



**socialmediatoday**

The Web's Best Thinkers on Social Media and Web 2.0

**we**

...build best-in-class B2B online communities

...deliver ROI by engaging your prospective customers with custom-created branded content

# Why Engagement Matters

## Before every successful sale, your customer has to engage...

- with the business challenges that create a need
- with the information that will drive the buying decision
- with your brand and products
- with your people



**Josh Bernoff** of Forrester Research, Inc. summarizes key finding from Forrester Research Inc.'s North American and European B2B Social Technographics Online Survey, Q4, 2008:

- **91%** of these technology decision-makers were Spectators—the highest number I've ever seen in a Social Technographics Profile.
- **55%** of these decision-makers were in social networks—despite as mature business people and not college students, you'd think they'd be participating a lot less.
- **43%** are creating media and 58% are Critics, reacting to content they see in social formats. The numbers are very high compared to other groups we've surveyed.

Engagement is the product of high-quality, actionable **content** from **people** you trust.

“...Inbound marketing-dominated organizations experience a 61% lower cost-per-lead than outbound marketing-dominated organizations.”

– Hubspot, *The State of Inbound Marketing*, February 2010



In B2B, it's about connecting with **people like me who have experience I trust**—not strangers.

– Laura Ramos, B2B Marketing Analyst, Forrester Research Inc.

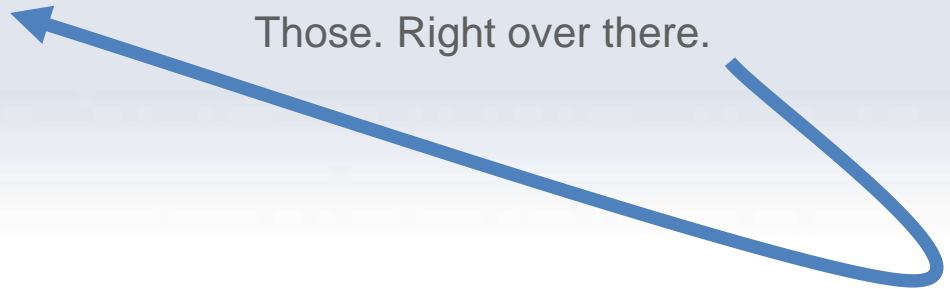
# Engagement is what Social Media Today does

## Our communities are made of people.

- None of their last names are Inc.
- They're accessible
- They put their personal reputations on the line with every word
- They have a "customer perspective"
- They're smart, influential, and know their industry inside and out

## Our peerless custom branded content is

- timely and compelling
- creates the conversation our sponsors used to just fantasize about
- a durable asset for your own syndication
- credible because it's created by trusted influencers. The same ones that anchor our communities. Those. Right over there.



# The Social Media Today Model

- We engage exactly the customers and prospects you most want to reach.
- We leverage the enormous power of social media to build deeper relationships with potential customers and other constituencies that influence the development of new business.
- Our primary metrics of success are levels of engagement and business leads.
- We create top-quality content

## **Quality content, regardless of source, drives community participation.**

Firms like Citrix Systems, MetricStream, and National Instruments find that the key to creating communities is to focus on technical content developed by the sponsoring firm, the community, and ecosystem partners. Top marketers will integrate product messages and offers subtly into this exchange of information by not beating the feature and function drum, but by offering detailed explanations of how to solve a business problem and how, coincidentally, their product is part of the solution.

– North American and European B2B Social Technographics Online Survey, Q4, 2008,  
Forrester Research Inc.

# The Advantages of an Independent Community

- Our communities are authentic. The reason our members trust our bloggers to be objective is because *they don't work for a vendor*.
- We can give your own people a voice in our communities and help them shine.
- We're agile. We use the word "weeks" where the word "months" used to go.
- We insulate you from the cost and exposure risks of ownership, but pass the rewards back to you.

“ [A] product marketer for the server division of a large high-tech firm commented, ‘we have the talent and creativity to make communities work; there are just so many rules that we can’t do anything social before getting 100 approvals.’ ”

– North American and European B2B Social Technographics Online Survey, Q4, 2008,  
Forrester research Inc.

# What Our Fans are Saying

“The success of the Social Media Today is due to their team’s relentless pursuit of client value using the newest social media tools. Their ability to innovate a business model over two years ago, when most pundits said that social media had little or no business value, is truly remarkable and has stood the test not only of time, but of the most rigid standards for success.”

– Don Bulmer, VP, Global Communications, SAP AG

“Social Media Today is the smart leader for insight about where media, marketing and technology are now and where they are going.”

– Paul Greenberg, author of *CRM at the Speed of Light*

“This has given us the platform to have a deeper relationship with our customers and has helped them better serve their customers.”

– Alana Zamora, Director, North America Advertising, Oracle Corporation

# Social Media Today: Our Process

## Pre-launch

- **Set objectives**  
SEO, Socialization of Content, Lead Generation
- **Community development and blogger recruitment brief**  
Determine influencers, customers, prospects, existing social behaviors
- **Site branding and design**
- **Moderation and advisory board staffing**
- **Unique URL**
- **Identify and build partnerships**

## Ongoing

- **Blogger recruitment**
- **Site moderation**
- **Premium content and event development**
- **Site promotion via multiple social channels**
- **Weekly newsletter**
- **Bi-weekly status meetings**
- **Monthly analytics**
- **Monthly fees based on objectives**



# Our Communities



# ROI Case Study: MyVenturePad

YOUR NETWORK FOR GROWTH

**The Client:** 

**Goals:** increasing brand awareness, leveraging SME business influencers, establishing SAP as a trusted advisor, lead generation, integration with **SAP's** internal social media initiatives, guaranteed results

**The Strategy:** Social Media Today created MyVenturePad, a moderated community for owners and managers of small and mid-sized companies, and for the professionals who advise them. The program included branded premium content and event creation for thought leadership and lead generation, and socialization via multiple third-party networks like Twitter, LinkedIn, and individual blogger networks

**The Results:** A thriving community that has exceeded all milestones and objectives

- **Registered Members: 3300+**
- **Monthly Unique Visitors: 10k**
- **Email Newsletter Subscribers: 3,460**
- **Twitter: 2,008**
- **Extended Network of over 70 bloggers and their respective audiences**

# ROI Case Study: MyVenturePad

YOUR NETWORK FOR GROWTH

## A Branded Content Success Story

The “Economic Stimulus Plan: What’s in it for growing Businesses?”, released only six weeks after conception through MyVenturePads multiple online channels...

- **Generated over 1200 registrations**
- **Cited in a variety of media, frequently with SAP attribution**
- **Unpaid references included USNews.com and Amex OpenForum**



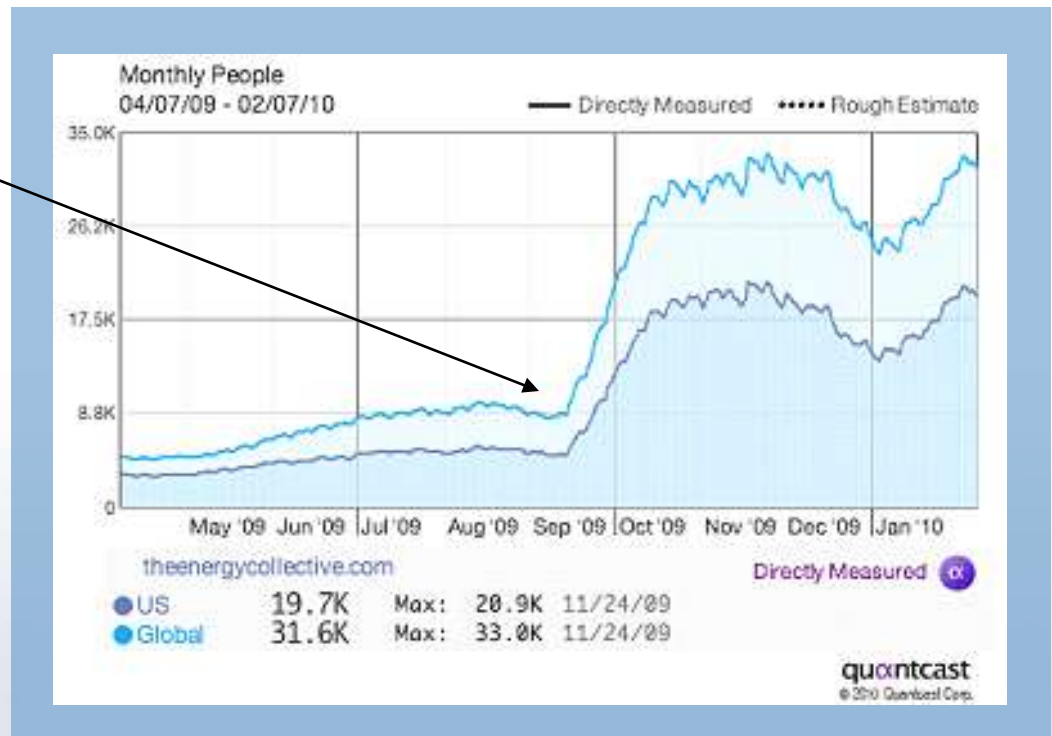
“The net result from the Stimulus ebook program was over \$250,000 in new business for SAP.”

– Margot Heiligman, Director, Business Influencers, SAP

# ROI Case Study: theenergycollective

## The Results:

- Siemens becomes enabling sponsor Sept. 1 2009
- Blogger board invigoration
- Increased promotional activity
- +270% registrants in Sept. over yearly avg.
- +50% comments increase over prev. month
- Surge of new bloggers
- US Senator Lamar Alexander posts on site, December 2009



# ROI Case Study: theenergycollective

## Premium branded event spotlight

### Rethinking the Electric Grid Webinar:

- 300+ registrants
- 2 C-levels
- 10 VPs
- 12 Principals
- 23 Directors
- Attendees from ConEd, McKinsey, Pittsburgh Power, Atlantic Coast Energy, Oncor, GE, HorizonUtilities, Oklahoma Power, Oakridge Labs, BC Hydro, Areva, Denali, Jeff Bingaman (US Senate), Lockheed Martin, Edelman, and more.
- Siemens participation on Webinar panel

“These are complex issues, and we’re pleased that we’re enabling intelligent conversation with key influencers in multiple forums like TheEnergyCollective.”

– Dr. Mark Derbacher, Vice President Energy Communications, Siemens Energy Sector

# ROI Case Study: theenergycollective

**The Client:** **SIEMENS AG**

**Goals:** reinforcing **Siemens'** position of thought leadership on energy topics, creating relationships with sector influencers, synchronizing with the key messages of the existing Siemens Answers campaign

**The Strategy:** sponsorship of the Social Media Today Community, The Energy Collective.

- Offer the best place online to connect with thought leaders in energy
- Encourage independent, leading journalists and bloggers to add content to enable lively, expert policy debate on broad range of issues
- Bring a new angle of independent community authenticity to message content about **Siemens**
- Provide an extended online social network in which Siemens editorial content can spread and have a strong impact among influencers