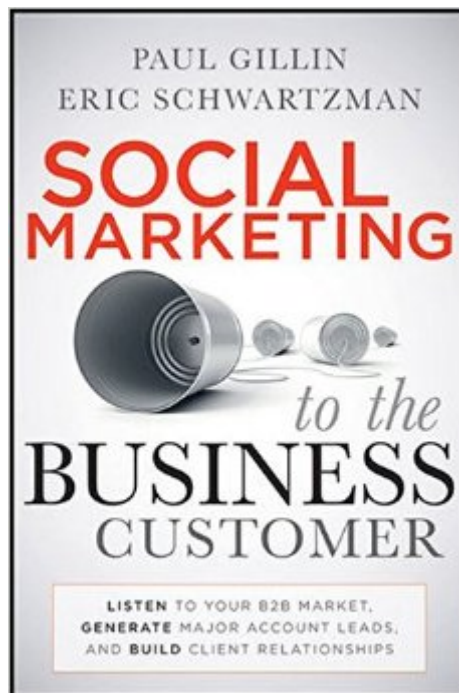


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# Social Marketing To The Business Customer: Listen To Your B2B Market, Generate Major Account Leads, And Build Client Relationships



## Synopsis

The first book devoted entirely to B2B social marketing B2B markets are fundamentally different from consumer markets. Decisions are made on value, not impulse. Buying cycles are complex, often with many stakeholders involved. Relationships and support are critical. Bet-the-business decisions demand discipline, knowledge, and lots of information. This hands-on guide covers topics unique to this segment, including cost justification, prospecting and lead generation, matching tools to the sales funnel, building, B2B search engine optimization, social media monitoring, social media policy development, long-term client relationships, gaining stakeholder support, building a more transparent organization, and what's coming next. Features plentiful examples, case studies, and best practices Focuses on the channels that are most effective for B2B marketers Builds on the authors' more than 30 years of combined experience in the new media/social media space, as well as two previous successful books Leverage the vast business-to-business potential of Facebook, LinkedIn, Twitter, and many other social media platforms today with Social Marketing to the Business Customer!

## Book Information

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## Customer Reviews

In my consulting work at Socialmedia.biz, I still run into executives and top-tier managers who think of social networking as an employee productivity drain. For anyone who shares a similar point of view, run to your nearest bookstore and pick up a copy of "Social Marketing to the Business

Customer" by Paul Gillin and Eric Schwartzman. The book is chock full of meaty, real-world examples of how to grow your business using B2B and B2C strategies and tactics. The authors show how companies can use social media to forge deep, productive relationships with customers and lure new customers into the fold. Channeling Shel Israel in "Twiterville," they cite a Dell senior manager Richard Binhammer's admonition: "Don't waste your time trying to convert atheists. Work on the agnostics in the room -- doubters who might be turned into believers through conversation." The authors explain how a Midwestern distributor of solar panels could use Twitter's advanced search feature to scout out anyone discussing the term "solar panels" within a 100-mile radius of Chicago. In devoting a chapter to search, the authors reveal some of the tactics that social marketers use to suss out keywords that customers are using to discuss your business -- and where they're discussing it. Sometimes it calls for a shift in the language you use on your own website or blog. "If you're blogging about 'solar cells' but your customers are searching for 'solar power,' you're speaking two different languages," they write. Social media platforms and services -- LinkedIn, Twitter, Facebook, YouTube, podcasts -- are covered in depth. Businesses' use of Twitter is more robust than you might imagine.

It was with great delight that I picked up Paul Gillin's and Eric Schwartzman's "Social Marketing to the Business Customer." You see, Paul's 2008 "Secrets of Social Media Marketing" was my first social media book. For too long I had been asking people -- all consumer PR pros -- to explain social media to me and yet felt stuck in figuring out how this powerful new thing could be applied to B2B. Paul's book got me out of that rut and set me an orderly path for study. I got to meet him at a PR conference last year and thanked him for remaking my career. I told him I was in B2B he replied that he was coming out with a book on that very topic. So you can imagine the anticipation felt when I opened the book. Now let me share with you the rewards it contained. If Cluetrain Manifesto is the cornerstone of a social media education, then for B2B, "Social Marketing to the Business Customer" is its capstone. Four reasons why: 1. B2B v. B2C: Finally, finally, finally, someone has done an exhaustive review of the differences between B2B and B2C business models and why they matter in setting out a social media strategy. Many have tried (including myself), but the book just brings it all together and ties it up in a bow for you. One nugget that caught my eye was how given the large number of influencers in B2B buying decisions, you need to have a different social media approach for each one (a financial-focused message for CFOs, an ease-of-use one for the people who actually use the product, etc.). The book also makes clear you'll need an SEO strategy for each one to make sure the content/conversation is found. 2. Gristle: You know how a lot of Web 2.0 pros sell

the sizzle of social media steak? Paul and Eric get into the gristle. We've really needed that.

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