

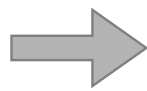


How to Use Social Media to Build Your Business

For Product Manufacturers Today

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Overview



- I. How Marketing is Changing
- II. How to Cultivate Your Brand
- III. Action Plan Steps
- IV. Expected Results
- V. Measuring Your Brand



Marketing 1.0 (Outbound) Push



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Marketing 2.0 (Inbound) Pull-through



facebook

LinkedIn

twitter

YouTube

digg

Google



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How Do Growing Companies Market?

1930 - 2000

- Newspaper
- Magazine
- Radio
- Television
- Billboard
- Trade show
- Conference
- Video
- Exhibit
- Direct Mail
- Syndication

2001 - 2009

Google

facebook

twitter

amazon.com.



So Where Do We Go From Here?



What is a Brand?



Whose set of promises do you believe?

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Brand Trust Leads to Conversion



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Marketing 1.0 Push Strategy



Marketing is What We Say About Ourselves
(what a company says about itself)

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Marketing 2.0 Pull-through Strategy



Branding is What Customers Say About Us
(what customers say about the company)

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People Talk About Great Products



THE WALL STREET JOURNAL



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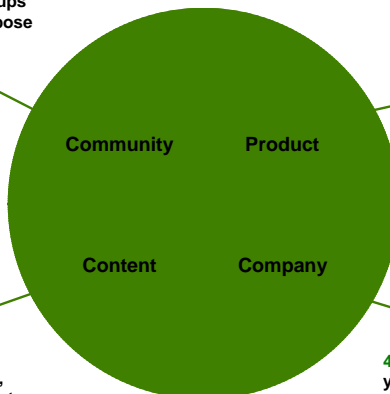
How Do You Cultivate Your Brand?

1.) Reach out to affinity groups who share your vision, purpose and interests.

3.) Offer products that are of use and interest to those you are selling. Have a particular value added benefit no one else offers.

2.) Offer information, news, insights and relative interest topics your affinity group(s) are interested in learning about.

4.) Create a positive position for your company that builds trust.



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How Much Focus on Brand?

Allocation of Strategic Marketing Time & Resources

1. Drive New Sales with One Primary Brand Strategy

2. Avoid Fragmenting Your Primary Brand Messaging and Delivery Marketing



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Which Social Media Channels to Use?

There are 7 Primary social media channels that Manufacturers should begin to build into its strategic marketing program

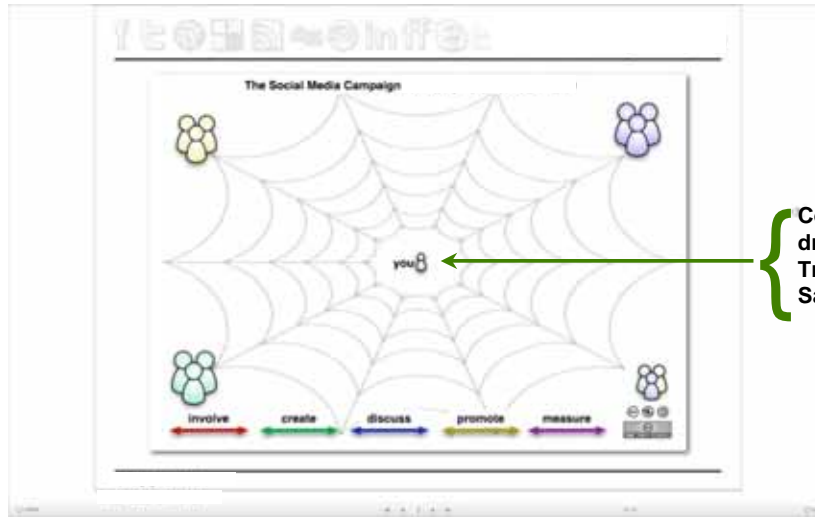
	Blog	Micro-Blog	Social Networks	Video Sharing	Social Bookmarks	Image Sharing	Podcasts
Brands	B2B	B2B	B2C	B2C	Both	Both	B2B
Effort	6	8	6	4	3	4	7
Reach	5	7	7	8	6	6	6
Example	e	t	f	YouTube	bookmark icon	flickr	podcast icon

- Blog:** for those with an interest in the subject to begin with
- Micro-Blog:** Shorter information blasts
- Social Networks:** Many different type of social platforms that are niche-oriented per user/type
- Video Sharing:** Used well with viral video's and video channels
- Social Bookmarks:** a method for Internet users to share, organize, search, and manage bookmarks of web resources.
- Image Sharing:** free platforms allow you to host, upload and share your photos and videos
- Podcasts:** is a series of digital media files (audio or video) that can be downloaded via Internet such as iTunes

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Where Does It Start?

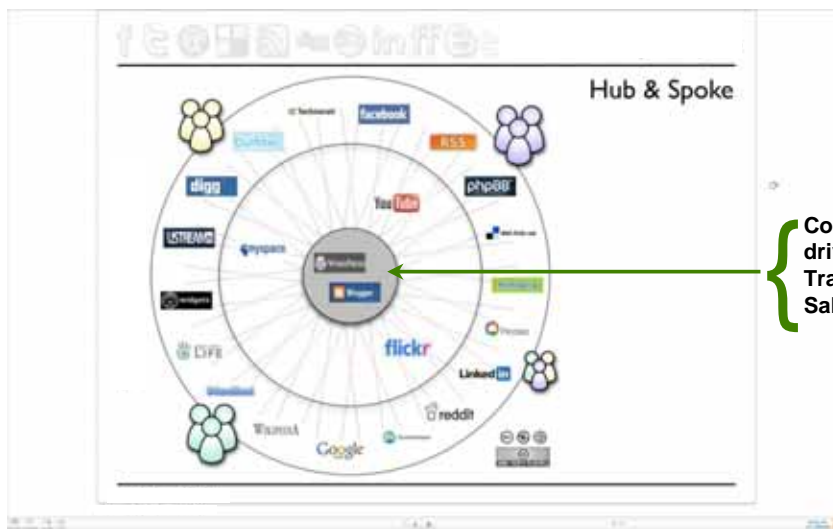


Content drives Web Traffic and Sales Leads

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Where Does It Start?

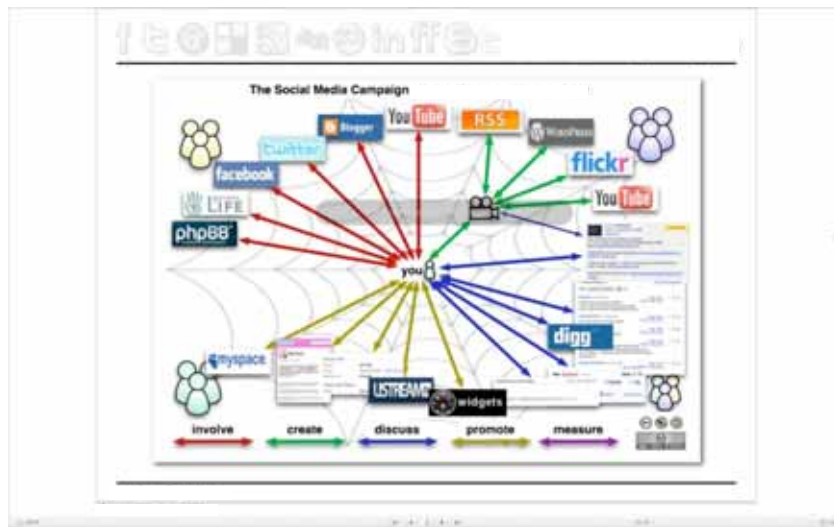


Content drives Web Traffic and Sales Leads

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What Does It Look Like Built Out?

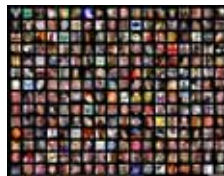


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Build Your Brand: Social Media Pages

Manufacturers should create the following “Corporate” Social Media Pages first.



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Build Your Brand: Website

Redesign Website

- Manufacturers benefit greatly from a face-lift that made it far easier for businesses and consumers to access the information.
- SEO Management & Tracking.
- Automate the order entry process through to the accounting.
- Create "Links" throughout the Website that are connected to key marketing, media, business and affinity groups/individuals that will grow the Manufacturer's network.



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Build Your Brand: Example of How To

Leverage .com

- Create a Multi-Page Profile online of your company and link related stories on both affinity blog sites and your Website.
- Blog on your site:
 - Opportunities as a featured "guest post" centering on your involvement with topics of interest
- Post "Case Study" of several of your blogs and post on your Website and other related Websites
- Link Your Blog (once created) to relevant blog sites
- Reference Case Study on Facebook, YouTube and LinkedIn with short video discussing success



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Build Your Brand: Your Blog

Create a Company

Blog: //Blog.YourCompany.com

Blogs work better for B2B brands generally because they require a certain level of prior knowledge and interest. The effort required to follow blogs generally means that the audience already has an interest in their industry. That is why there are so many industry-based blogs.

"55% More Website Visitors for Companies That Blog."

--MediaPost.com

There are several blog systems that can be downloaded as templates.



Minimum Blog:
One blog post per week.



Build Your Brand: eNewsletter/Blasts

Create a Company eNewsletter & eBlasts

The best e-newsletters share many of the same qualities as a good blog. It may seem strange to be comparing an e-newsletter with a blog.

Just think back to the days before blogs existed.

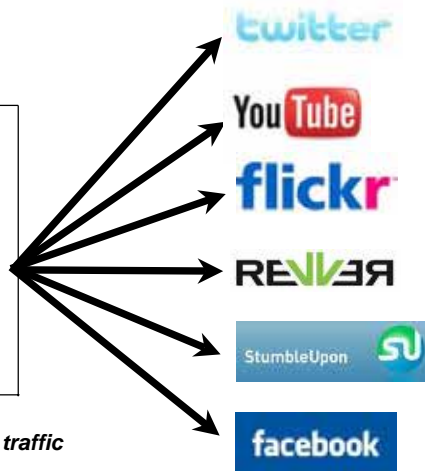
Back then, where did you turn to find interesting, engaging, timely, and topical news and information?

The answer for many of us is that we signed up for some great newsletters. We didn't go to Web sites for the latest information and opinions, because in those days most sites tended to be too static.

If we wanted to know what was new, important, and interesting, we turned to newsletters. Today it's monthly eNews and eBlasts that we get most of our information and news from.



Build Your Brand: Distribute Content



"Links are the number one way to build traffic to your Website."
-MediaPost.com

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Evaluate Your Website & blog

Grade Your Website

Website Grader is a [free seo tool](#) that measures the marketing effectiveness of a website. It provides a score that incorporates things like website traffic, SEO, social popularity and other technical factors. It also provides some basic advice on how the website can be improved from a marketing perspective.

www.WebsiteGrader.com

www.BlogGrader.com

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Thank You!

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