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Business-to-Business: The Sweet Spot for Social Marketing. Conventional wisdom says that social marketing isn't appropriate for business customers. Conventional wisdom is wrong. B2B companies were some of the first settlers of the blogosphere and many of the best features of social media channels lend themselves perfectly to the unique nature of B2B interactions. The emerging B2B marketing paradigm is based upon listening, conversation and community. Social media are the best tools for this kind of engagement that have ever been invented.

B2B companies are already using tools like blogs, podcasts, Twitter, video and communities to generate leads, increase sales to existing customers, enable word-of-mouth marketing and even co-create products. This presentation shows how they're doing it, with examples from real B2B innovators that are succeeding today by redefining the buyer-seller relationship.

B2B social marketing initiatives don't get the publicity of flashier consumer campaigns, but they were delivering hard-dollar results long before consumer marketers caught the bug. Learn how you can join the revolution.

Flipping the Funnel: How to Use the New Tools of Social Selling. Social media is flipping and flattening the sales funnel. Customers now enter the buying process knowing much more about their options than ever before. Companies that have earned their trust through helpful engagement have the advantage

Social networks offer incredible new opportunities to research and qualify prospects, understand their needs and find the sources of information they trust. Today's successful sales professionals are trusted partners to their customers. Socially engaged companies are four times as profitable as disengaged companies, according The Economist.

All it takes is 30 minutes a day. Become part of the conversations that matter to your customers and build trust that shortens the sales cycle and generates repeat business.

Customers now turn to each other first for advice. Can you afford not to be part of those conversations?

Turbo-Charge Small-Business Marketing With Social Media. A host of new online tools are now available that small business owners can use to showcase their expertise, find new customers and build their businesses. Blogs, video and social networks are revolutionizing markets, offering business owners new ways to find and connect with customers around the world at little or no cost. This session tells how small business professionals can combine multiple social media platforms to achieve reach and impact that far exceeds their size.

Attack of the Customers; Why Critics Assault Brands Online and How to Avoid Becoming a Victim. Careful: That Facebook page you set up to promote your business might just become your biggest headache.

Customers who used to suffer frustration in silence have discovered that they now have a voice, and they're taking their opinions to the market through every possible digital channel. Customer attacks on brands via Twitter, blogs, Facebook, Change.org and many other outlets have skyrocketed over the last five years, and the task of protecting brand reputation has become one of the top concerns of corporate executives and marketers.

You no longer have the luxury to think. Attacks can go viral in a few hours, and you have to be prepared to respond in real time. The good news is that angry critics can become raving fans when handled skillfully, and vocal customers can

make your business more nimble and efficient. It all starts with changing your attitude to embrace feedback of all kinds.

Writing for social networks. Information flows like a waterfall on Facebook, LinkedIn and Twitter. What makes someone stop and take time to read what you have to say? Content that's interesting and different, that's what.

Writing for social networks is about capturing attention. It's about finding angles, factoids and quotes that intrigue and provoke. Then it's about using angles and words that catch attention. Don't just tell your audience to look at something; make it something they have to look at it.

Writing for Twitter is an art and a science in itself, but so is composing for LinkedIn, Facebook and even Instagram and Pinterest. Each social network has different styles and techniques that work. This seminar covers the three major social networks and shows best practices for communicating on each.

Calculating Social Media ROI. The Internet is the most measurable medium ever invented, yet the lack of broadly accepted metrics continues to handicap business social media initiatives. The problem isn't lack of ROI but rather the immaturity of social marketing. We know that online incentives lead people toward a desired goal, but we are still in the early stages of understanding how to track the actions that lead to a conclusion.

The key is to start with the object and work backwards using metrics that have been broadly agreed upon and tools that reliably measure results. Page views, unique visitors and conversions are just the beginning. Effective ROI metrics incorporate both online and offline criteria.

This presentation looks at the wide variety of metrics that are available to social marketing practitioners in the context of different business scenarios. It also offers advice on how to limit the scope of available measurements to a few that relate directly to agreed-upon business goals. Starting with objectives, we define a disciplined approach to social media measurement and offer case studies of b-to-b and b-to-c organizations that are applying metrics to deliver reliable ROI.

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