

## **Social Media in a B2B World: Creating a Successful Strategy for 2017**

### Description

Many small businesses have discovered the hard way that simply being present on social media isn't enough. For those who focus on business to business marketing, a comprehensive social media strategic plan that addresses their specific challenges and opportunities is essential for success.

In 2017, business owners have an opportunity to use social media to establish thought leadership, build relationships, grow partnerships, and generate leads and sales, while also potentially reducing marketing expenses and assisting in reputation management.

The public expects businesses to be on social media with information about their products and services and to interact with them through these outlets. Social media in the business to business environment is no longer an option. Business owners can impact their bottom line by investing in these tools to grow their online presence.

### Deliverables and Scope of Work

- 1) Full day “boot camp” comprised of 4 modules focused on developing and implementing social media strategies for businesses to help them create a social media plan; a review of best practices and overview of social media platforms for business to business marketing; .

For each module, objectives will include actionable outcomes and handouts to assist in implementing the tactics reviewed in the presentation. An interactive component will be included during the afternoon session to provide participants with hands-on computer training and practice. This will also include a review of the most recent changes and updates to LinkedIn and how businesses need to proactively include these in their social media strategy.

- a) Morning Session

#### Module 1 – 1.5 hours

How to Create a B2B Social Media Strategy

#### Learning Objectives

- Key Differences between B2B and B2C Social Media Marketing
- Steps to Create a Successful B2B Strategic Plan
- Common Obstacles to Implementation

Module 2 – 1.5 hours

How to Implement a Successful B2B Plan

Learning Objectives

- Finding Your Audience - How to Select the Right Social Media Platforms
- Common Mistakes Businesses Make
- Best Practices for Content Creation and Lead Generation
- Tools and Tips for Reputation Management

b) Afternoon Session - limited to 15 participants and must meet criteria provided.

Module 3 – 1.5 hours– Computer “Hands-On” Training

LinkedIn Training Part 1 - How to Use LinkedIn to Attract Clients/Customers

Learning Objectives

- How to optimize your profile to rank higher in search results
- Using groups to solve customer problems and be known as the “go to” person
- Sharing content that elevates your expertise
- Features and benefits of inclusion in ProFinder

Module 4 – 1.5 Hours – Computer “Hands-On” Training

LinkedIn Training Part 2 - How to Use LinkedIn to Find Clients/Customers

Learning Objectives

- The pros and cons of adding connections
- How to strategically use LinkedIn search
- Adding connections through alumni and groups
- The hidden strategy behind “Who’s Viewed Your Profile”