

Capabilities - Social Media

B2B Marketing Excellence

B2B and B2G Social Media Planning

Social media is more than a new communications channel, it is the sea change in communications technology through which your employees and customers are beginning to cooperatively create your brand – publicly and privately. As your brand is experienced through more social venues, you have an unparalleled opportunity to leverage social media to help increase stakeholder value as measured by shortened sales cycles, employee productivity and increased public good will. Organizations as diverse as major corporations, government agencies and leading charities are realizing the benefits of proactive social outreach to enhance their brand value. Don't get caught on the sidelines.

Methodology: B2B Marketing Excellence starts our planning around your company's business goals, brand and communications objectives as compared to current employee and audience social media behavior. Through research and analysis, we identify gaps and opportunities to extend your brand successfully into social media spaces where your external audiences are active. We then help you prepare your employees to engage in social media communications in a manner that adds value for your customers and works within the guidelines established by your company. Working closely with your public relations, communications and human resources teams, we evaluate the effectiveness of your employee social media participation policies and identify areas for additional employee training, and increased success measurement.

Capabilities:

- Social Media Brand Strategy
- Social Media Communications Strategy
- Social Media Employee Policies and Guidelines
- Audience Behavioral Research
- Integrated Social Communications Plan
- Social-media Employee Training

"B2B Marketing Excellence challenges executives to look beyond the anecdotes and quickly changing facts of social media, guiding them to take advantage of the radical shifts in market power to strengthen their company's brand and relationships with customers, partners and employees."

Pete Krainik, Founder The CMO CLUB

Previous Engagements:

- Facilitated executive planning for Fortune 100 company's strategic communications division. Results included social media objectives and program plan.
- Developed strategy and business case for major industry association to integrate social media into their web site infrastructure, making it their primary public relations channel. Advised on vendor selection and technology development to reduce budget over 20% and increase reach to new audiences.
- Advised Fortune 100-sponsored coalition on use of social media in public outreach campaign to policy-makers and consumers, resulting in increased consumer participation in website and social venues.
- Developed strategy, structured business plan and supported implementation of social network for professional industry association.

Social Brand Experience

