



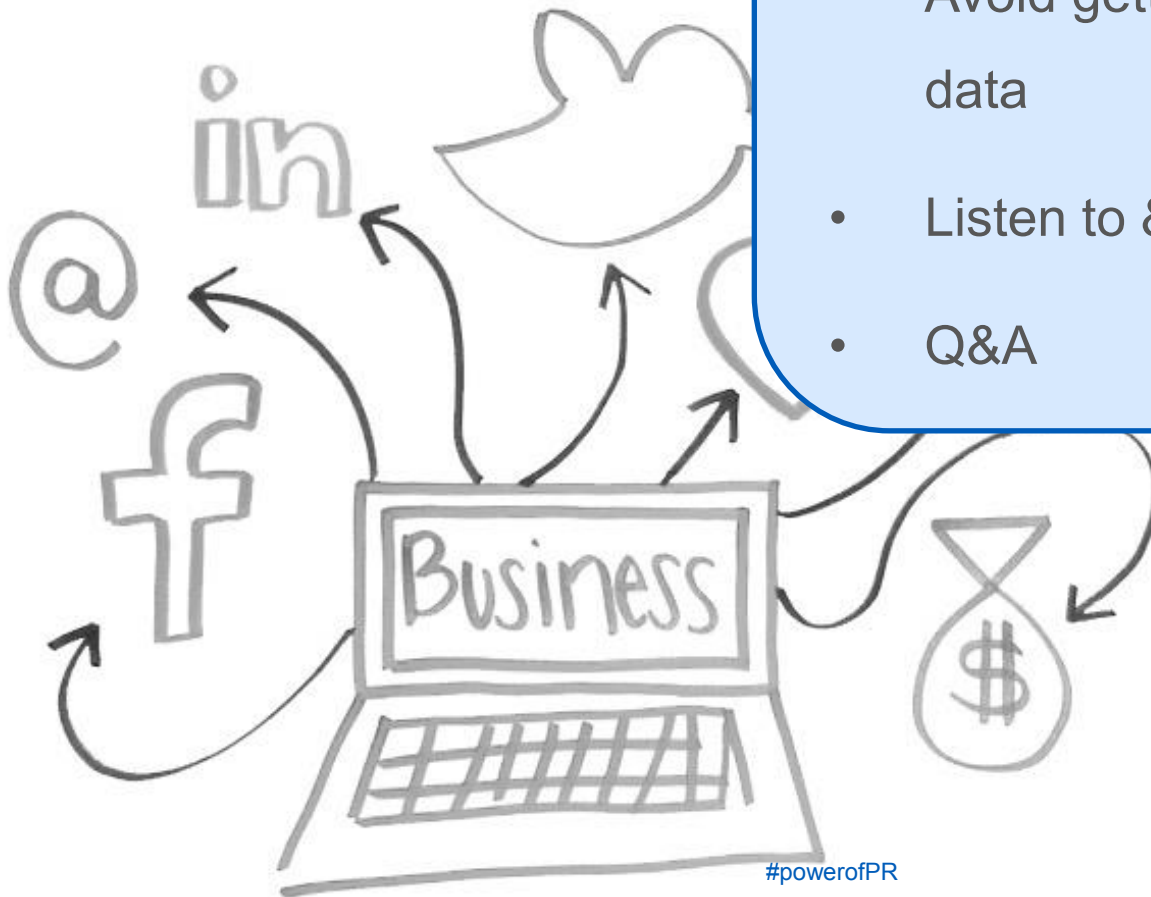
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Agenda

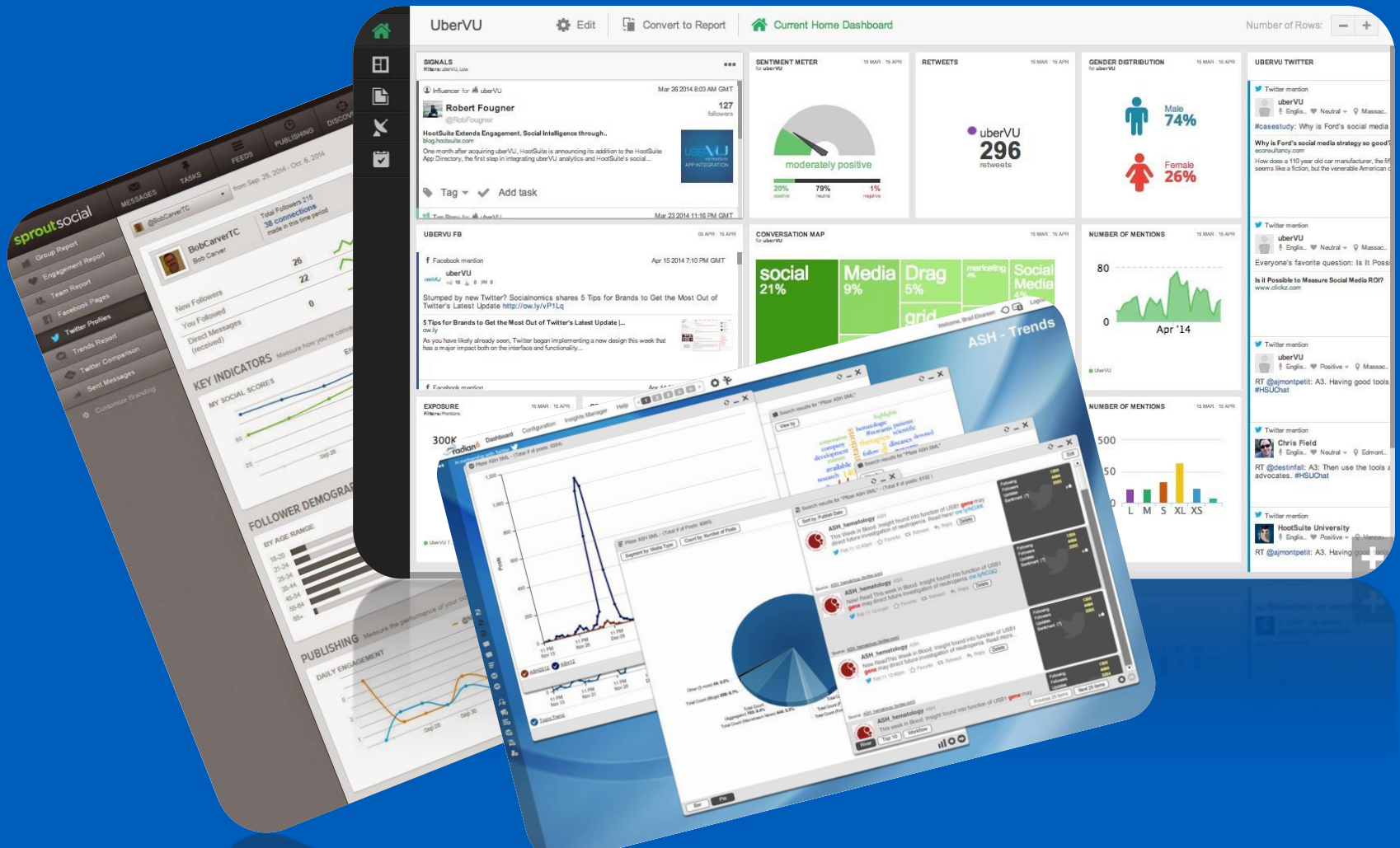
- Choose the right platform
- Avoid getting lost in the data
- Listen to & convert leads
- Q&A





Focus...
Make a big impact

Choose the right platform



Choose the right platform

Focus on the need

Marketing needs

Social publishing:

- Gain awareness
- Generate compelling content
- Gain SEO value
- Customer service

Social listening:

- Research industry
- Customer VOC
- Competitive Intelligence
- Finding and converting leads

Platform needs

- Data quality
- Usability
- Reporting
- User permission
- Workflow ability

Integration with:

- Salesforce
- Marketo
- Hubspot
- Etc.

Budget constraints

- How much budget has been dedicated for social?
- What resources have been dedicated exclusively for social?
- What are the metrics to determine success based on the dedicated resources and budget?

Avoid getting lost in
the data



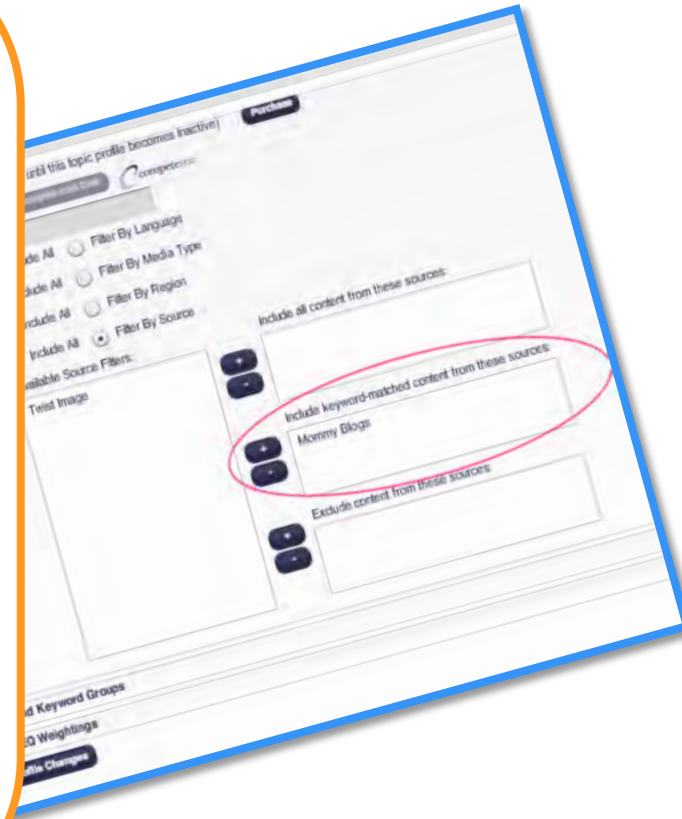
Choose one impactful business objective:

- Lead generation
- Product feedback
- Gaining awareness
- Industry research
- Brand sentiment
- Customer service
- Customer value-adds
- Customer VOC
- Competitive intelligence
- Inform SEO and content generation



Create an effective social listening stream or topic profile (Radian 6)

1. Focus on **one business objective** and create a parameter for your search
2. Create list of keywords by:
 - Using keywords from SEO
 - Gaining insights from multiple stakeholders
3. Filter the parameters appropriately
 - Media outlets
 - Region
 - Language
4. Review the social stream
5. Optimize and evolve over time



Listening to convert leads



Social Conversations Occurring



We are evaluating a prospect for Biogas Generators Project, customer has already one biodigester processing 200,000 pigs deposition.

Domingo Rodriguez

General Manager - Power Management International

Amount of produced biogas (500 M3/month) seems to be enough only for 1,2 ME generator, not matching with Jenbacher specsheet which says 40,000 pigs are enough to feed 500KW GenSet, am I missing some important point?

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👍 [winston wallis](#), [Tariq Mahmood](#) like this



Koen Windey Your amount of biogas seems about right for a 420 engine (allowing for some fluctuation and growth). ...
January 1, 2014



Mathias Uslar Without knowing some more details conditions, it can only be a rough estimation. The e
as ...
January 1, 2014

Add a Comment...

V3 Spare Parts

Firat Sarp

Energy Management Department at ISTAC

Hi all , I need 3 series spare parts price list. Please contact me fratsarp@gmail.com
Like (1) • Comment (3) • Follow • 10 months ago

👍 [Justin O Dowd](#) likes this



Hubert Hilscher Dear Firat, please contact our official GE Jenbacher Service Provider in Turkey for genuine spare parts. ...
10 months ago



Firat Sarp Thank you :)
10 months ago



DAVID LONG D
5 months ago


Add a Comment...

Getting Started

- Cross-functional team: sales, marketing, communications
- Understand business priorities
- Focus on several products or services
- Create objectives for the program

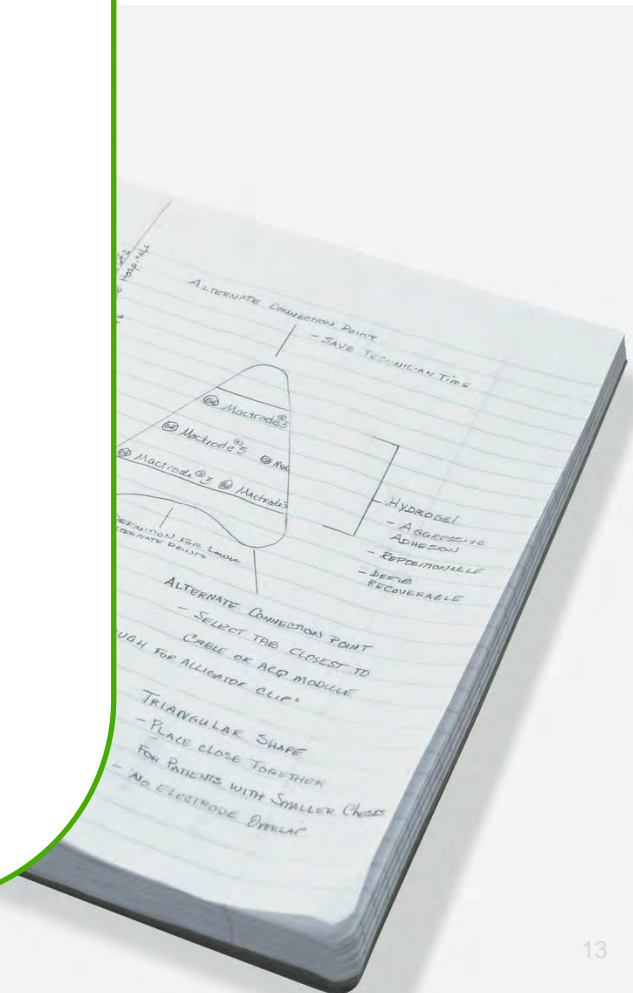


Implementing Social Listening to Find Leads

- 
- Build topic profiles for each product in Radian 6
 - Junior sales team monitor social stream (~2 post per day/ product)
 - Engage leads by joining conversation and offering service
 - Take conversation off social platform by providing email address
 - Score and screen leads
 - Provide leads to sales teams via Salesforce

Key takeaways

- Take the time to understand what you are trying to achieve
- Focus on a small win to gain traction in your organization
- Refine, refine, refine... Don't think the first time you create a stream of conversations it will be 100% correct



Questions?

