

# Social Media for Inventors

Presented by:

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"Marketing for Results"

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# Marketing

**Definition:** Creating the perception of **VALUE**

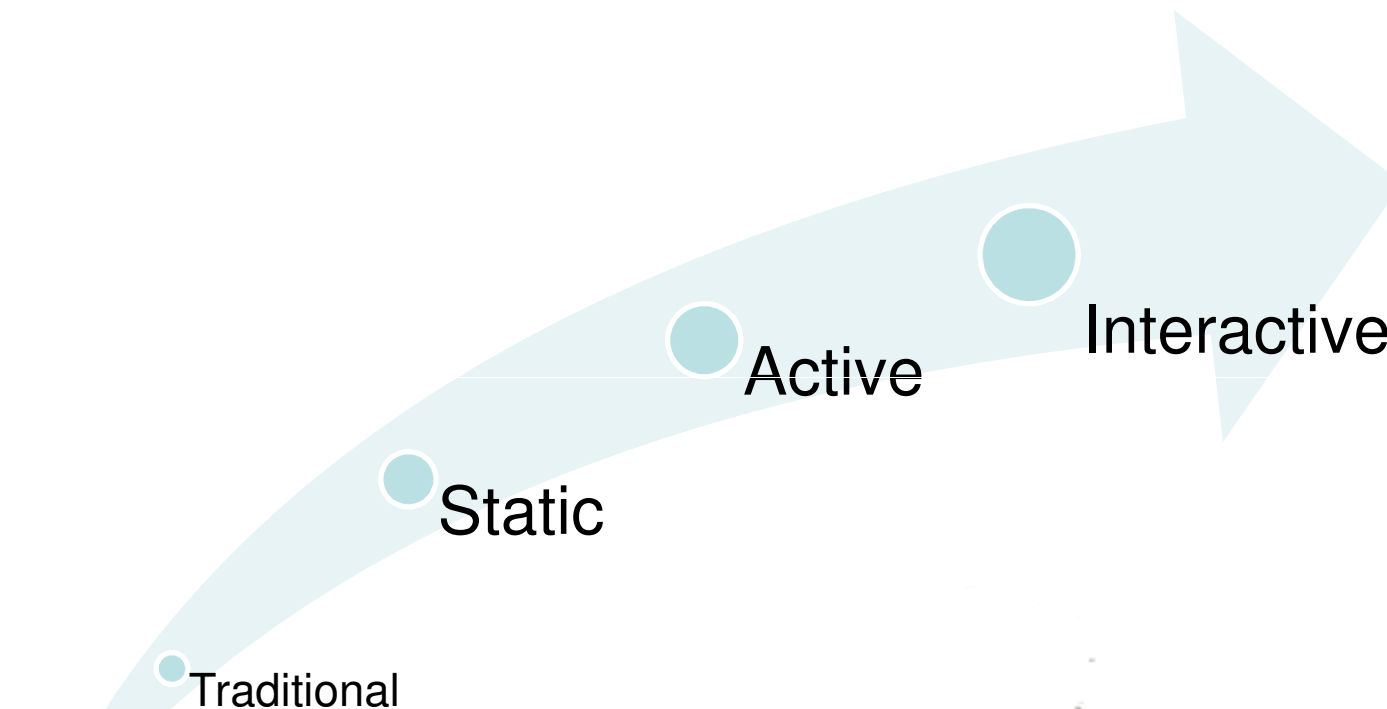
Sales - success comes as a result of good marketing

Advertising – as we have known it, is obsolete

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# E-Marketing\* Transitions



\* E-marketing = electronic marketing

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# Traditional

- Business Cards
- Letterhead
- Direct Mail
- Print Advertising
- Brochures
- Trade Shows
- Industry Publications

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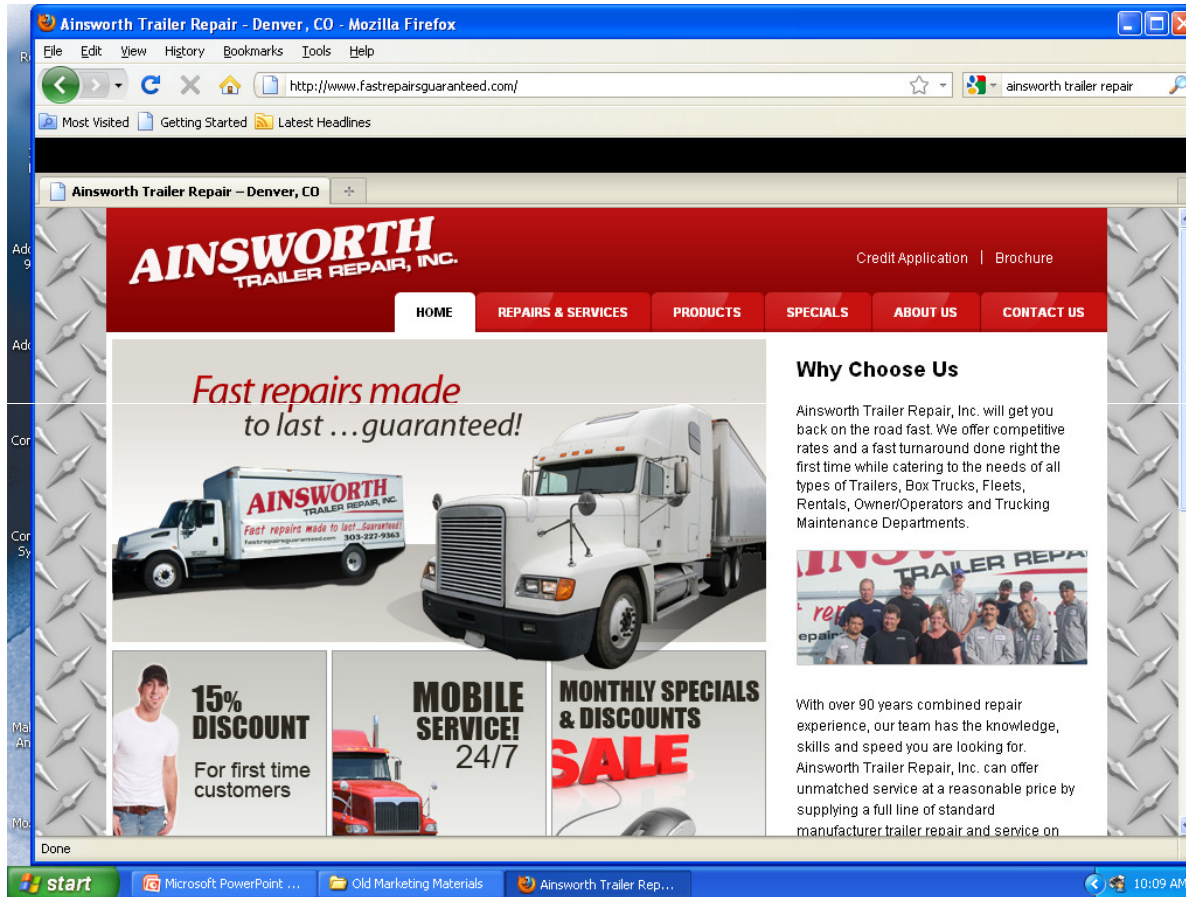
# Active

- Electronic newsletters aimed at short attention spans, including links
- E-mails with info & links
- Website: customer focused (case history)
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Podcasts & Webinars
- Blogging “in”/“out” & Forum participation
- Search Marketing Management
- Videos

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# Transition to Active (Lands National Account in 2 weeks)



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# Interactive Social Commerce



**E-COMMERCE**  
Buying and selling  
products and  
services online

**SOCIAL COMMERCE**  
The monetization of  
social media with  
e-commerce

**SOCIAL MEDIA**  
Online media supporting  
social interaction and  
user contributions

Social commerce is a subset of electronic commerce that uses social media, online media that supports social interaction and user contributions, to enhance the online purchase experience.

Source: Mar. 2012 white paper by Awareness social marketing software.



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# Interactive

- Electronic newsletters with calls to action
- E-mails with News & Calls to action
- Website: surveys, instant customer service, blog w/feedback
- Affiliate Marketing
- Analyze data from SEO & SEM and turn it into DIRECT ACTION!!!
- Social Media: Linkedin, Facebook, Industry Communities, etc.
- Viral = “word-of-mouth” on steroids

Example: [www.meetup.com](http://www.meetup.com)

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# Interactive

<http://www.networksolutions.com/online-marketing/getting-started.jsp>

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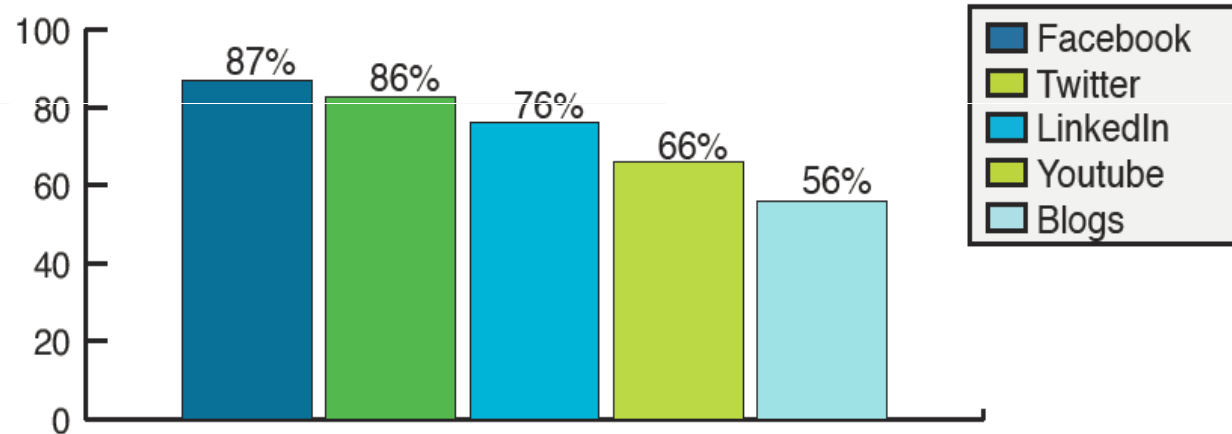


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# 2011 Dominating Platforms

## Top social platforms: The Big Three are dominating

Top social marketing platforms of choice for marketers in 2011 were:



Sponsored by:  
**awareness**  
social marketing software

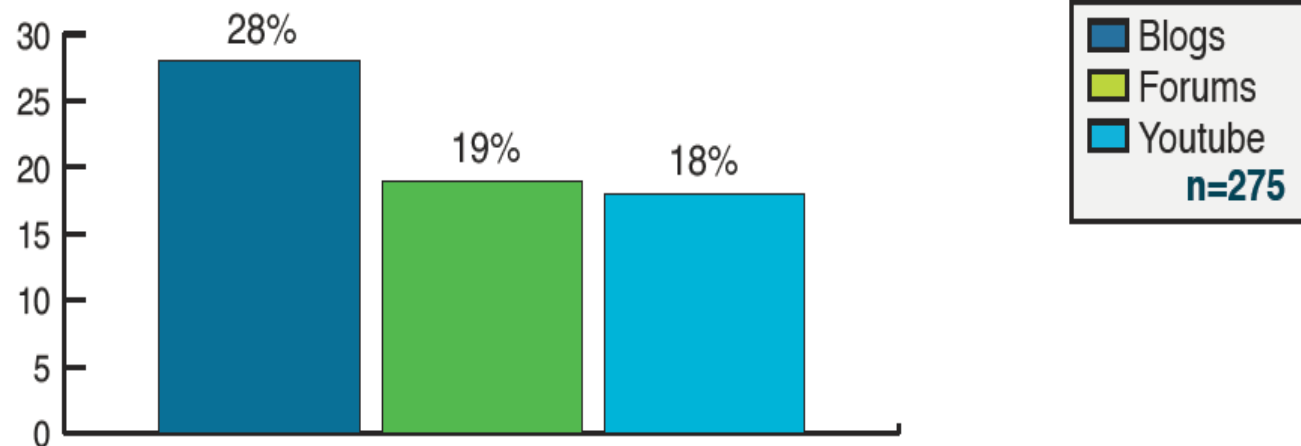
# Social Media Marketing

## MAJOR FINDINGS

STATE OF SOCIAL MEDIA MARKETING

### Planned new social platforms for 2012: blogs, forums and YouTube

The social platforms that will catch marketers' interest and see increased investment in 2012 include:



# Facebook

- **Over 800 million users and soon it will cross the 1 billion mark.**
- **More than 2.5 million websites have integrated with Facebook, with 10,000 more added every day.**
- **We know that social activities like sharing and recommendations drive sales.**
  1. 90% of all purchases are subject to social influence
  2. 90% of consumers trust recommendations from people they know
  3. 67% spend more online after seeing recommendations
- **Sharing and recommendation behavior is growing.**
- **75% of Facebook users have “Liked” a brand**



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# Twitter

<http://mashable.com/guidebook/twitter/>

1. Do your research before engaging customers
2. Determine organizational goals
3. Utilize either a branded or personal profile
4. Build your Twitter equity and credibility
5. Track metrics and conversation trends
6. Don't go overboard; less structure is better
7. Listen and observe before engaging
8. Be authentic & believable
9. Track, measure, and iterate
10. Don't just strategize: execute!



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# LinkedIn

[www.Linkedin.com](http://www.Linkedin.com)

LinkedIn is a business oriented social network for professionals, and it's huge, with 150 million users from over 200 countries.

- Business Connections
- Groups for discussion topics
- Become an expert
- Your profile

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# Google

[www.Google.com/analytics](http://www.Google.com/analytics)



# YouTube

- YouTube.com has exceeded Google as #1 Search Engine
- 20% of YT & G searches have never been searched before
- Recession drove B2B research: 62% search before purchase
- 65% of C-Suite Execs do 6+ searches/day and search more in-depth than employees

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# YouTube

- 49% of C-Suite Execs search on mobile devices
- PC going to mobile faster than Google CEO predicted
- 75% of videos rated or commented on
- More than 54% of B2B companies plan to increase 2011 social media spending (b2b Magazine May 2011)
- Videos uploaded per min.
  - Jan 2011 25 hrs./min.
  - April 2011 36 hrs./min.
  - 140 hrs./day on Facebook
  - Twitter – 400 tweets/min
  - contain YouTube links

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# Forums vs. Blogs

- **Forums** - used to communicate, interact and collaborate with others (examples include discussions, chat rooms, messaging windows, calendars). They save information posted on a particular topic (not in real time) for other people to see at any time, creating a discussion environment. Everything that gets posted can be read again and again. <http://www.suestudios.com/articles/article21.htm>
- **Blogs** - collections of articles, ideas, news, facts, opinions or inspirations that are “posted” on the internet. They are usually structured, organized by category and are updated often, if not daily. The owner of the blog is able to control the content.

<http://www.suestudios.com/articles/article22.htm>

• [www.google.com](http://www.google.com)

• Search for blogs/forums on your topic/product



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# 2010 & Beyond

- More videos: YouTube, Skype, Google, etc.
- Focus on mobile marketing
- Traditional agency model becomes dinosaur
- Smart E-marketers get separated from “pretty pictures” and “data analysis nerds”
- Interactive continues to cannibalize traditional\*
- Interactive marketing spend 12% 2009, by 2014 22%+\*

\*Forrester Research: US Interactive Marketing Forecast, 2009 to 2014

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# Discussion & Questions

1. Create a written Marketing Plan that includes Social Media
2. Goal Setting

**S**pecific  
**M**easureable  
**A**ction Plan  
**R**ealistic  
**T**imeline



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