Much of what I’ve learned about business-to-business (B2B) social marketing has resulted from the generosity of Ellis Booker, former editor-in-chief of BtoB magazine. It was Ellis who gave me writing assignments and eventually a monthly column when I was striking out in this territory in 2006. BtoB publisher Bob Felsenthal has also been generous in allowing me to further my education in this area as a representative of his fine publication. Many of the case studies in this book began as BtoB assignments.

Dell is often held up as an icon of B2B social media excellence. Richard Binhammer has helped me understand how that innovative company has transformed itself. He’s also been a great source of contacts.

Jen McClure and her nonprofit Society for New Communications Research deliver unrivaled insight through their publications and conferences. She has made it possible for me to meet so many people who have influenced my life that I can never thank her enough.

Shel Holtz and Neville Hobson have recorded an incredible 553 episodes of their “For Immediate Release” podcast as of this writing. I never miss a program. They’ve pointed me to people and research that was invaluable in preparing this book.

Several people gave generously of their time in helping me understand the issues in B2B social marketing, including Alan Belniak (PTC); Barbara Bix, Chris Boudreaux (SocialMediaGovernance.com); Jim Cahill (Emerson); Bobbie Carlton, Ron Casalotti (Bloomberg);
Acknowledgments

Brian Casey (AuntMinnie); Nick Fishman (EmployeeScreen); Christian Gunning (Boingo); Jay Halberg (Spiceworks); Scott Hanson (Dell); Sumaya Kazi (YoProCo); Christina Kerley, Wyatt Kilmartin (RIDGID); Joseph Manna (Infusionsoft); James Mathewson (IBM); Debbie McGrath (HR.com); Michelle Murray (Cree); Bill Robb (Cisco); Danny Schaeffler, Allan Schoenberg (CME); Rick Short (Indium); Dwayne Spradlin (InnoCentive); David van Toor (NoPlanB.com); Deirdre Walsh (National Instruments); and Scott Wurtele (IdeaConnection). I’m sure I’ve missed a few, and I apologize for that.

My wife and soul mate, Dana, has stuck with me through four books in four years, which qualifies her for sainthood. She has carefully copyedited and proofread each one. I don’t know what I would do without her, and I hope I never find out.

—Paul Gillin

Above all, I thank my wife, Celia, for her love and support, and my son, William, for continuously renewing my spirit and perspective.

Many have contributed to my professional growth and understanding of the social media world. They include (in alphabetical order) Elizabeth Albrycht, David Almy, Robin Antin, Lauren Bartlett, Major Carrie Batson, Kimberlee Beers, Pete Blackshaw, Paul Bloch, Henri Bollinger, Tim Bourquin, Michael Butler, David Carr, CC Chapman, Major Danny Chung, Craig Comeau, Christopher Degnan, Andree Deissenberg, Joe DeMattos, Major Christian Devine, Scott DeYager, Steve Doctorow, John Elsasser, Michael Furtney, Steve Garfield, John Gerstner, Tammy Lynn Gilmore, Lisa S. Gleason, Billie Gross, Captain Dustin Hart, John Hatfield, Liza Henshaw, Neville Hobson, Harlan Hogan, Shel Holtz, Captain Kymberly Jurado, Greg Jarboe, Dominic Jones, Beth Kanter, Sulosana Karthigasu, Joanne Killeen, Lieutenant Colonel Daniel King, Erica Klein, Bruce P. Kleiner, Stacey Knott, Michael Kroll, Kaiser Kuo, Dany Levy, Marsha Lindsay, Michael Liskin, Lawrence Lokman, Krista Loretto, Matthew Lussenhop, William Lutz, Mary Matalobos, John Matel, Jennifer McClure, Barbara McDonald, Julie McDonald, Thomas S. Miller, Bull Murray, Michael Netzley, Major David Nevers,
Karen North, Gunnery Sergeant Chanin Nuntavong, Leysia Palen, Christopher Penn, Jeremy Pepper, Andy Perez, Steve Perlman, Bryan Person, Jeremy Rawitch, Lieutenant Colonel Gregory Reeder, Sean Riley, Kevin Roderick, Steve Rubel, Colonel Brian Salas, Rob Scheidlinger, Colleen Seaver, Tony Selznick, Fay Shapiro, Helene Silber, Jim Sinkinson, Tom Smith, Brain Solis, Don Spetner, Sarah Spitz, Mark Story, Tom Tardio, Captain Eric Tausch, Laurel Touby, Judy Voss, and John Wall.

To everyone else who has shared their experience, strength and hope, I am forever grateful.

—ERIC SCHWARTZMAN
Social marketing is about tools, people, and organization. To get the greatest impact, you need to introduce the technology to a receptive audience and then apply it for business value. We’ve organized this book into three parts to step you through the process.

Part 1 (Chapters 1 through 5) sets the table for the introduction of tools. These chapters tell you how social marketing is revolutionizing customer relationships and offer seven business case scenarios for applying tools. We then offer advice on how to sell social marketing to skeptical bosses, build an organization that listens and responds constantly to its constituents, and create guidelines and policies for appropriate behavior. The framework for building a policy is covered in Appendix A.

Part 2 (Chapters 6 through 9) is about technology. We tell you how to build a listening dashboard, which is an essential first step to applying new technology. Chapter 7 guides you through the intricacies of search and keywords; these are essential concepts to know when building online visibility. We then look at the major public social media platforms, such as LinkedIn and Twitter, and offer some context for the value of each. Finally, we tell you how to build your own community platform.

Part 3 (Chapters 10 through 15) is about putting social marketing to work. We start with a series of short case studies that spotlight B2B companies that are achieving results with various tools. The next few chapters step you through the process of identifying good opportunities
for social marketing, generating leads, and putting communities to work. We include plenty of examples of how others are achieving success. We wrap up with an explanation of how to calculate return on investment (ROI). Contrary to popular perception, we believe you can figure out the ROI of social marketing if you have the right historical data in place.