

Napier

Social Media Guide

Our Collection of Social Media Tips and Tricks

Welcome 3

Understanding the ROI of Social Media 4

Using Social Media with B2B Events 8

How to Use Social Media Data to Formulate Future Decisions 11

Developing a Social Media Strategy 14

Six Tactics to Maximise your Social Media Advertising Efforts 17

How to Increase your Social Media Intelligence 21

Welcome to Napier's Social Media Guide

We thought it might be useful to put together a collection of tips and tricks to help you understand how to include social media in your marketing campaigns.

We talk about how you can identify ROI within social media and share the best ways to use social media in your B2B world.

Napier is a team of social media experts! We have run several workshops to help clients get up to speed with social media and how it can be an effective marketing channel for B2B marketers. So please read on and if you need help or advice, please drop us an email and see what we can do for you!



Understanding The ROI Social Media

You probably already know that to properly manage social media activity you need time, resource and money. But you may not know how much that might cost.

When it comes to calculating the ROI, how can you measure the return if you don't know the investment?

Well, the following tips will help demonstrate that while you may not be able to understand your social media activity's monetary value and success, you can understand, and show, 'value'.



The Most Effective Way to Judge the Success of Social Media is Through KPIs

While it may not be possible to demonstrate the ROI of social media marketing with a true monetary cost, it is possible to demonstrate it's success, by measuring and evaluating its value to your brand through interactions and engagements. These are best measured with KPIs (key performance indicators) such as:

- Customer/Client recommendations
- Increased followers and fans
- Higher position in search engine rankings
- Greater number of page views
- Increased number of website traffic
- More posts/Mentions about your company
- Increased revenue from new and existing customers



Consider Establishing Cost Equivalent in Order to Attach a Monetary Value

For those still seeking financial reassurance, it is possible to create cost equivalents. For instance, you may decide that a page view is equivalent to a cost of a click in PPC. While it will never be an accurate measure, if your company is driven by monetary value, the use of cost equivalents to determine the costs of KPIs may be an effective way to measure the success of your social media activity.

You can also use social media monitoring platforms like Hootsuite, Tweetdeck, Meltwater or Symosos to enable you to "track the path from social message to conversions, and attach a monetary value to individual social messages against KPIs".

Use a Strategic Planning Process

Like most marketing efforts, it is far easier to measure results if you know exactly what your wanting to measure. Using such an approach is the first step in establishing a framework for measuring your ROI. The process should be to map the investments that will drive your social strategy and decide which KPIs will measure it. Below we have outlined the steps needed to deliver a successful strategic planning process:

Determine the scope

- Who will be using social media (departments/individuals etc.)?

Understand the business/Departmental goals

- Make them SMART
  (Specific, Measurable, Accurate, Realistic and Timely)
- Focus on goals not tactics

Define the purpose/Mission of social media

- Why is it needed?

Set social media goals

- What do you need to accomplish?
- Merge the relevant business goals with the mission to create social media goals

Define KPIs

- How will goal success be measured? (For instance if an objective is to create awareness, you should measure online mentions for share of voice)

Determine How Social Media is Contributing to Your Business Growth

You can't necessarily put an immediate value on qualitative measures such as increased brand trust or positive customer feedback, but the consequence of such activities is business success i.e. growth and profit.

As a marketer you will no doubt have to justify the purpose of each marketing activity, and while you might not be able to state the exact financial profitability social media has had on the business, you can demonstrate the bigger picture, and show how it has benefited the company.



Using Social Media With B2B Events

It's easy to dismiss social media as being something for consumer marketing, but it's now an important part of the marketing mix for B2B companies. This is particularly true when you are running or attending an industry event: Social media is now an essential tool to help deliver the return on the high cost that inevitably accompanies shows, seminars and conferences.

Whilst it can be hard to replicate the impact social media has had on B2C, social media is a great tool to increase engagement before, during and after an event, as well as reaching individuals who don't attend.



Understanding the Audience

A social media campaign needs several key elements if it is to be successful. Planning well before the event, use of the right channels and generation of interesting, relevant content and engagement before, during and after the event. The first step is to understand the audience; who do you want to influence? If you're attending a trade show, the answer isn't "people going to the show". Be specific and identify clearly the attendees that matter to you. Build a profile of who you would like to attend, further developing messages, content and activities around their needs and interests. It's a good idea to consider people who won't attend the event; whether it's due to timing, location or work pressures.

Selecting the Right Channels

It's important to pick the right social media channels to reach your audience. Whilst most marketers will immediately think of their company blog, don't be afraid to leverage other owned media, including mainstream platforms. The choice of channel will also depend on the event, for instance a half-day conference is unlikely to generate excitement on Facebook. It should also be considered that while LinkedIn is a great platform for pure business engagement, many users only get group updates on a weekly basis, therefore it may also be difficult to generate excitement.

Use Social Media Tactics to Research Your Audience

Hashtags allow you to search channels such as Twitter for relevant content. If the event you are attending doesn't have a hashtag, consider setting one up, and make sure you do a great job of telling people what it is; fail to communicate the hashtag you want people to use, and you can forget about being able to monitor comments. On the other hand, if you are running an event, social media is a great way to make sure everyone has information about the venue, travel arrangements and the programme. If you're attending, why not be the best source of information about the city in which it will be held?

Take Advantage of The Event to Generate Content

It's during the event that you have the best opportunity to generate content, and it's often simply a case of recording the things that will happen. You will be talking to customers, so why not video the interview? If partners are attending, record conversations with them. If you are presenting, get the camera out again! Today many people will also live stream from events: With modern services it's really not that difficult to broadcast video direct from your booth or presentation.

Surveys are another great way to generate valuable and unique content with little work. Asking for a view of the future, the biggest issue facing the industry, or whether people plan to adopt a particular new technology in the next couple of years, will answer questions that both your existing and potential customers will want to know. You can even reach the people who don't attend through social media by setting up an online survey. Don't forget about gathering information to help you plan future campaigns. It's possible to conduct competitive brand audits at events, although don't do this on your stand as you'll inevitably have a very biased sample!

Make The Most of Opportunities

Make sure you have someone to interact with attendees, particularly in the run-up and during the event. You can learn about how things are going, as well as help increase attendance. Monitoring Twitter is a great way of getting real-time feedback. For instance, is a particular presenter doing a great job? You may hear about it on Twitter. It's also important to make sure that you post new content during the event. It's not easy to record a video, edit and post it in one day, but you'll get much more engagement if you can turn things around quickly. Additionally, remember not to stop working after the event. Presentations can become white papers or articles for publication in the media, and it is often possible to leverage survey results in press releases and other content.

How To Use Social Media Data To Formulate Future Decisions

Measuring your marketing efforts should be part and parcel of a successful marketing strategy, and should definitely apply to social media marketing. Unfortunately, many marketers avoid doing so, and in turn are wasting budget, time, resources and potentially even brand reputation. The reality is, lack of acknowledgement of social media metrics isn't the only issue when it comes to monitoring and measuring social media, in fact many marketers do in fact acknowledge these statistics.

The problem, is many marketers don't know what to do with them. Here are five tips that should help you use your social media data to generate insights and formulate effective future decisions.



When it Comes to Engagement Metrics, Don't Just Focus on The Raw Data

Most, if not all, social media monitoring platforms will, at the most basic level, provide engagement metrics, or more specifically the number of people who have interacted with your content. While these numbers are valuable, it should be noted that relying solely on the raw numbers will cloud your interpretation. Look beyond the raw data, and think about percentages, moving averages and even comparisons across platforms.

Engaged Users/ Reached Users x100

Determining the percentage of piece of content posted, will enable you to understand the what's, when's, how's and even why's behind your social media content strategy efforts. This insight will enable you to make assumptions as to whether the engagement was a result of quality content, or simply because it was seen by more people. From here, consider implementing A/B testing to determine which valuables are a result of greater interaction.

Envisage The Bigger Picture by Focusing on The Specifics

When it comes to social media engagement, many make the mistake of viewing it as a single metric, when in actual fact there are many types of engagement; tweets, retweets, likes, shares, follows, click-through rates, opens, views etc. Effectively dissecting this data will enable you to envisage the bigger picture, whilist gaining insight into your tactics, helping you to put in place a successful strategy. It should also be noted that not all engagement metrics will be of value to your company, and it is your job to determine which are valuable in order to meet both your campaign, and overall business objectives.

Influence and Shape Future Decisions from Your Own Performance and Your Competitors

The ability to build on what you did well, whilst rectifying what potentially went wrong, will allow successful development of your social media strategy, whilst also ensuring that you are paving the way to a bulletproof plan that will see your metrics soar, and your objectives met.

Once you have mastered this, the next step should be to look at your competitors and benchmark their data. You won't have access to all data, you will be able to get an idea of their basic engagement metrics, and the variables behind their successes and failures of social media marketing.

Judge Your Time and Budget Allocation

A sore subject for many, but one that should be acknowledged. There is still much scepticism behind social media for B2B, which is exactly why it is so important to ensure you are using it to its full potential and ultimately prove its worth. When measuring your marketing efforts, regardless of whether they are good, bad, or just plain neutral, over time you can get an idea of whether the time and budget invested was too much, or not enough. Hopefully these tips will go some way in helping to improve and fine-tune your overall social media strategy. The best way to predict the future may well be to make it, the best way to make the future is to learn from the past.



Developing a Social Media Strategy

Social media is becoming an important part of the marketing mix, even within B2B marketing campaigns. In some industries – such as IT – social media is widely used, whereas in other B2B technology sectors there will be a core group within the target audience who do not value social media. As young people enter the technology industry, it's likely that the use of social media will grow steadily and become a more important part of the marketing mix.

This guide outlines some rules that will allow you to develop and implement an effective social media strategy.



Market Intelligence

Companies can take advantage of social media to obtain market intelligence. By listening, companies not only gain insight into customers' perceptions about them, but also their competitors and the market sector in which they operate. If companies are to be successful in social media, they need to build it into the marketing mix as another channel to reach their target audience. It's important that companies don't simply experiment, but rather develop a clear strategy and set goals and objectives for their social media activities.

Embrace Engagement

Perhaps more than any other media channel, social media allows a dialogue between a company and its customers. Social media marketing needs a different approach to other elements of the marketing mix such as advertising, PR and direct e-mail because interaction and engagement are critical elements of any campaign. Customers expect responses to their questions and comments; many expect companies to proactively seek out mentions of their name on sites such as Twitter and Facebook and respond to comments, questions and criticisms in a positive and professional manner.

Social media engagement requires time and commitment, and any strategy must allocate sufficient resources to make this possible.

Explore New Opportunities

Social media is continually changing; new platforms emerge and new techniques are developed to save time and increase the effectiveness of social media marketing. In general, the B2B technology sector doesn't lead the development of these innovations, therefore companies must watch what is happening in other sectors, particularly consumer marketing, to ensure they stay at the leading edge of this very dynamic marketing channel.

Educate The Whole Team

Just because members of your team have a Facebook page it doesn't mean they're social media experts! Education of the whole team is an essential part of any social media strategy. This should extend beyond the mechanics of how the social media campaign will be executed, and include clear guidelines on how to interact with customers as well as and clear rules on what is regarded as confidential information, or topics that should not be discussed.

Execute with Consistency

Just like any other marketing activity, social media campaigns are more effective if executed consistently. Clearly defining the tone of voice that the company will adopt on social media platforms; metrics for response time and problem resolution; and the level of activity that will be maintained (for example number of posts per day or week) will make the campaign coherent and ensure a positive impact.

Monitor, Review and Improve

The dynamic nature of social media requires continual monitoring and review of campaigns to ensure they are delivering return on investment. It's also important to regularly benchmark your campaign against the best in your industry sector, to ensure the goals you set are not made obsolete by changes in the way users interact with social media, or movements in the popularity of different social media networks.

Although social media has had a limited impact in some B2B technology markets, it is clearly a marketing channel that is here to stay, and that will continue to grow in terms of importance and reach for the foreseeable future. At Napier, we have helped many companies develop social media strategies and run effective campaigns. By taking the right approach social media can be a highly effective part of any company's marketing mix.

Six Tactics to Maximise Your Social Media Advertising Efforts

With digital advertising on the rise, more and more companies are climbing aboard the social media advertising bandwagon. The problem, however, is that many of them are using the wrong platform.

Whilst most companies now have a social media presence, a vast amount still lack a basic understanding of the channel, and how to effectively engage with customers through social media advertising. With this in mind, here are a few more tips, tricks and tactics, that used correctly will maximise your social media advertising, also referred to as paid social media efforts.



1) Forget Blanket Advertising and Adopt a More Targeted Approach

While it is important that social media is effectively integrated into a company's marketing efforts, it should be remembered that when it comes to social media advertising, over integration should be avoided. By this I mean simply extending your existing advertising efforts across the social platforms.

Social media is not just another marketing channel and the mass, high-exposure approach won't work. Instead, focus on narrowing your scope and specifically defining your audience. Being able to target specific demographics through the use of advanced optimisation tactics, will enable you to implement an effective social media advertising campaign, one that should reflect in your ad metrics.

2) Pay to Share Content

One of the most effective tactics available when it comes to the social world is the ability to pay to share content. With content being king, and all that, it comes as no real surprise that people are paying to spread it across the channels, just ensure that you're not 'spreading it too thin'. This is where effective targeting is crucial. Targeting users who are neither relevant nor influential will result in wasted resources. Rather focus on pinpointing who exactly will be exposed to your content, as this will be of a far greater benefit, and a far lower cost, than going the mass route.



3) Use A/B Testing

A/B Testing is a highly effective process, whereby elements in a series of advertisements are altered, in order to determine which perform better and allow marketers to fine-tune their advertising efforts for maximum success. It should be remembered, however, that this process should not be a one-off occurrence, but rather a continuous effort to refine ads. Consider using LinkedIn's self-service system, which will allow you to simply submit ad copy, your logo, and determine a daily budget for your pay-per-click ads. From here you can begin to monitor their success and easily implement appropriate changes.

4) Don't Assume You Know Your Audience, Actually Know Them

It can be easy to make assumptions when it comes to your customers and prospects, but with social media platforms enabling advanced optimisation tactics, it is even more important to be as specific and accurate when it comes to these user demographics. Getting the small details wrong can lead to misallocation of your budget, so before you execute any social media advertising campaign, ensure you are focusing on the precision of your data. It may help to redefine your ideal customer for ad targeting purposes.

5) Avoid Invasion

How much is too much? Whilst there is no standard or recommended amount you should be using paid tactics, it is important to get a good balance. Too little and you won't make an impact, and too much and you face becoming invasive, and potentially irritating.

6) Include a Mobile-Friendly Mobile Landing Page

Mobile is responsible for a large percentage of social media engagement, and it most definitely should not be dismissed when it comes to the landing page. Ensure you social media advertising includes a mobile-friendly landing page, which is customised for the product or service you are advertising to your prospects.

How to Increase Your Social Media Intelligence

Regardless of the many benefits it can generate, there is still an ongoing debate as to whether there's a place for social media in the B2B marketing world. The truth is, social media won't work for every company, in every industry. Whilst it's becoming increasingly recognised as an effective marketing tactic, there are still many marketers that believe social media is more social and less business, and while this perception may stay.

We hope the following points will help even the most sceptical marketers consider using social media in their marketing activity.



Understand the Concept of Social Listening

Social media can be used to increase your knowledge of your target audiences. This will only happen if you can commit hard-work and dedication into the equation, or pay an agency to do so. Either way social media provides you with a tool to 'listen' to your target audiences, and it is this 'social listening' that will enable you to fully understand; 1) industry trends 2) what your customers and prospects are saying and 3) what your competitors are doing.

Begin Your Journey With a Monitoring Plan

Plan being the operative word. Well, and monitor. The first mistake you can make is to create a plan and never review it. If your social media monitoring is to be effective and efficient, you need a process in place that is under constant review, and will allow strategic decisions in order to determine investment. You need to think where, when and how frequently.

Allocate your resources for this plan against the size of your business and your social media efforts.



Lurk

Think less stalker and more private investigator. While you may not be training for the MI5, having the level of knowledge that comes with social media is a valuable commodity.

Start by using passive research. Search, Listen and monitor information about your brand, industry or competitors. Once you have mastered this, start thinking about using active research, where you can ask specific questions and record the answers. Used correctly, this can give you a competitive advantage. Practice both types of research by joining relevant LinkedIn groups, and click through all relevant discussions and feeds to determine what topics are being discussed, and how members are interacting.

Use Your Social Competitive Intelligence

While I've already mentioned that social media enables you to know what your competitors are doing. What I didn't tell you is that once you have this knowledge you can capitalise on it. Without being too obvious, consider using the tactics that have proved effective for your competitors, and on the flip side, learn from what didn't appear to work. In doing so you improve your engagement, and increase your share of voice. Sites such as Hootsuite and Tweetdeck allow you to aggregate vast flows of tweets into manageable streams around hashtags and industry sectors. This can be done to segment competitors, but also customers and prospects.

Napier

Launched in 1984, Napier was one of the first agencies in Europe to specialise in the electronics market, subsequently expanding to help clients in a range of B2B technology sectors. Initially a PR agency, Napier responded to the clients' need to manage information across every element of the marketing mix by bringing together a team of multi-talented and multi-lingual engineers, linguists and technical journalists as well as PR and marketing professionals.

t: +44 (0)1243 531123
f: +44 (0)1243 779070
e: info@napierb2b.com
w: www.napierb2b.com

Donnington Park
Birdham Road
Chichester
West Sussex
PO20 7DU
United Kingdom