

Defining Your B2B Social Media Strategy

How do I boost sales through online channels and social networks? Marketing professionals at nearly every B2B vendor are seeking the answer to this question.

Business and IT professionals are turning to social media at every stage of the technology life cycle — from evaluation, to purchase, to implementation and utilization. As a result, relying only on traditional marketing strategies and tactics has reduced effectiveness. Marketers understand that they need to get involved with social media; however, our experience shows that most struggle to set a course or to achieve positive results because:

- They start with tactics, tools, and technology rather than objectives.
- They do not know exactly how their customers use social technologies while working.
- They lack experience with social applications.
- They are perplexed by the constantly evolving social media environment.
- They are unable to adapt B2C strategies to the B2B environment.

FORRESTER'S APPROACH TO B2B SOCIAL MEDIA STRATEGY

Forrester can help you overcome these challenges with our Social Media Strategy Program. This program, based on the Forrester Social Technographics® profile and POST Methodology, helps B2B marketers:

- Analyze and profile the social behaviors of your target customers, via Forrester's Q1 2009 Social Technographics® survey of business buyers and influencers.
- Establish your company's business objectives for social media and community marketing.
- Develop a social strategy based on your target customers, business conditions, stated objectives, best practices, and lessons learned within the industry.
- Understand which vendors are best suited to help you reach your goals.
- Put tools in place to measure progress toward successful interaction with customers and prospects.

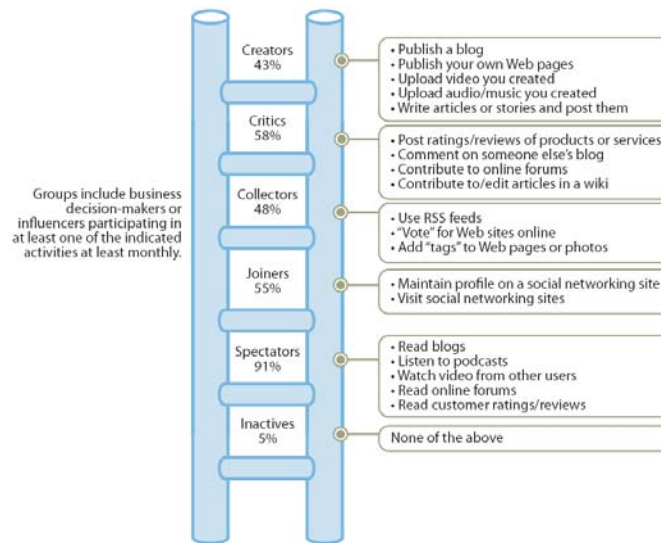
FORRESTER'S UNDERLYING METHODOLOGIES

Forrester's POST methodology enables you to make smarter marketing decisions as you integrate social tactics and tools into the marketing mix. POST is a four step process:

- **People.** Review how your target customers use social activity during technology purchasing and adoption.
- **Objectives.** Align social media and activity with business goals.
- **Strategy.** Determine how your objectives will change your relationship with customers.
- **Technology.** Choose the appropriate tools and tactics to deploy.

Our objective and data-driven profiles provide Forrester clients with the tools needed to create actionable strategies and plans that let B2B marketers benefit from emerging customer social behavior.

The Social Technographics® of B2B Buyers profiles the technology buyers' online social behavior. Forrester surveyed more than 1200 technology decision makers and influencers in IT and business roles across four geographies.



Source: Forrester Research, Inc.

DELIVERY OPTIONS

1. B2B Social Media Strategy Primer. An introduction to developing a B2B social media strategy through a one- to two-hour interview to learn more about your current challenges and objectives, followed by a two-hour overview of how to profile the social practices of your targets, use the POST Methodology to create a B2B social strategy, and develop an outline of relevant best practices in the marketplace.

2. B2B Social Media Strategy Workshop. This one-day interactive workshop will enable your team to profile your customers' and prospects' use of social media, assess and integrate social marketing elements to drive demand and customer intimacy, understand current best and worst practices, and evaluate various social and Web 2.0 technologies. Custom data from the Social Technographics® of B2B Buyers is optional.

3. B2B Social Media Strategy Development. A customized engagement that incorporates one or more of the following project modules:

- Identify the social behavior profiles of your customers and/or prospects based on quantitative market surveys
- Select and prioritize target audiences by social behavior profiles
- Establish business objectives and desired outcomes achieved by engaging prospects/customers in social activity
- Social media strategy recommendations and action road map
- Identify and assess appropriate B2B social media solutions/technologies that align with your social media strategy

FOR MORE INFORMATION

If you would like to speak with us directly about Forrester's B2B Social Media Strategy Program, please contact your account manager or email us at ticonsulting@forrester.com.

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