

Bianchi PeRpectives

An e-newsletter offering PR-related info to use, challenge and amuse.

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WORD NERD

Spam-booz-le *v.* to send so much unwanted e-mail as to virtually choke off a person or company's Internet bandwidth.

Me-mails *n.* e-mails which use the words *I*, *me* and *my* profusely and endlessly focus on the sender's interests, life and thoughts to the exclusive of almost anything else.

Latest Bianchi Biz Blog Post:

"Time for Some Good News?"

Tips for pitching good news in a negative environment.

Visit the

[Bianchi Biz Blog](#)

Facebook Factoid

In February, Facebook users (numbered at more than 175 million) registered as "fans" of a particular company, brand, product or person **2.5 million times each day**. For the full

Marketing Myths

"It's just a passing fad. Two years from now, we'll be sorry we wasted all this time and money on this stuff."

"It's OK for consumer markets, but it doesn't fit our business."

That's what some business-to-business (B2B) marketers are saying about using social media such as blogs, Facebook, LinkedIn, Twitter and other popular new media. And they may be right -- only time will tell.

I heard the same kind of comments about the Internet and Web sites in the early 1990s, when the Worldwide Web was starting to gain popularity.

Today, there are an estimated **1.5 billion** people who use the Internet. They rely on it for news, driving directions, phone numbers, homework help, health tips, information on vendors and a variety of other purposes, more than **any** other source. Bar none.

It proves a point: Times and technologies continue to change -- and so do our techniques, tactics and tools. My old 8-track tape player was great in the 1970s, but today I wouldn't trade my iPod Nano for anything (except maybe a smaller iPod with even more capacity!).

Similarly, many of the established tools of B2B marketing are great -- and some are still very useful. But today, the new social media provide HUGE potential as powerful tools in the B2B marketing space. We can either look for ways to harness their power ... or watch our relevance go the way of my old 8-track player. Let's make the right choice!

Jim Bianchi, APR

President

➔ Is Social Media the Place 2 B for B2B? - Part 2

In our March issue, we stated our case for why B2B companies should get involved in social media and gave a few quick tips on how to get started ([click here to see Part One](#)). We also referenced a recent Forrester Research study, which showed that **77 percent** of B2B technology decision-makers engage with social media on the job.

But how are those decision-makers engaging? Where are they? Further research from Forrester shows that they're involved in all sorts of

article, [click here](#).

[Click here](#) to become a fan of the Bianchi PR Facebook page.

Recent Projects

Auto safety hat-trick -- Bianchi PR helped long-time client and safety system leader **TRW Automotive** score coverage in three separate safety stories in the March issue of *Ward's AutoWorld*.

Breathe easier -- Bianchi PR recently assisted **Avon Protection Systems** in rolling out its ST53 self-contained breathing apparatus for police and military tactical teams and its NH15 emergency escape hood for emergency responders.

Getting the news out -- Bianchi PR supported the **Automotive Youth Education Systems** (AYES) on its latest e-newsletter with copywriting and layout design.

Past Issues

Looking for past issues of *Bianchi Perspectives*? [Click here](#).

Quick Links

online social media activities. For instance:

- **69 percent** of those surveyed **read** blogs, listen to podcasts, watch video from other users or read online forums and reviews;
- **37 percent** post reviews on products or services, **comment** on someone else's blog or **contribute** to online forums;
- **29 percent** use RSS feeds or add tags to Web pages or photos;
- **29 percent** maintain a **profile** on a social networking site or visit social networking sites; and
- **27 percent** of those surveyed **publish** a blog, create/upload video or music or write articles and post them online.

Even knowing where B2B decision makers hang out online, two questions remain -- *how do I reach them* and *what exactly do I do?*

Here are a few tips on getting into the social media game and making those connections:

- **Listen, Listen, Listen.** Everyone needs to be a listener first. Subscribe to blogs, visit links that are posted, see where else these people are visiting or who they follow. You can also pick up tips to see how best to run your own website, blog or social media page this way.
- **The Q&A Way.** Participate in the comment sections that are available on blog pages or at the bottom of online articles that relate to your business. Answer questions if posed, try and share useful info and ask questions of your own.
- **Don't campaign.** Social media tools shouldn't be used as sales-y, "look how great we are" avenues. Your content and discussions shouldn't be overtly promotional. Remember, the number one way to gain attention is to provide content that helps people or that starts a conversation.
- **Be in the know.** Stay on top of buzzwords, trends and hot topics related to your industry or to related industries. Post links to articles or news covering these topics, get to know the reporters that are covering these topics and weigh in on these trends/issues yourself via news releases or blog posts.
- **Take it companywide.** Everyone at your company or organization should be involved, or at least educated, on social media tools and how you're using them to promote products or services. Even if everyone isn't directly involved with creating the content, they need to be kept up to speed in order to spread the word, have the knowledge and engage in it themselves if applicable.

Hopefully these tips can help be a jumping off point for you. With social media tools revolutionizing business and news in an unparalleled way, it's important to tailor an approach, get involved and help your company harness their power.

For more info on how to utilize social media in the B2B realm, or if you have questions, contact us at bianchipr@bianchipr.com.

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PR / Social Media Resources

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PR and social media
tipsheets.

In the meantime, check out some considerations for coming up with content for your Web site, blog posts, company newsletter or social media: <http://www.bianchipr.com/social-media-content-tips.html>.

