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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

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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

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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

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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.

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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

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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

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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

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

**Jill Petre** @jillpetre  
Marketing Coordinator, SendGrid

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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

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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



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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

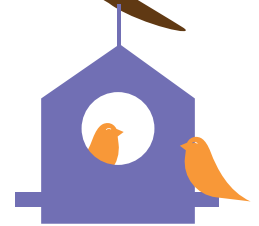
# MEASURE AND ITERATE



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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

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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

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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

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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

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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

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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

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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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Make sure you have company involvement!

**Michele Greenberg** @MicheleG\_Akibia  
Marketing Manager Akibia

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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

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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

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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



# 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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