

Channel Marketing and the Role of Social Media

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- Why Social Media is Important
- Where does it Fit?
- Who is Responsible?
- Brand Yourself Online
- Where to Start
- Step-by-Step “How To”
- Questions

"The horse is here to stay, the automobile is only a fad."

--Advice of President of Michigan Savings Bank to **Horace Rackham**, lawyer for **Henry Ford, 1903**

Interrupt Messaging



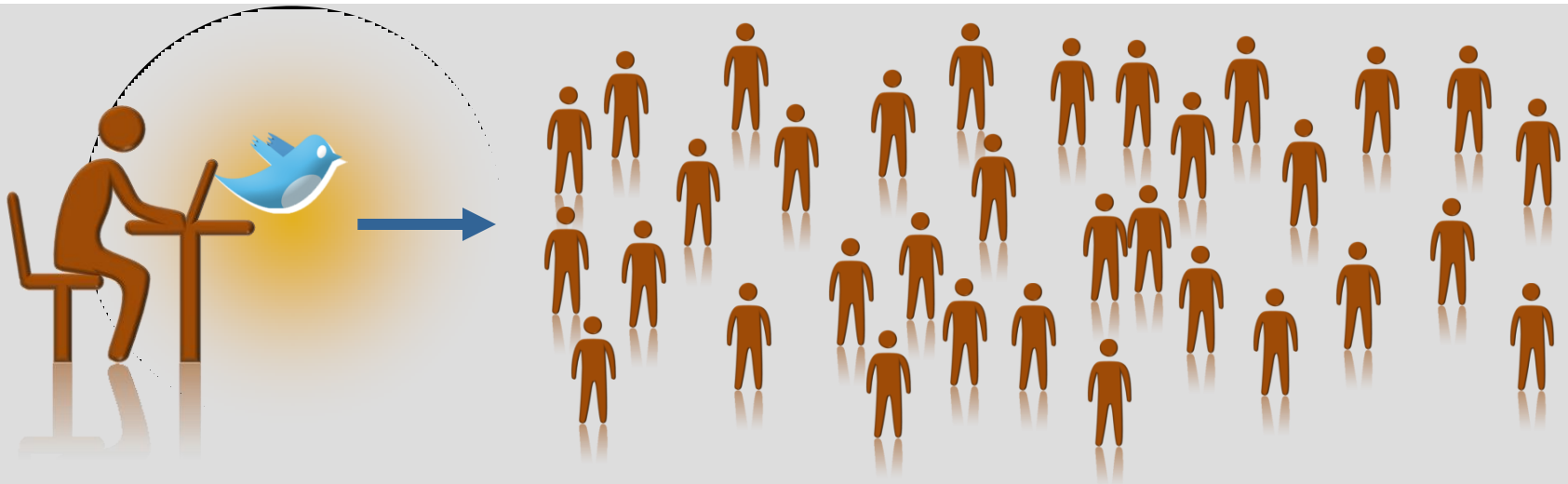
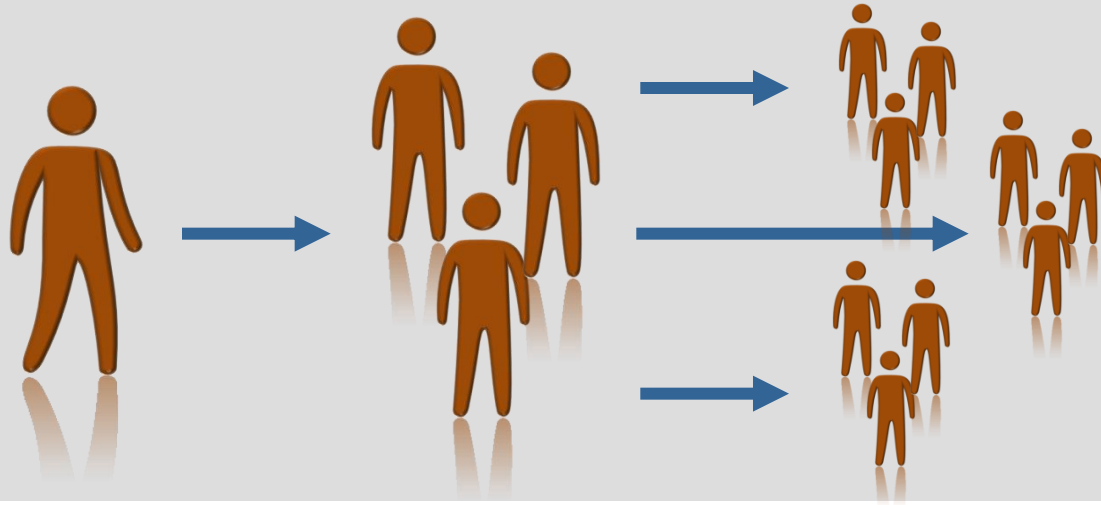
B2B is Doing the Same Thing!



Be Where They Want, When They Want



Exponential Growth of your Message



How Does Social Media Fit?

**Social
Media**

Marketing

F

Portal

Newsletter

Webinars

Events

Another Tool in the Arsenal



Where Can Social Media Make an Impact?

Recruitment

Customer
Service

- Product Info
- Newsletters
- Training
- Portal

- Webinars
- Email Campaigns
- Public Relations
- SEO

Partner
Relations

Trouble-
shooting



Whose Responsibility is Social Media?



Executive

Drive Thought Leadership



PR

Get the “Word” out



Marketing

Create Content



Sales

Provide Value



Technology

Solve Problems



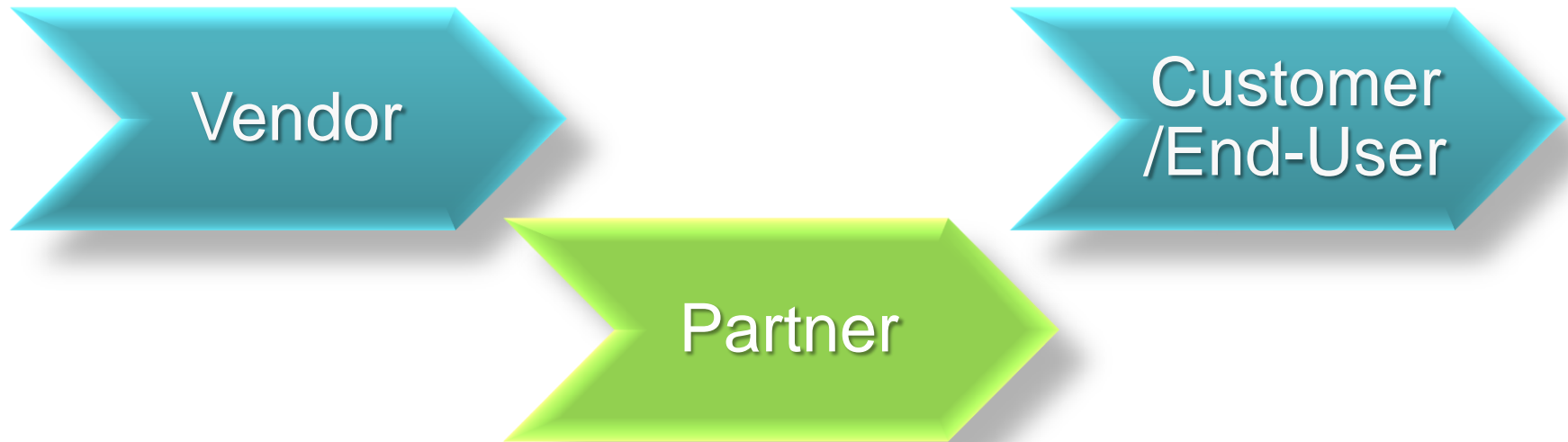
Administrative

Build Internal Community

B2B Decision Makers Using Social Media

91%

Close the Gap: Empower your Partners



Where to Start

Tactics, Tools Time

Listen



5 hr

Participate



10 hr

Generate Buzz



10 hr

Share Content



20 hr

Community Building & Social Networking



LESS TIME

MORE TIME

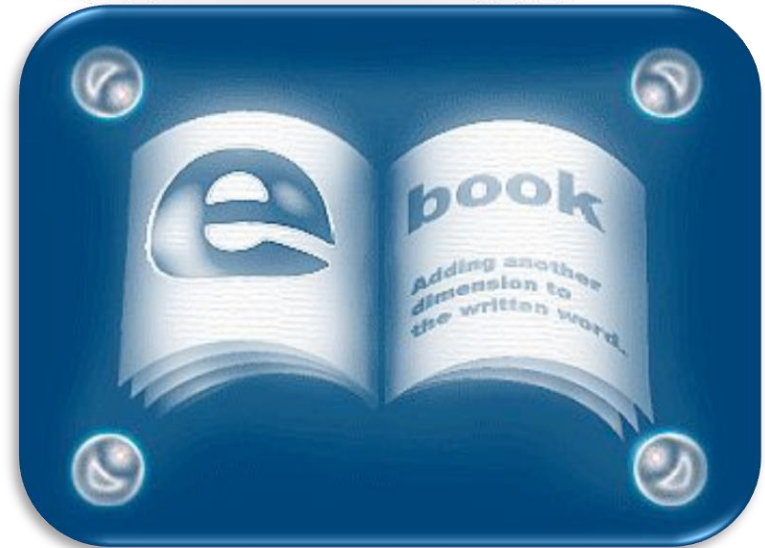
Add Value



Generate Buzz



Share Content



Another tool in your arsenal



It is Everyone's
Responsibility



Empower Your Partners



ADD VALUE!