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Quantifying the Value of Social Media Engagement in B2B Marketing



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About the Research Findings

TODAY'S STATS

Total survey responses: 513

Qualified survey responses: 389



Marketing
Campaign
Management
(April 2012)



Social Media
Engagement
Gleansight
(Sept 2011)

Top Performers: Respondents that achieved Top Quartile performance in key KPI's

Everyone Else: Everyone Else



Performance in:



REVENUE

BID-TO-WIN RATIO

USE OF SOCIAL MEDIA CHANNELS

LEAD-TO-SALES CONVERSION

The Big Decision

As a B2B company, do we invest any effort into social media engagement?



“Sure, *if* there’s a measurable benefit or return on the investment.”



... but you have to invest in Social Media before you can see an ROI...

The Skeptic



- “Social Media might have value for a B2C company, and even *that’s* questionable.”
- “It’s just a fad.”
- “We know who our customers are and we already communicate with them.”

The Optimist



- “Seems like there’s some value here.”
- “Businesses don’t buy our services people do and they are definitely using social media.”
- “I just created a Facebook page, a LinkedIn page, and a Twitter account for my company! In 10 minutes!
- “We have 45 followers in the first 3 weeks!”

The Reality Check



- 6 months later... 45 Followers
- “This takes a lot of effort and work.”
- “Seems like we need a strategy and I need to learn some best practices.”

The 2nd Reality Check



- My CEO wants to measure our Social Media efforts...
- “How do I quantify the value?”

Top Performers are Leveraging Social Media

52% of Top Performers have used Social Media in marketing campaigns.

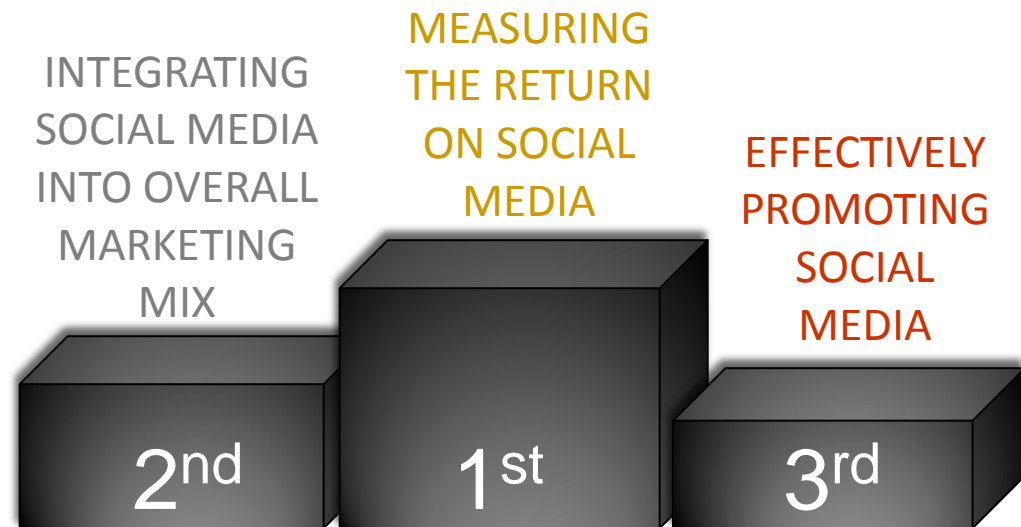


18% of Everyone Else used Social Media in marketing campaigns.



Source: Gleanster Research

Top Challenges with Social Media Marketing (for B2B Marketers)



Source: Gleanster Research

The Big Questions for B2B Marketers

Should we engage in social media?

Where should we engage?

How should we engage?

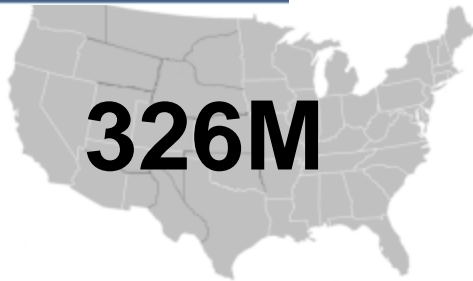
How do we measure it?

Should we engage in social media?

You don't need convincing...

facebook

901M Users



326M



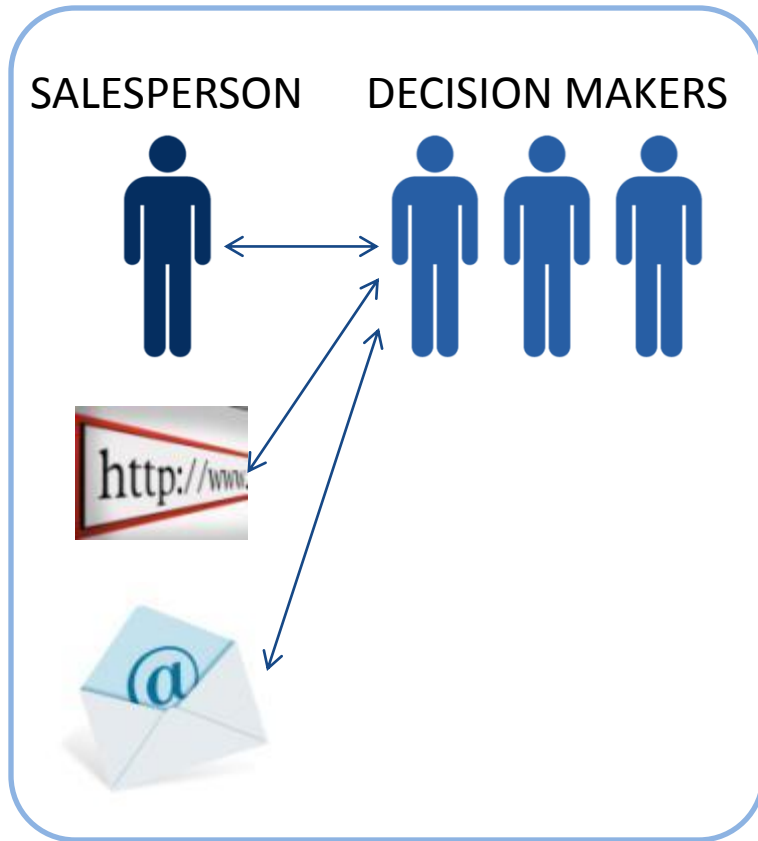
Social Media is changing
buying behavior and the world.

Information has been
democratized.

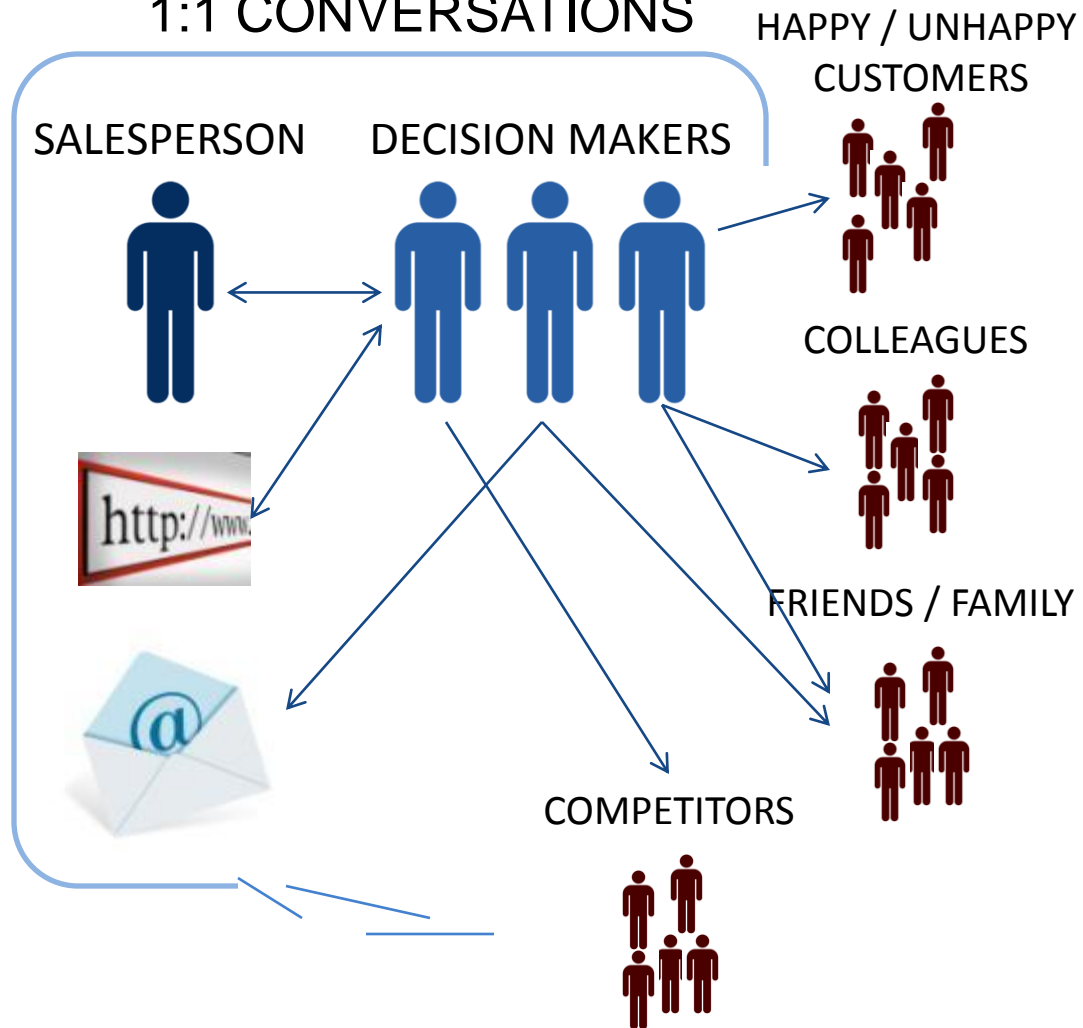


Impact of Social on B2B

1 TO MANY DIALOG



1:1 CONVERSATIONS



Million Dollar Tweets

twitter

been thinking about a new phone system,
Avaya or Nextel?



Result:
Multi-Million Dollar Deal

twitter

Looking for a comparison of on-premise
and SaaS ERP #



Result:
Multi-Million Dollar Deal

Nuances of B2B Customer Engagement

- ❑ Complex Sales Cycles
- ❑ Information is Power
- ❑ Complex Offerings
- ❑ Personal Relationships
- ❑ Less Visibility on Pricing
- ❑ Fewer Buyers
- ❑ Multiple Decision Makers
- ❑ Third-Party Influencers

CAN SOCIAL MEDIA
ENGAGEMENT
HELP?

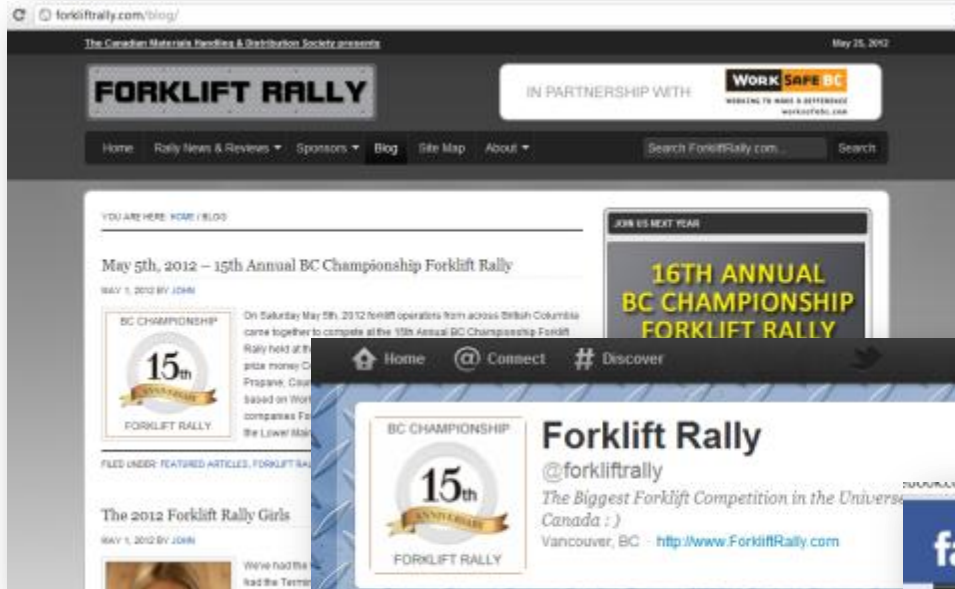
Should B2B Marketers engage in Social Media?

- Are people talking about any of the following on social networks?
 - ☐ Your Company
 - ☐ Your Industry
 - ☐ Problems Your Products Address
 - ☐ Your Products
 - ☐ Your Competitors

TEST THIS... →



Forklift Lovers Community



Should B2B Marketers engage in Social Media?

- Do people share the marketing content you produce? Are you a trusted advisor to your prospects?

☐ No- You should be. 

☐ Yes

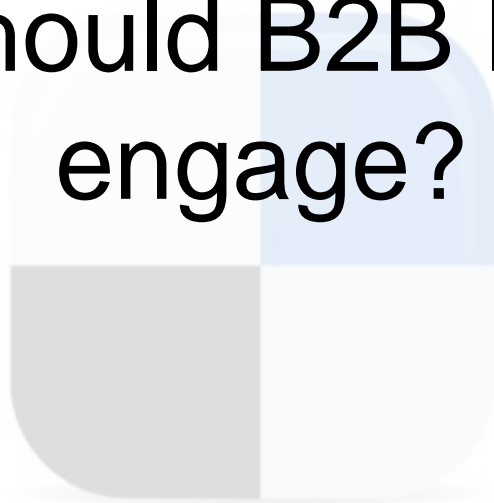
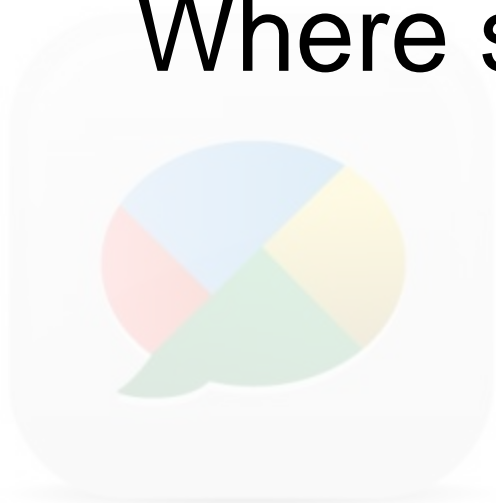
89% of Top Performers* indicated the #1 value driver for Social Media Engagement was:

✓ Sharing Value Added Content

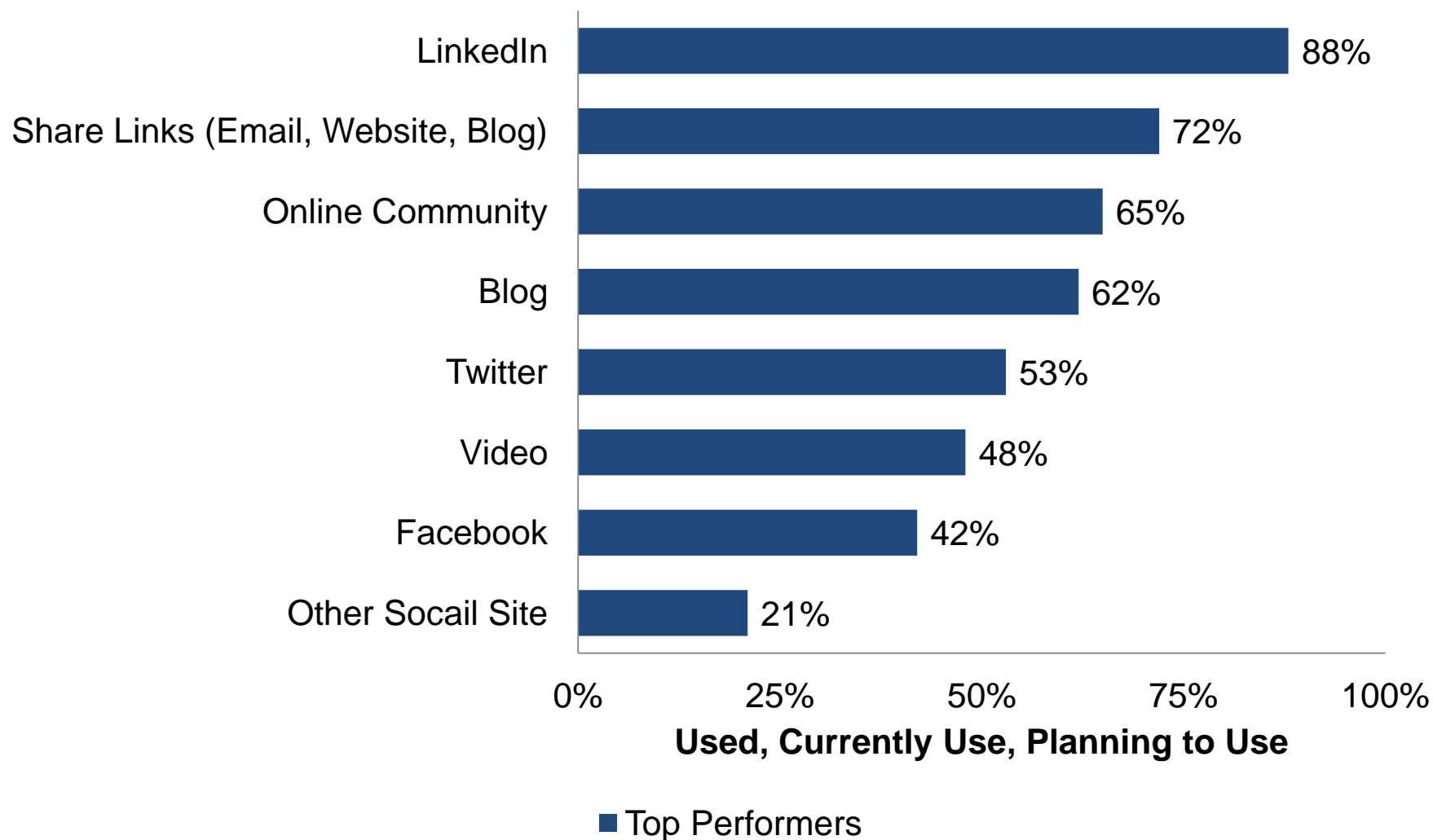
*Source: Gleanster Research



Where should B2B Marketers
engage?



Where do B2B Top Performers Engage?



Source: Gleanster Research

Most Successful for Lead Generation

Social Media Tool that Is Most Successful for Lead Generation According to B2B Marketers Worldwide, Oct 2011

% of respondents

LinkedIn

32.2%

Blogging

27.1%

Twitter

15.3%

Facebook

11.9%

YouTube

1.7%

Share buttons on company website, emails, etc.

1.7%

Other

1.7%

Don't use social media for lead generation

8.5%

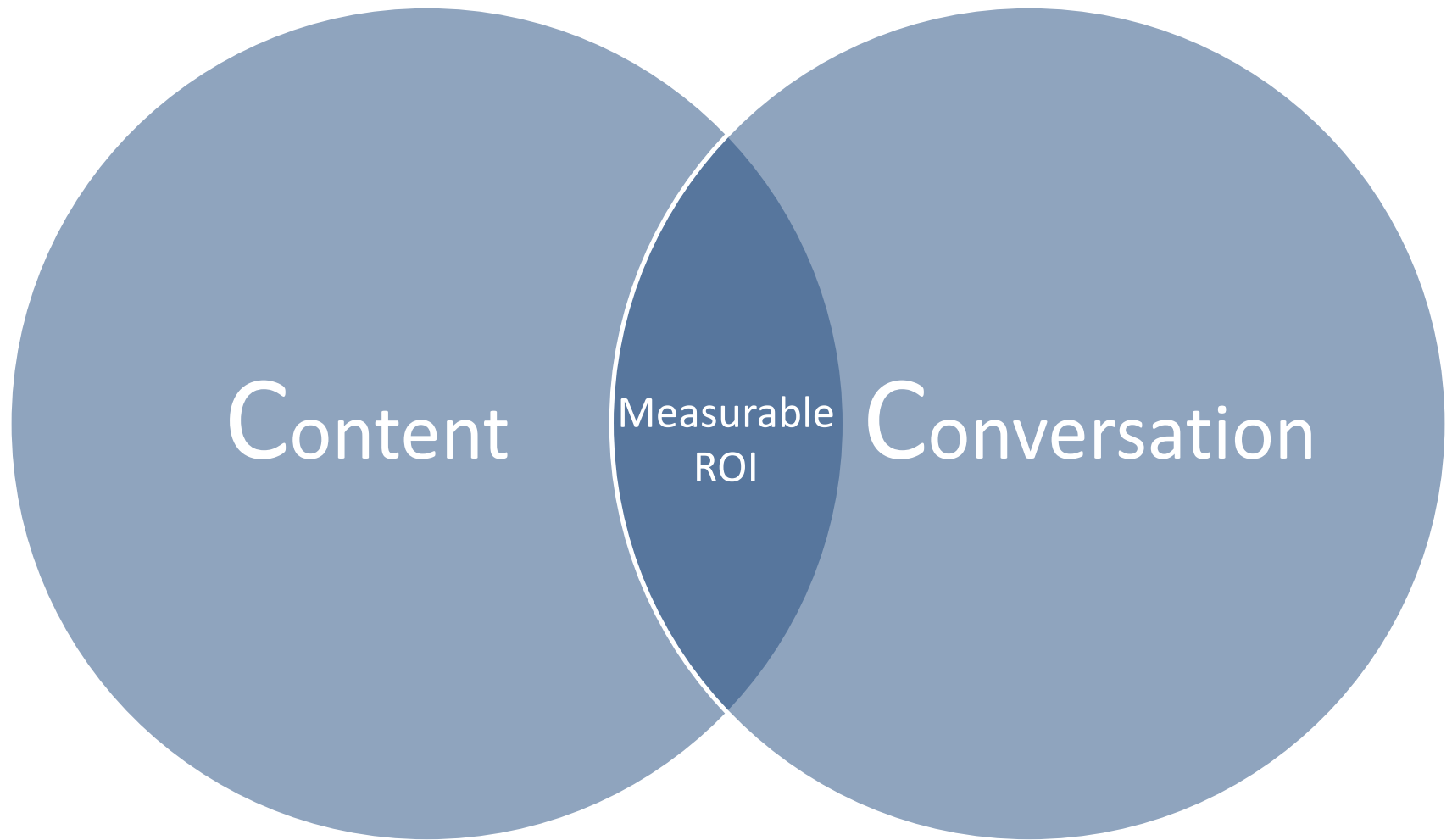
Note: n=59; numbers may not add up to 100% due to rounding

134161

www.eMarketer.com

How should B2B Marketers engage?

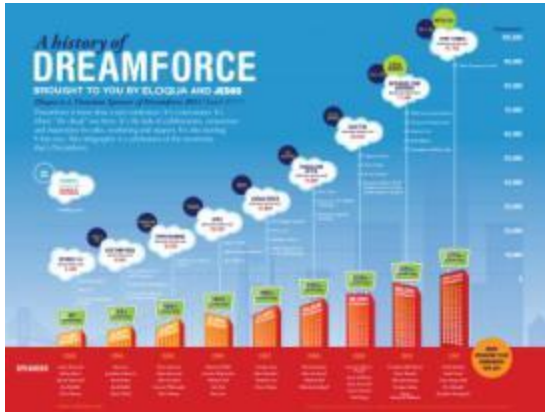
2C's of B2B Social Media Marketing



Content Marketing is the New Black

- Complex Sale, Multiple Buyers, Information is Power
 - B2B Marketing = Sharing Content Across Traditional Channels & Social Media
- Earn a conversation. Don't sell.
 - Be a trusted advisor, a source of valuable information
- Create quality content. Stand out.
- Make it easy to share – ShareThis links in email, landing pages, website

How to do that?



Salesforce.com used an infographic to promote event attendance at the customer conference.

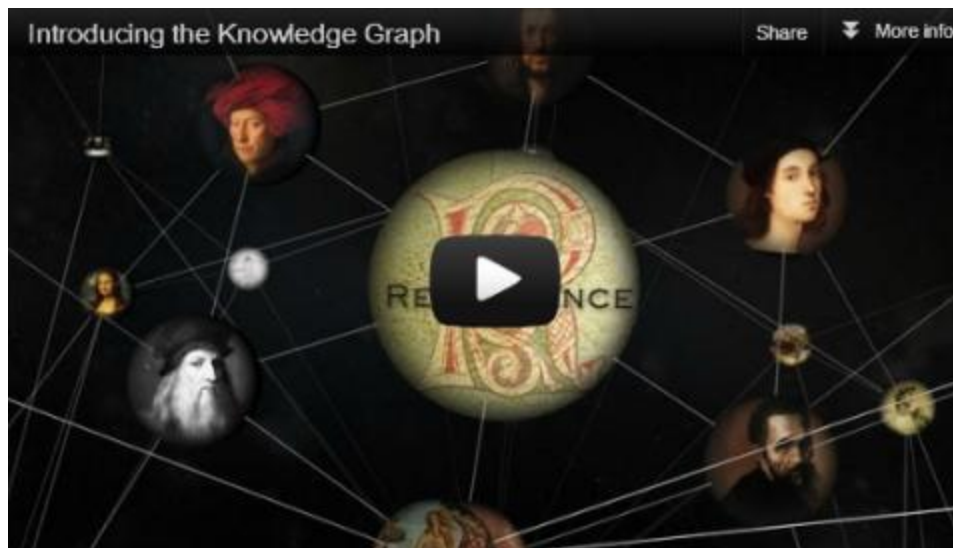


Cisco launched a new hardware product exclusively via social channels, estimating \$100,000 savings on the product launch.

Bloggers used
embedded code
released from Cisco to
spread the word.

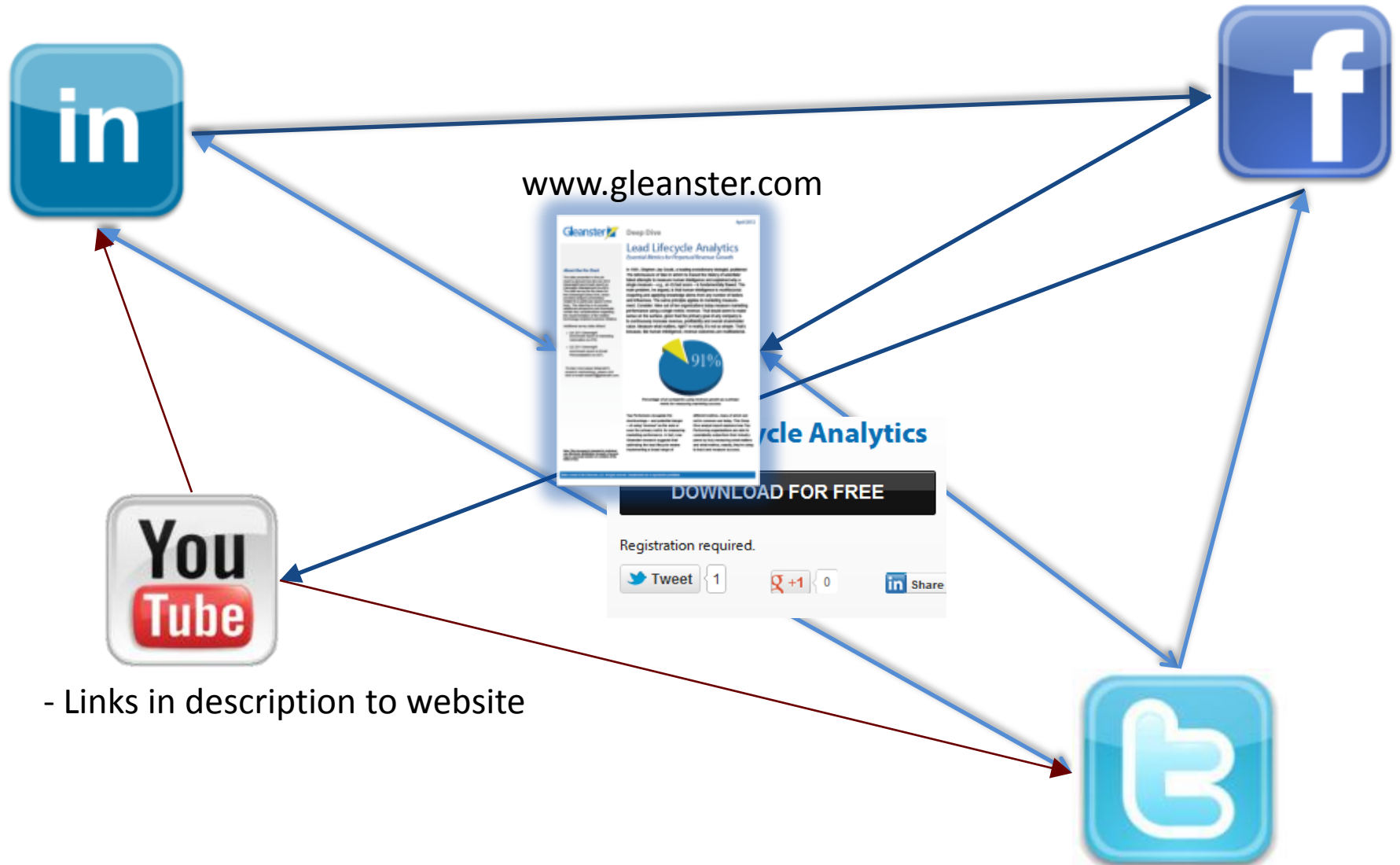


Link-Graph Your Content



- Cross-Link sharable content on social media
- Goal: Make content easy to find

Gleanster's Social Media Link Graph



Earn a Conversation with Content

- People like to share information on social media:
 - “Check out this whitepaper”
 - “Check out this video”
 - “This might help answer your question...”
- Actively identify INFLUENCERS
 - 5 advocates is better than 1M followers for B2B Marketers
 - Set up some dedicated campaigns using Marketing Automation – create segments for:
 - Forward to a Friend Clicks
 - Social Media Sharing Click-Throughs



How do you measure it?

There's Your Social Media ROI!

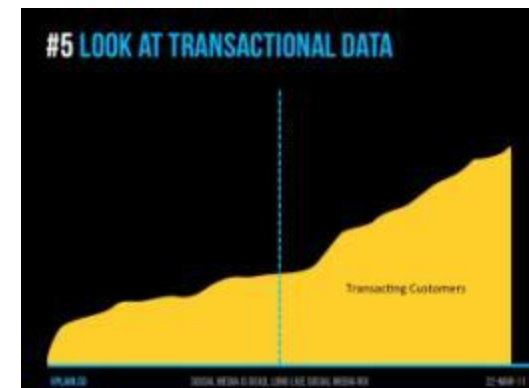
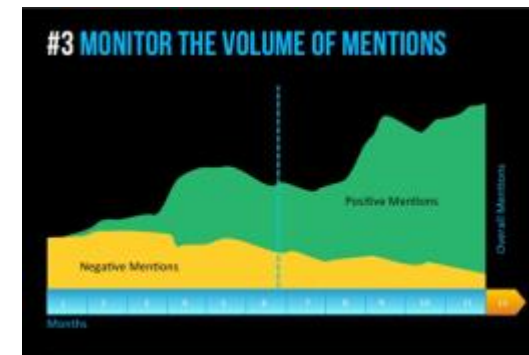
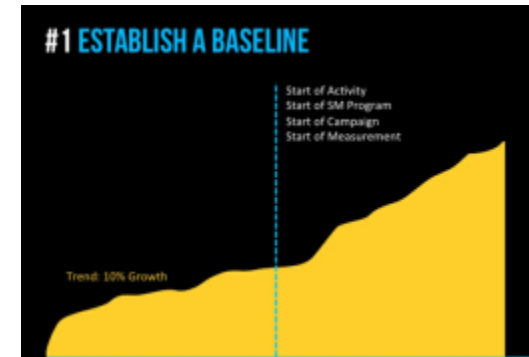
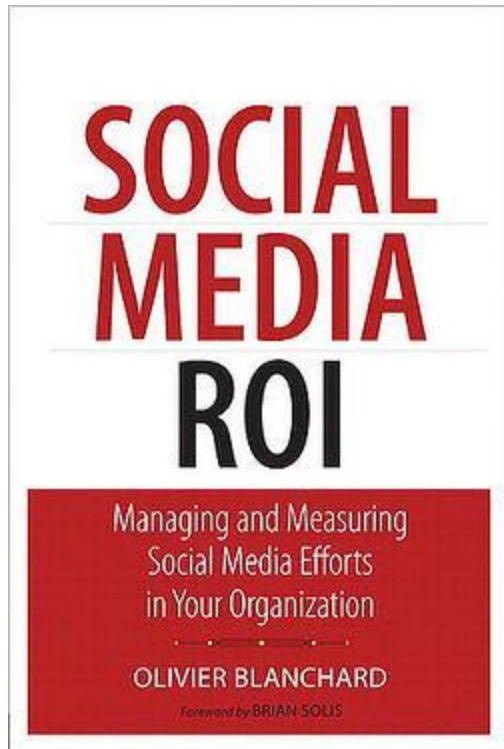


IT'S JUST OUT OF
SIGHT...

BEHIND THAT
BIGFOOT

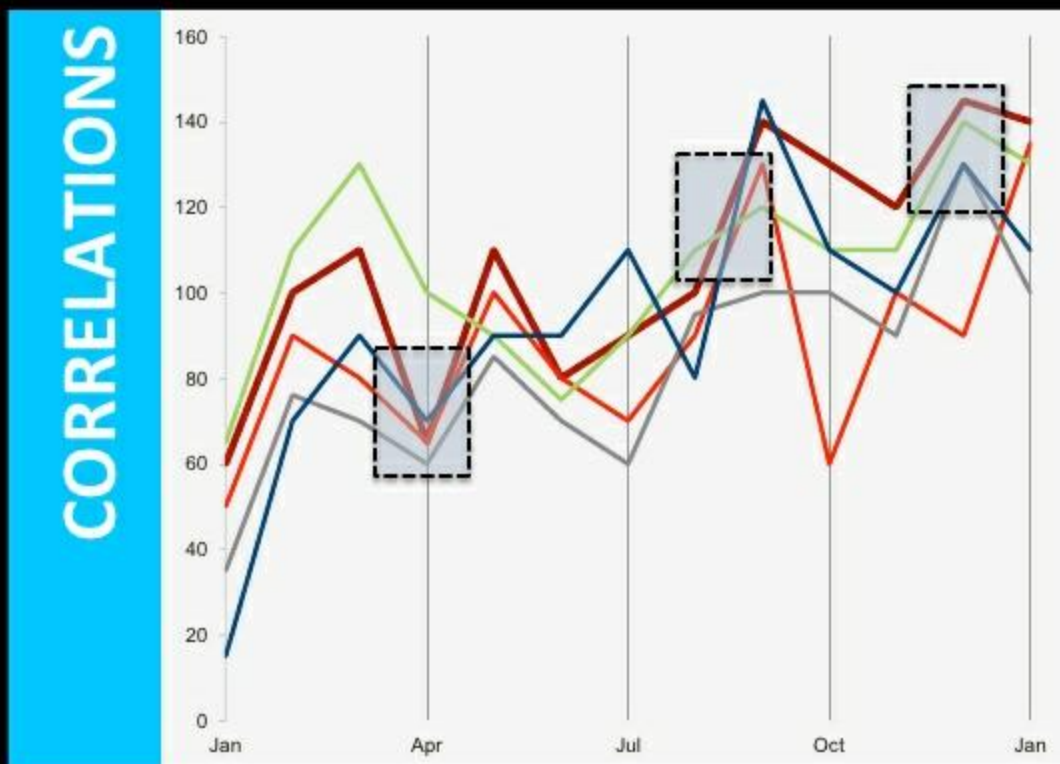
Can you measure a return on social media?

- Yes... sort of.



Da-Daaaa Inferred Impact of Social Media

#7 LOOK FOR PATTERNS



That works well for B2C... BUT, B2B?

B2C



- Larger target audience
- High transaction
- Less risk in decision making
- More channels = More Net
= More Revenue

B2B

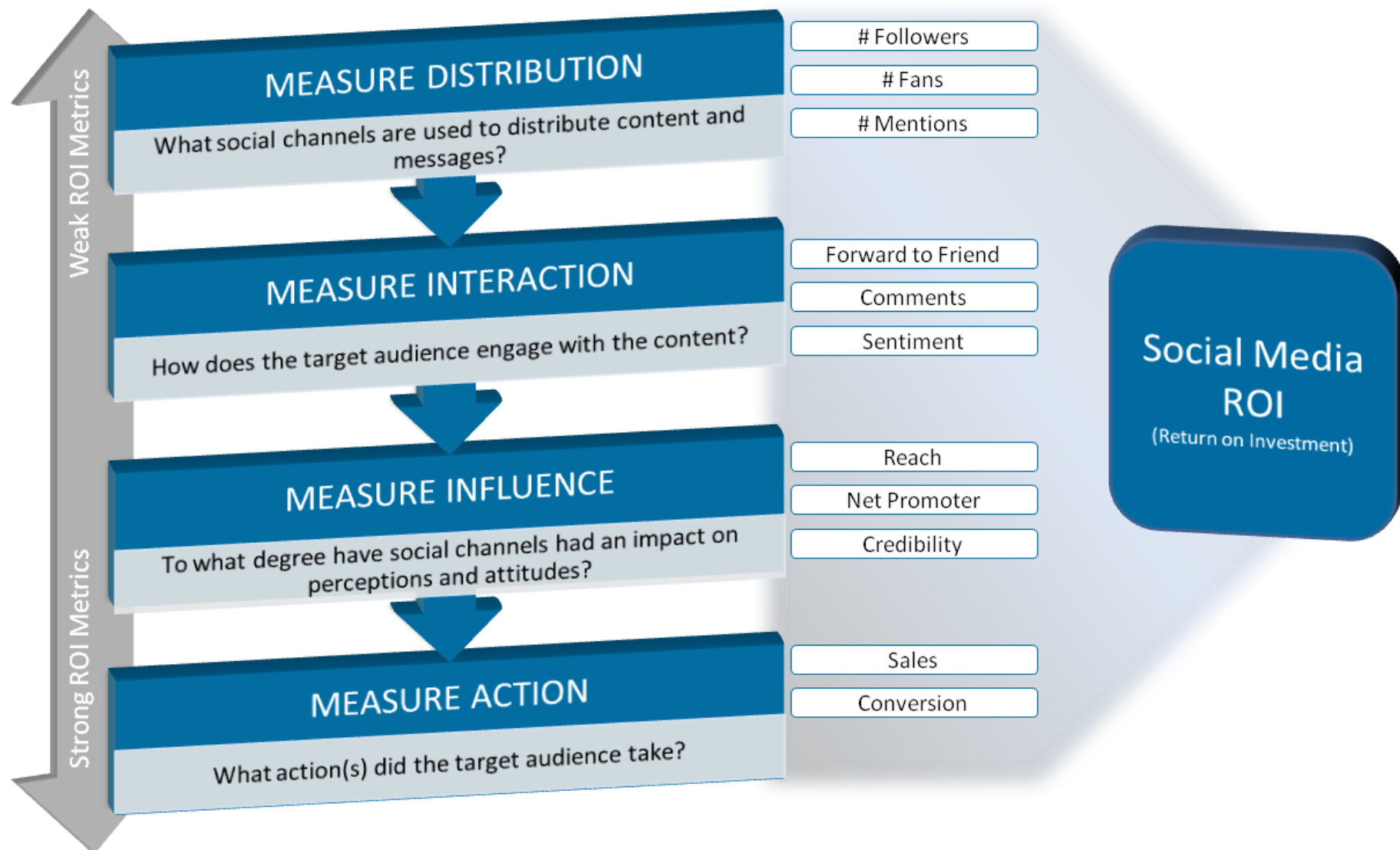


- Content is like bait
- The right content attracts the right target audience
- Difficult to link to revenue

THE VALUE OF SOCIAL MEDIA IS VERY
DIFFICULT
TO LINK TO **RETURN**.

Too many variables impact a complex sale.

Weak and Strong Metrics- But Still Metrics



Weigh Metrics Based on Company Culture

WHAT STRATEGIC IMPERATIVES DOES MANAGEMENT VALUE MOST?

- **Sales**
 - Opportunities attributable to social media
- **Brand Exposure**
 - Followers
 - Likes
 - Re-Tweets
- **Customer Satisfaction**
 - Community Engagement
 - Brand Advocates
 - Knowledge Experts
 - Bloggers
 - Sentiment

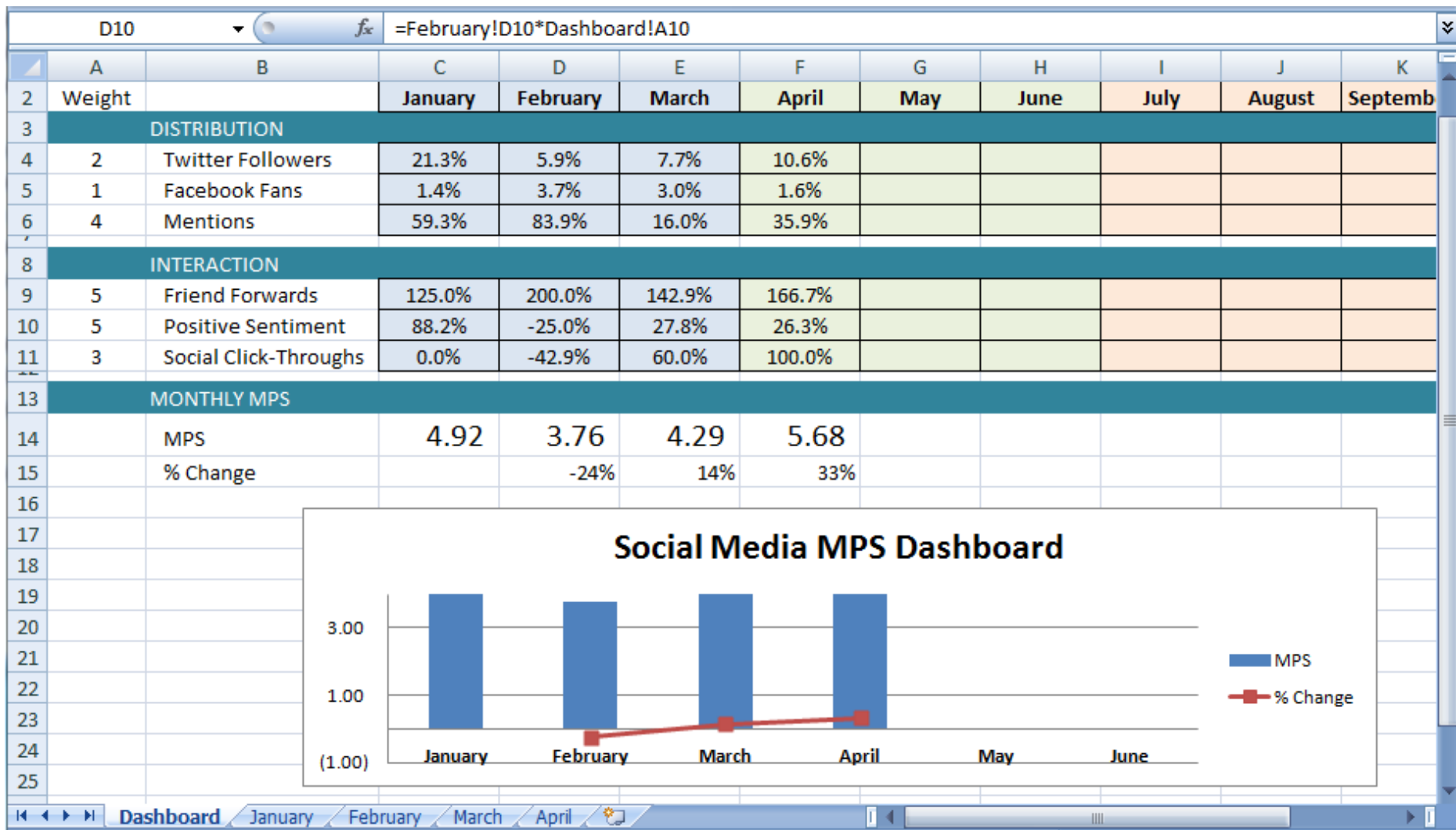
How to Quantify Social Media Using One Metric

- Can't measure social media with one metric.

Try a:

MEAN PERFORMANCE SOCIAL MEDIA SCORE
(MPS)

MPS Dashboard



Under the Hood on Monthly Metrics

C19				
	A	B	C	D
1				
2		12/31/2011	1/31/2012	Growth/Decline
3	DISTRIBUTION			
4	Twitter Followers	3200	3540	11%
5	Facebook Fans	350	355	1%
6	Mentions	54	62	15%
7				
8	INTERACTION			
9	Friend Forwards	4	5	25%
10	Positive Sentiment	17	20	18%
11	Social Click Throughs	4	4	0%
12				

← From Social Media Sites

From Marketing Automation
From Social Media Monitoring
From Marketing Automation

ONE TAB FOR EACH MONTH.

Under the Hood on the Dashboard

Monthly “Growth/Decline” x Weight

D10		fx =February!D10*Dashboard!A10									
	A	B	C	D	E	F	G	H	I	J	K
2	Weight		January	February	March	April	May	June	July	August	Septemb
3	DISTRIBUTION										
4	2	Twitter Followers	21.3%	5.9%	7.7%	10.6%					
5	1	Facebook Fans	1.4%	3.7%	3.0%	1.6%					
6	4	Mentions	59.3%	83.9%	16.0%	35.9%					
8	INTERACTION										
9	5	Friend Forwards	125.0%	200.0%	142.9%	166.7%					
10	5	Positive Sentiment	88.2%	-25.0%	27.8%	26.3%					
11	3	Social Click-Throughs	0.0%	-42.9%	60.0%	100.0%					
13	MONTHLY MPS										
14	MPS		4.92	3.76	4.29	5.68					

fx =(SUM(C4:C11)/6)*10

Average of Weighted Scores * 10

What MPS Accomplishes

- Provides a baseline benchmark for more than one social media metric
- Amplifies the impact of performance for the most critical metrics focusing attention on those
- Gives you some tangible metrics and numbers to discuss for social media.

Key Takeaways

- Social Media has a material impact on marketing objectives for B2B Marketers.
- Engage influencers first.
 - Follow your target audience – where are they likely to engage?
- Simplify Social Media ROI to a handful of key metrics
 - Weight metrics based on company culture / values
 - Benchmark performance over time

Thanks!

Q&A



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B2B Social Media ROI Deep Dive

Deep Dive: Social Media ROI for the B2B Marketer (June 2012)



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