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# 5 B2B Social Media Career Killers

...and how to overcome them

**Eddie Smith**

Chief Revenue Officer

Topsy Labs

**Nichole Kelly**

President

SME Digital

**Chris Baggott**

Chairman

Compendium

**Daniel Burstein**

Director of Editorial Content

MECLABS

# Panel Speakers



**Eddie Smith**  
**Chief Revenue Officer**  
**Topsy Labs**

@esmitsky



**Chris Baggott**  
**Chairman**  
**Compendium**

@chrisbaggott



**Nichole Kelly**  
**President**  
**SME Digital**

@Nichole\_Kelly



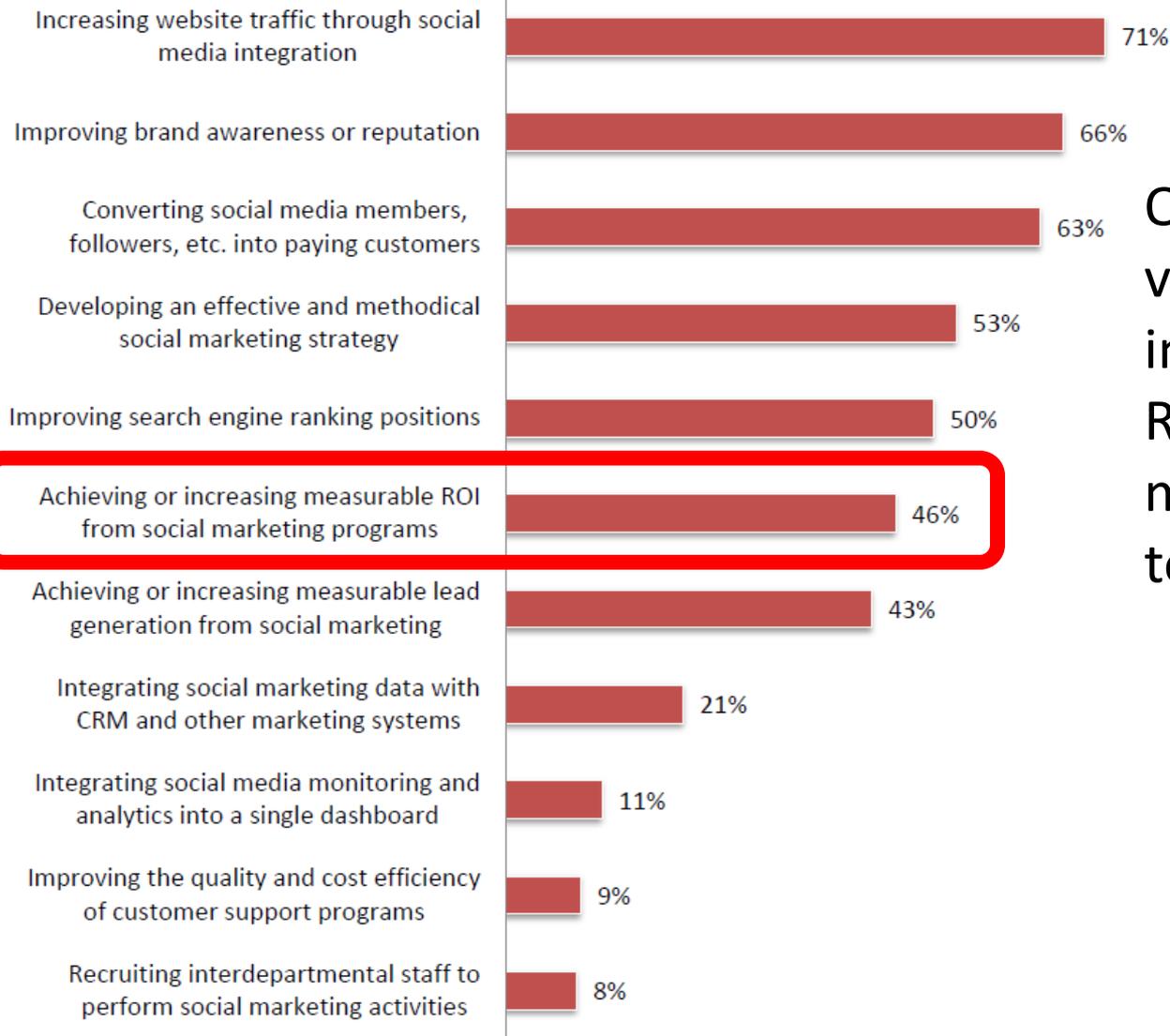
**Daniel Burstein**  
**Director, Editorial Content**  
**MECLABS**

@DanielBurstein

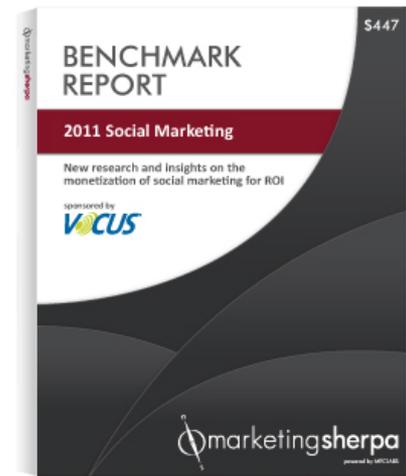


# 5 B2B Social Media Career Killers

- 1 Thinking your CFO is your nemesis
- 2 Single-use content
- 3 Creating content that is not authentic
- 4 Treating social media like it's "special"
- 5 Not soliciting outside content



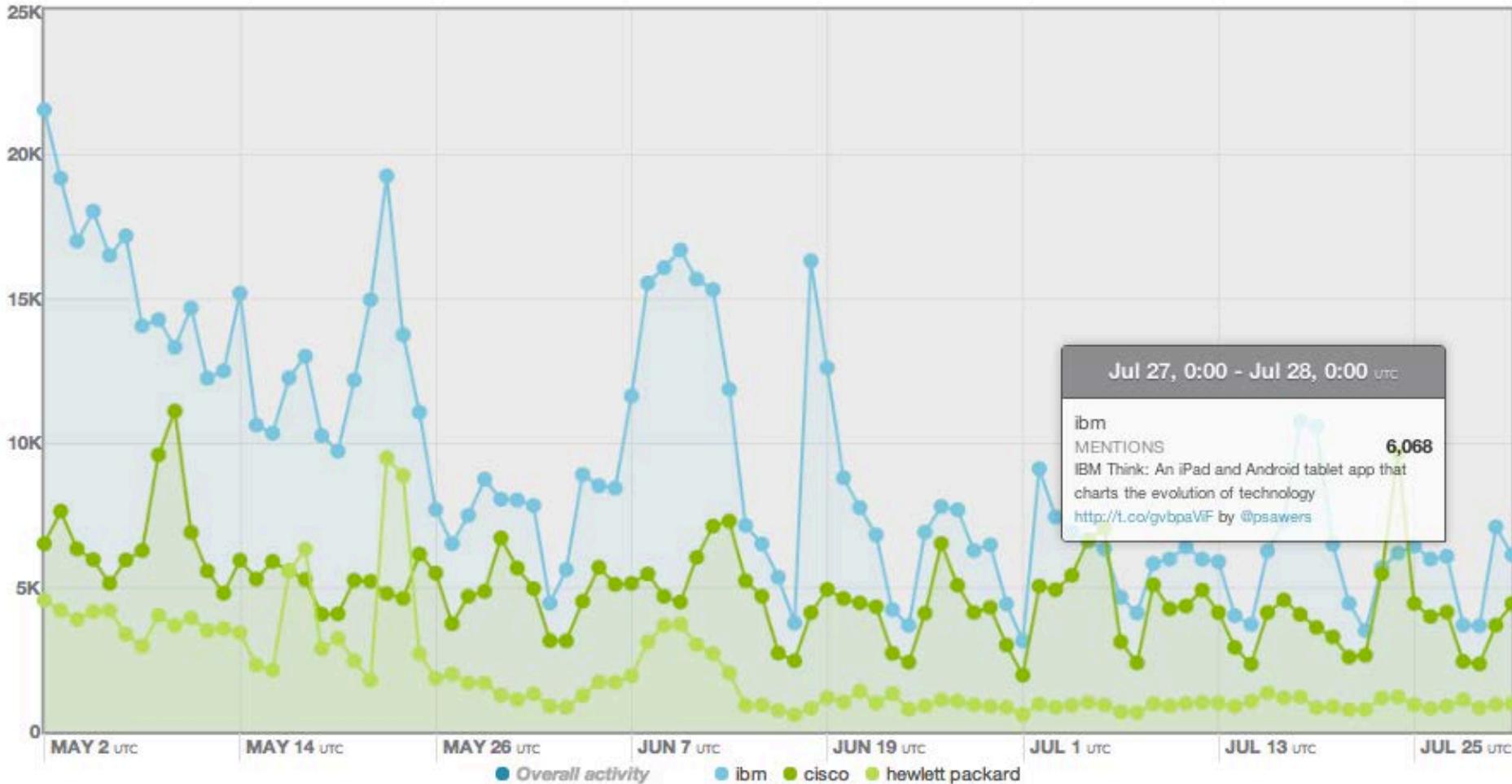
Only 46% of CMOs view achieving or increasing measurable ROI from social marketing programs a top strategic priority



Source: ©2011 MarketingSherpa Social Marketing Benchmark Survey  
Methodology: Fielded February 2011, N=3,342

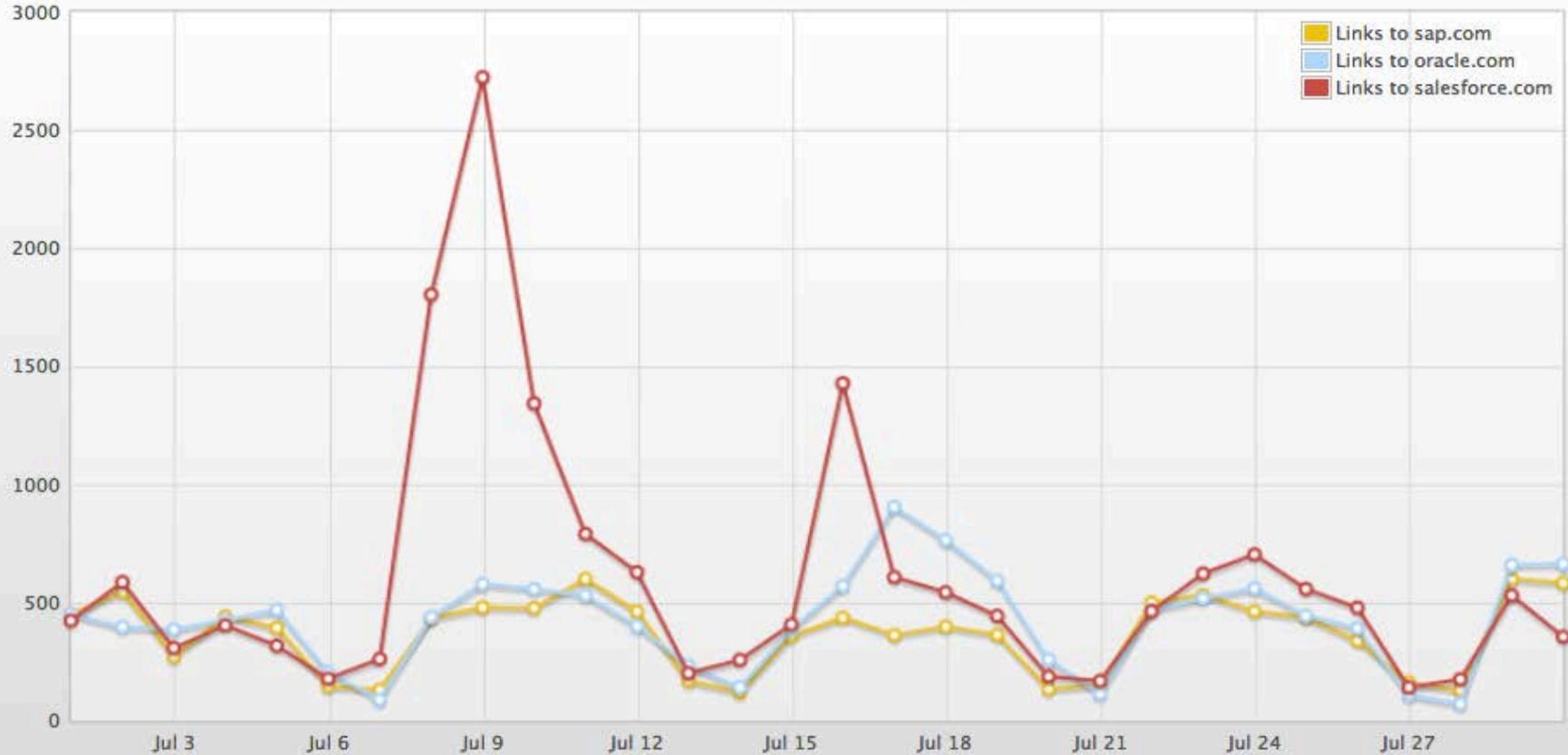
# Measure Mention Activity Over Time by Keyword

## IBM, Cisco, Hewlett 3 Month Volume Trend



# Track & Measure Link-Sharing In Social Medias

SAP.com, oracle.com, salesforce.com 30 day analysis





# Career-Killer #1: Thinking your CFO is the nemesis



warnet.ws

# Career-Killer #1: Thinking your CFO is the nemesis



RS Components Ltd

## iPad Campaign to Drive Electronic Magazine Subscribers



- 289% increase in total impressions
- 169% increase in engagement
- 1453% increase in leads generated
- 44% decrease in cost per soft lead

## Is Your Organization Overrun with Whiners?

Monday, July 30, 2012 by Chris Woolard

I friend of mine, Nancy Ahlrichs with Flashpoint HR, just wrote a good article about whining in the workplace. You can find the article [here](#). We have all been in meetings, or around colleagues, where they have a list a mile long of all of the things wrong with the company, the project, the team, etc. However, rarely do these individuals offer solutions, or if they do offer solutions, they would be impossible to implement because they do not have a good grasp of the situation. Now we all have bad days, but I am not talking about that, I am talking about those that you know in every meeting are going to be the one who whines. (I am not talking about those around them. Nancy provides five ways to deal with whiners. (You can find more insight into each of these into her article).

every other week with each staff member.

communication.

, "No complaints without solutions," stick to it.

ger issue. The manager needs to ensure there is a dialogue between the employees so if they have a problem and do not feel as though their only option is to bring a complaint, they should have someone who is continually negative, they should talk with the employee about their attitude and what



**5 obstacles to customer engagement**

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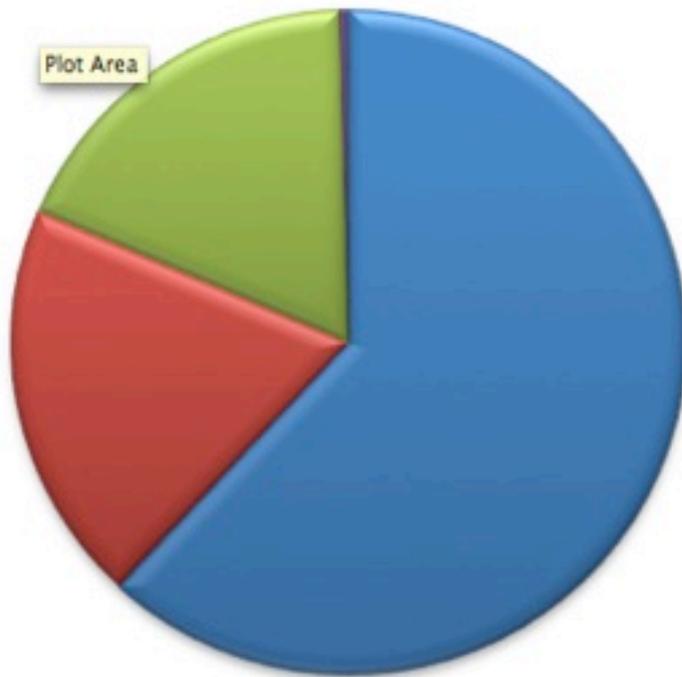
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# Walker Information



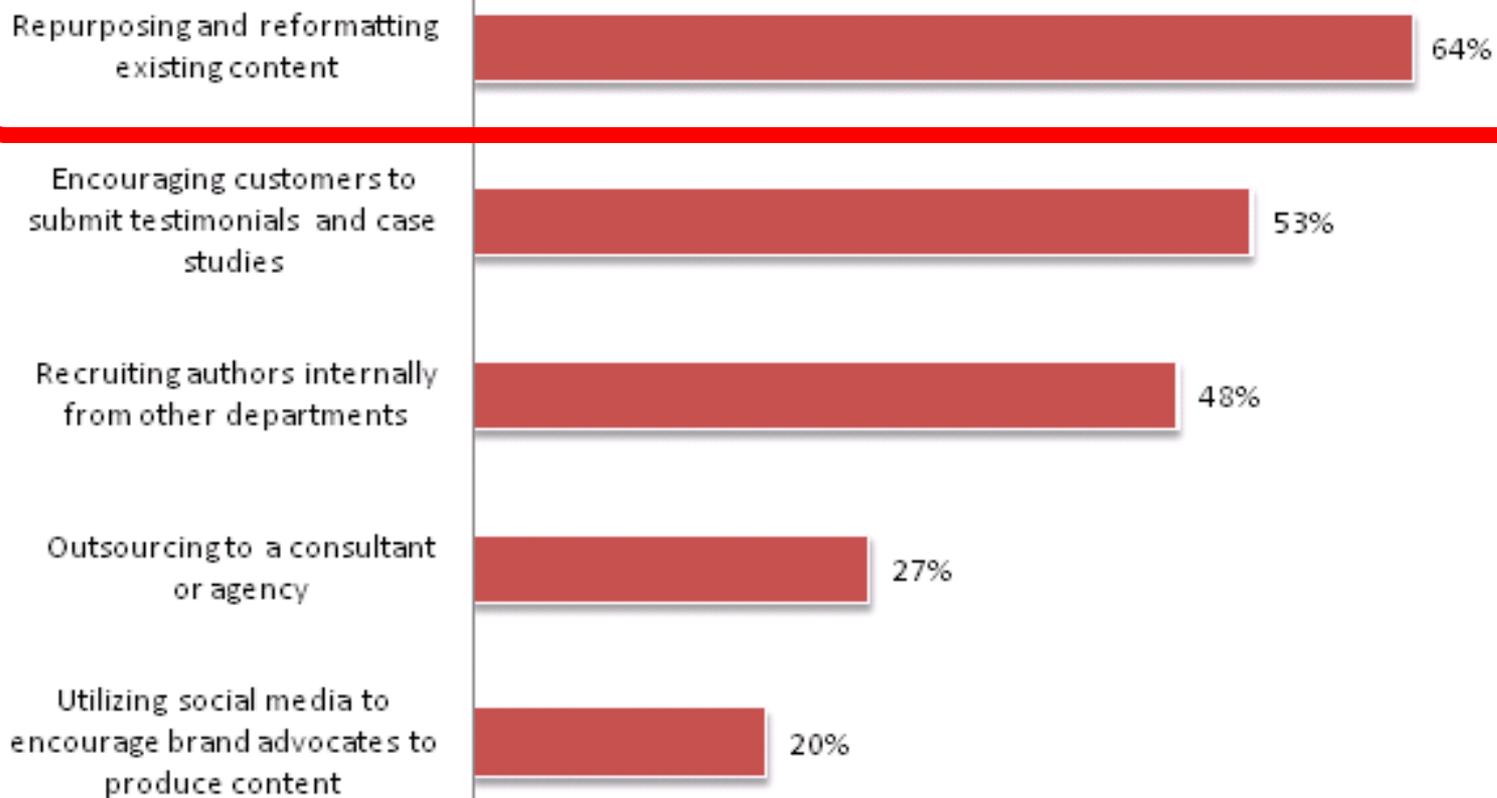
Blue – Organic Traffic  
Green – referral via Social  
Red – Direct Navigation

| Social Source      | Visits |
|--------------------|--------|
| t.co               | 607    |
| linkedin.com       | 451    |
| facebook.com       | 97     |
| twitter.com        | 62     |
| stumbleupon.com    | 32     |
| m.facebook.com     | 29     |
| hootsuite.com      | 20     |
| twitter            | 15     |
| mobile.twitter.com | 1      |
| pinterest.com      | 1      |

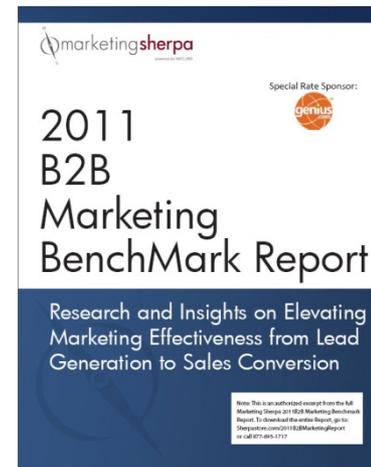
# 5 B2B Social Media Career Killers

- 1 Thinking your CFO is your nemesis
- 2 **Single-use content**
- 3 Creating content that is not authentic
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- 5 Not soliciting outside content

■ Percent of respondents



Source: MarketingSherpa B2B Marketing Benchmark Survey  
Methodology: Fielded Aug 2010, N=935



Repurposing and reformatting existing content the most effective tactic for developing B2B marketing content



<< [This is Where the Cowboy Rides Away | 5 Tips for Choosing the Right Web Developer](#) >>

9  
FEB  
2011

## 3 Things to Think About When Building a Mobile App

by [Curt Franke](#)



Being a Web development company located in Indianapolis, we naturally receive a number of requests, whether it be from current clients or new prospects, about developing a mobile app for them. As we do with every engagement, we immediately ask, "why?" Yes, mobile apps seem to be the hottest thing lately but just because there are some really cool apps out there, doesn't mean that you have a solid business case for developing one.

Quite frankly, with as many [mobile smartphone users](#) as there are today and the number expected to increase significantly over the next couple of years, it makes sense that businesses want to have a mobile presence and I would argue that every website nowadays *should* have some kind of mobile presence. For mobile apps, just as for standard websites, we at BitWise start out with the same variations of the questions, "What are your business goals (or business case) and who are your audiences?" So, once we have established solid answers to those questions, then what may be the criteria used for building a mobile app?

More often than not, a [mobile website](#) with scaled down graphics, an overview/intro page, contact

### Contact Us

### Recent Posts

**Photography and Website Design**

Comments: 1 Rating: 0 / 0

**UPDATED: Google Analytics' Small Change Means Big Consequences**

Comments: 4 Rating: 0 / 0

**4 Tips for Audacious Goal Setting**

Comments: 0 Rating: 0 / 0

### Categories

-  [Content Management](#)
-  [Content Writing](#)
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July 2012 Newsletter

888-775-2589

#### In this Newsletter:

##### Featured Client: **Avant Healthcare Marketing**

An Indianapolis based healthcare communications company is doing b

##### Tips and Tricks: **Some Things to Think About When Building an App**

Considering building a mobile app? Make sure you think about a few ke when making a decision how to go mobile...

##### Latest Website Launches

Read about our latest launches: Coleman Cable, Indiana Municipal Pov ManCave Sports, and Avant Healthcare Marketing!

##### Latest Blog Posts

Read about some of the interesting things that have been said over the BitWise and catch up on the latest news!

**Avant Healthcare Marketing**

## Tips and Tricks

### Some Things to Think About When Building a Mobile App



Being a [web development company located in Indianapolis](#), we naturally receive a number of requests, whether it be from current clients or new prospects, about developing a mobile app for them. As we do with every engagement, we immediately ask, "why?" Yes, mobile apps seem to be the hottest thing lately but just because there are some really cool apps out there, doesn't mean that you have a solid business case for developing one.

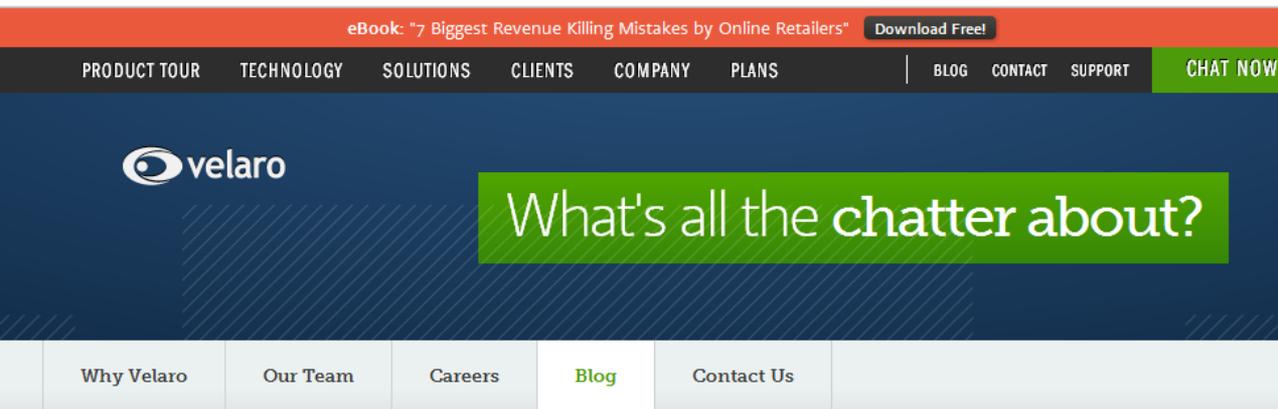
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# Career-Killer #2: Single-use content



# Career-Killer #2: Single-use content



- Blog Posts
- Webinar
- Ebook

**Generated 74% lift in online leads in first month**

**FREE EBOOK: "7 BIGGEST REVENUE KILLING MISTAKES BY ONLINE RETAILERS"**



Did you know: In 2011, more than 70% of shopping carts were abandoned before the user even saw their cart?

Fill out the form below to find out how to fix it!

First name\*

Email\*

How did you hear about us?\*

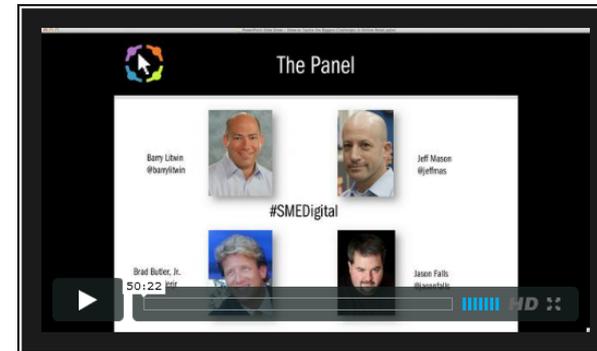
-- Select --

## Why Nobody Is Confusing Your Customer Service with Zappos

Posted July 10, 2012 by Jeff Mason in [Customer Service](#), [Online Retail](#)



Tonya Davis called her internet service provider, Virgin Media, because she couldn't get a connection. She was put on hold and then treated to Britney Spears singing, "Oops, I did it again" as she waited. An hour later, still on hold, she decided to go to bed but jokingly asked her husband if she should keep the phone off the

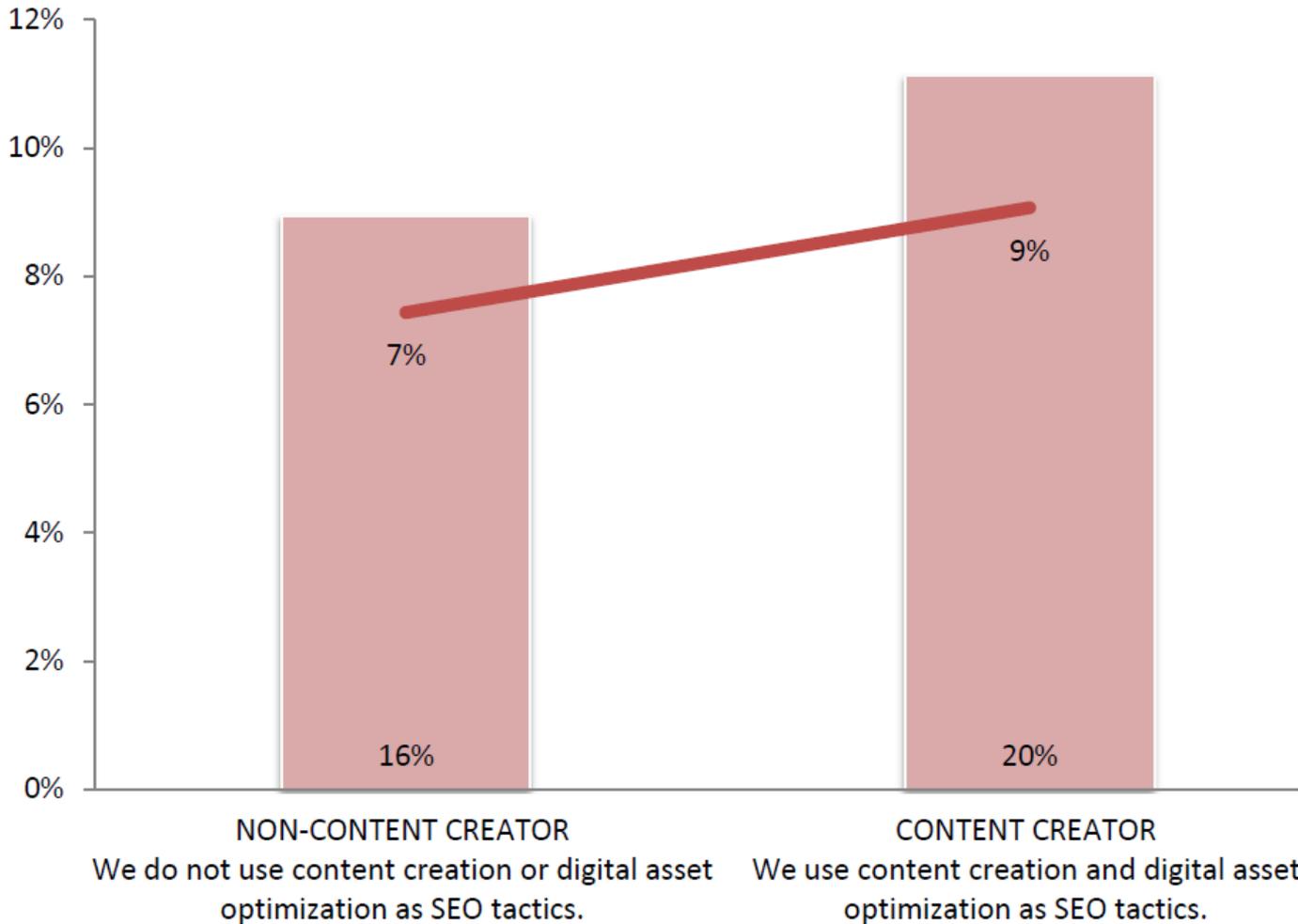


# 5 B2B Social Media Career Killers

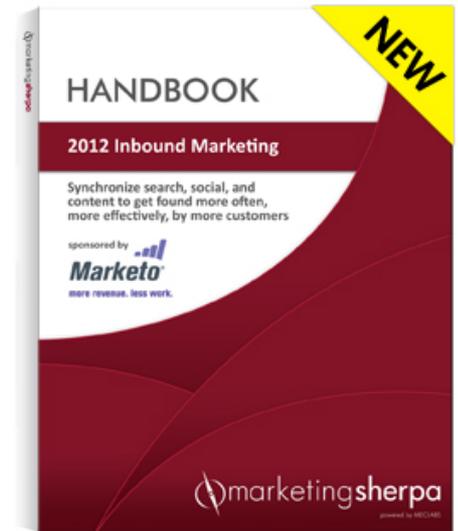
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■ % Organizations Rating Leads from Organic Search as Highest-Quality

— Average Conversion Rate on Organic Traffic



Content creation improves lead quality and conversion rate





Search Mail

Search the Web

[Show search options](#)  
[Create a filter](#)

## Compose Mail

[Inbox \(21\)](#)[Sent Mail](#)[Drafts \(1\)](#)[All Mail](#)

Send

Save Now

Discard

Draft autosaved at 9:18 AM (1 minute ago)

To: [clun821pros@compend.me](mailto:clun821pros@compend.me)[Add Cc](#) | [Add Bcc](#)

Subject: Cameras and photo sharing after a river trip

[Attach a file](#) Insert: [Invitation](#) [Canned responses](#) ▼**B****I****U****F****T****T**[Plain Text](#)[Check Spelling](#) ▼

We recommend a waterproof digital camera with extra batteries and memory cards. After your rafting tour we will send you an email with information on photo-sharing opportunities with other guests on your trip. You will be given access information to that program so it's very important that we have your accurate email address. You will find the email address on your confirmation under the box in the right-hand corner. We are happy to send that information to all guests on your reservation that have different emails as well. You should provide that information on the Acknowledgment of Risk Form you fill out and return to us.

If you do not have a waterproof digital camera we encourage you to bring what you have. The guides on your Colorado River rafting tour will give you adequate warning when cameras should be put away so they won't be damaged by big splashes. You will have the opportunity to go on several side-canyon and waterfall hikes and can get your camera out to capture that beautiful scenery and the memories you are making.

Have a great trip,  
Sandy Harmer  
Grand Canyon Reservations Manager

Send

Save Now

Discard

Draft autosaved at 9:18 AM (1 minute ago)

Utah Rafting  
Idaho Rafting

» **Choose Your Fit**

First Time Rafting  
Family Rafting Trips  
Couples Adventures  
Group Rafting Trips  
Solo Travelers  
Custom Adventures

» **Choose Your River**

Colorado River Rafting  
Green River Rafting  
Salmon River Rafting  
Snake River Rafting

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» **Categories**

Colorado River Rafting Trip

## Cameras and photo sharing after River Trip

Wednesday, March 30, 2011 by *Sandy Harmer*

Like Be the first of your friends to like this.

Share |

Many of our guests ask about the type of camera we recommend to bring on your Grand Canyon/Colorado River whitewater rafting tour.

We recommend a waterproof digital camera with extra batteries and memory cards. After your rafting tour we will send you an email with information on photo-sharing opportunities with other guests on your trip. You will be given access information to that program so it's very important that we have your accurate email address. You will find the email address on your confirmation under the box in the right-hand corner. We are happy to send that information to all guests on your reservation that have different emails as well. You should provide that information on the Acknowledgment of Risk Form you fill out and return to us.

If you do not have a waterproof digital camera we encourage you to bring what you have. The guides on your Colorado River rafting tour will give you adequate warning when cameras should be put away so they won't be damaged by big splashes. You will have the opportunity to go on several side-canyon and waterfall hikes and can get your camera out to capture that beautiful scenery and the memories you are making.

Have a great trip,  
Sandy Harmer  
Grand Canyon Reservations Manager

[« Previous Post](#)

### Comments for *Cameras and photo sharing after River Trip*

Leave a comment

Name

Email

Your comment

# Is This Authentic and Real?



**Nick Bilton**  
@nickbilton ✓  
NY for 15 years; now SF!

Web: <http://www.nickbilton.com>

Bio: Columnist & Lead Writer, The New York Times, Bits Blog. Author. Now writing the book about 'The Twitter Story.' Penguin Press, 2013.

Latest Tweet: @JaneFriedman HA! That's brilliant. Imagine if he stopped and did that. He would have been my hero.

5,375 tweets | 858 following | 129,507 followers

 Follow



**nickbilton** Nick Bilton  
I just deleted a Tweet sent late last night that was from a fake NYT Bill Keller account.

 3 days ago  Reply  Retweet  Favorite  36

# It wasn't.... Don't fool your audience or be fooled



**nickbilton** Nick Bilton

@mpanzarino It's a pretty clever hack, wonder if they could make it clearer that an "i" is an "I" and an "l" is an "L" in the app.

3 days ago Reply Retweet Favorite



**nickbilton** Nick Bilton

@TwitchyTeam Thanks, I learned this moments after my initial Tweet late last night and notified Twitter

3 days ago Reply Retweet Favorite 62 more



**nickbilton** Nick Bilton

Some more info on the fake @NYTKeller Twitter Account

3 days ago Reply Retweet Favorite 62 more



**nytkeller** Bill Keller

THERE IS A FAKE OP-ED GOING AROUND UNDER MY NAME, ABOUT WIKILEAKS. EMPHASIS ON "FAKE." AS IN, NOT MINE.

3 days ago Reply Retweet Favorite 315



**nickbilton** Nick Bilton

I just deleted a Tweet sent late last night that was from a fake NYT Bill Keller account.

3 days ago Reply Retweet Favorite 36



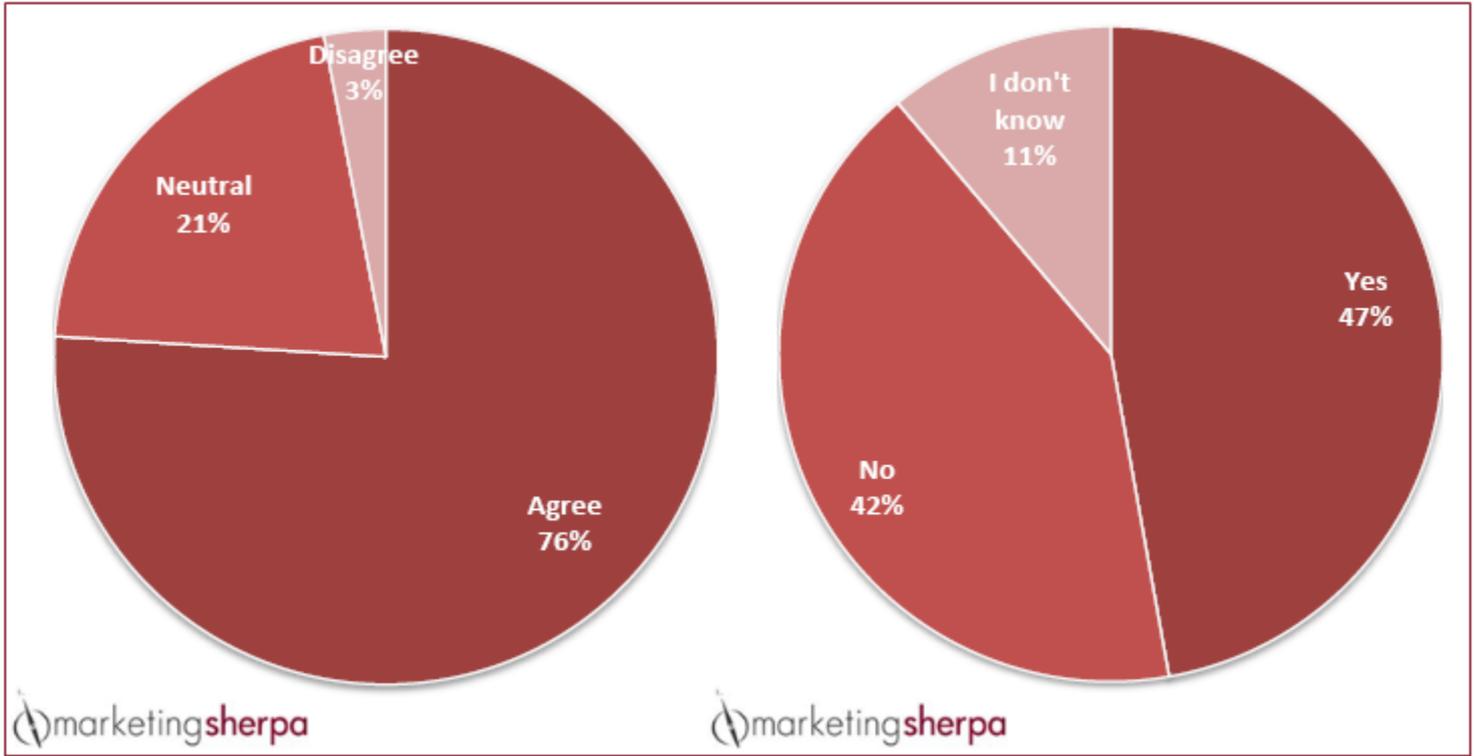
# Career-Killer #3: Creating content that is not authentic



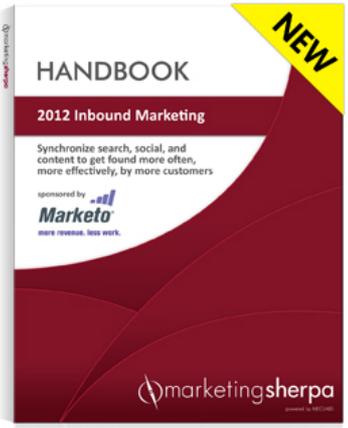
catsdo.com

# 5 B2B Social Media Career Killers

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- 5 Not soliciting outside content



Most marketers agree on importance of inbound marketing integration, but don't always practice it



# Create Buzz & Embed Links To Drive Traffic

**Eddie Smith**  
@esmitsky  
digital marketing entrepreneur | dad to two awesome kids | cyclist and surfer in northern cal  
Palo Alto, CA · <http://corp.topsy.com/blog/>

615 TWEETS  
215 FOLLOWING  
210 FOLLOWERS

**Tweets**

- Following
- Followers
- Favorites
- Lists
- Recent images

**Similar to you**

- Bazaar Labs @bazaarlabs Follow
- Brinson Silver @silvernugget Follow
- Surya for Congress @votechill Follow

© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers

**Tweets**

- Eddie Smith** @esmitsky 2h  
Olympics twitter action - Looks like Tom Daley is tops last week for mentions among athletes [topsy.com/2012/07/31/399...](http://topsy.com/2012/07/31/399...)  
#london2012  
Expand
- Eddie Smith** @esmitsky 22h  
Useful tips on authenticating Tweet communication from [susanetlinger.wordpress.com/2012/07/30/doi...](http://susanetlinger.wordpress.com/2012/07/30/doi...)  
View media
- Eddie Smith** @esmitsky 28 Jul  
Interesting to see the Olympic rivalries expressed in Tweets from Topsy [topsy.com/2012/07/28/lon...](http://topsy.com/2012/07/28/lon...) Check it out.  
Expand
- Eddie Smith** @esmitsky 27 Jul  
Really interesting Olympic Tweet analyses from Topsy [topsy.com/2012/07/26/the...](http://topsy.com/2012/07/26/the...) Check back for continual coverage!  
Expand
- Eddie Smith** @esmitsky 22 Jul  
Why Wiggins won the Tour de France [bbc.co.uk/news/magazine-...](http://bbc.co.uk/news/magazine-...)  
Expand
- Eddie Smith** @esmitsky 22 Jul  
Psyched for Olympics to start - Get Ready for a U.S. Romp

Include links in posts  
Create persistent presence over time using same theme, terms or hashtags



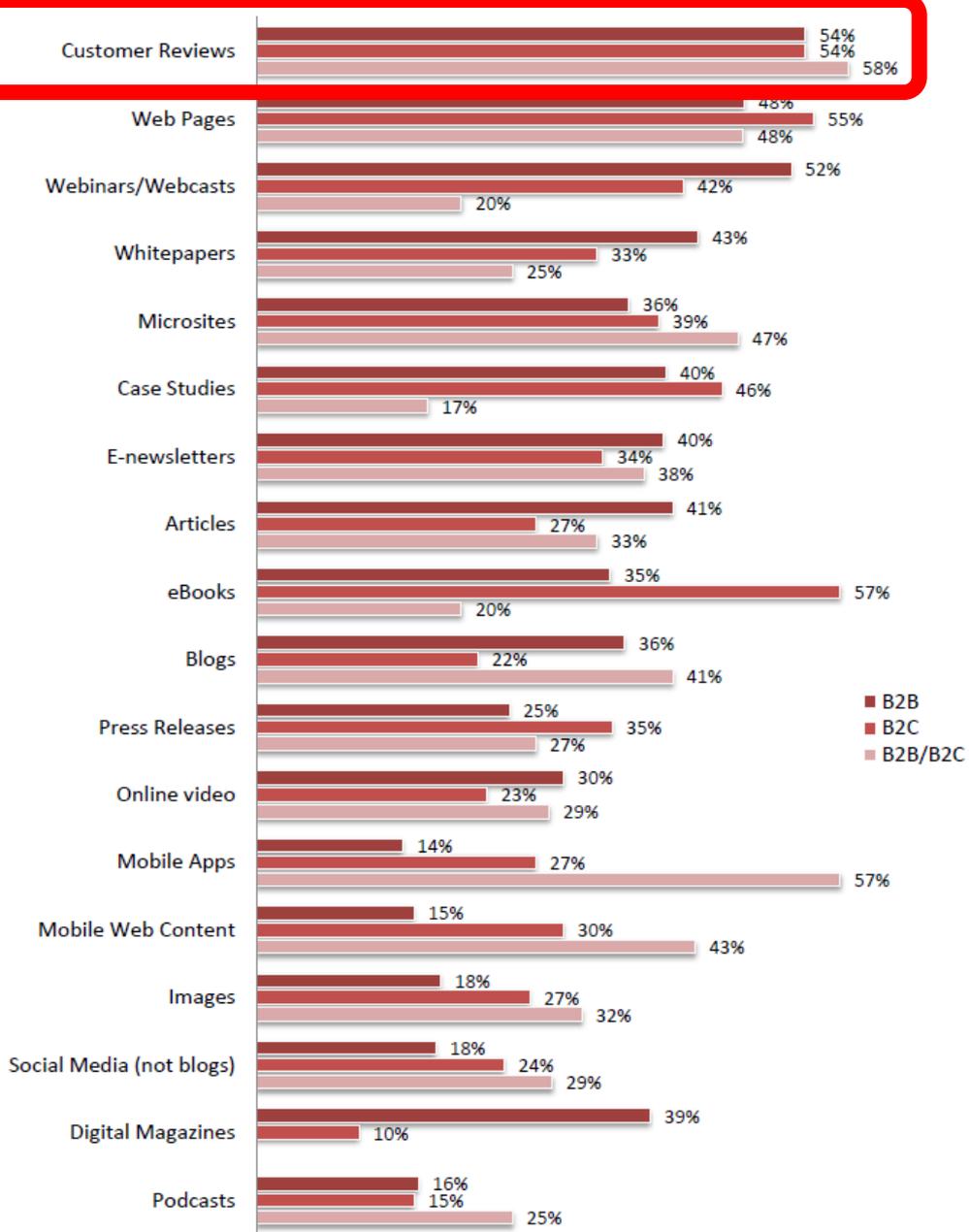
# Career-Killer #4: Treating social media like it's "special"



catsdo.com

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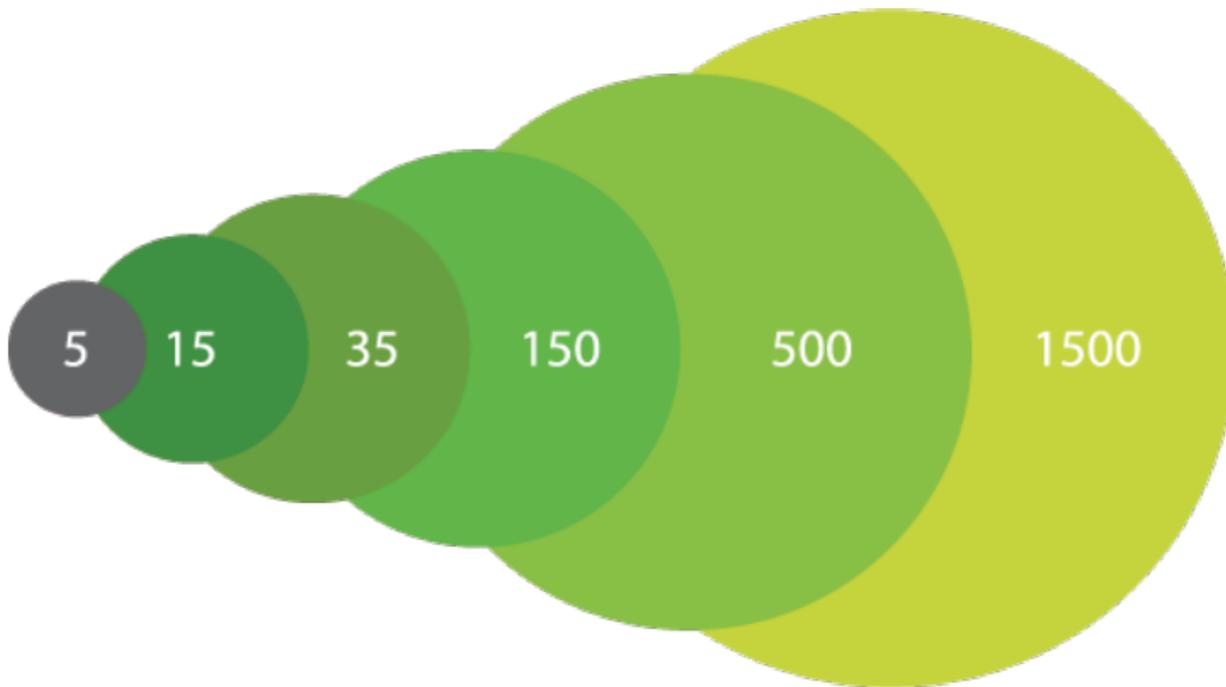


Customer reviews most effective content in meeting marketing objectives for B2B marketers.



# Career-Killer #5: Not soliciting outside content

## Using Customer Stories (and the Dunbar Circle) to Power Your Content Marketing



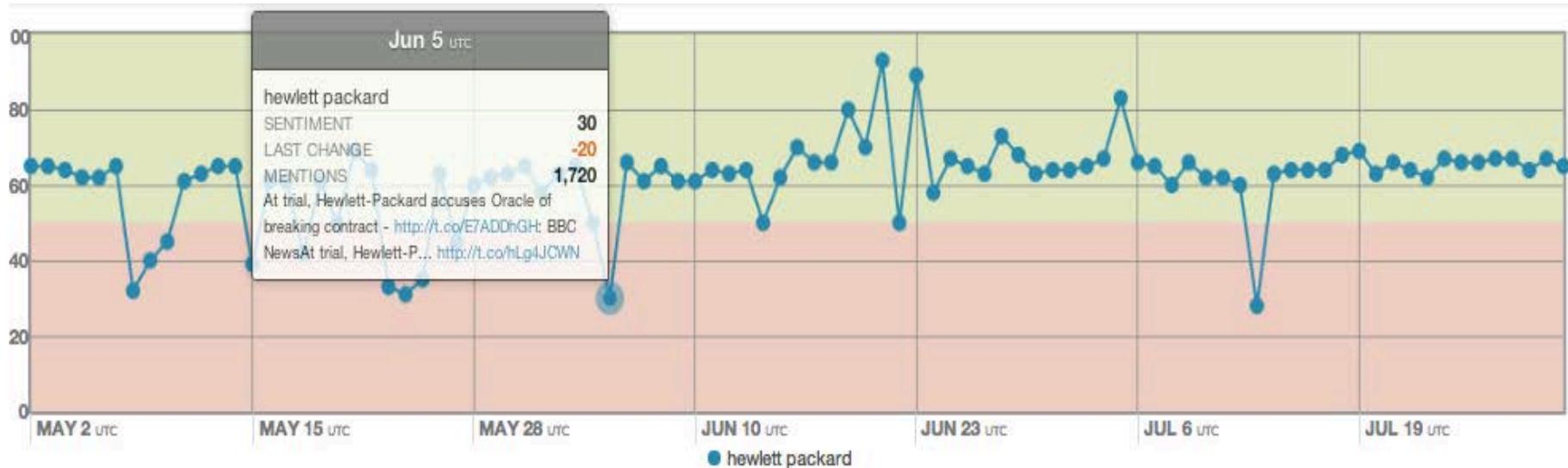


# Career-Killer #5: Not soliciting outside content



# Measure & Quantify Positive/Negative Reviews

Social Sentiment – Hewlett Packard Past 3 Months On Twitter



# Thank You



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**Chief Revenue Officer**  
**Topsy Labs**

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**Chairman**  
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**Daniel Burstein**  
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**MECLABS**

[Editor@MECLABS.com](mailto:Editor@MECLABS.com)



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August 27-30 · Orlando | CONVERT.

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