

How to Engage B2B Marketers Using Social Media



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Can you hear us?



Can you see this slide?



Since you're probably wondering ...

- Slides will be available: <http://www.slideshare.net/dnnsoftware>
- We'll also send you a copy of the social insights report

About



Develop Social Media Strategies and Insights for Decision Makers



Forbes

BUSINESS
INSIDER

 MarketingProfs

ere.net

AllTwitter

THE
HUFFINGTON
POST

CMS
WIRE

Quick Poll



Are you a B2B marketer?



Do you sell to B2B marketers?



Both?



Neither (but still interested!)

How We Generated Social Media Insights

- Twitter as proxy for social media activity
- Twitter activity of 500 North American B2B marketers (manager and up)
- Over 90-day period: June 1 to Aug 31, 2013
- Analyzed 113,039 tweets and 70,245 links
- Total follower reach: 1,156,532
- Median number of followers: 894



Key Question:

How do B2B marketers describe themselves on social media?

Top Bio Keywords Used by B2B Marketers



Based on keywords used in the Twitter profile.

Actionable Insights

- B2B marketers use their Twitter profiles to describe who they are professionally and personally

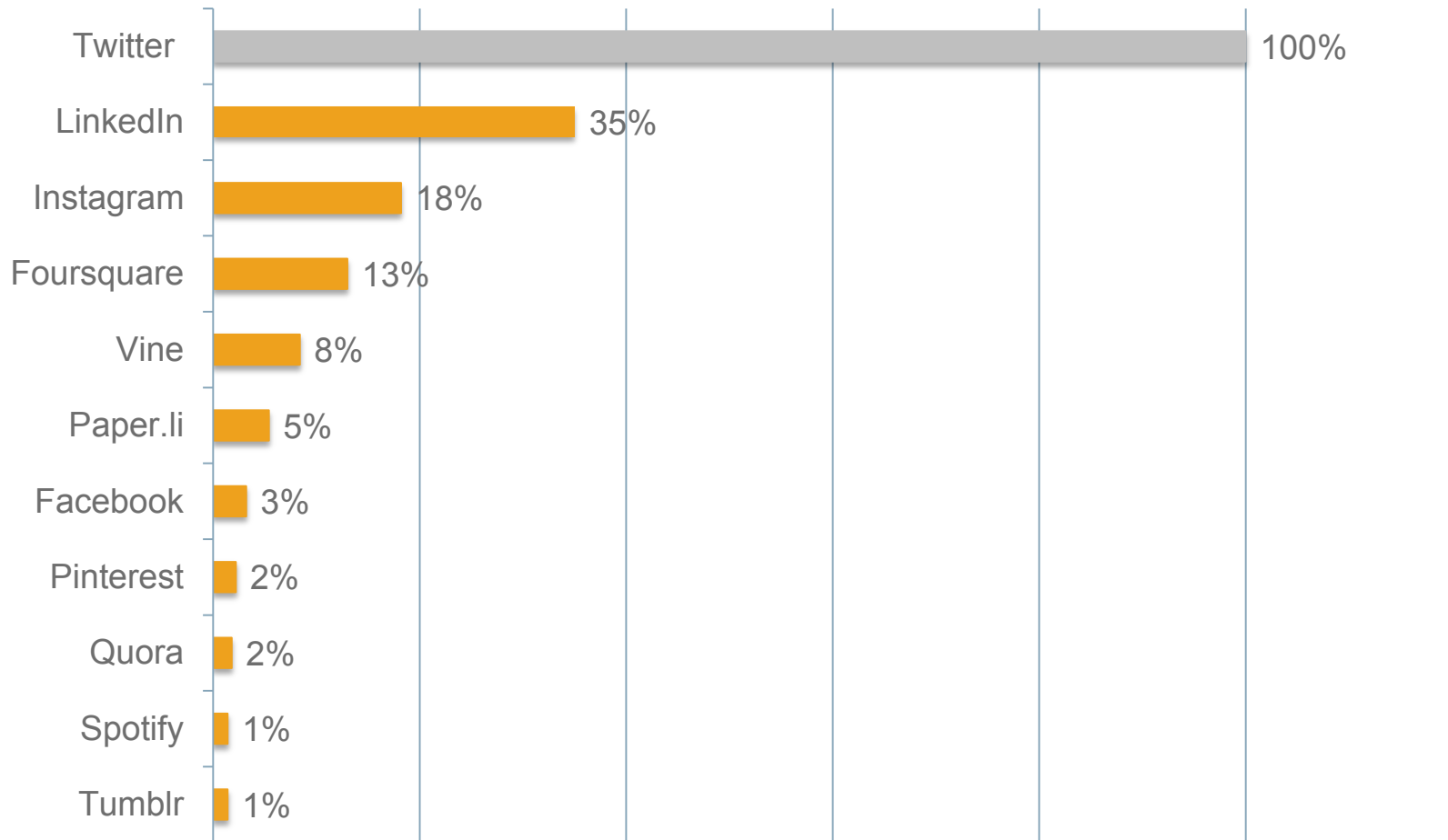
Recommendation:

Consider social bio keywords when developing your buyer personas, marketing copy, and direct sales approach

Key Question:

Which social networks are B2B marketers active on?

Top Social Networks Used for Twitter Cross-Posting



% of B2B Marketers that shared between this network + Twitter during the report period.

Actionable Insights

- B2B marketing pros are active on a number of social networks including many that cross-post to Twitter
- Though LinkedIn is most popular, it isn't all work and no play as B2B marketers also use Instagram, Foursquare, and Vine

Recommendation:

Don't limit yourself to LinkedIn when looking to reach and engage B2B marketers

Key Question:

What conversations do B2B marketers engage in?

Top Hashtags Used by B2B Marketers



Actionable Insights

- Popular hashtags reveal which topics and events are catching the attention of B2B marketers
- These include broad topics, specific events, and local and national news

Recommendation:

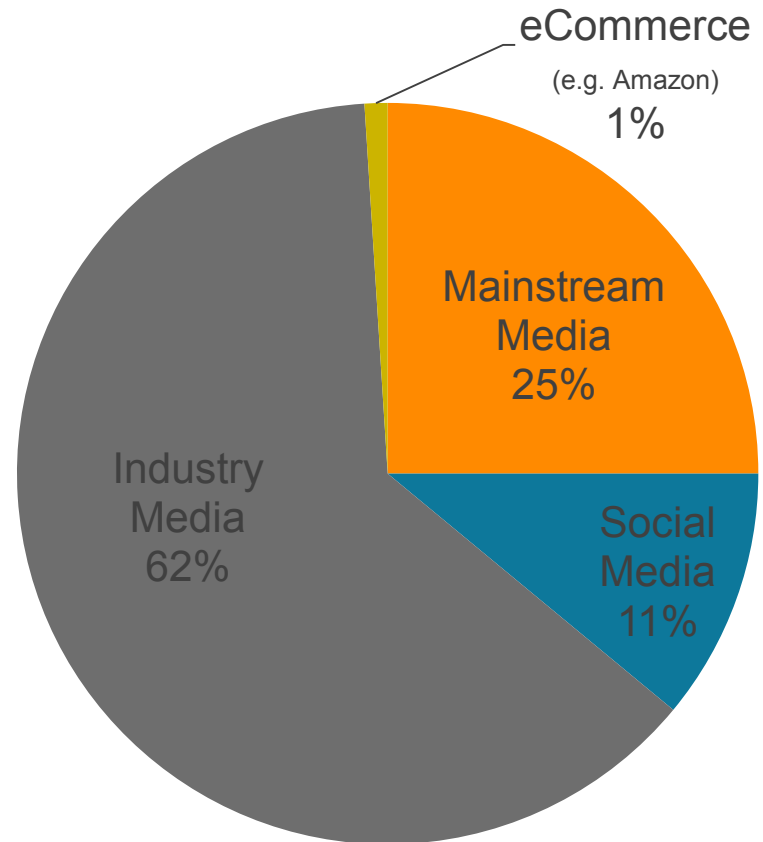
Consider hashtags when developing content marketing, deciding which events to invest in, and what topics to engage in

Key Question:

What content sources do B2B marketers most engage with?

Content Sources Shared by B2B Marketers

- Industry media sites are the most common source of content shared
- The majority of mainstream media content shared is business and strategy focused
- Social media platforms are used to share both job-related and personal interest content



% of 100 Most Popular Shared Content Sources

Top 25 Most Shared Industry Media Sources

1. Mashable
2. Business Insider
3. Business 2 Community
4. Hubspot Blog
5. MarketingProfs
6. TechCrunch
7. Content Marketing Institute
8. Advertising Age
9. Social Media Today
10. VentureBeat
11. BtoB Online
12. CMSWire
13. B2B Marketing Insider
14. Social Media Examiner
15. GigaOM
16. ZDNet
17. Mediapost
18. Eloqua Blog
19. All Things D
20. ClickZ
21. Search Engine Watch
22. eConsultancy
23. Salesforce
24. MediaBistro
25. eMarketer

Top 25 Most Shared Mainstream Media Sources

1. Forbes
2. Huffington Post
3. HBR Blogs
4. New York Times
5. Inc. Magazine
6. Fast Company
7. WIRED
8. Wall St. Journal
9. Entrepreneur
10. USA Today
11. BuzzFeed
12. WSJ Blogs
13. BusinessWeek
14. CNN
15. Washington Post
16. Bloomberg
17. NPR
18. Yahoo! Finance
19. Fast Co. Create
20. Quartz
21. Fast Co. Design
22. CNET News
23. The Verge
24. The Guardian
25. Medium

Actionable Insights

- B2B marketers read, tweet, and share both industry and mainstream media content
- Top vendors are starting to cross the divide, becoming more like publishers in the eyes of some B2B marketers (more on this in a moment...)

Recommendation:

Use both industry and mainstream publications for your online advertising, PR, and content marketing “bylines”

Key Question:

Which vendors most influence B2B marketers?

Vendors Retweeted the Most by B2B Marketers

- Leading B2B vendors are increasingly becoming like publishers
- Which vendors are winning the content marketing war to reach and engage B2B marketers?



Top 50 Vendors Most Retweeted by B2B Marketers

1. **@HubSpot**
2. **@salesforce**
3. **@Eloqua**
4. **@marketo**
5. **@forrester**
6. **@LinkedIn**
7. **@Gartner_inc**
8. **@ExactTarget**
9. **@siriusdecisions**
10. **@hootsuite**

11. **@kapost**
12. **@Pardot**
13. **@Oracle**
14. **@twitter**
15. **@SAP**
16. **@ShareThis**
17. **@Moz**
18. **@unbounce**
19. **@DnBUS**
20. **@Microsoft**
21. **@AMA_Marketing**
22. **@MakingTheNumber**
23. **@Adobe**
24. **@BoxHQ**
25. **@IDC**
26. **@Nimble**
27. **@linkedinselling**
28. **@marketingcloud**
29. **@McK_CMSEForum**
30. **@IBM**

31. **@Dell**
32. **@MailChimp**
33. **@KISSmetrics**
34. **@SproutSocial**
35. **@Loyalty360**
36. **@Impactbnd**
37. **@Silverpop**
38. **@CSC**
39. **@sellingtools**
40. **@SDL**
41. **@Demandbase**
42. **@Vocus**
43. **@AMAnet**
44. **@IBMbigdata**
45. **@Brainzooming**
46. **@Desk**
47. **@Dreamforce**
48. **@InsideSales**
49. **@Achievers**
50. **@ioninteractive**

** Based on unique # of B2B marketers in the sample that retweeted the handle. Ties broken using Klout score followed by # of followers.*

Actionable Insights

- Top B2B vendors have not only embraced content marketing but are truly becoming publishers in the eyes of B2B marketers

Recommendation:

Understand what top vendors are doing with their content marketing and follow their lead to reach and engage B2B marketers

Best Practices:

So what are top vendors doing to make our list?

Best Practices

- Enlist executives, influencers, and customer advocates to share, mention, and retweet content (Marketo)
- Deploy multiple handles to deliver targeted content to specific audiences (Salesforce)
- Position their blogs as the hub of their content marketing strategy (Hubspot)
- Publish compelling content that drives conversations between B2B marketers at all levels (Eloqua)

Key Question:

Which people most influence B2B marketers?

People Mentioned Most by B2B Marketers

Being mentioned is a sign that a person is an active part of the social dialogue

This word cloud shows the people mentioned most by B2B marketers



Top 50 People Most Mentioned by B2B Marketers

1. **@jaybaer**
2. **@BrennerMichael**
3. **@funnelholic**
4. **@markwschaefer**
5. **@briansolis**
6. **@jowyang**
7. **@wittlake**
8. **@mvolpe**
9. **@HeinzMarketing**
10. **@jonmiller**

11. @rwang0
12. @ShellyKramer
13. @leeodden
14. @ardath421
15. @jeffbullas
16. @jchernov
17. @PamMktgNut
18. @TonyZambito
19. @ValaAfshar
20. @garyvee
21. @JoePulizzi
22. @jill_rowley
23. @Robert_Rose
24. @TedRubin
25. @JasonMillerCA
26. @mitchjoel
27. @dharmesh
28. @ckburgess
29. @TomPick
30. @GuyKawasaki

31. @GerryMoran
32. @MeghanMBiro
33. @dmscott
34. @MargaretMolloy
35. @juntajoe
36. @copyblogger
37. @smallbiztrends
38. @heidicohen
39. @DaveKerpen
40. @MargieClayman
41. @ariannahuff
42. @kimgarst
43. @ducttape
44. @bhalligan
45. @remarkmarketing
46. @jbecher
47. @EricTTung
48. @IanCleary
49. @cahidalgo
50. @Marketri

** Based on unique # of B2B marketers in the sample that mentioned the handle. Ties broken using Klout score followed by # of followers.*

Actionable Insights

- Key influencers build their “brand” by leveraging content: speaking engagements, books, their own blogs, “bylines” and/or senior positions: CMO, SVP, VP, etc. at leading vendors

Recommendation:

Follow these influencers, share their content, build relationships with them... while you start building your own brand with B2B marketers

Best Practices:

So what are these people doing to make our list?

Best Practices

- Top influencers tweet a LOT... 10 to 20+ times daily
- Create a consistent persona through original and curated content
- Engage with other B2B marketers, vendors, and publications on high profile topics of interest
- Use social channels to drive blog traffic, email signups, event registrations, and audience growth on other social media channels

Key Question:

What are the main webinar takeaways?

Key Takeaways

1. **Participate on more than one social network** (LinkedIn and Twitter are good choices) and look to experiment with others
2. **Consider social media bio keywords and hashtags** when developing buyer personas, brand messaging, content marketing, and direct sales strategies – **Think Social SEO**
3. **Target the right media sources** to drive your online advertising, PR, and byline strategies
4. **Invest in a robust content marketing strategy**, and get your executives, employees, and brand advocates involved in sharing it
5. **Follow and engage top influencers**, while you develop your strategy for becoming one too!

What's Next?

- Stick around as we'll answer your questions now
- Or engage us @DNNCorp or @Leadtail
- Thanks for joining us for today's webinar!