Learning from the Leaders

- Social Media in Context
- B2B Success Stories
- Lessons from Industry Leaders
- A Framework for Action
The social media opportunity for B2B seems enormous

Demonstrate thought leadership

Launch new offerings

Save money!

DEEPEN CUSTOMER RELATIONSHIPS

Amid the crush of tools and channels, figuring out what to do is far from clear

Photos: Pietro Zanarini, Web 2.0 Icons; David Singleton, my scream, both via Flickr, Creative Commons Attribution
The questions around social media are serious and substantial

Who are we trying to reach?
Have our customers really gone social?
How do we capture real value (ROI)?
Do we have the skills and experience?
How does it relate to the rest of marketing?
How can we minimize risk?

Moving forward with social also raises serious organizational issues

GREAT IDEAS ALTER THE POWER BALANCE IN RELATIONSHIPS. THAT’S WHY GREAT IDEAS ARE INITIALLY RESISTED.

—yes, but—

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The challenges of social are exacerbated by more fundamental business changes

Polling Question:
How social is your marketing program today?

- Nothing yet, just thinking about it
- A few experiments, nothing substantial
- Strategy in place, starting serious effort
- Substantial program with real impact
Leaders show that social media can support all aspects of B2B marketing

Identify New Opportunities
Build Awareness and Interest
Strengthen Customer Connections
Accelerate Sales

Improve Marketing Productivity

Identify New Opportunities:
Cisco’s I-Prize Socializes Innovation

Your Inspiration. Our Global Resources. A New Business.

RhInnovation Wins Cisco I-Prize!
Read the press release to learn more about the winning idea.

And the Cisco I-Prize winner is... RhInnovation!
Cisco CEO John Chambers and Senior Vice President of the Emerging Technologies Group Martin De Bear announced the winner.

- $250K innovation competition for next “billion dollar” business idea
- 2,900 participants in “Idea Market” with 824 ideas from 156 countries
- Winning student team from Mexico outlines platform to connect smart objects, people, and information

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Build Awareness and Interest:
Cree’s LED Revolution Socializes Brand Development

- Integrated, educational, and fun campaign for awareness and interest
- 2,000 Twitter followers, 1,300 Facebook fans, substantial visibility, extensive interaction
- Growing reputation contributes to substantial growth

Strengthen Customer Connections:
GE Healthcare’s Next Level Socializes Lead Development

- Thought leadership campaign to drive interest and leads for consulting
- Empower consultants to connect with executives around core problems
- Significant improvement in visitors, connections, and sales discussions
Accelerate Sales:
Xerox’s Competipedia Socializes Sales Enablement

- Wiki-based tool to gather and use competitive sales information
- Employee training and incentives to post intelligence and create competitive action plans
- Extensive sales force use, satisfaction, and pipeline contribution

Improve Marketing Productivity:
EMC| ONE and EMC Community Network Socialize Everything

- Connected communities for employee networking, solutions development, marketing, and customer support
- 85,000 members from 171 countries; 3,000 new members / month
- Broader, deeper, and faster insight, teamwork, innovation, and execution
Polling Question:
Where is your program’s greatest chance to socialize?

- Identifying New Opportunities
- Building Awareness and Interest
- Strengthening Customer Connections
- Accelerating Sales
- Improving Marketing Productivity

Seven Lessons from Industry Leaders

- Find the right people
- Listen, participate, learn...always
- Strategy is key, but a little goes a long way
- Patience is a virtue
- Invest in training
- Keep customer value first...always
- Measure what matters
**Taking the Next Steps:**
A Framework for Action

- **Scope Out the Situation**
  - Employees
  - Customers
  - Competitors
  - Influencers

- **Identify Near-Term Objectives**
  - Learning
  - Engaging
  - Strategizing
  - Experimenting

- **Invest in the Right People**
  - Marketing and Sales
  - Subject Matter Experts
  - Support Functions (IT, HR, etc.)
  - Business Partners

- **Invest in Priority Initiatives**
  - Identify New Opportunities
  - Build Awareness and Interest
  - Strengthen Customer Connections
  - Accelerate Sales

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**Practical Considerations:**
A Few Keys to Success

- Governance
- Data and Insight
- Content
- Conversation
- Passion
- Community
- Commitment
- Evangelism

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Potential Starting Points: A Few Ideas to Get Moving

- Assess the opportunity
- Set up a listening post
- Develop clear guidelines
- Socialize existing content
- Organize expert engagement
- Launch/expand a corporate blog

A Final Thought: Social Media supports the META marketing we need

The new META marketing for B2B

- B2B Marketing is no longer about messaging, campaigns, collateral, and tools
- It’s all about META
- Social Media can ease the transition
- It’s time to pick up the pace!
Questions?

Thank you!

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