A three-page excerpt from our 14-page Best Practice Guidebook:

Building a B-to-B Social Media Marketing Competency



Best Practice Guidebook

Building a B-to-B Social Media Marketing Competency

GUIDEBOOK SUMMARY

Firm: DuPont

Industry: Chemical manufacturing

Headquarters: Wilmington, Delaware, United Sates

Geographic Footprint: Global

Ownership: Public

Revenue (2010): \$27.3 billion USD

Problem:

DuPont eMarketers struggle to integrate social media with Marketing and establish social media capabilities companywide.

Solution:

DuPont eMarketing* managers become social media champions, spearheading initiatives to monitor online conversations and developing social media pilots. Senior management also creates corporate governance measures for social media and establishes a Social Media Center of Excellence for the global marketing function.



Business Results:

DuPont has increased social media marketing activity across the enterprise. Since late 2009:

- More than 40 social media projects have been piloted across seven of the 12 global business units
- 15 listening and monitoring projects have been launched

Resources Required:

- Social media champions within Marketing
- Word-of-mouth or social media agency
- \$10,000-\$250,000 USD to run initial social media pilots

Applicability of Best Practice to Executive Functions:

Function	Applicability
Marketing	
CEO/Leadership	\overline{igo}

^{*} eMarketing is defined as achieving marketing objectives via the Internet, mobile, and interactive channels. This guidebook will use "Marketing" to describe the function undertaking the actions depicted.

KEY TAKEAWAY: Develop a listening strategy that provides ongoing insights into brands, products, and markets

Social Media champions establish a business case for online listening...

...prioritize listening activities and goals... ...and work with agencies that specialize in monitoring the social media landscape

Why should we listen?

What should we listen for?

Who should listen?



Listening: The Foundation for Social Media

A listening strategy underpins ongoing participation in social media marketing. It is equivalent to a never-ending online focus group. Listening enables DuPont marketers to:

- ☐ Understand how customers and prospects talk about categories and products, and how DuPont can add value to these conversations
- ☐ Gather insights about customers, brands, products, and markets
- ☐ Measure the impact of social media marketing and create more effective messaging and content



Where are people talking?

Marketers need listening insights to identify the channels (e.g., blogs, forums, web sites) where relevant audiences are discussing brands, products, and competitors.



What are they saying?

Marketers must determine how customers perceive products if they are to align online content and ensure their marketing "voice" resonates with customers.



Is it positive or negative?

Positive feedback shows marketers where their efforts are producing the desired result, while negative feedback enables marketers to identify product or service improvement opportunities.

CHOOSING AN AGENCY

DuPont social media champions recognize that to monitor all social networks effectively would require considerable internal resources. They therefore seek assistance from an outside listening agency, which they select based off the following criteria:

- Genuinely advanced listening technologies and capabilities that keep pace with social media evolution
- A strategic approach to meeting client objectives, understanding target audiences, and delivering actionable insights
- Demonstrated success with other clients; willing to share case studies and client testimonials

Active listening can also be performed through free and/or paid tools. However, these tools will only provide raw data from which the insights still have to be gleaned.

SOCIAL MEDIA CHAMPIONS



Corporate or business unit-level marketers garner support for social media initiatives to demonstrate the viability of social media for DuPont eMarketing activities.



KEY TAKEAWAY: Create social media pilots that support social media objectives and address broader marketing challenges

Social media champions employ four criteria to select social media pilots...

Social Media Pilot Criteria

Addresses Marketing Map a marketing problem to a social media solution. **Challenges** This alignment focuses buy-in discussions on how to tackle an identified, agreed-upon challenge through a new channel, as opposed to arguing about the merits of the channel itself. **Leverages Listening** Listening insights should directly Insights inform decisions on social media channels and content. **Considers Resource** Marketing verifies it has the Requirements capacity and capabilities to participate at the activity level required for the channel. **Enhances Marketing** The pilot provides marketers practical experiences in social **Capabilities** media activities, thereby increasing competence and skill levels over time.

Social media pilots are evaluated based on their fit with carefully selected criteria. This unbiased and methodical approach guards against the temptation of running first to high-profile sites like Twitter or Facebook and overlooking more relevant, but lower visibility, channels.

...and launch pilots designed to garner stakeholder approval

Stakeholder Meeting



DuPont recognizes that many of its B-to-B clients use social media in their everyday lives (essentially blending any previously held distinction between "business" and "consumer" channels). Therefore, this public forum is just as relevant (and just as critical) to B-to-B organizations as it is their B-to-C counterparts.

Social Media Pilot Business Case (Illustrative)

Tackles a Current Challenge:

 How to raise DuPont[™] Corian® solid surface brand awareness and engagement with architects, designers, and homeowners: Social media allows DuPont to reach this audience with content tailored to these customers' preferred channels

Pilot Objectives:

CONTRACTOR

- Conduct listening analysis to identify the right social media channels and gather customer insights
- Employ social media to demonstrate DuPont product and architectural design expertise in construction, design, and architectural communities
- Prove that social media channels are an effective way to increase brand awareness with the target audience

Performance Measures:

- Increase share-of-voice in social media channels.
- Increase net positive sentiment of DuPont mentions

Please contact us to learn how to access the full Best Practice Guidebook or for information on Growth Team Membership.™



Email us GTMresearch@frost.com



Visit us online www.gtm.frost.com