

Bianchi PeRspectives

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

VOLUME 5 - MARCH 2009

WORD NERD

Twit-ter-a-ti *n.*

fashionable celebrities who use Twitter to keep others posted about their lives.

Twit-ter-a-zzi *n.* those who obsessively follow twitterati.

Latest Bianchi Biz Blog Post:

"Defending Yourself in a War of Words"

Visit the

[Bianchi Biz Blog](#)

Find Us on Facebook!

Bianchi PR has taken the social networking plunge and created a [Facebook page](#). We invite you to become a "fan" and get in on the action!

NEW CLIENT

[Archetype Joint, LLC](#), an independent joint design and testing firm based in Orion, Mich., has selected Bianchi PR as its public

You spoke. We listened.

Based on reader input, we're tweaking *Bianchi PeRspectives* to better fit your needs. With this issue we're going to feature one main article that provides info you can readily use.

By focusing on one subject, the newsletter will be a quicker, easier read. And we're going to issue the newsletter more frequently, so we can still deliver the content you want. Plus, we're making additional content available through our blogs, Facebook page and Web site.

As marketing guru Jeffrey Fox told me, today's readers want to sip, not gulp, their information. So, sip away ... and let us know how the changes suit your tastes!

Jim Bianchi, APR

President



Is Social Media the Place 2 B for B2B? - Part 1

OK all you B2B'ers out there. We know budgets are shrinking (or nonexistent) and the competition for news coverage is getting tougher. Yet we still have to reach customers and have a presence ... so what do we do?

Take a good look at social media and **apply it**. Like, really use it and not just talk about it.

Hey, don't run off, we're serious! We all knew the time would come sooner or later.

We read about it, hear about it and see it in action every day. We know it's something that has to be embraced. But then we wonder - can it ever be utilized for B2B the way it can for B2C companies? Furthermore, do we even understand **how** we can use it?

Some critics say that social media can never be used by B2B marketers to the full extent that can be used by B2C marketers. This comes from the idea that there aren't the same passionate, fan-like ties when dealing with B2B as there are when consumers band together to discuss their favorite brand, label, music group or TV show.

Others say that certain B2B audiences are just too niche and don't justify an interactive social media campaign.

relations agency of record. Archetype Joint offers its testing and consulting capabilities to manufacturers in a wide array of industries, including aerospace, appliances, automotive, consumer products, defense and heavy-duty trucking, as well as new and emerging industries such as wind turbines.

Recent Results

While working with **Johnson Controls** and its presence at the 2009 North American International Auto Show, Bianchi PR helped to garner more than

1.4 billion impressions and more than **1,100 hits** for the automotive supplier.

Past Issues

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We say, if there are audiences and customers to be found online, they should be reached and engaged. Even if your company is small and manufactures industrial seals, we can **guarantee your customers and prospects are online** - as are the small group of journalists who write about industrial seals - and they use search engines, visit blogs, watch videos and surf Web sites.

Your audience may be small but **if they're your target, then they're worth reaching out to.**

Forrester Research recently released its B2B "Social Technographics Scale," which showed that 77 percent of business technology decision-makers engage with social media on the job. Yet many B2B marketers are not effectively using social media tools to influence the purchasing decisions of their customers.

It's time to change that.

Just as we interact with media, prospects and customers at events or trade shows, networking and discussion can also happen via social media. It's not about simply pushing your company or product information out there. It's about **listening, starting conversations, engaging the audience** and providing **helpful, informative and appealing content.**

But that's not to say a huge social media blast is for everyone. Going in blind is never a smart move. Doing some research and crafting a strategy is key to avoid wasting time, energy and money. Ask yourself:

- What do you want to accomplish?
- Who are you trying to reach?
- How will you measure your efforts?
- Do you need to be on Twitter? LinkedIn? Facebook? YouTube?
- Do you need to blog? Post interactive media on your Web site?
- How do you make it all cohesive?

The answers are different for everyone ... but it's time to start searching for them.

For one of our clients, a tool manufacturer, we helped them dip their feet in the social media pool by researching blogs and Web sites where the manufacturer's products were being reviewed and discussed. By analyzing the tone of the posts and the comments left by readers, we were able to get a clearer picture of how the products (and the company itself) were perceived and what types of news got people engaged. Using our findings, we crafted key messages and communications that **spoke directly to the community** and made recommendations, such as creating a YouTube channel for product demonstrations and a blog where experts could share tool use tips.

Small steps like this can help you gently ease yourself into the big social media world. And they can be cost-effective when compared

to large, traditional campaigns or big-scale media/customer audits.

***Stay tuned** for Part 2 in our next issue to find more ways to get involved in social media and see data about B2B online habits. In the meantime, check out **five ways you can kick-start** a social media plan by clicking [here](#).*

For more advice or assistance on how to get started, contact [Bianchi PR](#) at 248-269-1122.

