



Enterprise Social Media...

The Next Trend in B2B Social Media

Marketing is often one of the first functions within an enterprise to adopt social media. Customer service/technical support and HR usually follow in the B2B enterprise. With so many functional areas tapping into social media, how will the organization ensure that all functions follow social media good practice, support the integrity of the corporate brand, and gain the productivity advantages of enterprise social media? Some enterprises are establishing a social media center of excellence that leverages the social media experience and expertise of colleagues to enable the enterprise to benefit from social media in terms of accelerated innovation, effective knowledge sharing, and greater productivity.

What B2B Marcom can offer the social media center of excellence

Enterprise social media can increase a company's agility and help provide a competitive advantage. Driving more effective collaboration, greater transparency/fewer silos and innovation are just a few goals of a social enterprise. Often, large companies have the social media tools, but lack an overarching strategy for how to use the tools effectively. This is where marketing communications can help. After all, one of the goals of marketing communications is to boost leads by creating compelling content that drives visitors to websites and engages them in social channels and throughout the buying cycle. Large businesses have similar needs relative to their colleagues, particularly in globally distributed enterprises. For example, how does a center function "sell" their services to field or satellite facilities, especially if the facilities aren't aware of the services? How can colleagues locate subject matter experts?

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Many people in large organizations report that they spend an inordinate amount of time finding the right people and information they need to do their jobs effectively—an estimated 19 percent of the average workweek, according to a [McKinsey Global Institute Report](#). Colleagues know that their organizations are rich with resources, however finding them when and where they need them is often challenging. Social media can enable the organization to quickly and easily locate expertise and information, but only when it is properly communicated to the organization. Communication goes beyond a line of business SharePoint site and an org chart. It all goes back to search engine optimization (SEO).

Educating the workforce: Learnings from B2B marcom

Organic search plays a key role in most B2B integrated marcom programs. Social media provides greater SEO capability when the same on-page optimization techniques used to boost search ranking are also applied to social posts. In the enterprise, these same techniques can help would-be "customers" find the information and subject matter experts within the enterprise. The first step is educating colleagues on the most effective ways to apply social media tools such as activity streams ([Twitter](#) or its enterprise

counterpart [Yammer](#) and [Salesforce.com's Chatter](#)). Many enterprises are addicted to email for its ease of use and broadcast capability. Unfortunately, email is not a collaborative or social tool, and the information communicated lies captive in email silos, unsearchable by the general population who could benefit from the information.

Marcom colleagues can help the functional areas within an organization develop a taxonomy around keywords, categories and tags on which their potential "customers" may be searching. The following figure illustrates a sample engineering taxonomy.

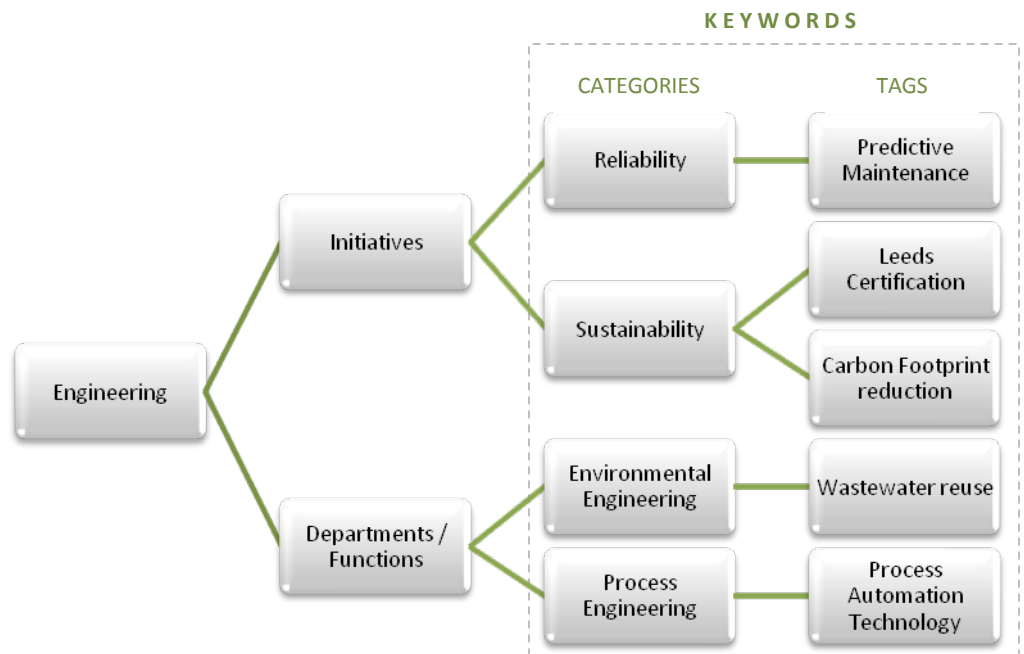


Fig. 1 Sample of a keyword taxonomy.

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