

Using Social Media in the B2B Context

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Customer - The power of social media

social media used to establish and maintain relationships with customers and to provide a platform for customer feedback and support. It is a powerful tool for building brand loyalty and trust.

- Creating the right mix of content to attract and engage customers
- Encouraging user-generated content (UGC) to build social proof
- Monitoring and responding to customer feedback and reviews
- Using social media to identify and address customer needs and pain points

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Discussion Questions

- Why is the company investing in social media marketing programs?

Why Social Media in the B2B Context?

- Increased brand awareness and visibility
- Improved customer engagement and loyalty
- Enhanced lead generation and sales opportunities
- Cost-effective marketing strategy
- Real-time feedback and customer insights

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Using Social Media in the B2B Context

- Customer
- Content
- Social Networks
- Size of Social Media in B2B
- Social Media Applied to B2B Marketing
- Benefits
- Challenges
- Including Social Media in a B2B Marketing Plan
- The Future of Social Media
- Strength and weaknesses
- 3 Key Contributions
- Discussion Questions for Class
- Bibliography

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Why Social Media in the B2B Context?

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Customer - The power of social media

Small text describing the power of social media in the B2B context, mentioning customer engagement and brand loyalty.

Key Points:

- Building the digital footprint of the business by increasing its online visibility
- Encouraging customer loyalty and repeat business
- Utilizing social media to provide customer support and feedback
- Leveraging social media to identify and reach new customers

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Contents

Overview

- Social Networks
- Rise Of Social Media in B2B
- Social Media Applied to B2B Marketing
- Benefits
- Risks
- Including Social Media in a B2B Marketing Plan
- The Future of Social Media

Strengths and Weaknesses

3 Key Contributions

Discussion Questions for Class

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Overview – The power of social media

Social media is used by marketers seeking alternative ways to reach their priority audiences. Social media ranks higher than any other communication medium and can utilize social media to

- Assisting in stages of the sales cycle by increasing B2B communication
- Increase sales success e.g. generating buzz and business traffic to company website before launch of product or service
- Subscribing to sites such as Linked In to build a network and create a list of potentially qualified buyers

Social Networks

The power of social networks

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Rise of Social Media

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What does the rise of social media mean for businesses?

Social Media Applied to B2B Marketing

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Example of Social Media Applied to B2B

Cisco's aggregation router

- Utilized Facebook, YouTube, blogs
- Education of products
- Succeeded online event launch
- Drove traffic to its site from social network
- Increased sales

American Express Business Travel

- Position as industry leader
- ConneXion
- Increase Sale

Visa

- Facebook Application
- Visa Business network
- Increase business connection
- Increase sale

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Social Networks

The power of social
networks

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*Social Media Applied to B2B
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Risks of social media in B2B MKT

- Unpredictable nature
- Negative publicity
- Difficult and time consuming
- Difficult to justify allocating dollars
- Information privacy breach
- Must develop new skills

Weaknesses of the article

- Fairly new research
- American research 'infancy use'
- Lack of familiarity
- Exaggerate comments
- Time consuming

Including social media in a B2B Marketing Plan

- Social media in a B2B online marketing include:
- Youtube
 - LinkedIn
 - Twitter and Facebook
 - Google+

Strength of the article

Success of using social media as marketing plan companies

- IBM / Visa / Microsoft / American Express business travel / Cisco's aggregation services router

Survey

- telecom and hardware buyers
- American business media
- Tech Target and the chief marketing officer council

Advantages

- Two-way communication
- Transparency
- Stickiness & Loyalty
- Education & Information

future of social media

- More and more companies using social media in their MKT plans
- Social media provide companies way to gain trust and fulfill their needs
- B2B marketers should consider how to use social media to build customer relationships more cost effectively
- In the long term, use social media in market research, crisis intervention



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