

# Introduce, Extend, and Humanize Your B2B Brand with Social Media

---

October 2013

**Mark D. Tullio**

*Vice President, Worldwide Marketing*

Lantronix, Inc.



# Agenda

---

- Getting social with B2B – REALLY!?
- What can and should you expect?
- Our situation: B2B, but let's sneak in B2C
- Our results: ROI or pie-in-the-sky?
- The ONE thing to do BEFORE you start
- Your Top 7 priorities
- Be a control freak: The message is YOURS
- Do 'Businesses have senses of humor? "To the video!"
- One last way to measure 'Social'
- Q&A

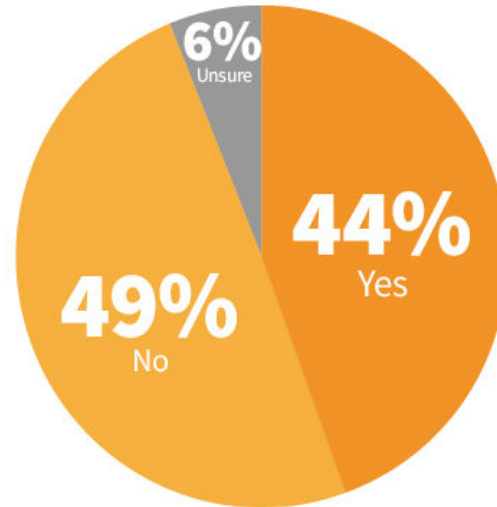
# Getting Social with B2B: REALLY?!

---

- “Social Media” is NOT a B2B bad word
- Our confidence in B2B is growing!



Percentage of B2B Marketers Who Have a Documented Content Strategy



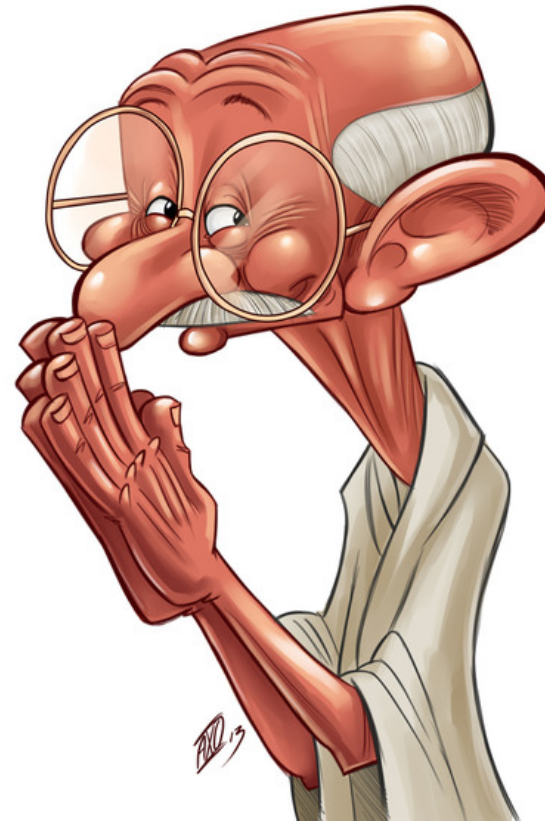
2014 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

# Expect to Be Called *CRAZY*

---

**“First they ignore you,  
then they laugh at  
you, then they fight  
you, then you win.”**

- Mahatma Gandhi



# What Can and Should You Expect?

---

- LOTS of push-back from the C-suite and the Board
- Push-back from colleagues
- Complete misunderstanding of what social media is, and what the results will be
- Significant uplift in your campaign results!
  - But remember, social is not a panacea, it's just another tool in the marketer's toolbox

**YOUR job is to manage these expectations**

(more on that later...)

# Case Study: “I Can Print!” (cont’d)

---

## The Idea!

- iPad® revolution had just begun
- 90+ million in-market – but, YOU COULDN’T PRINT!

## The Solution:

- xPrintServer®
- B2C product from a B2B company
- Using our own products/technology



# Case Study: **Our Strategy & Goals**

---

## The Challenge:

- How do we go from an unknown, B2B, engineering-driven company to a household name in the Apple ecosystem?
  - Educate the market about the PAIN POINT (new category of ‘mobile printing’)
  - Educate the market about the horrible solutions
  - Educate the market about OUR solution
  - Establish and build trust in OUR brand
  - Drive brand preference (purchase)

## Strategy:

- Funny and educational video as the cornerstone
- Leverage PR, social media, and online marketing
- Look like we belong! (consumer-friendly!)



# Case Study: **Where Do You Start?**

---

- Tenet #1: It's all about your AUDIENCE(s)
- Tenet #2: It's all about your MESSAGE
- Tenet #3: It's NOT about YOU! (It's about THEM!)





## Case Study: **What Social Media + Online Avenues Were Used?**

---

- **PR:** Aggressive, global outreach for launch; detailed product reviewer's guide, high end photography, video, and morning shows/gadget guys
- **Events:** Press event at CES for launch announcement; MacWorld "Mobile Print Kiosks / Sponsor"
- **VIDEOS (YouTube):** Cornerstone to the campaign, on YouTube, our site, other video destinations, and virally
- **Twitter:** Launch, promotions, press coverage, demos
- **LinkedIn:** Launch, networking with potential partners, resellers, and B2B customers
- **Blogs:** Live from the events; Post-event wrap up
- **Awards + Speaking Opps:** Awareness, awareness, awareness
- **SEO / PPC:** 80+% of all B2B technology sales start with Google search
- **Sort-of-Social Stuff:** eNewsletters (social links to share), webinars, live demonstrations at Apple Stores, 100's of free samples to influencers / advocates

# Case Study: Creative Examples

Launch Video



Speaking Engagements



15+ Morning Shows & Gadget/Gift Guides



Event Signage



xPrintServer Kiosks + Field Team w/ "I Can Print!" shirts



# Case Study: **What Did We Measure?**

---

- Ultimately = **SALES!** Everything we do has to drive revenue
- Other KPIs:
  - Leads
  - Unique visitors (net new) to Lantronix.com + xPrintServer microsite
  - New retail and etail partner sign-ups
  - Global press coverage
  - Twitter followers + retweets
  - Influencer coverage + social mentions (anywhere + everywhere)
  - TV appearances
  - “Contact me” about availability in my region (multi-language)
  - Customer Reviews (Amazon.com, our site, etc.)
  - Awards

# Case Study: The Detailed KPI's

	FY'13				FY'14	
	Q1	Q2	Q3	Q4	Q1	Q2
Leads* (each quarter is standalone)	0	176	293	284	236	
Customer Acquisition Campaigns -- Open Rates**	10.0%	13.6%	13.4%	17.5%	19.2%	
Customer Acquisition Campaigns -- ClickThru Rates***	16.0%	24.1%	25.3%	29.0%	26.3%	
Customer Acquisition Campaigns -- Conversion Rates****	6.0%	11.4%	22.0%	24.2%	24.7%	
Unique Visitors (monthly)	98,000	117,500	123,000	129,000	128,000	
New Retail Partners	0	0	1	2	6	
New eTail Partners	1	8	15	27	30+	
New Reseller Sign-ups	0	0	3	12	18	
Global Press Coverage (unique / new stories)	300	720	800	450	200	
Twitter followers	106	370	640	700	840	
Influencer coverage/social mentions/referrals	0	29	87	70	23	
TV and radio appearances	1	4	17	4	3	
Customer reviews (online, e.g., Amazon) - Qty	0	20	89	137	250+	
Customer reviews (online, e.g., Amazon) - Avg Rating (0-5)	- - -	3.5	4	4	4.3	
Product reviews - (Qty)	6	18	9	11	17	
Product reviews - Avg rating (0-5)	4	4	4.3	4.1	4.1	
Total video views	3,000+	8,000	27,000	38,000	50K+	
Awards	2	3	14	1	0	
<i>*All sources aggregated: Web inquires, content downloads, interactions, etc.</i>						
<i>**Open rates aggregated: Eblasts (company + purchased lists), eNewsletters, etc. - company d/b higher; rented lists lower</i>						
<i>*** Standard definition - click through from original source to microsite, or other pages.</i>						
<i>****Purchases -- from all sites (corporate, etailers, etc.), due to type of product, some "clickthroughs" are also "conversions"</i>						

# Case Study: **How Did We Do?**

---

- **Sales:** Best/fastest selling product in 20 year history
- **ROI:** Campaign ROI = 600% in first 3 months
- **Stock Price:** Increased 30% on announcement / post launch
- **Leads:** 487% increase in leads
- **Traffic:** 42% increase in net new site visitors
- **e/Retail:** MicroCenter, Best Buy, Amazon, NewEgg, etc.
- **Press:** 2,000+% increase in company + product coverage
- **Twitter:** 36% increase in 'quality' followers
- **Reviews:** Average 4 of 5 stars across 50+ product reviews
- **Satisfaction:** Customers (Amazon.com) 4+ of 5 stars for 200+ reviews
- **Awards:** 15+, including - Best in Show @ Macworld, Top 25 Product Launch @CES, Peripheral of the Year, Hardware of the Year, PR Exec of the Year, High Tech Campaign of the Year by AMA

# The One Thing To Do... BEFORE You Start

---

## Manage Expectations: Of the CEO, C-Suite, and Board

- Remember I said, “They’ll call you crazy”?!
- Explain / educate about Social Media
  - It’s just a new way to do what’s always been done (just with the ability to rapidly scale)
- **CONFIDENTLY** state what you’re going to do, why, and the expected results
  - They can smell fear!
- In my case, I literally bet the exec team’s bonuses!



# How Did We Explain “Social Media”?

---



# The Top 7 Priorities: **Skip Them @ Your Own Risk!**

---

1. Know your audience (*all your “stakeholders”*)
  - Who are you trying to reach with your message, and why?
2. What is the goal of reaching this audience?
3. LISTEN. LISTEN. LISTEN.
  - Use social media to understand their needs, pains, joys.
4. Laser focus your MESSAGE. (*fine tune by listening*)
5. Map out your CONTENT strategy before you start
  - Social is driven by relevant content
6. Remember, it’s not about YOU, it’s about THEM
7. Be CREATIVE! Don’t rely on standard channels



# Be a Control Freak!

---

It's YOUR message. CONTROL it!

- Did I mention “messaging”?!?
- Did I mention “know your audience”?
- The media, in particular:
  - Are overworked and underpaid
  - Are on tight deadlines
  - Are starved for good content
- Spoon feed them everything they need, especially for product reviews (which are key for B2B)
- And keep it simple: 1-2-3
  - (“Open it. Plug it in. Print”)



# Do Businesses Have a Sense of Humor? **YES!**

---

“Let’s go to the video tape!”



# One More Way to Measure Social: “FAN BOYS”!

---

Our ‘star’ actor



Our customer



(note the shirts!)

---

# Thank you!

Feel free to contact me anytime:

Mark D. Tullio

[mark.tullio@lantronix.com](mailto:mark.tullio@lantronix.com)

Mobile: 551.655.5443

[www.Linkedin.com/in/markdtullio](http://www.Linkedin.com/in/markdtullio)