

Social Media for B2B; *Developing an Enterprise Social Media Strategy for Business-to-Business Marketers*

Atlanta, GA August 18-19

New York, NY November 16-17



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Take-aways

- Learn to build a complete B2B multi-channel, social media enabled marketing strategy
- Grow your base of followers, fans, readers and engaged participants across all of the social media channels that a brand is currently engaged in.
- Align social media with your industrial buying process

Like it or not, social media is playing an ever more important role in the B2B decision making and sales process. As a B2B marketer, having command of the social media tools that are most relevant is critical to the success of your future. Social Media for B2B will teach you how to drive leads, revenue and repeat business through social media by engaging advocates, influencers and purchasers who are not just engaged online, but also energize your bottom line.

You'll learn advanced strategies and tactics for reaching buyers and building a lasting online community around your organization using the best practices in social media. You will also learn how to take social media beyond marketing and acquire the tools you need to deputize your sales team and front-line employees for enterprise-wide social media engagement. Finally, you'll build a multi-channel social media campaign, social media metrics dashboard and engage in case-based problem solving with a high-energy group of marketing peers.

Dana VanDen Heuvel President, The MarketingSavant Group

An award-winning marketing blogger and author of the AMA's Marketech '08 Guide to Marketing Technology, Mr. VanDen Heuvel is a widely recognized expert on blogging, social media marketing, thought leadership marketing and interactive marketing trends. He founded BlogSavant, a division of VanDen Heuvel Executives, LLC, one of the nation's first weblog and social media marketing consultancies. He currently runs The MarketingSavant Group, a marketing technology consulting and training firm that helps marketers leverage emerging marketing technology to grow their business.

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Day 1

Expectations & Definitions

- What is social media and why do I need it?
- Why social media for B2B enterprises?
- What's working in B2B social media

The impact of social media on B2B purchaser behavior

Fundamental concepts of social media

- Social content and the content imperative in B2B social media

Social platforms and Internet community

- Social status and the role of status updates in B2B
- The 'media' of social media—video, documents, images

Behind the scenes of 5 large social media marketing success stories

- In-depth B2B social media marketing case studies and the tactics they used
- Building the social media plan
- Laying the foundation of objectives, audience, capacity, commitment, metrics and policy

Day 2

Enabling the social media sales force

- High-impact social media activities for salespeople
- Connecting your sales force, distributors, volunteers and other human assets to your social media mission

Business development and social media

- Social media and LinkedIn for competitive intelligence gathering
- Sourcing candidates through social media

Advanced social media asset management

- How to leverage your social media assets for more comprehensive lead gen/awareness building/thought leadership

Enabling the social media organization

- Social media policy and education for the enterprise
- How to mobilize and deputize an entire company for social media success

Social media metrics and analytics

- Platform-specific metrics and what they mean (including Facebook, Twitter and Blogs)
- How to tie social media metrics to your web analytics tools
- Using advanced social media monitoring tools to gather industry and market intelligence

Advanced Tactics

- Blogging, Facebook, Twitter, video and multimedia

Staying out of trouble with social media

- The FTC and you
- The WOMMA disclosure guidelines
- Navigating the recent social media and online marketing legislation