

B2B Approach To Social Media

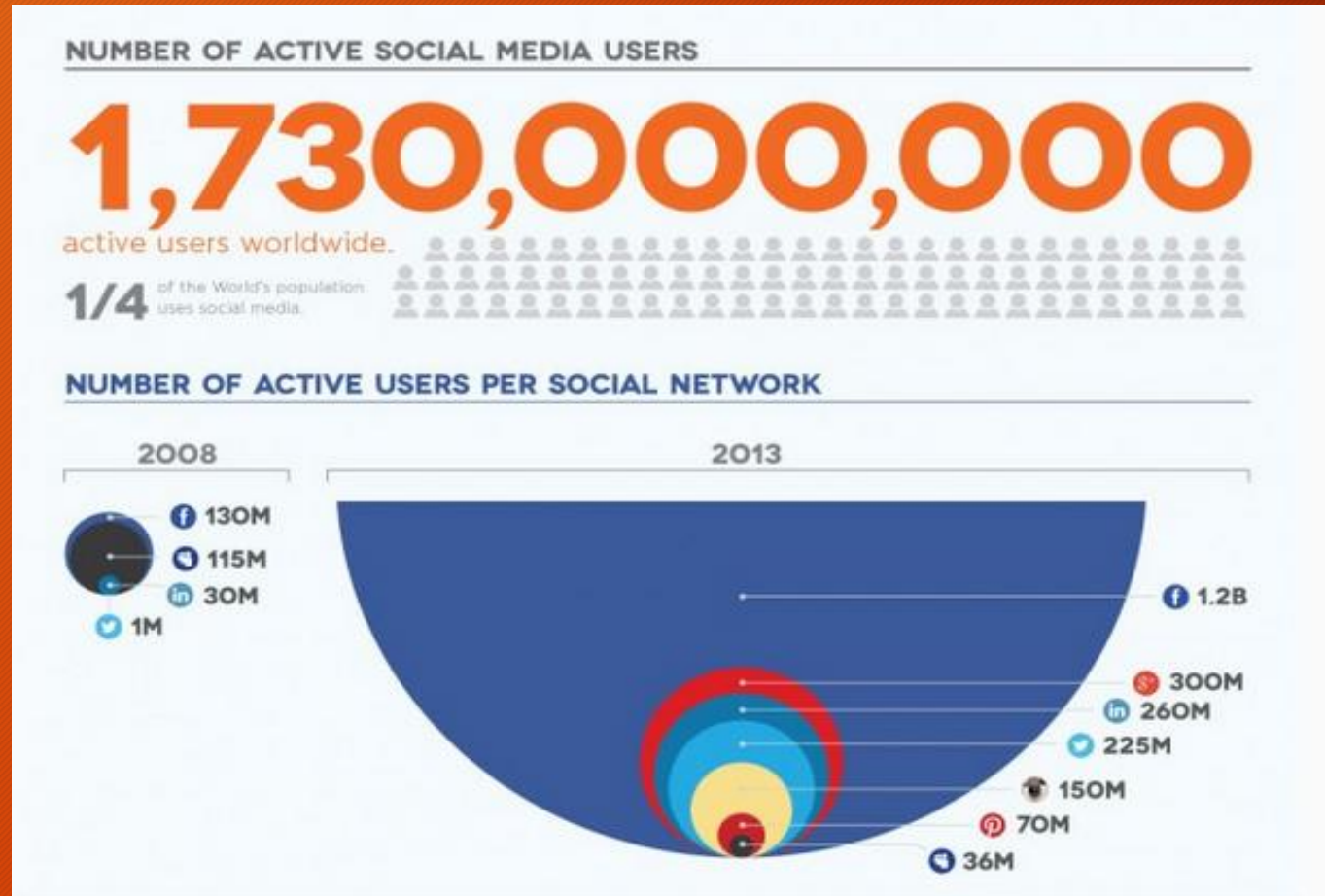
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- The Evolution of B2B Social Media Channels
- Social Media Advertising and its Implications on other forms of Digital Marketing
- Evolving Technologies - Social Media Analytics, Content Curation & Targeting Influencers
- Future Trends for Social Media in the Enterprise
- Summary & Key Take-aways

The Evolution of B2B Social Media Channels

2

From 2008 to 2013...

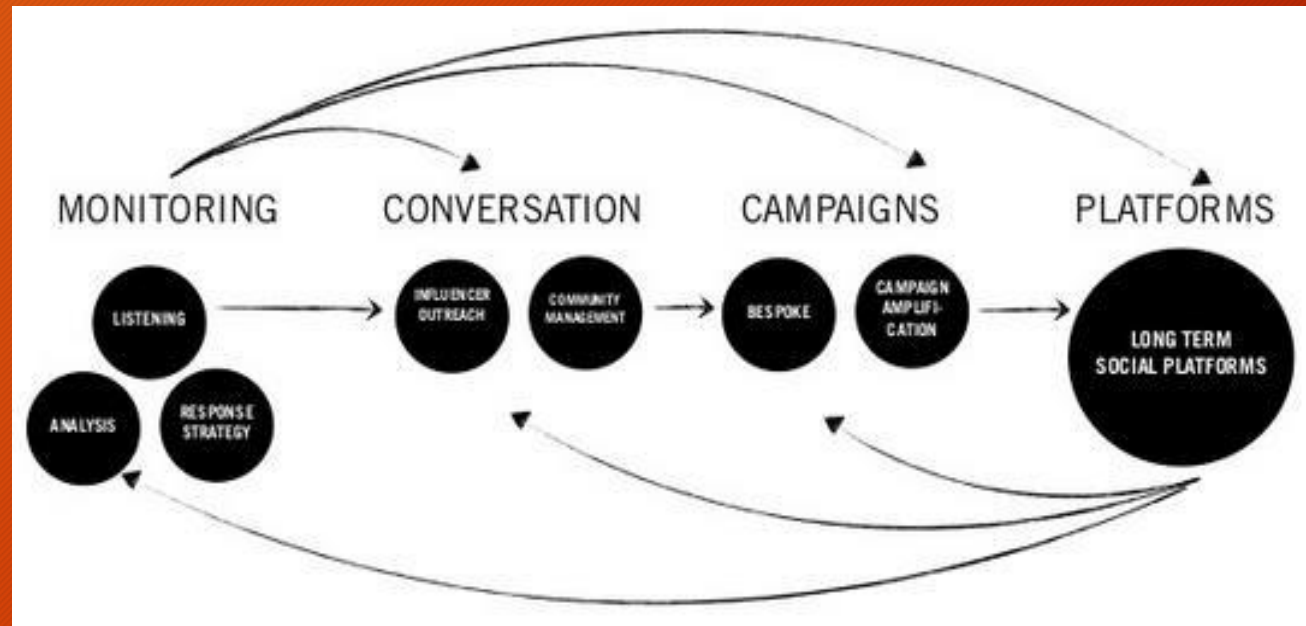


The Evolution of B2B Social Media Channels

A Corporate View

3

- Moving beyond just listening and reacting
- Moving beyond basic analysis, to...
- Deeper analytics with insights, cautious engagement of “Influencers” and proactive Community outreach via Blogging, to...
- Campaign Development for Social Media as part of broader 360 Campaigns, to...
- Digital/Social Content Curation, Content Strategy, Targeted Influencer Engagement, Social Media Management Systems for Content Distribution

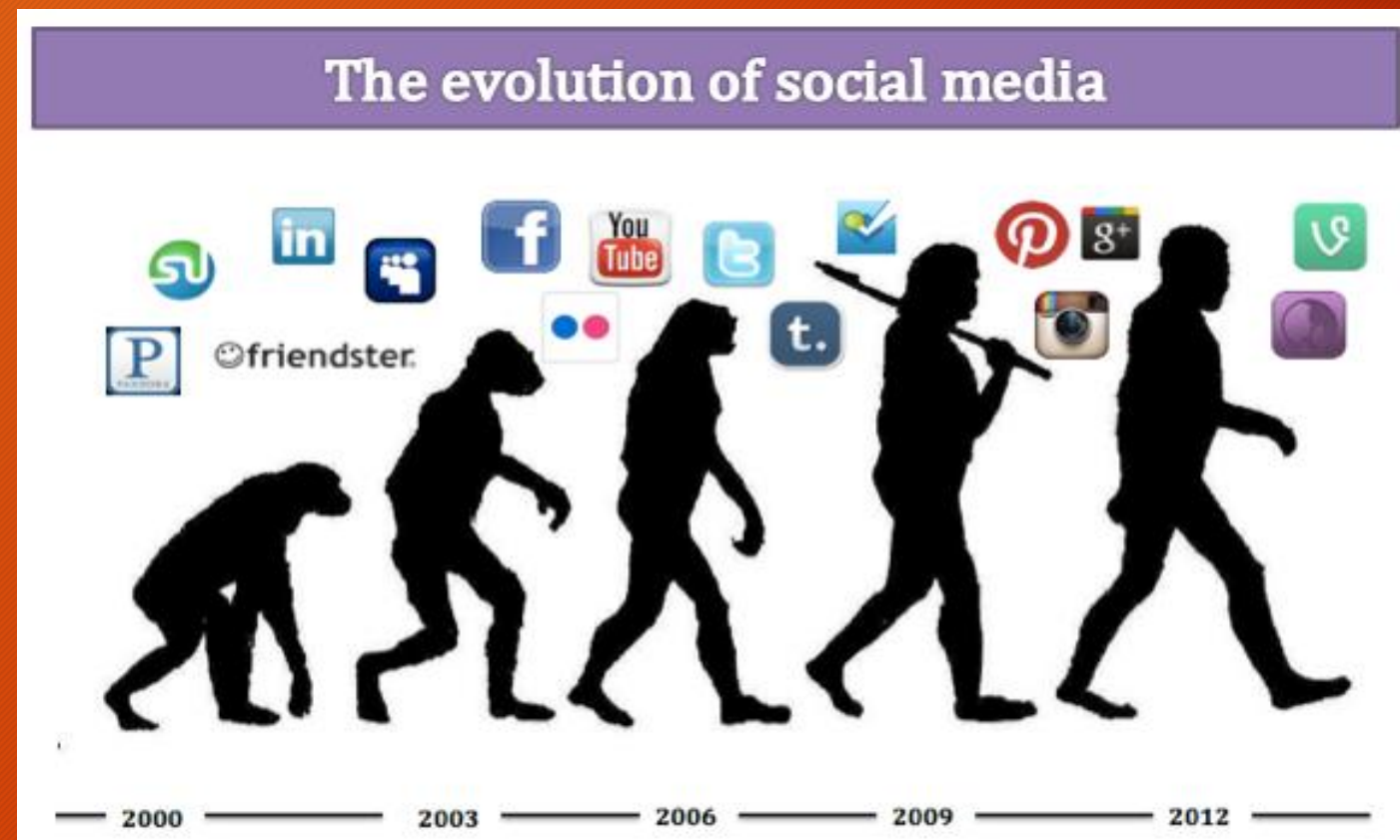


The Evolution of B2B Social Media Channels

A Social Media User View

4

- Becoming much more visual - images, video, infographics, data visualizations, etc.
- The 30 page PDF Whitepaper is all but dead.
- More Visual Storytelling than in recent memory
- Newest Platforms reflect this



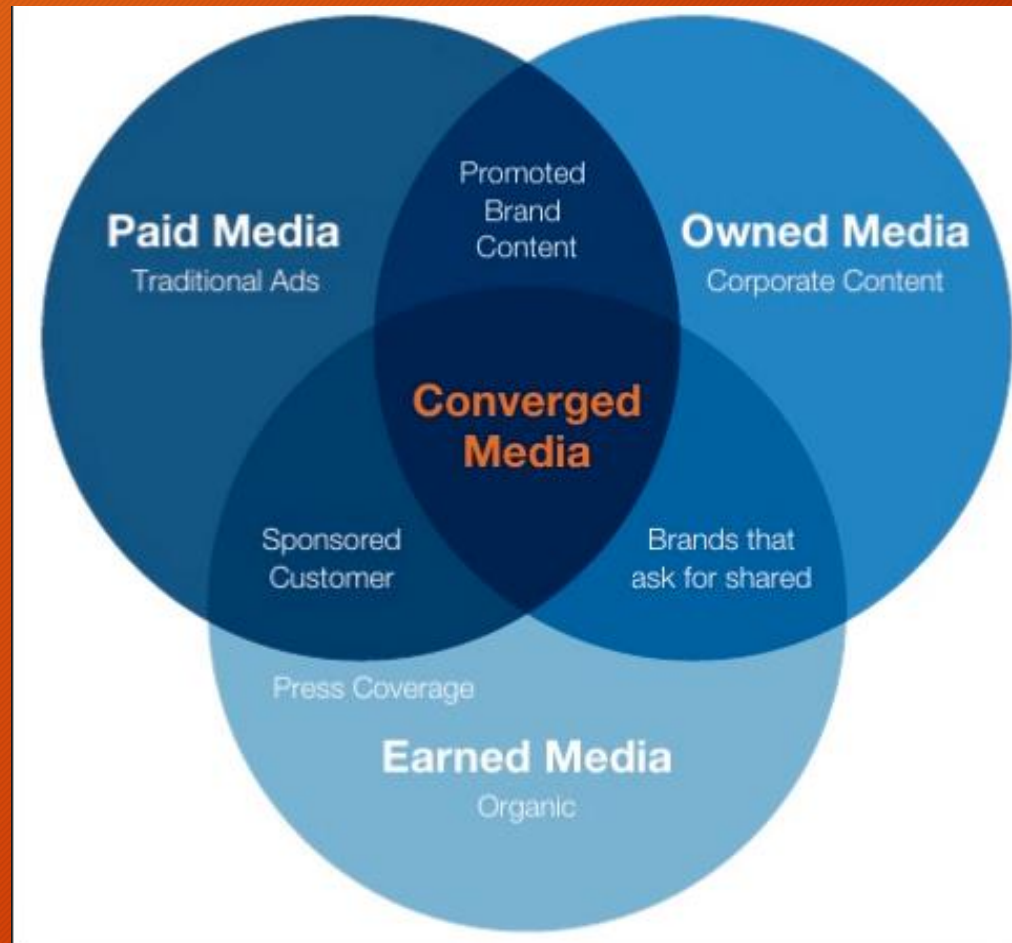
The Evolution of B2B Social Media Channels

Broad Categorization of How We Look at Social Media Today

5

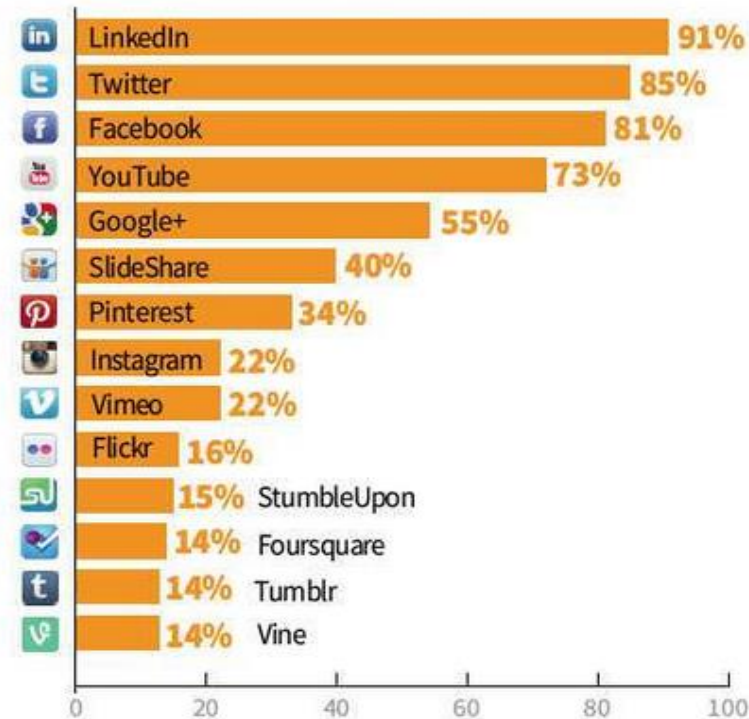
- Paid
- Earned
- Owned

All 3 types are needed to drive truly immersive and relevant engagement



The Evolution of B2B Social Media Channels

Percentage of B2B Marketers Who Use Various Social Media Sites to Distribute Content

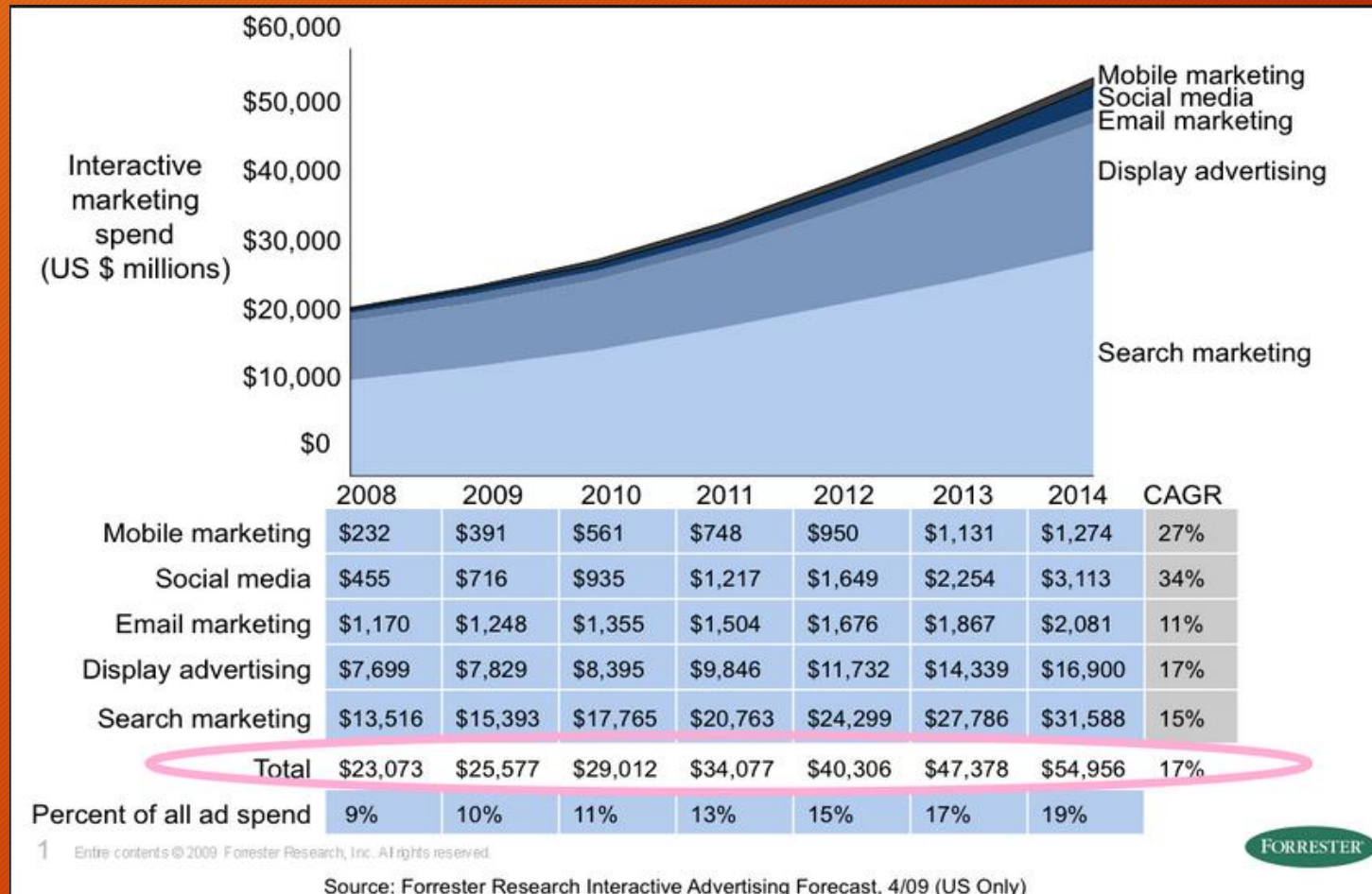


2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Social Media Advertising and its Implications on other forms of Digital Marketing

In 2009...

Mobile and Social CAGR* through 2014 projected at 27% and 34%, respectively.



* Compound Annual Growth Rate

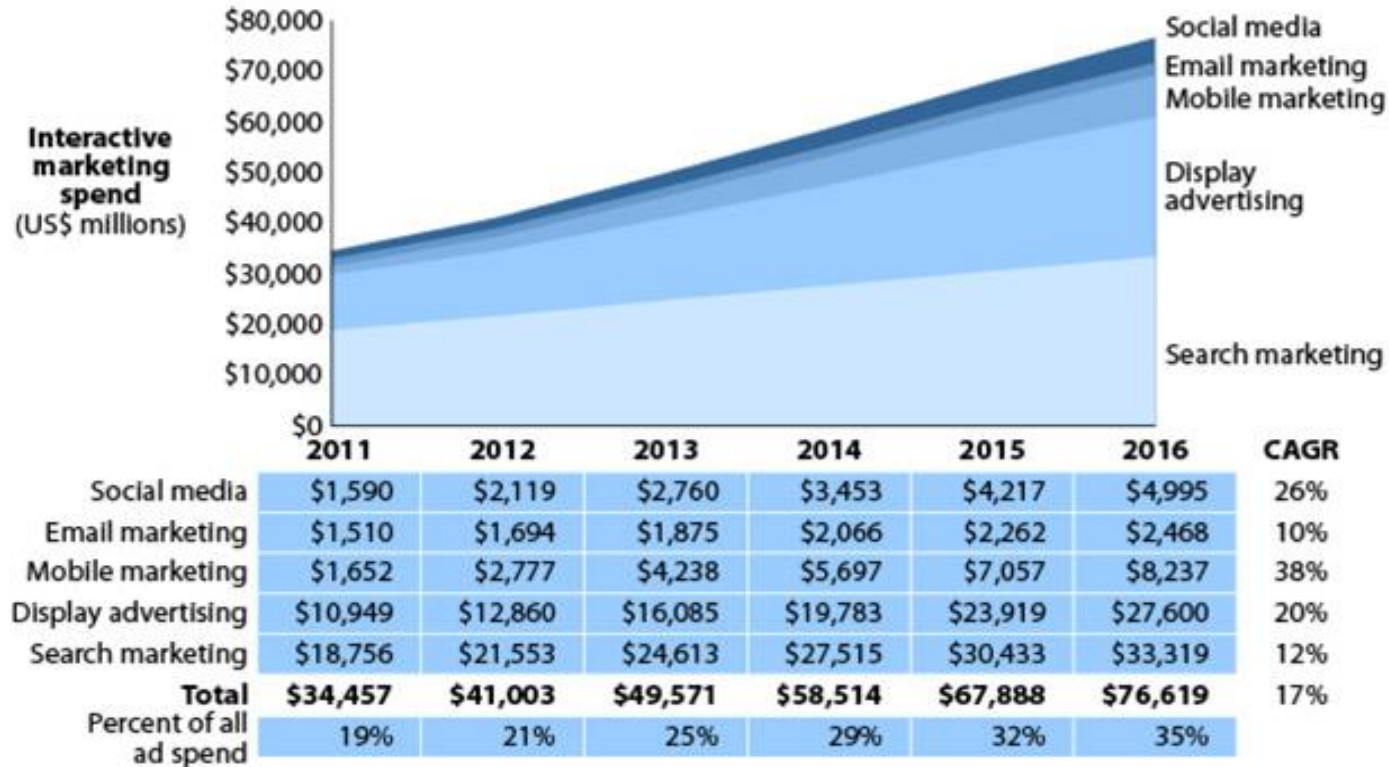


Social Media Advertising and its Implications on other forms of Digital Marketing

In 2011...

Mobile and Social CAGR* through 2016 projected at 38% and 26%, respectively.

Figure 1 Forecast: US Interactive Marketing Spend, 2011 To 2016



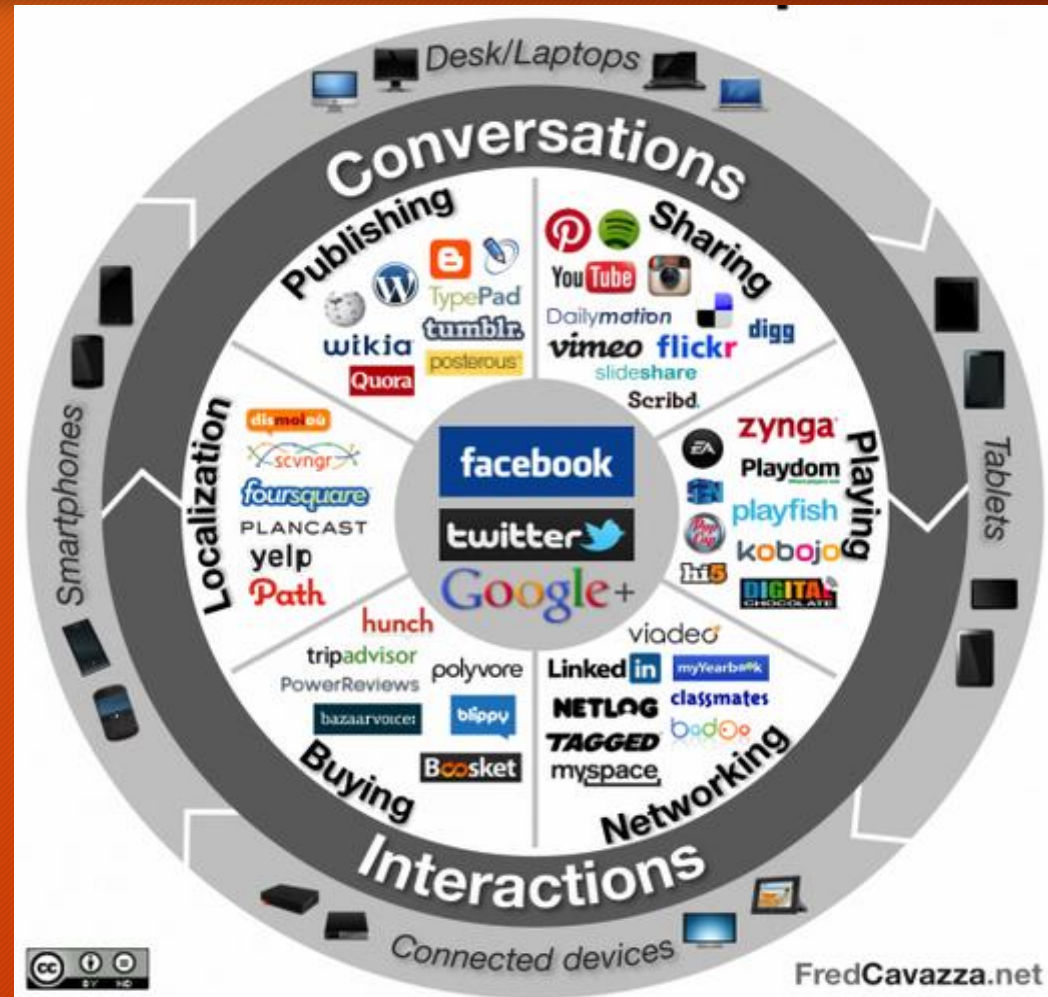
Source: Forrester Research Interactive Marketing Forecasts, 2011 To 2016 (US)

* Compound Annual Growth Rate

Evolving Technologies that help with Social Media Analytics, Content Curation and Targeting Influencers

9

- Device growth
- Conversations vs. Interactions
- Sharing platforms continue to grow in number



Future Trends for Social Media in the Enterprise including Content Curation and Influencer Engagement

10

Initially, most service providers were focused on only one or two of these circles (light blue)

Now, full cycle engagement is required



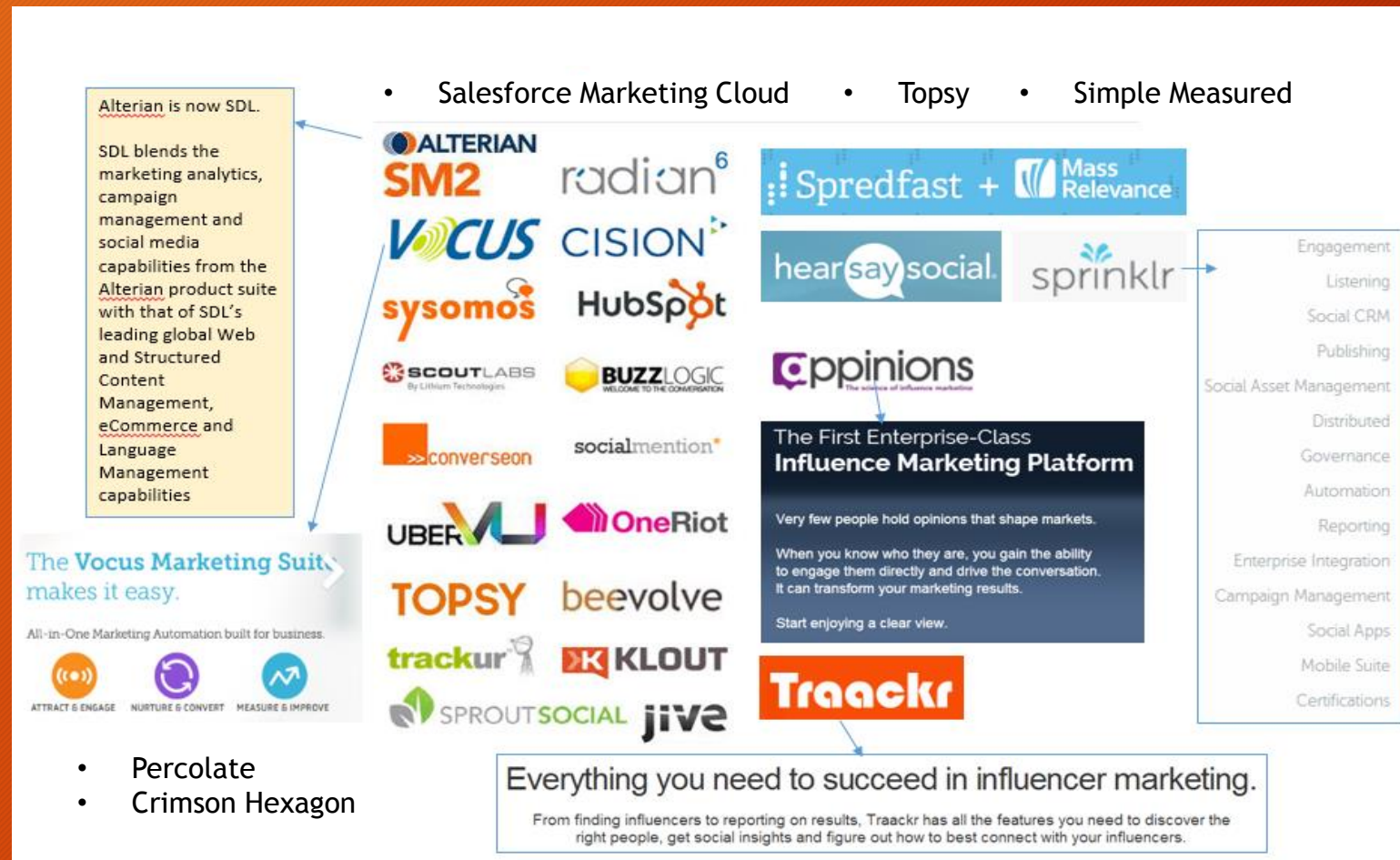
The Evolution of B2B Social Media Channels

Constantly Evolving

Categories Include

- Listening/Analysis
- Social Media Management Platforms
- Content Curation, Development Optimization
- Influencer Engagement

Consolidation is inevitable...



Summary & Key Take-aways

12

In Summary...

- Explosive growth in Social Media users continues (Global growth and new channel growth via Pinterest, Instagram, Vine, WhatsApp, Slideshare, etc.)
- Evolution from simple monitoring and reactive responses, to sophisticated monitoring & analysis as well as proactive, targeted influencer engagement
- New solutions continue to emerge- Percolate, Appinions, Traackr, Spredfast, Hearsay Social, etc.
- LinkedIn and Twitter stilled the preferred Channels for B2B.
- LinkedIn ad pricing needs to come down
- Social & Mobile Marketing spend exploding at the expense of email, traditional search and display
- Too many fragmented Social Media Solutions for Enterprises to deal with - Consolidation warranted and inevitable

Other Notable Trends Impacting Social Media Marketing...

- HTML5 / Responsive Design - works on all devices / create once, publish to many
- Mobile enhancements to the Social Media User Experience will drive even more engagement via Mobile
- Location-based Services still underutilized
- Clients finally spending more time and effort on Content Curation and Content Strategy

Thank You

13

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From strategy through execution & program management

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