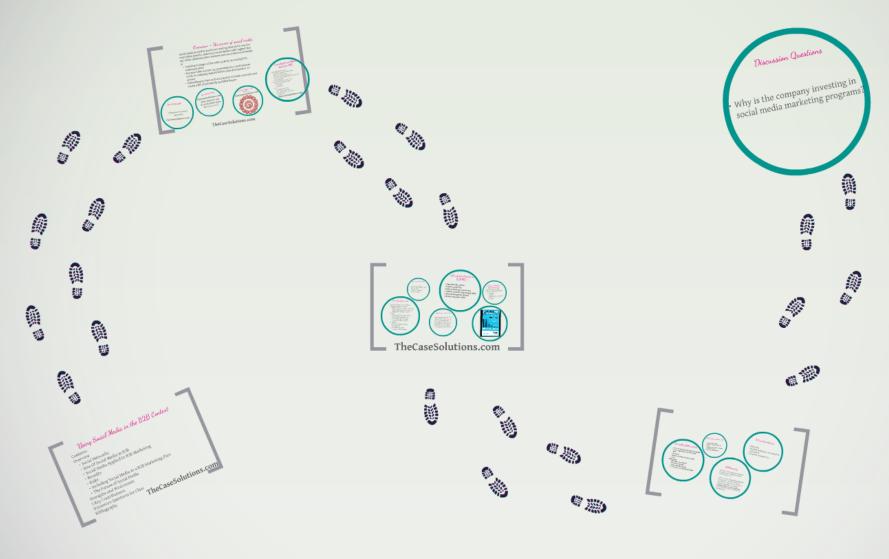
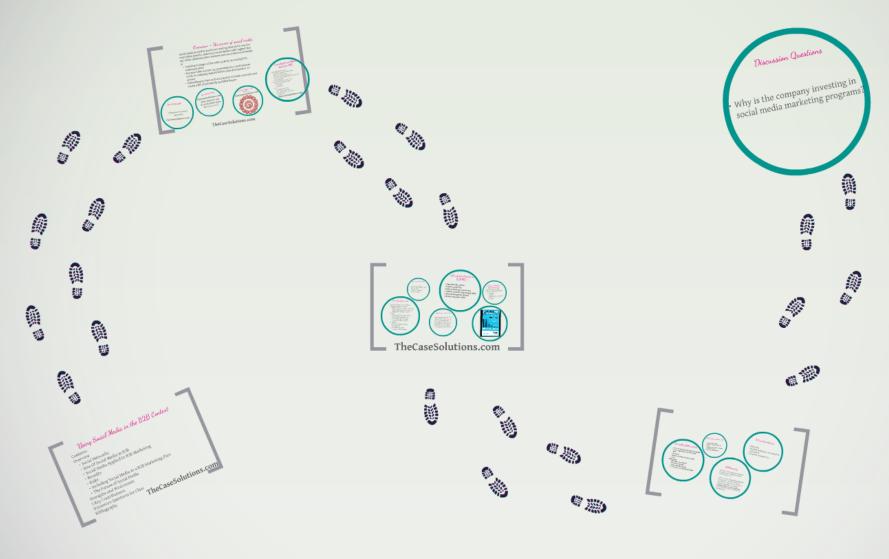
Using Social Media in the B2B Context



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Using Social Media in the B2B Context

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

Bibliography

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

- 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

TheCaseSolutions.com

Rise of Social Media

TheCaseSolutions.com What does the rise of social media mean for businesses?

TheCaseSolutions.com



TheCaseSolutions.com

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

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

Social Networks

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Social Media Applied to B2B Marketing



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Visa

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

Strength of the article

Success of using social media as markerting plan companies

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

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

Advantages

- · Two-way communication
- Transparence
- · Stickiness & Loyalty
- Education & Information

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

rcluding social media in a B2B Marketing Plan

Social media in a B2B online marketing include:

- Youtube
- LinkedIn
- Twitter and Facebook
- · Google+

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

