

42TM Rules **for B2B** **Social Media** **Marketing**

Learn Proven Strategies and Field-Tested
Tactics through Real World
Success Stories

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FOREWORD BY RAY WANG

42 Rules for B2B Social Media Marketing

Learn Proven Strategies and Field-Tested Tactics through Real-World Success Stories

**By Michael Procopio,
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Foreword by Ray Wang



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Early Praise For This Book!

“This book is a must-read for your staff to learn key B2B social media marketing strategies and fill in knowledge gaps. It provides hands-on advice and real-world use cases, unlike many other books on the topic that talk high-level and leave people wanting. Whether you want to build your brand online or turn your organization into a social business, as an executive, this book is a great resource.”

Dave DeWalt, Former CEO and President, McAfee

“While the lines between B2B and B2C are blurring, there are aspects of social media that a B2B marketer must carefully consider and navigate. *42 Rules for B2B Social Media Marketing* provides an insightful GPS for the journey that will benefit both the social media novice and the expert.”

Jonathan D. Becher, CMO, SAP

“This book moves B2B social media marketing mountains! The authors have taken the complex world of social media and applied specific best practices for the business-to-business space. It is a must-read; do not leave home without it. Essential for any new or seasoned marketer who needs to excel in this brave new world.”

Vanessa DiMauro, CEO, Leader Networks LLC

“For those who still think social media is only for consumer marketing, *42 Rules for B2B Social Media Marketing* is a must-read. Beginning with the basics, the authors then take the reader through familiar territory for B2B marketers, showing how social media can boost awareness, influence the influencers, generate leads, and even train the sales force. Read this book before your competitors do.”

Tim Matthews, Senior Director Product Marketing, Symantec

“*42 Rules for B2B Social Media Marketing* solves a basic problem: getting you up to speed on social media marketing very quickly. It explains the “why” and “how” in a concise manner. Just the real deal in making social media work for you and your company from people who are used to running big social media programs in B2B enterprises.”

Rick Mans, Social Media Lead, Capgemini

“Finally, a concise, practical guide for B2B social marketing! Most of the social media content and advice available on the web focuses on B2C models; it’s often hard to find good B2B content. It’s great to have a resource written by actual social media practitioners/leaders who have learned how to successfully navigate the complex channels of B2B social marketing.”

Maria Poveromo, Senior Director Social Media, Adobe Systems

“While a lot of books have been written on social media marketing, the authors have truly honed in on the unique needs of the B2B marketer, providing actionable advice on how to effectively reach target audiences. Whether you are just getting started in social media, looking for ways to improve your level of engagement, or need a great

reference guide to get your teams up to speed, this book has something for everyone.”

Marina Greenwood, Principal, Activa PR

“This book is loaded with real-life examples and written in a concise and “to the point” manner. It is a must-read for anybody leveraging the most important aspect of B2B marketing in today’s world—digital marketing. While most books of this nature are written purely at the high-level or from a strategic standpoint, this book is comprehensive in that it also discusses digital marketing tools and how to use them effectively.”

Sonja Hickey, Senior Product Marketing Manager, HP

“Finally, someone has brought together best practices for B2B social media in a concise and actionable format. Regardless of whether you’re new to social media or an industry veteran, you’ll find something new you can start implementing right away. This 42 Rules book has become my new go-to reference guide.”

Jonathan Chizick, Vice President, MarketingCamp.org

“I absolutely love the format and content of this book! Finally, an easy-to-reference social media resource for B2B companies without a dedicated marketing agency or department. Each Rule is short and snappy, with how-to suggestions anyone can implement one at a time or as part of a comprehensive program.”

René Shimada Siegel, President, High Tech Connect

“The rise of social media, content proliferation and mobile applications has made the life of a B2B Marketer difficult to get their message heard. The good news is that this book serves as a playbook with really smart strategies coupled with practical examples of how B2B marketers can use social media to create and distribute meaningful content to their target audience—the right content, at the right time, in the right channel to the right customer.”

Michael Brito, SVP Social Business Planning, Edelman Digital

“Natascha, Peter, and Michael have written a book that cuts through all the noise and offers a straight-forward guide for developing and executing a thoughtful and effective social media strategy. A must-read for B2B marketers looking to improve their knowledge of social media and learn how to do it right.”

Shelly Milam, Social Media and Digital Manager, Juniper Networks

“Social marketing advice today is predominantly geared to B2C organizations which are fundamentally different from the B2B world. Yet, we know that business-to-business commerce and interactions can benefit greatly from social business practices, and that B2B organizations can have exponential impacts on the global marketplace. “42 Rules” offers valuable, practical guidance for B2B marketers at all levels. The content is well organized for easy reference, includes quick ideas to implement, and is supported by real-world examples.”

Mark Yolton, SVP of Digital, Social and Communities, SAP

“This is the first book I have seen on social media which is really prescriptive and

written in simple conversational language. As a product marketer practicing social media, I believe these 42 rules will definitely help me engage more with my audience. A must-read book for product marketers who are practicing or want to practice social media!”

Anand Akela, Director, Product Marketing, Oracle

“Like most things I love enough to recommend, this book is ultra-useful and elegantly simple. These three media experts have crafted the ultimate “how to” for anyone trying to navigate the wild and windy social media space, which B2B marketers absolutely must if they want to build meaningful relationships with customers and their network at large. Buy this insightful rule book for everyone in your enterprise (and hide it from your competitors).”

Barry Feldman, Owner, Feldman Creative

“As a marketing executive, social media is an integral part of my marketing strategy. This book clearly demonstrates how B2B marketing professionals can adapt to the rapidly changing social media landscape. An exceptional resource on how to effectively leverage social media, I plan to buy this book for every member of my team.”

Ashish Kuthiala, Head of Product Marketing, Electric Cloud

“Through our museum’s varied channels, we are attempting to understand who our audience is, create dialogue, and build community in order to communicate most effectively. We’ve learned that a consistent voice and responsiveness of the institution results in loyal followers who are eager to share, like, and contribute to the conversation on art and artists. *42 Rules for B2B Social Media Marketing* provides a clear guide for any organization that wants to get closer to their audience.”

Jill Katz, Director of Marketing and Communications, Institute of Contemporary Art/University of Pennsylvania

“This is a book written by B2B digital and social media practitioners for B2B digital and social media practitioners; the level of detail and comprehension of the differences—and similarities—between markets is impressive. A must-read for those responsible for digital and social program execution within progressive B2B organizations.”

Maggie Fox, Founder and CEO, Social Media Group

“In an era where social marketing has become such a critical component to any company’s marketing program, *42 Rules for B2B Social Media Marketing* provides an in-depth perspective on today’s most effective social marketing tools, diving into real-life experiences from tenured professionals using the best practices in the field. Be prepared to follow a journey on discussing concrete examples of how these best practices work and why they must be followed. It’s refreshing as it is revealing and insightful, especially for marketers looking for cost-effective, scalable tools to help them successfully execute on their social marketing vision.”

Rana Salman, Ph.D., VP Business Development, Chasse Consulting: Sales Strategies, Inc.

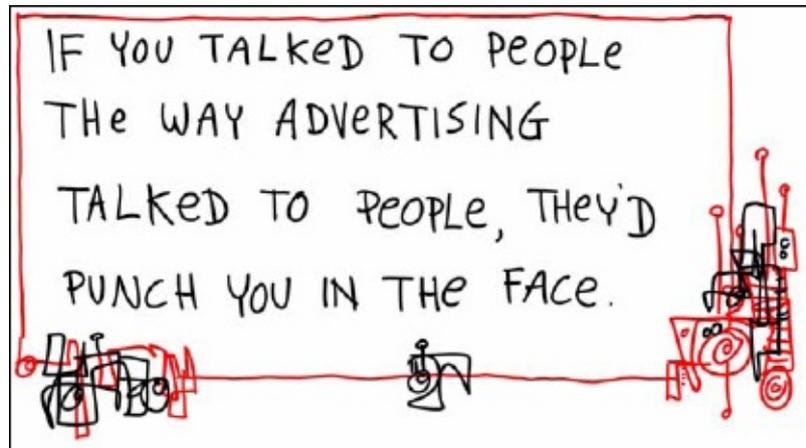
“B2B marketers have seen the potential in social media and social networks to help build stronger relationships with customers and prospects for years, but not really had a manual for how to achieve that goal. This excellent book helps B2B marketers to understand how social can measurably impact their businesses and customer relationships, how to take lessons from the B2C world and apply them in B2B, and lays a foundation and roadmap for marketers to achieve it. Must-read for any B2B marketers looking to integrate social into their programs.”

Jen Evans, Founder and Chief Strategist, Sequentia Environics

“*42 Rules for B2B Social Media Marketing* provides a unique blueprint for B2B marketers in the world where marketing communications has been replaced by customer experience and social media engagement. The book is a comprehensive compendium that offers marketers practical advice on how to master the world of social media marketing using the latest techniques and most recent marketing channels. Whether you are only getting started or already have considerable experience in social media marketing, this book is a valuable reference for all.”

Lubor Ptacek, VP Strategic Marketing, OpenText

Epigraph



Thanks to Hugh MacLeod and Jason Korman of Gapingvoid for this cartoon. See more of their work at <http://gapingvoid.com>.

Dedication

To Kathi, Benjamin, and Scott, who support me in all things.

—**Michael**

To my wife, for her unconditional love and support.

To my children, who inspire me to try new things.

To my parents, for their motivation to seek and share knowledge.

—**Peter**

To my loving husband Allan, for being an integral part of this journey.

—**Natascha**

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—Michael, Peter, Natascha

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Foreword

Foreword by Ray Wang

A confluence of forces in society, technology, environment, economy, and politics has emerged to transform B2B marketing as we know it. Prospects overwhelmed by a barrage of irrelevant content and offers automatically tune out marketing noise. Cold calls go unanswered. Email blasts are unopened. Marketing literature is thrown by the wayside. Traditional marketing techniques face fatigue and continue to fail their marketers.

Compounding marketing fatigue, most prospects already know more about your product than your best sales reps. Prospects have the tools to connect with peers and form their own conclusions in the sales cycle. As marketing and support converge, savvy organizations have discovered that their customers know how to support each other better than their best service reps. In fact, marketing has been turned inside out and outside in. Competitors can read everything about your customers and how well your products and solutions fare in the market. Transparency leaves many enterprises and brands exposed.

Inside the boardroom and executive suite, panic has set in. Leaders used to constructs of one-way communications, hierarchies, and command and control models realize social media in B2B marketing is more than a shift. The corporate culture must evolve as enterprises move from transactional systems to engagement systems.

As the world continues to shift from transaction to engagement, a focus on relevancy and context will emerge. This shift to engagement platforms will transform marketing for the next decade and bring sales and support closer to marketing than ever before. Organizations must relearn how to engage in this new model or risk relevancy.

While some old adages still apply, B2B social media marketing comes with new rules. Organizations and brands must rediscover how to mix social media into marketing efforts, create content for social media, leverage key social media sites, use social media in the sales cycle, and put social media into practice.

Success will require marketers to embrace this change. The new medium comes with new risks and new opportunities. The 42 rules outlined here by Michael, Peter, and Natascha articulate how to succeed in this new paradigm. Consequently, CMOs, marketing professionals, and customer experience leaders should take note of the 42 rules in the design of their B2B social media marketing programs.

R “Ray” Wang
Principal Analyst & CEO
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About Ray Wang

R “Ray” Wang is the Principal Analyst and CEO at Constellation Research, Inc. He’s also the author of the popular enterprise software blog “A Software Insider’s Point of View.” With viewer-ship in the millions of page views a year, his blog provides insight into how disruptive technologies and new business models impact the enterprise. Prior to founding Constellation, he was a founding partner and research analyst for enterprise strategy at Altimeter Group and one of the top analysts at Forrester Research for enterprise strategy.

Ray’s blog: <http://softwareinsider.org/>

Ray’s complete bio: <http://bit.ly/b2bmkt-f01>¹

Intro

We believe the B2B (business-to-business) marketer is underserved by material on social media. For example, many social media conferences are B2C-focused (business-to-consumer) and when people ask questions about B2B they often receive blank looks in response. We, on the other hand, work in Global 2000 companies selling to other Global 2000 companies and that is our primary focus.

The primary difference in enterprise B2B marketing is that the sale is more complex, typically high dollar value, where multiple people need to agree to a purchase and those people have different concerns which need to be addressed during the sales cycle. And, the sales cycle typically runs several months with different stakeholders participating at different points in the process. Unlike selling a piece of consumer electronics, many people can say “no,” and the “wow, this is cool” factor is minimized by the many meetings to discuss the purchase. B2B marketers also have a smaller set of social media marketing tactics available than our B2C brethren, and we don’t usually have the gratification of generating immediate sales from a great campaign.

When we had our first meeting about writing this book, the first question we asked ourselves was, “who is our audience?” After some debate, we concluded that the primary person is a product marketing professional, campaign marketing professional, product manager or other marketing professional who is familiar with traditional marketing and is now being asked to include social media marketing into their mix. In addition, if you manage one or more of these groups, this book will make you conversant in the strategy and tactics of social media.

We are fortunate to work in environments that encourage risk and experimentation, which gives us the freedom and flexibility to try many social media concepts without worrying too much about the immediate, measurable return.

We are active in social media as marketers, educators and speakers. Current and former colleagues come to us for advice on social media marketing, and we find we have to discuss the same basic concepts over and over.

This is our chance to pay it forward, allow others to learn from our experience and mistakes, and to pass on our best practices. And, perhaps, hand someone this book rather than provide another hour of personal training.

There is already lots of great information available on social media (which we will point you to), but not in a single location, not in short, accessible chunks, and not with so many real-world examples. Busy marketing managers and executives know that social media is important to their success, but they do not have time to read multiple 300-page books on the various disciplines within social media marketing. We chose the 42 Rules series because it has the right balance between covering the topic comprehensively and being an actionable, brief, easy read.

Our goal is for this book to be a training reference for new employees and colleagues just starting to venture into social media marketing. We hope it will quickly make them functional (or at least functionally literate) in social media marketing. For more seasoned social media marketers, this book can fill in gaps or provide a starting point to leverage new social channels.

One final note: social media is in its early days. Things are changing very rapidly. We will cover some “why” along with the “how-to” so that you’ll be able to apply the tactics to new social media sites as they become available. You can also follow the book and ask questions at <http://bit.ly/b2bmkt-i02>.²

Let’s get started!

How to Use this Book

There are several ways to use this book, depending on your role and comfort with social media.

We wrote this book primarily for the **social media practitioner**, especially for marketing professionals, such as product marketing professionals, campaign marketing professionals, and product managers, tasked with starting or participating in a social media program. You already know marketing, but need to extend your knowledge into the field of social media. Or, you are using one social channel and want to do more but don't feel comfortable.

This book can also provide a background for **marketing managers** or **executives** with responsibility for social media, even if they are not actively involved in it on a day-to-day basis. You will need to understand the vocabulary, strategies, and how to measure the success of your social media programs. You may even take the plunge and start "doing social" yourself.

Look below for your category to see the most efficient way to go through the book and get started.

Marketing professionals new to social media

- Read the entire book.
- Choose a few ways you want to get started in social media and re-read the relevant chapters.
- As you become proficient using one social media channel, think about your goals and review Part III ("Leveraging Key Social Media Channels") to determine what to do next.

Marketing professionals with some social media experience

- Review the Table of Contents.
- Read Rule 4 ("Start with Your Audience") to avoid falling into the trap of jumping into a new social channel without having a plan.
- Think about what you want to accomplish with social media and read the chapters to fill the gaps in your knowledge.

Marketing executives overseeing social media

- Read Part I ("Mixing Social Media into Your Marketing") to review why social media is so important for B2B marketing and to become familiar with the key strategies you'll want to make sure your staff is following.
- Review the Table of Contents to see which areas you want to explore in more detail to meet your organization's business objectives.
- If your role includes building pipeline, read Part V ("Using Social Media in the

Sales Cycle”).

- If you have a very lean team and plan to use external resources to drive your social media programs, read Rule 41 (“Augment with an Agency”).

Other professionals that want to use social media to engage with their customers or partners

- Start with Rule 4 (“Start with Your Audience”) and Rule 5 (“Listen First”).
- Determine your goals and then review the Table of Contents to determine which chapters will help you reach them.