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Tried and True

SOCIAL

INSIGHTS

FROM
REAL
MARKETERS



In 2012, Marketo embarked on our Social Marketing Rockstar Tour where we visited 15 cities across the nation to talk about implementing, executing, and measuring social strategy. We met marketing interns all the way up the ladder to CEOs, spoke to marketers from every industry, and networked with both large companies of 10,000+ employees and small companies of 10. The common denominator? An intense interest in social media and a desire to learn how to use it more holistically in every marketing campaign.

Every organization uses social in a different way. At each stop on the tour we collected insights from over 2000 customer attendees on how they are using social in their marketing today, plus any tips and lessons that they have learned along the way. We have gone through each entry and have compiled the best of the best!

HERE ARE OUR
TOP 50
TRIED AND TRUE
INSIGHTS
FROM REAL
SOCIAL MARKETERS

RULES OF ENGAGEMENT

1

Make sure you have the ability to track “who” your social followers are and “where” they go. And then use that data to nurture.

Barbara Holt @barbaraholt
Marketing Communications Specialist, Rimage/Qumu

2

- 1) Control your message.
- 2) Make your message consistent.
- 3) Put a social media policy in place.

Lyndsey McDermard @YSIinc
Marcom Coordinator, YSI, Inc

3

Try not to post too much company centric news--you will almost always be bragging too much. We learned to post more relevant industry and analyst news to balance out our promotions.

Lauren Twele @Symplified
Online Marketing Manager, Symplified

4

Oversharing and not listening. Social is a 2-way conversation!

Paul Odnoletkov @Geosoft
Global Marketing Associate, Geosoft, Inc.

5

Don't just push content links. Engage! It has to be a conversation.

Jared Jost @SmarshInc
Marketing Analyst, Smarsh

6

More is not necessarily better. Post things that are relevant, useful, and thoughtful rather than just lots of posts.

Paul Odnoletkov @Geosoft
Global Marketing Associate, Geosoft, Inc.

7

When someone posts on a social channel, you need to try and immediately respond. Don't fall victim to poor “listening.”

David George @SystemSensor
Director, Marketing Communications, Honeywell

8

Lessons learned: not linking our social platforms together and being too “self-focused”. Also, you need to provide relevant content to target audiences.

Liz Bartek @Liz_Bartek
Senior Internet Marketing Consultant, Social Media

9

Listen using Radian6. We have a presence across all common platforms (FB, Twitter, LinkedIn, etc). We actively push out promotional messages, and engage with and respond to brand mentions.

Stephen Allcock @questrade
Supervisor, Marketing Automation, Questrade

10

Always test to see what works in paid advertising. And then constantly re-assess based on your findings.

Jill Petre @jillpetre
Marketing Coordinator, SendGrid

11

Integrate your social media tactics into a tool that tracks your outreach, so you can see what works and what doesn't

Marchell Gillis @MarchellGillis
Digital PR Manager

12

It can be difficult to monetize social media when you are learning! Try not to be too conservative at first.

Frank D. Sledge @Circadence
Corporate Communications/Legal Affairs, Circadence



13

Measurement is more than last click/referral attribution. Other KPIs should include engagement, amplification, and reach.

Kelly Cooper @kellyjcoop
Marketing Manager, ShopIgniter

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Always use social media to reach prospects and customers. And measure the influence of your current efforts in terms of demand generation.

Dorinne Hoss @Cleversafe
Marketing Manager, Cleversafe

MEASURE AND ITERATE



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Cast a wide net with Facebook ads and make sure you are incentivizing sharing.

Adam Barker @Educated_Travel
Web Marketing and Design Manager, NETC



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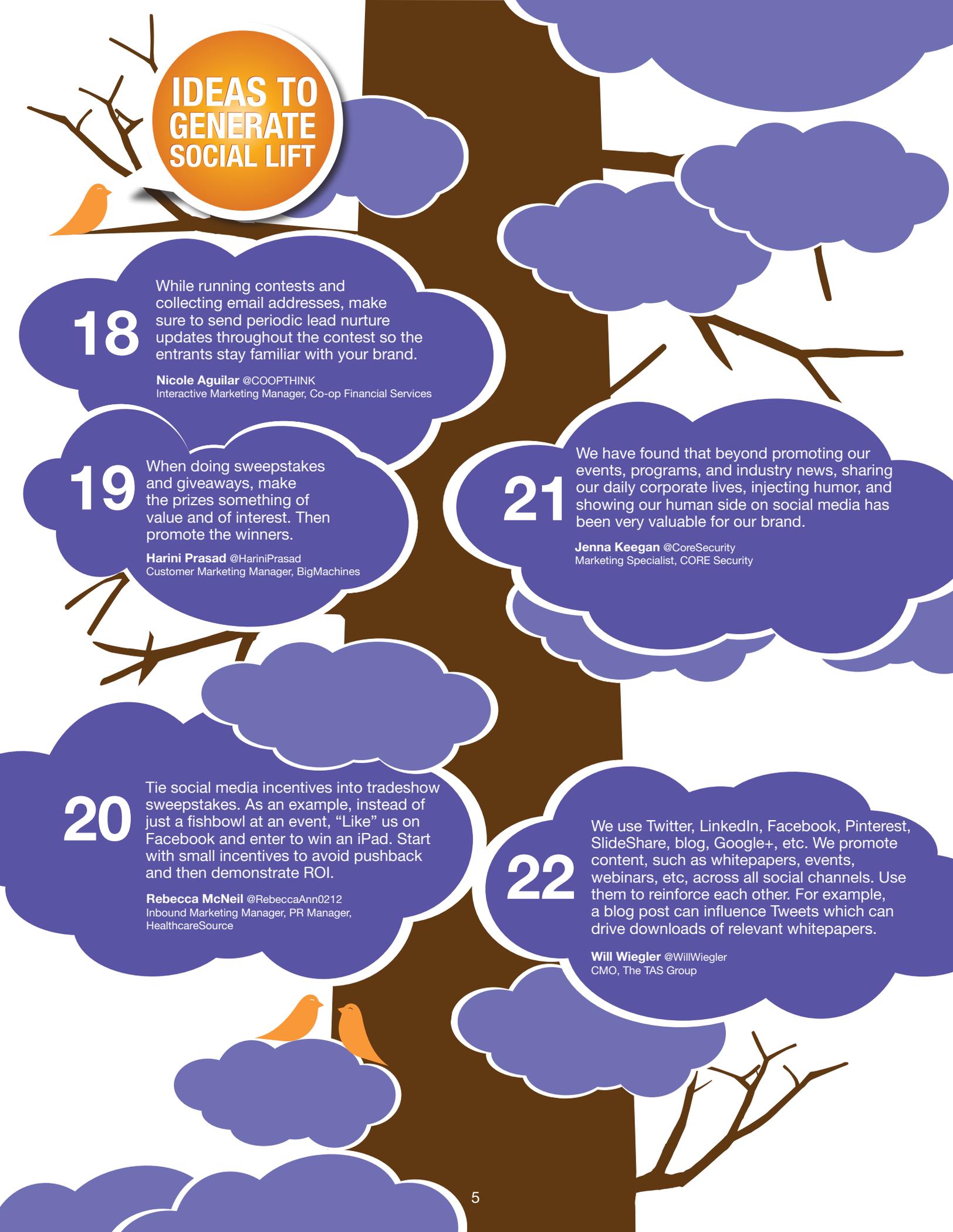
Social media with limited paid ads is priming the pump. But then know when to dial down the paid and let it grow organically.

Michael Kolowich @MichaelKolowich
CEO KnowledgeVision

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Reaction time with responding to Tweets increases conversion rates. Also, remember to gather data about your prospects via social channels!

Kareem Ghanie @KGhanie
Director of Demand Gen, NetDNA



IDEAS TO GENERATE SOCIAL LIFT

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While running contests and collecting email addresses, make sure to send periodic lead nurture updates throughout the contest so the entrants stay familiar with your brand.

Nicole Aguilar @COOPTHINK
Interactive Marketing Manager, Co-op Financial Services

19

When doing sweepstakes and giveaways, make the prizes something of value and of interest. Then promote the winners.

Harini Prasad @HariniPrasad
Customer Marketing Manager, BigMachines

20

Tie social media incentives into tradeshow sweepstakes. As an example, instead of just a fishbowl at an event, “Like” us on Facebook and enter to win an iPad. Start with small incentives to avoid pushback and then demonstrate ROI.

Rebecca McNeil @RebeccaAnn0212
Inbound Marketing Manager, PR Manager,
HealthcareSource

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We have found that beyond promoting our events, programs, and industry news, sharing our daily corporate lives, injecting humor, and showing our human side on social media has been very valuable for our brand.

Jenna Keegan @CoreSecurity
Marketing Specialist, CORE Security

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We use Twitter, LinkedIn, Facebook, Pinterest, SlideShare, blog, Google+, etc. We promote content, such as whitepapers, events, webinars, etc, across all social channels. Use them to reinforce each other. For example, a blog post can influence Tweets which can drive downloads of relevant whitepapers.

Will Wiegler @WillWiegler
CMO, The TAS Group



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We have a Twitter contest once a quarter. We have found that iPad giveaways are always popular but always seem to bring in followers that will never buy our product.

Katie McKay @deskstone
Marketing Coordinator, Deskstone

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We do frequent email blasts with share buttons. New product releases and webinars are announced via the blog, Facebook, and Twitter.

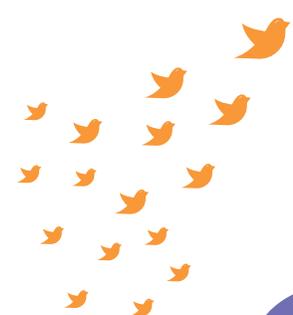
Nicole Aguilar @COOPTHINK
Interactive Marketing Manager, Co-op
Financial Service



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Multi-share referrals, publicize events/updates, sweepstakes, product polls, content sharing, share buttons in emails and on landing pages.

Czarina Carden @HomeFinder1
Senior Marketing Manager, Homefinder.com



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Friday freebies! We do a small giveaway every week. We get product feedback, use cases, and product development information. We also get a “soft” lead for sales to follow up on.

Brandi Brown @brandiheinz
Social Media and eCommerce Manager, ETA
Hand2Mind

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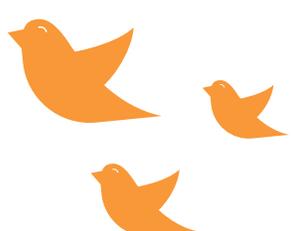
We use social channels to drive traffic to our blog and engage with our influencers. All of our customers (let’s say 99%) are potential upsells, so engaging with them through social is critical.

Rebecca McNeil @RebeccaAnn0212
Inbound Marketing Manager, PR Manager,
HealthcareSource

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For everyone who follows us on Twitter, we give them access to a piece of content.

Katherine Fawcett @buildingengines
Marketing Associate, Building Engine



SOCIAL MARKETING WORDS OF WISDOM

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Don't abandon traditional tools--
bake social into every existing app!

Craig Probus @RevCultCraig
Practice manager, RevCult

30

If you don't do it, you
don't make mistakes!

Emily Hossellman @ehossellman
Marketing Goddess, Centercode

31

Inconsistency is the
biggest mistake. Also, you
need to make all of your
campaigns social.

Ashley Pater @GTreasury
Marketing Director, GTreasury

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Create a genuine voice
and build meaningful,
trustworthy relationships.

Emerly Soong @ETAhand2mind
eCommerce and Social Media Intern,
ETA Hand2Mind

33

Don't commit and
then stop. You need to
maintain and build.

Steve Susina @ssusina
Director of Demand Generation, Crain
Business Insurance

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Have balance between push and pull
tactics, make sure you have enough
cross engagement, and pay attention to
targeted messaging.

Czarina Carden @HomeFinder1
Senior Marketing Manager, Homefinder.com

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A lesson learned is not
having a launch plan like any
other launch of a program.

Marci Acquaviva @ncircletweets
nCircle

36

We're in the real estate
industry--very much still an
old-school "handshake"
business. The challenge is
bringing those "handshakes"
into a digital environment.

Sarah Fisher @buildingengines
Marketing and Communications Director,
Building Engines

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Include social across all
campaigns to build an
audience, and get more
content to feed your funnel.

Bill Copeland @MarketSight
Director of Marketing, MarketSight

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Do not treat social as a
separate channel. Social
should be integrated into all
of your campaigns.

Stephen Allcock @questrade
Supervisor, Marketing Automation, Questrade

CONTENT IS KING!

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Make sure you are always on top of content generation and thinking about the next post/engagement.

Simon Poulton @SPoulton
Marketing Analyst, LaserFiche

40

People love video! Visual content is key on social channels. And remember not to censor comments.

Nimmy Reichenberg @AlgoSec
VP of Marketing, AlgoSec

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Titles are everything when it comes to content. If users are not grabbed by the titles, the content is useless. Layout is also extremely important, as poor formats can turn people away before they absorb your intended message. Create interesting headlines and develop engaging layouts.

Nick Krone @buildingengines
Marketing Intern, Building Engines

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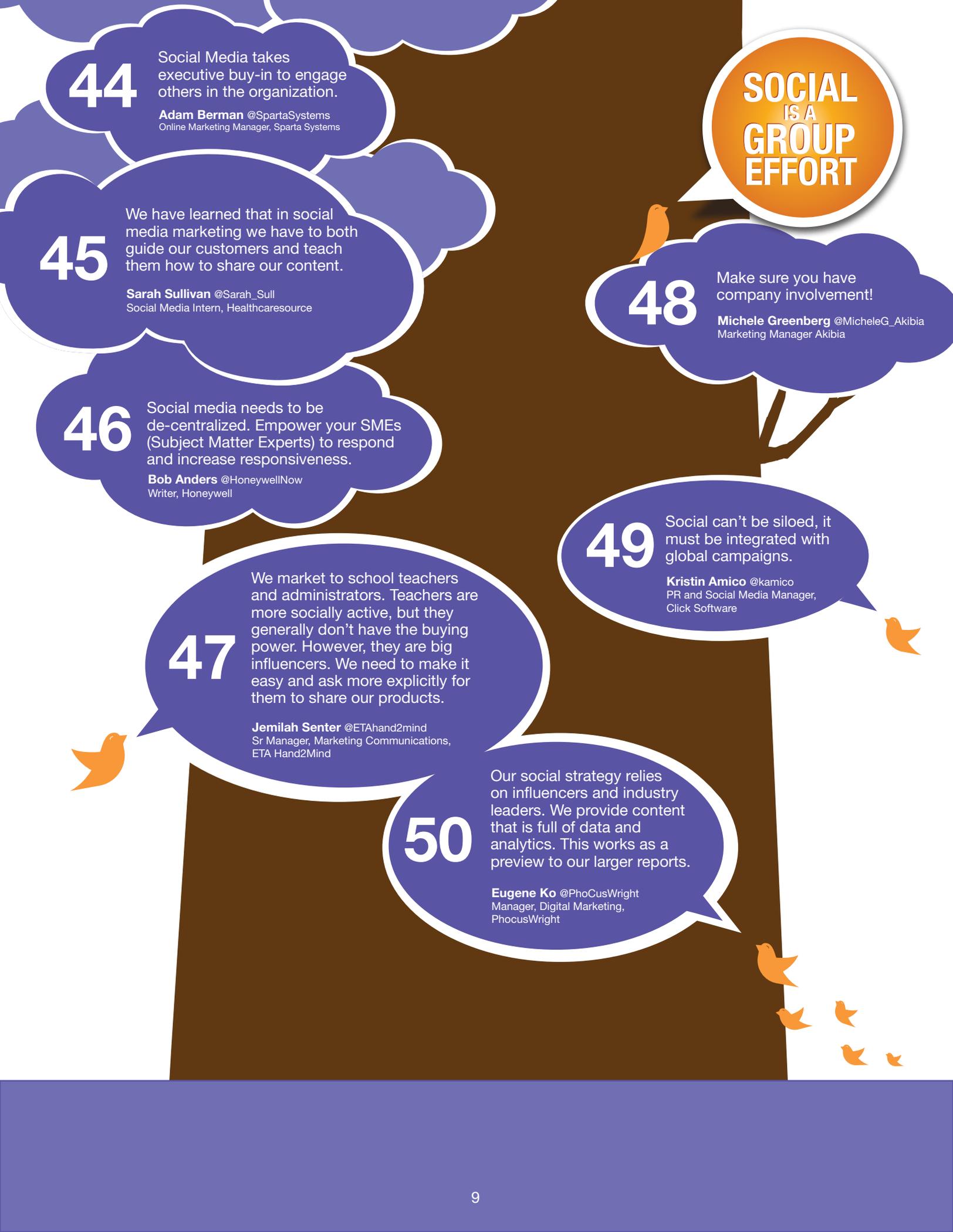
Combine both inbound and outbound content.

Kara Lanio @karalanio
Marketing Specialist, Imprivata

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Content is king! And it must be relevant to your target audience. Tweets and Facebook posts go way up with great content.

Heidi Gilmore @cloudbees
Marketing Communications, CloudBees



**SOCIAL
IS A
GROUP
EFFORT**

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Social Media takes executive buy-in to engage others in the organization.

Adam Berman @SpartaSystems
Online Marketing Manager, Sparta Systems

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We have learned that in social media marketing we have to both guide our customers and teach them how to share our content.

Sarah Sullivan @Sarah_Sull
Social Media Intern, HealthcareSource

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Social media needs to be de-centralized. Empower your SMEs (Subject Matter Experts) to respond and increase responsiveness.

Bob Anders @HoneywellNow
Writer, Honeywell

47

We market to school teachers and administrators. Teachers are more socially active, but they generally don't have the buying power. However, they are big influencers. We need to make it easy and ask more explicitly for them to share our products.

Jemilah Senter @ETAhand2mind
Sr Manager, Marketing Communications,
ETA Hand2Mind

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Our social strategy relies on influencers and industry leaders. We provide content that is full of data and analytics. This works as a preview to our larger reports.

Eugene Ko @PhoCusWright
Manager, Digital Marketing,
PhocusWright

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Make sure you have company involvement!

Michele Greenberg @MicheleG_Akibia
Marketing Manager Akibia

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Social can't be siloed, it must be integrated with global campaigns.

Kristin Amico @kamico
PR and Social Media Manager,
Click Software



ABOUT MARKETO

MARKETING SOFTWARE - EASY, POWERFUL, COMPLETE.

Marketo uniquely provides easy-to-use, powerful and complete marketing software that propels fast-growing small companies and global enterprises alike. Marketo™ marketing automation and sales effectiveness software – including the world's first integrated solution for social marketing automation – streamlines marketing processes, delivers more campaigns, generates more win-ready leads, and dramatically improves sales performance. With proven technology, comprehensive services and expert guidance, Marketo helps thousands of companies around the world turn marketing from a cost center into a revenue driver.

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