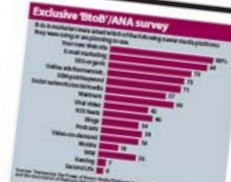


Social Media Use Soars Among B-to-B Marketers

Bob Felsenthal
VP-Publisher
BtoB



Social media use soars among b-to-b marketers

By ELLI BOKER

Social media and email have become the primary ways for B-to-B marketers to reach their audience, according to a new survey by BtoB and ANA. The survey found that 60% of B-to-B marketers use social media to reach their audience, up from 45% in 2011. Email remains the most popular channel, with 85% of marketers using it to reach their audience.

FACEBOOK TIPS SOCIAL MEDIA

Asked about specific social media activities, they revealed that 65% of marketers use LinkedIn, compared with just 20% of the total survey. Interestingly, advertising on Facebook ranked higher than any other activity.

SEARCH ENGINE OPTIMIZATION

It's not just about marketing but also about search engine optimization. The survey found that 75% of marketers use search engines to find their audience, up from 65% in 2011.

Audience databases brighten media outlook

Little overlap among print, event and Web users; databases broader reach than expected

By JIM COLLINS

Little overlap among print, event and Web users; databases broader reach than expected. Audience databases are becoming a key part of the marketing mix for B-to-B marketers, according to a new survey by BtoB and ANA. The survey found that 60% of marketers use audience databases to reach their audience, up from 45% in 2011.

Natural search adherents learn the value of tweaks and tweets

By CHRISTOPHER HOFFMAN

It's not just about marketing but also about search engine optimization. The survey found that 75% of marketers use search engines to find their audience, up from 65% in 2011.

EVENT MARKETING SPECIAL REPORT

THINK SMALL

The economy has companies looking for less expensive alternatives to big shows.

“Thirty-eight percent of all media on the Internet is consumed on social platforms, so we as b-to-b marketers need to be there.”



Patrick Crane

VP-marketing & advertising

LinkedIn

BtoB's Leading Edge Virtual Trade Show, June 2009

About the Survey

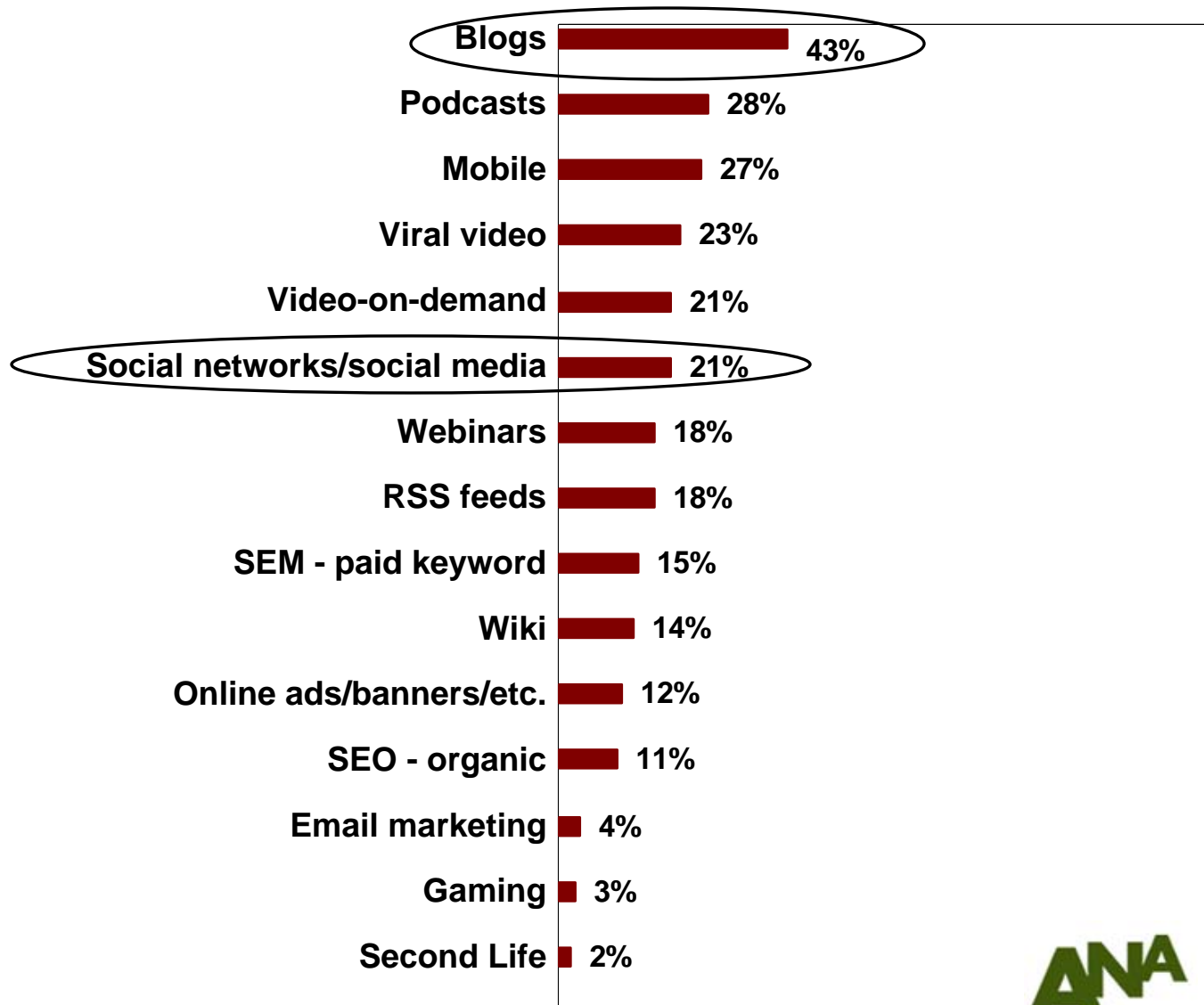
- Conducted June 2009
- *BtoB* and the Association of National Advertisers' marketing audience was surveyed.



Newer media platforms current use by b-to-b marketers



Newer media platforms use within next year by b-to-b marketers



“We’re using Twitter as a ‘teaser’ channel, Facebook as a hub of information, forums as a type of help desk and blogs as our corporate voice.”



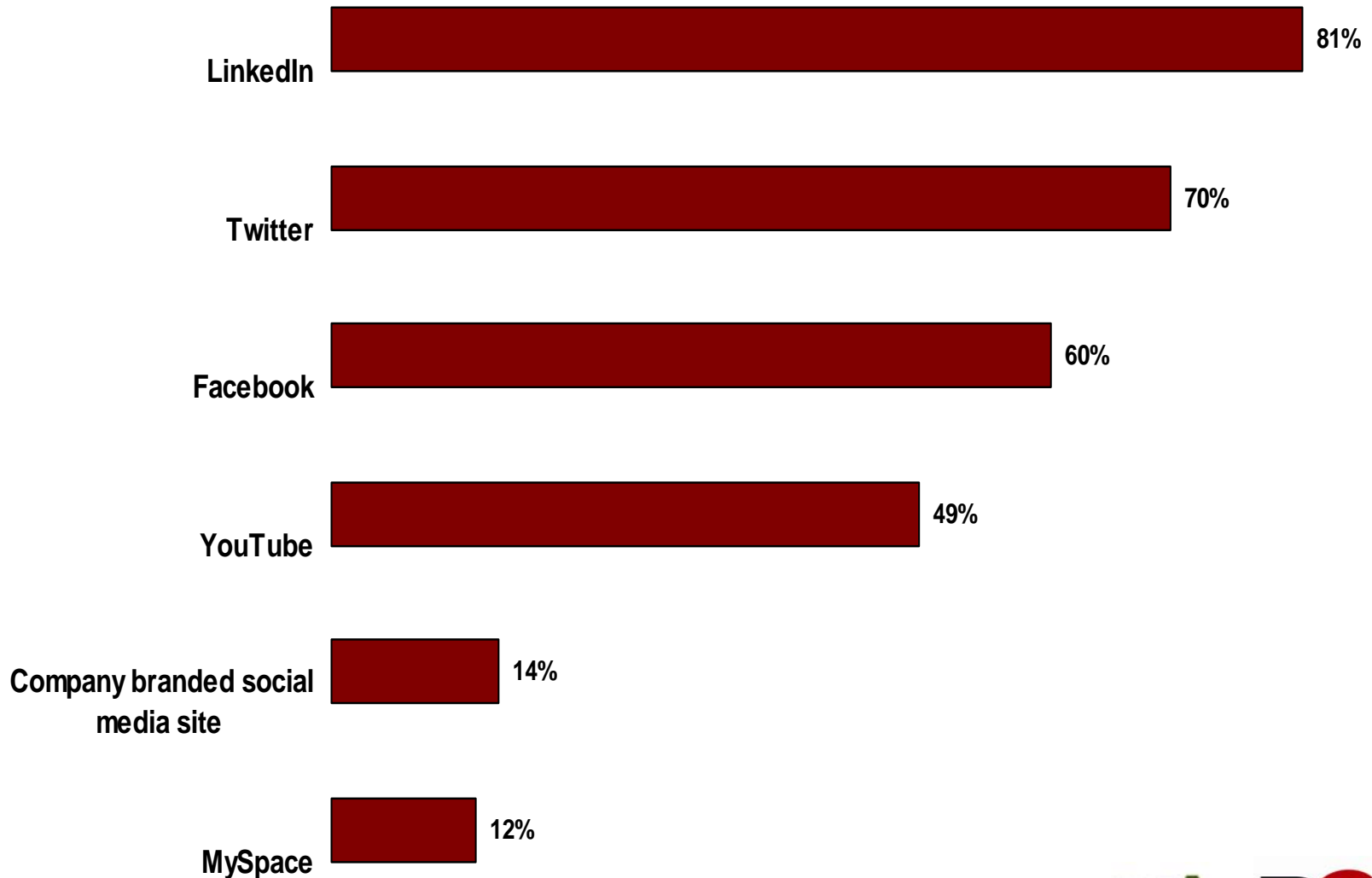
Paul Dunay

Global managing director of
services & social marketing

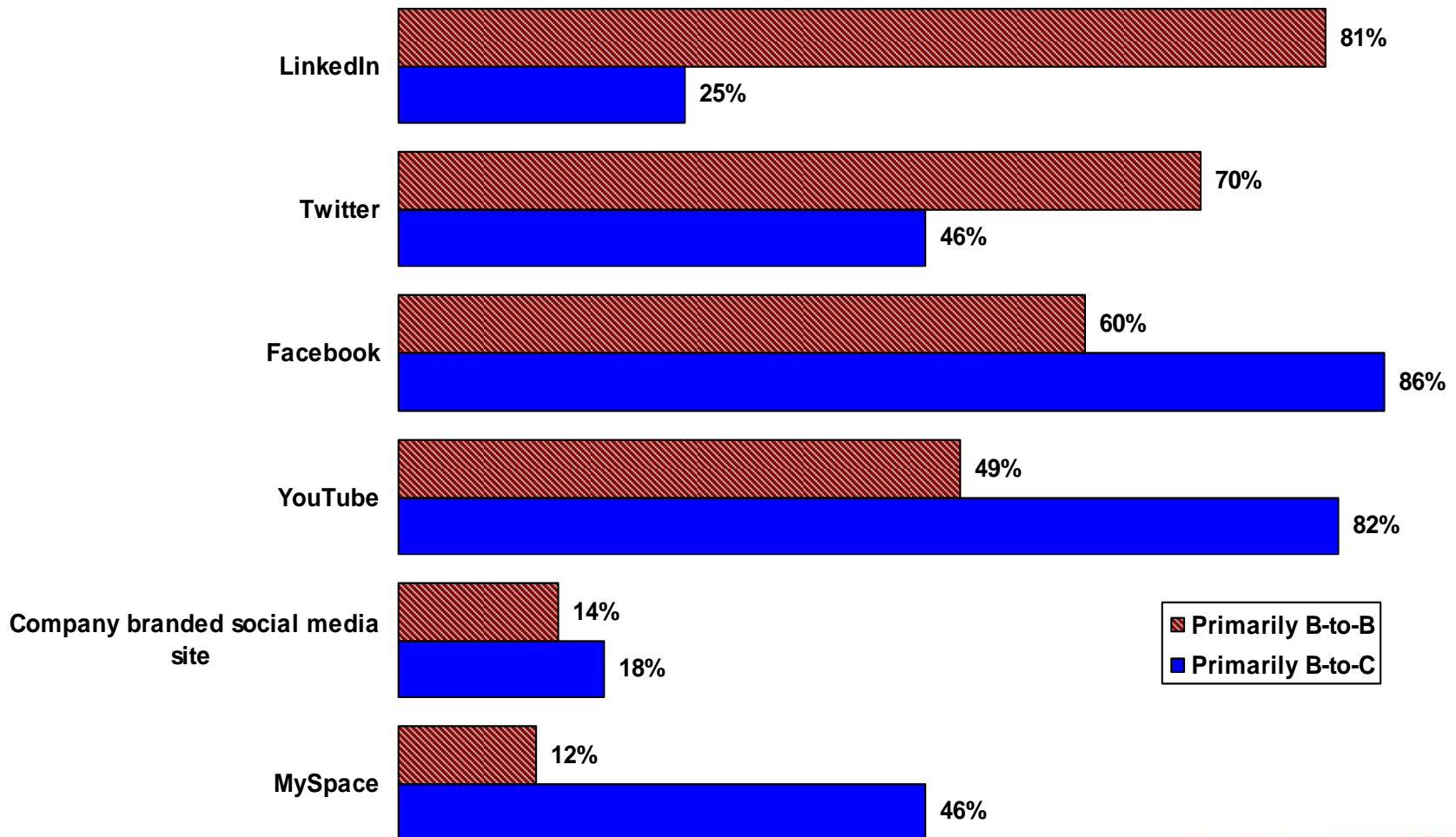
Avaya

BtoB's NetMarketing Breakfast, June 2009

Social networks/media use among b-to-b



Social networks/media use among b-to-b



“I have yet to meet a marketing professional I didn’t think could benefit from using Twitter, as I’ve found it to be such an incredible resource for marketing information, insights and connections.”



Marcy Shinder

VP-Brand Management

American Express OPEN

BtoB, July 2009

“Twitter is another way for us to engage with our customers, it’s becoming very critical for us. What b-to-b marketers miss is that these conversations are going on without them.”



Jeffrey Hayzlett

CMO

Eastman Kodak Co.

BtoB, April 2009

Primary Objective for Social Media Use in B-to-B

1. Brand Building/Brand Management (51%)
2. Demand Generation/Client Acquisition (30%)
3. Customer Loyalty/Retention (9%)
4. Cross-Selling/Up-Selling (5%)

Primary Objective for Viral Video Use in B-to-B

1. Demand Generation/Client Acquisition (58%)
2. Brand Building/Brand Management (35%)
3. Customer Loyalty/Retention (3%)
4. Cross-Selling/Up-Selling (3%)

Primary Objective for Blog Use in B-to-B

1. Customer Loyalty/Retention (33%)
2. Brand Building/Brand Management (29%)
3. Demand Generation/Client Acquisition (25%)
4. Cross-Selling/Up-Selling (4%)

“Even though the ROI of social media is sometimes tricky to measure, with each passing day more companies, including savvy b-to-b companies, are building better connections with customers and prospects through social media channels.”



Tim Walker

Social media manager

Hoover's Inc.

BtoBonline.com, August 2009

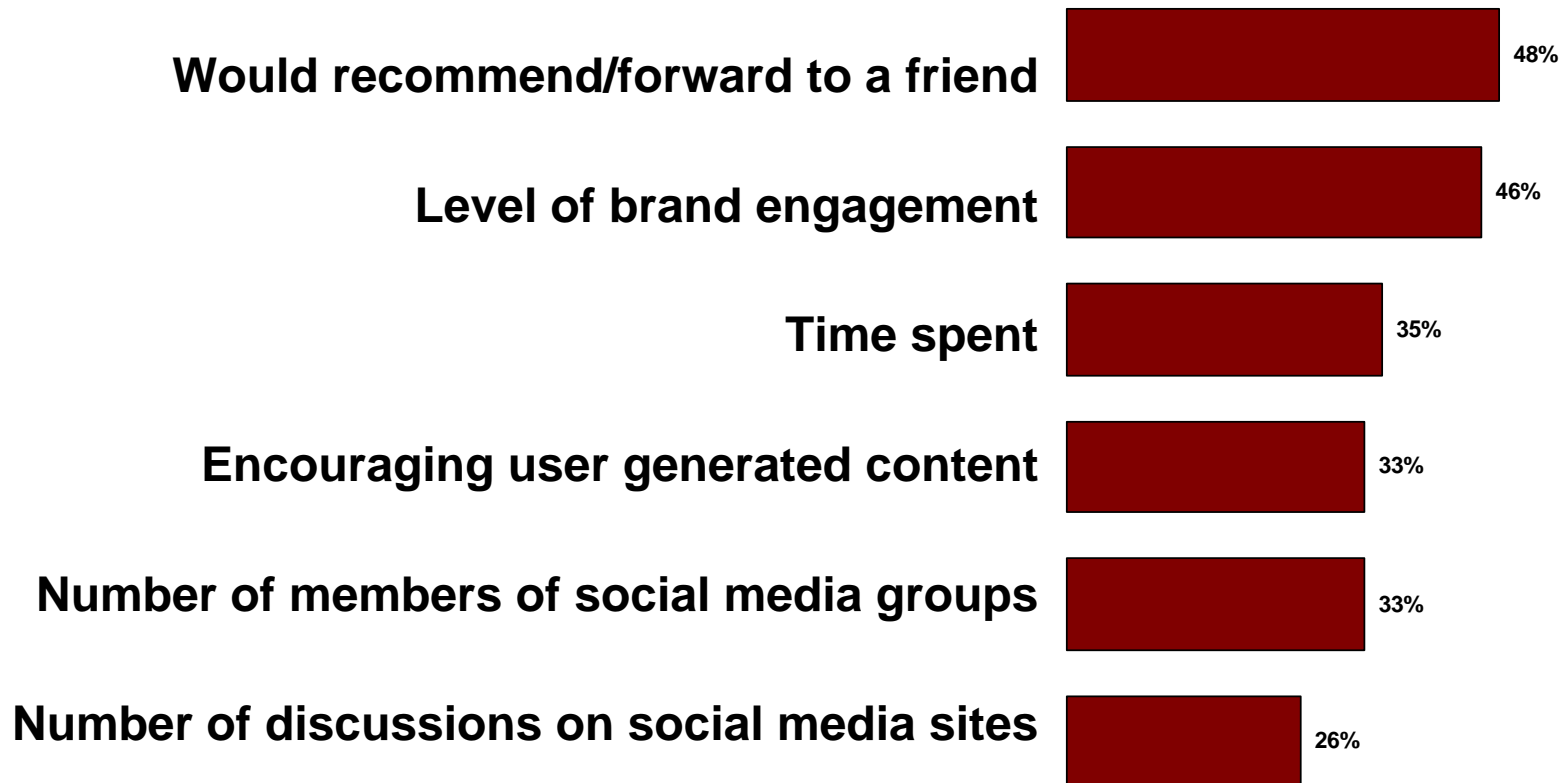
How B-to-B Companies Are Measuring Effectiveness*



*Results are across all newer media platforms



How B-to-B Companies Are Measuring Effectiveness*



*Results are across all newer media platforms



Social Media Budgets 2008 vs. 2009 Spending

- 46.2% of b-to-b marketers will increase their social media budgets in 2009*

**BtoB*'s '2009 Marketers' Outlook' survey

“This stuff is so cheap to do; you want to go out and experiment and do a lot and see what sticks.”



Mark Wilson

VP-Corporate Marketing

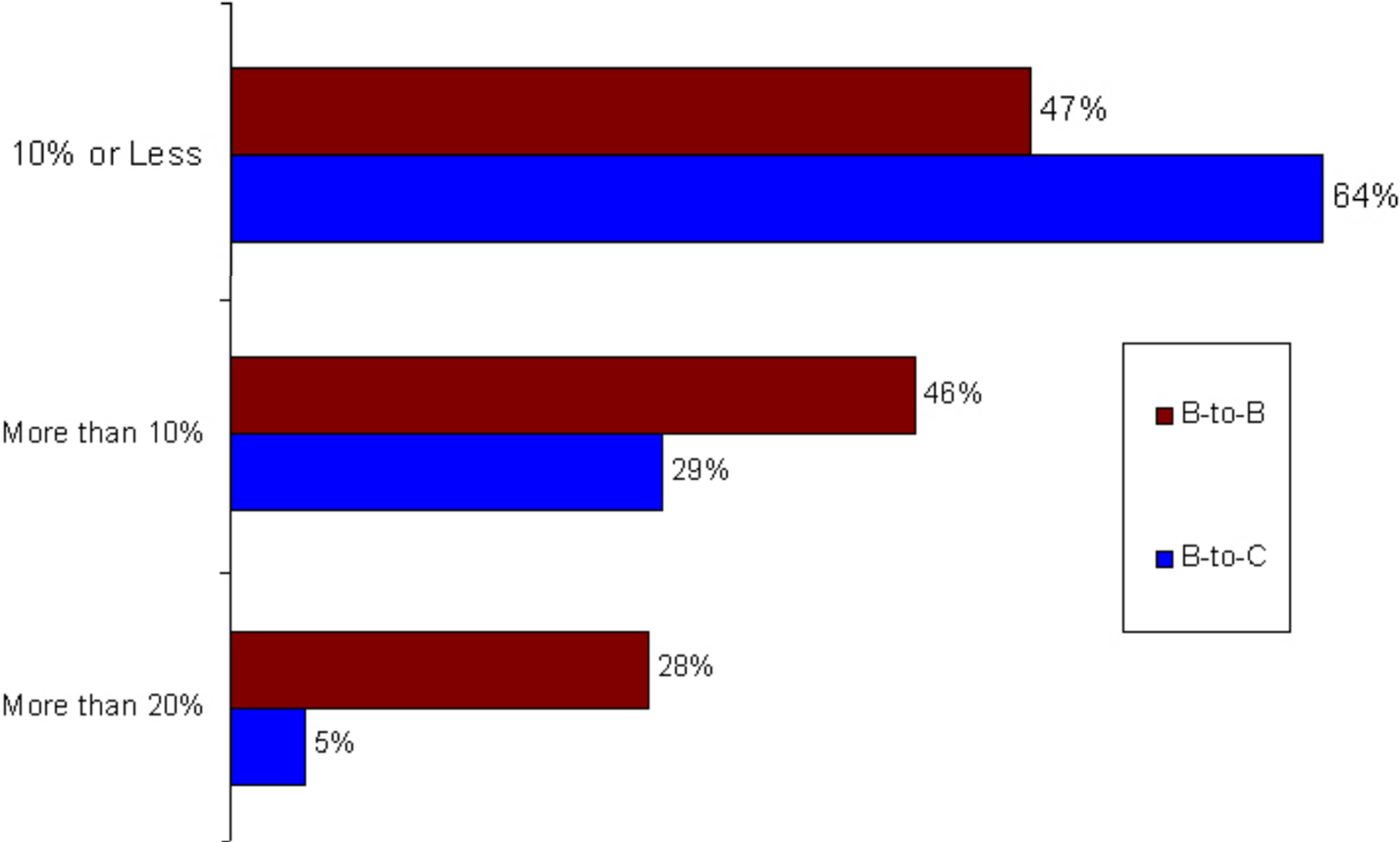
Sybase Inc.

ANA/*BtoB* Marketing in a New World Conference

August, 2009

Percentage of Overall Media Budget Allocated to Newer Media Platforms

B-to-B vs. B-to-C



“You’ve got to listen, you’ve got to build your objectives and you’ve got to participate; and the participation is an enormous time constraint.”



Matt Yorke

President

IDG Strategic Marketing Services

BtoB, September 2009

Thank you

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