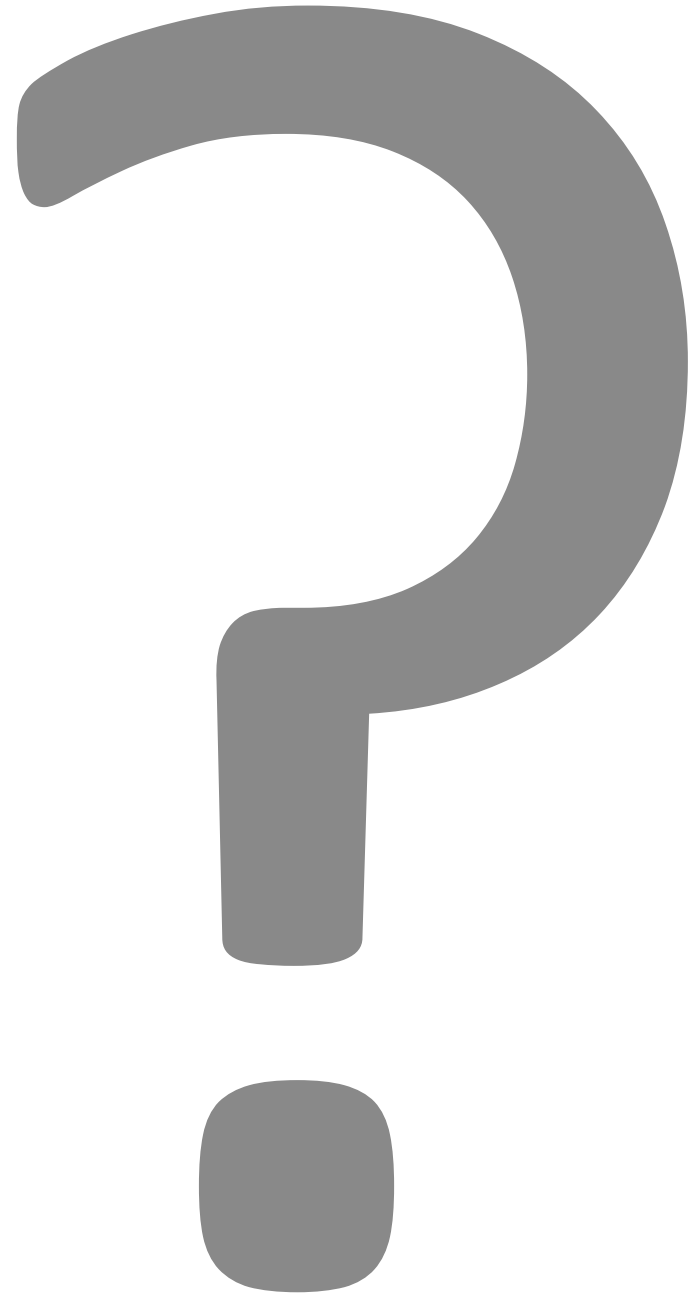


Nine
realities of
B2B social media
marketing



Transparency...



Frank Days

VP, Marketing, **Correlsense**

Co-host of Marketing Agility Podcast

LinkedIn.com/**tangyslice**

Soccer dad and chili head

A stylized graphic featuring a central orange circle with four yellow, teardrop-shaped segments radiating from its center, resembling a flower or a stylized orange. The background is black.

You may also know me as...

@tangyslice

www.tangyslice.com

I **was** kind of a **big deal**...

Director, New and **Social Media** @Novell

Novell®

The sexiest title
in Marketing today?

Obligatory **social media** slide?

Social media = Web 2.0 ideas via online apps

- People produce content
- Via accessible publishing tools
- Info dissemination through interaction
- Broadcast (one to many) from social (many to many)
- Web-based technologies

- Wikipedia

Blah, blah, blah....

**Go to Mashable, Marketing Profs, Eloqua,
your favorite SM evangelist.....**

My Reality:

Delivering **100%+**
annualized growth

I'm selling
expensive
software to
geeks



The **reality** is...

Reality #1

Everyone is doing it...



Reality #2

Content marketing works



The screenshot shows the homepage of the CorrelSense Real User Monitoring Blog. The header features the CorrelSense logo and navigation links: Blog, Pricing, Support, Tour, Download, and a Demo button. A large banner with a rainbow graphic reads "Real User Monitoring Blog". Below the banner, the main article is titled "A Web OS Could Solve Mobile IT Issues", posted by Ron Miller on Feb 7, 2012, with 0 comments. A "read more" button is visible. Below this is another article titled "News Flash: Apple Products Are Not IT Friendly", posted by Ron Miller on Feb 6, 2012, with 14 comments, also with a "read more" button. On the right sidebar, there is a section for "Free Real User Monitoring" with a description of the tool and a "Download Now" button. Below that is a "Recent Posts" section listing several articles, and a "Recent Comments" section listing recent user feedback.

correl**sense**

Blog Pricing Support Tour Download [Demo](#)

Real User Monitoring Blog

A Web OS Could Solve Mobile IT Issues

Posted by [Ron Miller](#) on Feb 7, 2012 in [Blog](#) | 0 comments

Yesterday I wrote a post about issues IT faces managing Apple mobile devices, and in case of good timing, a press release popped into my inbox this morning about the latest release of the Glide Web OS, a tool that has the potential at least to solve your mobile problem, regardless of the device, and in a way that should please both IT and users. Glide is a tool that has been around a long time, long before Google ChromeOS and some of the other web operating environments such as Jolicloud or eyeOS came along, yet it has struggled to find a mainstream audience in spite of a some very...

[read more](#)

News Flash: Apple Products Are Not IT Friendly

Posted by [Ron Miller](#) on Feb 6, 2012 in [Blog](#) | 14 comments

Last week, we talked about the impact of the bring your own device phenomenon on IT. It's become accepted practice in many organizations to let users bring their devices and many are choosing iOS much to the chagrin of IT. While Android comes with its own set of potential mine fields, a Network World report from MacIT, the IT track of the Macworld conference, indicated there were complaints aplenty from IT folks who are stuck supporting devices that are clearly designed for consumers. IT is left to deal with iTunes and Apple IDs and how to bill back app purchases. This is probably not...

[read more](#)

Free Real User Monitoring

This blog is sponsored by CorrelSense, the maker of SharePath RUM Express - a free tool that provides a real-time view into the actual experience of your end-user, including availability, response times and service levels.

[Download Now](#)

Recent Posts

- ▶ [A Web OS Could Solve Mobile IT Issues](#)
- ▶ [News Flash: Apple Products Are Not IT Friendly](#)
- ▶ [Be Afraid - Anonymous Hacks FBI Conference Call](#)
- ▶ [Survey Finds Reducing Complexity Critical for IT](#)
- ▶ [IT Should Consolidate with Caution](#)

Recent Comments

- ▶ [Ron Miller on News Flash: Apple Products Are Not IT Friendly](#)
- ▶ [Flex Brannigan on News Flash: Apple Products Are Not IT Friendly](#)
- ▶ [Ron Miller on News Flash: Apple Products Are Not IT Friendly](#)

Reality #3

You need to stop
talking about yourself



Reality #4:

You need to move faster



Reality 5:

That journalist is now
your contract blogger



Reality 6: Man can't live by content marketing alone

- Still need a marketing mix
- PPC, SEO, Email, web, CRM ...
- And result dictate your mix



Reality #7

Vendors outnumber real people in many channels



Reality 8:

Not as much social magic
when selling a \$500,000
product



Reality #9:

Content quality matters most

Only About a Third of Tweets Are Worth Reading [STUDY]



20 minutes ago by [Todd Wasserman](#)

1

Tweet 443

3

Share

135

tumblr

email

share

Like

Send

Sign Up to see what your friends like.

Do you ever wonder how people react when they see your Twitter updates? Odds are, most would fall under the category of "meh," according to a new study.

Researchers at Carnegie Mellon, MIT and Georgia Tech joined forces to get a sense of how most tweets go over. They created a website called [Who Gives a Tweet?](#) that was sort of like a [Hot or Not](#) for tweets: Users were promised feedback on their tweets if they agreed to anonymously rate tweets for people they already follow.



A stylized graphic of an orange slice, composed of several triangular segments in bright yellow and orange, outlined with thick, dark red lines. The graphic is set against a solid black background.

Stay tangy my friends...

Frank Days

VP, Marketing, Correlsense

@tangyslice

[Linkedin.com/tangyslice](https://www.linkedin.com/company/tangyslice)

fmdays@tangyslice.com