

From Prospect to Evangelist- Optimizing Relationships with **Social Media**

This ebook is based on a transcript from the webinar, [From Prospect to Evangelist—Optimizing Relationships with Social Media](#). You will read insights from our three social media experts, [Janet Aronica](#) of oneforty, [Kristin Dziadul](#) of Backupify and [Maggie Georgieva](#) of HubSpot.



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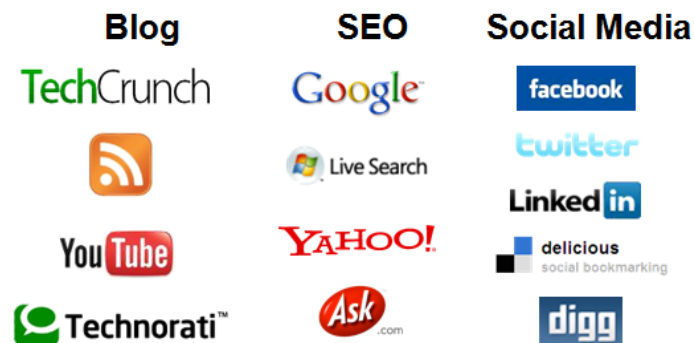
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How to Generate Leads in the First Place

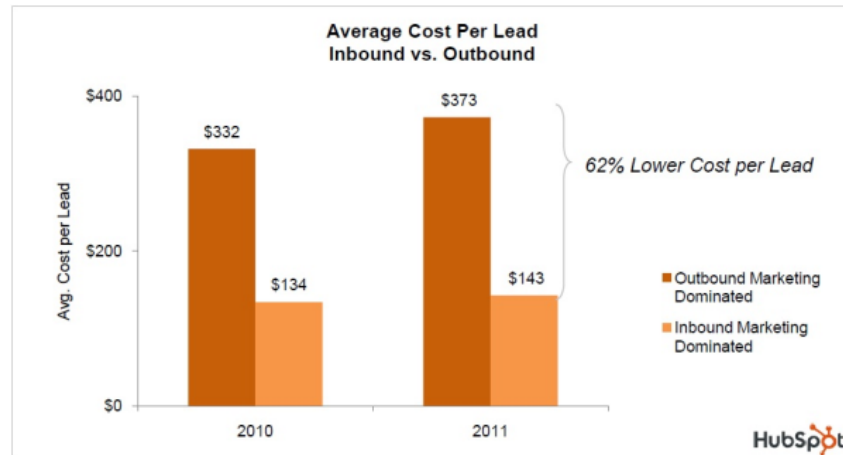
Maggie Georgieva: So here at HubSpot, we have developed this concept of inbound marketing. And to contrast inbound marketing, there is traditional marketing, which we call outbound marketing. That really encompasses advertising, direct marketing, cold calling, the ads you see in newspapers and on TV.

So these types of techniques have been getting stale and ineffective. I mean when was the last time you sat through the commercials on TV or read the ads in the print edition of your local paper? Or for that matter, when did you last respond to a cold call during dinner? You might be laughing or shaking your head, because all of the blocking and filtering technologies available today make it really easy to ignore ads and direct marketing, which means it is really hard to get access to your prospect with old school marketing tools.

But in order to fix this, we have inbound marketing. As you might have noticed, this is something HubSpot is super passionate about. Inbound marketing takes advantage of the way people want to communicate and discover solutions today. In fact, people are searching for your products and services everyday. The question is, are they able to find you or your competition? People use search engines to choose hundreds of millions of searches per day. They read blogs and they tap their social networks to find answers to questions, solutions and even product recommendations. So inbound marketing is really about making it easy for people to find what you have to offer online.



This might seem like just empty talk to you, so we decided to bring you some data. Our [2011 State of Inbound Marketing report](#), based on a survey from 644 professionals, indicates that inbound marketing-dominated organizations experienced a 62 percent lower cost per lead than organizations dominated by outbound marketing techniques.



What's really interesting actually about the report is that it's especially consistent from year to year. We've been doing this type of research in 2009 and 2010 and the data seems to be pretty consistent. It's something that you should take a note of.

The Inbound Marketing Methodology

So we've talked about the importance of inbound marketing but how do you actually generate leads? Here is the methodology that we at HubSpot follow: create remarkable content, optimize this content for search engines and humans, promote it strategically and analyze the results.

I'm going to touch upon each of these points one by one, and hopefully give you some actionable takeaways that you can apply to your marketing, starting with creation of content.

The Secrets of Content Creation

Content can come in various shapes and forms. It can be blogs, e-books, white papers, video and photos. We at HubSpot, for example, produce tons of content, and that's the value we offer for visitors to convert them into leads. That's how we keep their interest in our resources and, ultimately, in our product.



But many marketers are actually afraid of the workload associated with content production. Yet this doesn't have to be the tack of one person in your organization. Think about ways in which you can crowdsource content and then re-package it. For instance, a podcast can be a series of blog posts, which can eventually become an e-book, and that's something we are planning on doing.

Something else that you need to be aware of when you're creating a lot of content is where you can publish it. Publish on various channels, and make sure you optimize for those different channels.

But just to illustrate the importance of content creation, here is another piece of data. Companies that blog generate 55 percent more visitor traffic. You might be wondering, why is that?

55% more website visitors for companies that blog.



Blogging allows you to talk about topics that are more appealing to people and allows you to make more interesting correlations. You can use long tailed keywords, you can attract more inbound links and you can use the comments section to generate conversations.

Your blog helps you become more interesting on social media as well. Take the content that you create on your blog and you share it on Facebook, on Twitter and other networks. The way we at HubSpot transform our blog readers into leads is by using calls to action at the end of each of our blog posts. Go to blog.hubspot.com and check out our articles there. Each one of them has a CTA, which stands for call to action, and you will see how each of our blog posts is consistent with the CTA used in that blog post. For example, if you read an article about social media, you might see a call to action about this social media webinar. That's one way to think about it and one way you can generate leads off of your blogs.

Optimizing Content

The second step in our inbound marketing methodology is optimizing your content. Optimization really includes two elements: on-page optimization and off-page optimization.

So on-page search engine optimization (SEO) refers to the elements on your site such as page title, meta tags, descriptions, and alt tags. Off-page SEO, on the other hand,

refers to the number of inbound links you can accumulate, and they will basically elevate you in the eyes of search engines, and place you high on the results pages.

If you really want to get granular, you can look at the different SEO elements on your page. They need to be consistent: the same keywords should be present in the page title and the URL, and the description.

On-Page SEO Essentials

- Page Title 
- Clean URL 
- Headers & Content 
- Description



If you are curious about how your website is performing, if you have all those elements and if they're working, you should check out [HubSpot's Website Grader](#). We've ranked over 3 million sites and helped them to improve how they rank in search engines. So go ahead, rank your website and tell us how you're doing.



Content Promotion

The third part of our inbound marketing methodology is promoting your content. Once you start creating really valuable and remarkable content, you will should think about ways in which you can share it.

Another piece of data that I wanted to share was--[companies that blog get 79 percent more Twitter followers](#) than companies that are not blogging. That's definitely no coincidence. If you have something meaningful to write about on your blog, you will be more interesting on social networks, such Twitter and Facebook, LinkedIn, Foursquare, and so on.

79% more followers for companies that also have a blog

So where can you share that content? What are the channels that you can utilize? You should really experiment with that part because it can differ from business to business. But here are a couple of more general ideas:

- Include the Facebook “Like” button in your e-books, blog posts & emails.
- Schedule tweets for already existing content.
- Maximize the traction you are getting from email marketing by testing different subject lines

Analyzing Results

Lastly, I want to touch upon the last part of the inbound marketing methodology that we really care about.

Creating content, optimizing it and promoting—that is all great. But in order to improve results and replicate success, you will need to be constantly measuring results. To do that, you need to track not only the number of visits you're getting, but also the number of leads.

For example, we do that type of analysis within HubSpot, and through this webinar. Check out the registration page for this webinar, for instance. You recognize that page.

The screenshot shows a HubSpot webinar registration page. The header includes the HubSpot logo and navigation links for 'INTERNET MARKETING BLOG', 'GRADER.COM', and 'CUSTOMER LOGIN'. The main content area is divided into two columns. The left column, titled 'Webinar Details', lists the date and time (Wednesday, March 2 at 2pm ET), duration (60min), and an exclusive iPad giveaway sponsored by Nimble. It also mentions the presenter, Janet, and the community manager, oneforty. The right column features the webinar title, a description of social media's role in evangelism, and a list of topics to be covered, such as generating leads and monitoring conversations. A small image of a child with a megaphone is also present.

But on the backend, I can tell you in a few seconds how well this page is performing. Since I'm the one producing the webinar, you can imagine my interest in this.

Landing Pages

Build and analyze pages with forms

The screenshot shows the HubSpot Landing Pages backend interface. At the top, there is a search bar with the text 'from prospect' and a 'Search' button. Below the search bar is a table with the following columns: PAGE, VIEWS, SUBMISSIONS, CONVERSION RATE, and LEAD NURTURING CAMPAIGN. The table contains one row of data for a landing page titled 'New Webinar: From prospect to evangelist with one'. An orange arrow points to the 'CONVERSION RATE' column.

PAGE	VIEWS	SUBMISSIONS	CONVERSION RATE	LEAD NURTURING CAMPAIGN
New Webinar: From prospect to evangelist with one	3,234	1,864	57.64%	Social Media-Related

I can then share with my team that this webinar, this topic, this type of collaboration resulted in 57% percent conversion rate from visitor to lead. So there might be some suggestions for improvement and a way to beat the score in the future. But that's really the data you care about.

Social Media Monitoring & Engagement

Janet Aronica:

I'm going to touch upon the social media aspect of how you can actually engage your leads and get them to advocate for you as a part of the sales process. We have a listing of the different tools that you can use to identify the people who are talking about your brand online, and the tools you can use to engage them. I'm also going to give you some tips on the actual tactics that you can use, because the strategy should always come first.

The sales funnel itself is actually beginning to change. It used to be that the sales funnel may have stopped right after the purchase. Maybe you would ask for a referral, and you would get a couple of your customer's friends added to a calling list or a mailing list, and that would be it. But now you have an opportunity to engage your lead beyond the actual point of purchase. In other words, you have the opportunity to create evangelists for your brand, who can tell their friends and their followers on Twitter and on Facebook about you. It is an opportunity for you to be so much more than just another person added to your calling list or added to your direct mail list. It's because your customers have a voice.

Going back to the importance of content creation that Maggie was mentioning, you are not the only a content creator. Your current customers are content creators, and your potential customers are content creators. They have blogs. They have Facebook and Twitter accounts. They're writing reviews on Yelp, and they're checking in on Foursquare. So if you work this process right, they could be giving positive referrals about you to their friends and followers, and it's really important for you to continue your relationship with them beyond the purchase point.

The Importance of Listening

There's already a community of people out there who are talking about your industry, and there's already leads out there for you to engage. So the first step in this process is listening and monitoring those conversations. At the most basic and tactical level, what you need to do is set up Google Alerts and search terms in social media for your company, your brand, your competitors and keywords that are relevant to your industry. You can set up identical search

terms in Google Alert and also on a simple Twitter client like TweetDeck.



But also to really get better monitoring, you can set up search terms for conversational things, such as, “I’m looking for blank.” For example, a few months back, when we were more focused on just Twitter apps, I had a search term going in TweetDeck for, “I’m looking for a Twitter app for blank,” or “Is there a Twitter app for.” And I really got a sense for the scope of conversations that were out there. Or you can even see what people are complaining about in relation to your industry. Set up a search term for “my competitor sucks.” What are people complaining about?

You can really get a scope for people’s pain points that way. Again, it might seem passive to set up at just listening, but monitoring is so important, and here are three reasons why. First of all, it’s really great to get content ideas just by monitoring. Just by listening to the conversation, you’re going to identify what people are asking about. If people are asking about it on Twitter, chances are they’re also Googling for it. So if you can see what they’re asking about on Twitter, you can write a blog post about that.

You already have a how-to blog post to respond to something that they’re probably Googling for. Also, if you pull for competitive analysis, see what your competitors are getting news coverage for. See what people are complaining about in regards to their product or service. See maybe what questions they’re not answering and identify if there’s an opportunity for you to show thought leadership. Maybe there’s a hole for you to fill. This is where your opportunity for engagement is going to be.

Social Monitoring Tools

I wanted to recommend some relevant monitoring tools for you beyond just the regular Twitter clients like HootSuite and TweetDeck that you may have already heard of. [Twilert](#) is a tool that I really enjoy. Who has time to monitor Twitter all day? There might be a couple of search terms out there that you don't necessarily need to look at all day long. Maybe it's a search term for your competitor, or something that you don't need to respond to in real time, but you still want to look at it once a day.



So you can subscribe to an email digest, one time a day, for maybe a competitor search term with a Twilert. If you're a local business and you only care specifically about getting a certain Twitter mention about a search term in a specific location, you can get an email digest of those Twitter mentions with Twilert. [Social Mention](#) is another free tool that is very helpful. You receive mentions for your brand or certain search terms on Twitter, blogs, even in the news. It also does some light sentiment analysis. I'm always so surprised that it's such a robust tool and is offered for free. I highly recommend it.

Enterprise Level Tools for Social Media Monitoring

Once you get involved in social media, you're probably going to start to hear about enterprise level tools. You will start to wonder, "Gosh, should I invest in social media monitoring? What's out there for me?" First, you need to get your strategy set in place and then consider the tools. Decide what is it that you want to measure and what your actual goals are. Then set out to find the tool that fits that. Don't just throw money into social media thinking that it is going to make you have 100,000 Twitter followers. Again, having

100,000 Twitter followers isn't necessarily going to help your business in the end either way.

If you are looking at different tools that are out there, oneforty does help demystify this space. We have an entire category on our website just dedicated to business and marketing. We have actual real user reviews and real people on there expressing their opinions, all categorized for you in social CRM and by advertising or analytics.

It's really helpful to get a scope of the space that way. In addition, it's important to realize that it's nice that the market is changing. It used to be that a lot of the tools cost thousands of dollars a month. But now, there are a lot of options that cost less than that, and they're suitable for even small businesses. There are a lot of options for just \$100 or \$200 a month.

We created a [toolkit](#), which is like a Twitter app list or a social media tool list.

Monitor Social Media for Less
Social media platforms may be cheap and/or free such as Twitter and Facebook -- but monitoring those platforms takes a little more out your wallet. Can't decide which monitoring tool suits your fancy? Check out some of these below to help you read more...

Which social media tools do you use?
+ Create Your Own
Edit

Tweet It Mark It 8

PostRank
Pam Sahota's rating: ★★★★★
"Great for bloggers, community managers and anyone else trying to keep an eye on measuring performance. Also integrates with Google Analytics for extra metrics. Awesome! Convenient and Easy to use tool Price: PostRank comes ..."

Beevolve
Pam Sahota's rating: ★★★★★
"Specific for startups, PR agencies, corporate, social media agencies, digital marketing and search engine marketing agencies. Great for real-time monitoring, finding influencers, and sentiment analysis. Price: Beevolve ..."

ViralHeat
Pam Sahota's rating: ★★★★★
"Hot like fire! Great social media monitoring tool that also recently integrated with Facebook, Twitalyzer, and Klout. Price: Viralheat offers a 7 day free trial and 3 pricing plans including Basic: \$9.99/month, ..."

eCairn Conversation™
Pam Sahota's rating: ★★★★★
"Focuses on helping marketers find influencers, communities, and leverage the assets within those communities. Price: eCairn has two pricing models: Basic: \$99/user/month or Pro: \$199/user/month."

Pam Sahota
(@PamSahota)
Boston, MA
Marketing MBA student. Social Media & Branding Consultant/Geek!
@oneforty freelance blogger. Lover of Boston, photography, charity events & the Red Sox.

related toolkits
Low Cost Social Media Analytics by Jason mKey
Affordable tools for measuring mentions, viral activity, sentiment, and statistics. All tools must able to analyze data and represent it via graphs and charts.

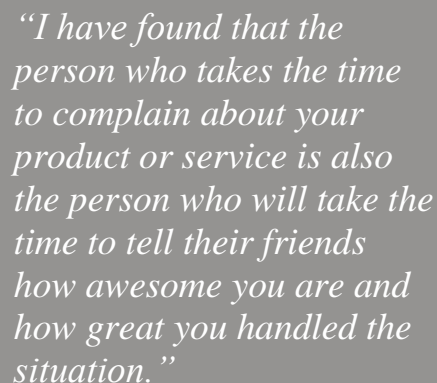
Or you can also see a blog post that we offered recently: [20 Questions to Ask to Find The Right Social Media Monitoring Tool](#).

Different Tactics for Social Media Engagement

I want to talk about some different tactics that you should consider when you are engaging your prospects, just a few examples of companies who did this well, and how you can do this most effectively. My tips are:

- Be responsive.
- Answer questions.
- Respond to complaints.

If you see somebody who is mentioning your brand in TweetDeck or whatever tool you end up choosing, be responsive.



“I have found that the person who takes the time to complain about your product or service is also the person who will take the time to tell their friends how awesome you are and how great you handled the situation.”

Be gracious. Thank people who shared your content. Use @ replies. Use ReTweets. Be helpful. It can seem time consuming, but again, the people who ask the questions and seem like they're nagging you are also the ones who will take the time to be your advocate. So it is actually worth the time invested to engage these people in conversation.

Also, be consistent. If you commit to this and if you start, you really need to continue. You can't just do this consistently for a month and then drop off the face of the earth. If you are going to start in social media, you should jump in with both feet and commit to it.

Also, be human. Use a voice that is you. As a community manager, I do this a lot. I just use a human voice. My friends who know me well could probably recognize my reactions in the Twitter account for oneforty. To a certain extent, it is okay because you can tell that it is a real human behind our online brand and that is genuine.

A couple of companies do this really well. They aren't highlighted as much in all the different social media blogs out there but I wanted to point to them today as far as what good engagement looks like. Newton Running, for instance, make running shoes and do a fantastic job on Twitter. One of their customers @ replied to them and just said, "I really love you guys. I love your running socks. Where can I get another pair?"



And they replied right back. They always do this. If you look at their Twitter account, it's full of @ replies, and they are a fantastic example of how to just love your customers and how they will be responsive to you. Also, Maker's Mark is another great example of a Twitter account that shows personality. They do a fantastic job with their tweets.

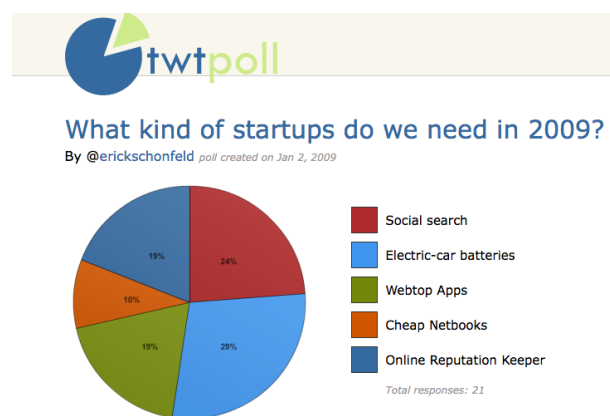
Leverage Your Advocates

Last, I wanted to go over some tools and tactics that will help you leverage your advocates and make the most of the people who are using your product, how to take people beyond the point of purchase and how to really make the most of the social sales funnel.

If you're creating good content, sending your community good emails, they are going to share that with their Twitter followers and their Facebook friends. A couple of different companies that offer sharing options in their emails are MailChimp, Blue Sky Factor and Constant Contact. If you

aren't doing this in your email, it really is a missed opportunity.

Also Twtpoll is another thing you can do with your Twitter account. Ask questions that your audience is going to care about, and that they're going to want to know the answer to. Keep it related to your subject matter because these Twtpolls, they offer embeddable things that you can put into a blog post, and then you can turn that into great content. Make it about a topic that they will want to be involved in, and it's going to be something you can use later. This is going to help you gain visibility with a relevant audience and generate more leads.



Last but not least, Offerpop is another great tool you can use to leverage your community's Facebook followers and Twitter fans. Basically, if you have a special offer like a coupon code that you want people to share and spread out to their Facebook followers and Twitter fans, and you have another special offer like a giveaway that you're willing to give to them for re-tweeting about that coupon code, then that's what Offerpop will help you facilitate. Below is just one example I'm pointing to here. City Sports did a giveaway in order to get people to ReTweet a message:

CITY SPORTS
 BOSTON, MA
 BOSTON UNIVERSITY
 BACK BAY
 DOWNTOWN CROSSING
 HARVARD SQUARE
 PORTER SQUARE
 CHESTNUT HILL
 LEGACY PLACE
 PROVIDENCE, RI
 THAYER STREET
 NEW YORK, NY
 5TH AVENUE
 ROCKEFELLER CENTER
 PHILADELPHIA, PA
 WALNUT STREET
 SUBURBAN SQUARE
 BALTIMORE, MD
 HARBOR EAST
 WASHINGTON, DC
 19TH STREET
 GALLERY PLACE
 BETHESDA ROW
 ATLANTA, GA
 ATLANTIC STATION

WEARHIGHVIZ
 BE BRIGHT.
 BE SEEN AT NIGHT.

citysports If 30 people ReTweet this message then everyone will receive a coupon for FREE Balega Running Socks!

57 minutes ago via Offerpop Apps

Retweet!

Time left
 16 days
 7 hours
 4 minutes
 35 seconds

Already retweeted?
 Check status here!

Don't follow @citysports?
 Follow us!

FREE
 PAIR OF balega SOCKS!

FOLLOW & RETWEET TO PARTICIPATE. WE WILL DM YOU A COUPON IF THE DEAL IS ON!

Offer becomes valid if at least 30 people retweet before 5pm on 10/16/10.

*While supplies last. Limit one per customer. Valid only on the Men's Balega Enduro Low Cut Sock. Not valid online. No cash value. Not to be combined with other offers. Not for resale. Offer valid through 10/31/10.

Share this offer with your friends!

Powered by Offerpop | Terms | Privacy

This's great for retail marketing. But B2B companies could make use of this by getting people to ReTweet for their webinars.

Finally, social CRM tools are another good tool that brings the full lead engagement process together. It ties your social media engagement goals to your business goals. On a more technical level, it's about creating a detailed and clear view of the customer engagement process for your entire company. Social CRM tools provide customer profiles with Twitter handles and Facebook links.



Once the leads you're getting from Twitter and Facebook are a part of your process, your sales team can follow up with them. Social CRM tools allow you to keep track of every single point of contact you have with them. So our sponsor today, Nimble, that is what they are building. That's ultimately what you should be reaching for as far as a tool that you're using to engage your process in the social sales funnel.

How to Back-up Data & Social Media Conversations

Kristin Dziadul:

Now the question lies in how to ensure that you're keeping track of all of these leads and conversations that you're having on social media. If you're a company with very active online customers and prospects, I'm sure your Twitter feed is full of interactions and you're gaining more and more fans on Facebook daily. This is where a silver lining to social media comes in. What I mean by a silver lining is a secure way to protect your social media data online. The business question is: How important are your social marketing channels to your business, and who are you talking to on these networks? If you determine that, there are four points that you can consider.



First, identify your most critical social media channel. Facebook, Twitter and LinkedIn continue to emerge as powerful, personal and business branding and conversation channels. Depending on your business and social media audiences, chances are you're having important business-building conversations here.

Whichever social channel is most important to you—your Facebook fan page, Twitter account or blog—consider how important they are to your overall marketing effort.

Now, below is a chart that I pulled for our own Google Analytics account and, as you can see in the blue, more outlines are inbound traffic from our blog in the past six months. These numbers show how powerful social media is to Backupify.

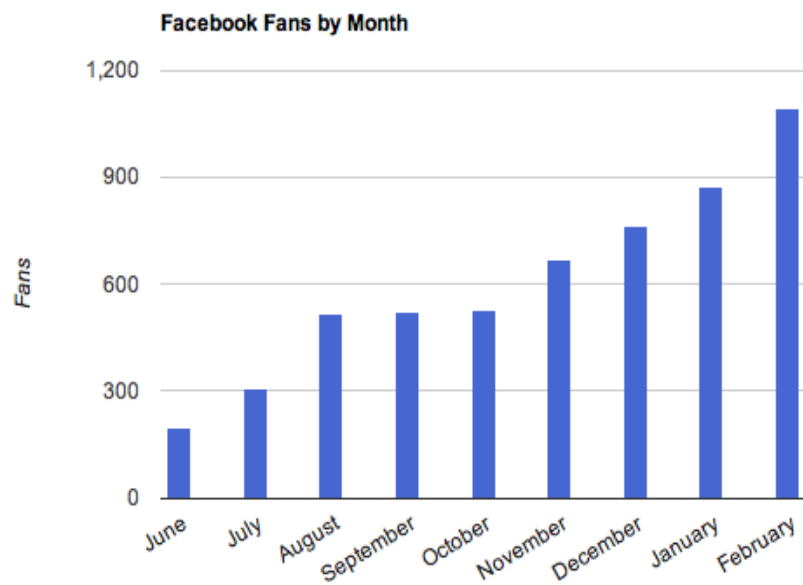
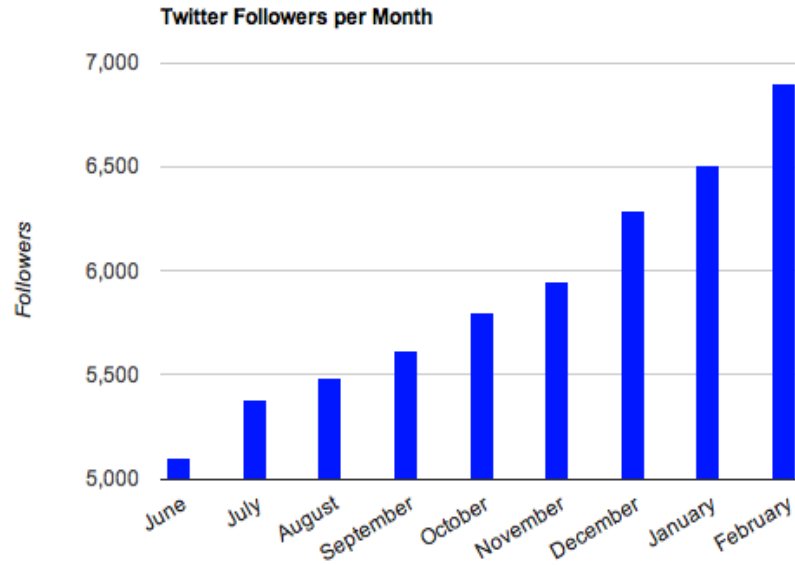


Our blog has driven about a quarter of our traffic to our regular website and has converted many of our customers. This goes to show that our blog is very important to us and without that channel we probably wouldn't have as many visits to our website.

Next, you'll see in the green part of the pie, about 20 percent of our website visits are from our Facebook fan page. Month after month, Facebook has been our third highest source of inbound traffic from our fan page activity.

Third, in red, is Twitter, and Twitter has consistently been either third or fourth place in our inbound leads.

And below are two charts of some growth that we've experienced on Facebook and Twitter alone.





Along with the increase in traffic from social media to our website, naturally, there is an increase in social media fans and followers. In the past six months alone, we've had an 18 percent increase in Facebook fans and 74 percent growth in Twitter followers. And, as Maggie said, 79 percent of companies with a blog have higher Twitter following.

So you really need to be measuring the growth of these channels month to month to identify channels that are important and those that are growing in importance. For example, Backupify's Twitter account was very powerful. Customers were talking a lot and giving feedback. We have a lot support questions on there, and it's a great channel.

Soon after we had implemented a Facebook fan page, a lot of people started coming there. Now Facebook is ahead of Twitter in terms of inbound leads to our website. So we are clearly monitoring this month to month to see which social channels are bringing in the most traffic.

Next, you need to be thinking about how much customer information and communications you're having on these social networks. David Carr, for instance, made the unfortunate mistake of deleting a very important online file, and he actually wrote about it. After his file was gone, he then realized why he needed to back up of his data.

Backup For Cloud Apps
David F. Carr



“ Yes, I clicked the delete button. Yes, I regret it now. Yes, I belatedly realized why the Backupify service makes sense. ”

So whether you delete a tweet, a Facebook post, an email of a customer, it's most likely non-recoverable online. But the good news is if you consider saving your online communication before an unseen incident like his, you don't

have to worry about recovering from an incident like David Carr had.

While it was unfortunate for him, and we are sorry to hear that this happened to him, it can also serve as a lesson for many of us about just how important your online communications are today.

Documenting & Managing Conversations

In addition to having meaningful conversations on social media with customers and prospects, you need to ensure that these conversations are documented and managed. If you suddenly have your Facebook fan page hacked or your LinkedIn account was disabled, or your Twitter went down, and you weren't able to respond to customers in a timely manner, you may lose valuable information on your customers. This is a critical element if you are depending heavily on marketing through social media channels.

It is pretty amazing for us to see that 33 percent of data loss is due to user error. An employee may accidentally delete a tweet that was very important if you were promoting a new product release. Or you deleted an email thread with an important customer. Or a Facebook post accidentally got deleted. You could be caught empty handed with no chance of recovery, and this actually happens quite often.

Many of you have probably heard of celebrity Twitter accounts getting hacked and several other data loss incidents. Maybe, unfortunately, it's happened to you. Probably you have heard of the [Gmail outage that happened recently](#). So consider for a moment if any of these account deletions or tweet deletions happen to you, and if you can't go without these customer touch points.



Gmail accidentally resetting accounts,
years of correspondence vanish into the
cloud [engadget.com/2011/02/27/gma...](#)
via @engadget

28 Feb via [Tweet Button](#) ☆ [Favorite](#) ↩ [Reply](#) 🗑 [Delete](#)

Now the question arises, “How do I create audit trails and backups if something goes wrong?” So, obviously, social media marketing is huge right now, and we use it every day. I’m the manager of all of our social sites, so I know how important it is, and everybody at my company feels the same way. We’re always careful of what we say and make sure everything’s backed up, of course, because that’s what we’re in business for. But we also keep track of who has access to what accounts, and these are all things that you really need to consider. Since social media’s so new, these things aren’t what you’re usually considering, but they are becoming very important today.

You will end up losing important customer contact information to brand evangelists and prospects if these conversations and customer connections were ever lost online. If social media is very, very important to your marketing efforts, then losing your data is, basically, like losing a customer.

Third, you really need to be thinking about the lifetime value of your customary data. Most marketers today are re-determining what their customer cost of acquisition and lifetime value are due to the changes in marketing channels that they’re using. It is pretty important to have access to a customer’s Facebook demographic information, including where they’re located, what they like, their age, their power on Twitter, if they have 10,000 followers. Those are all very valuable assets to your business and will give an idea of how important these social media channels are.

These pieces of information can give your business the easiest access to every customer, and if you happen to lose that, you may lose your ties to the customer. When you lose valuable information about them, the value of the customer diminishes as well.

But the good news is that you don’t need to worry about any of this data loss or disaster if you can begin thinking about archiving your online marketing channels. So start to think about ways to preserve your social media data. Ensuring that these conversations of customers, prospects and evangelists are archived is very important.

Many people are realizing the risk that they are running by not archiving their online data on social media, and they're starting to back it up. Companies in regulated industries, such as financial industries and insurance are required to archive their communications that they're having on social media for records retention and compliance reasons. Without a backup and archive of this information, companies leave themselves vulnerable to data loss with no restoration option.

So keep on tweeting and sharing on Facebook, and blogging, and creating online videos but just be aware of how to protect your marketing efforts by implementing a records retention policy, involving having a backup plan.

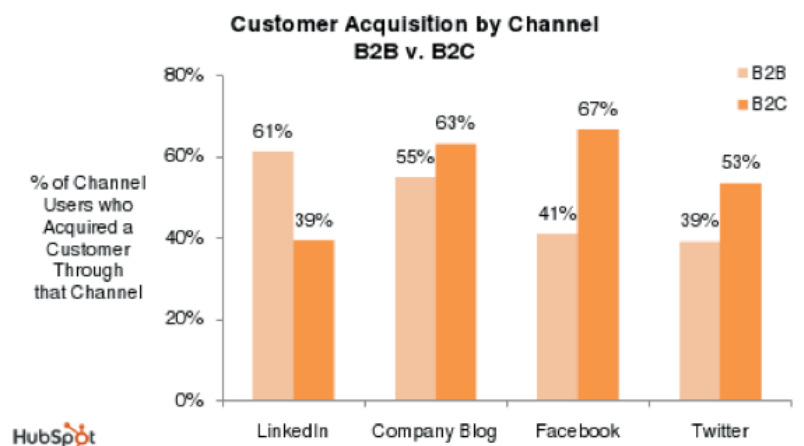
Popular Questions

1. Should you avoid self-promotion in social media engagement?

“Most of it should be trying to be helpful,” said Janet. Social media should be about teaching people and providing educational resources, she added. Kristin shared that sentiment, encouraging marketers to share things their community cares about. After you earn their trust, you can slowly start promoting yourself because people will be interested in you.

2. What are some of the most innovative content offers you have seen?

Newton Running is a company Janet was fascinated by. It produces a range of content pieces to engage its community of runners. For instance, Newton Running has a blog, a podcast series and is very active on social media channels, including Twitter and Facebook. It also has a fantastic YouTube channel that shows the science of running.



Kristin is also fond of the way companies leverage video for marketing. She pointed out the Daily Grommet as an example. The site showcases product demos and gives voice to its community members to share the benefits of different items available for sale.

Another unique usage of video is something we recently covered on this blog. David Meerman Scott, HubSpot's Marketer in Residence, released a crowdsourced video of his keynote speech at the MarketingSherpa's Email Summit

in Las Vegas. His talk was recorded by members of the audience who later contributed their footage for the creation of a crowdsourced marketing video.

3. Does the advice for social media engagement differ in B2B & B2C cases?

The short answer to this question is no. What's successful and not so successful in social media can be generally applied to both B2B and B2C companies.

That being said, in B2B cases it might be a little bit more difficult to see vibrant interaction on sites and Twitter accounts, for instance. But then the question really comes down to finding the right channels for your business needs. In our newest State of Inbound Marketing report, we uncovered that B2C companies are more successful on Facebook, while B2B companies are better at engaging their LinkedIn contacts.

4. How do I set up my social media goals?

Your social media goals, Janet noted, should really be your business goals. What metrics are you trying to move? Ultimately, you are trying to make money, so move past fans and followers. "We are getting there and we have more access to tools that allow us to do that," Janet said. For instance, within HubSpot there is a way you can track lead conversions from social media and how they can eventually turn into customers.

5. Should you follow back everyone who follows you?

There has been a lot of debate in terms of the ideal following-follower ratio. If you follow everyone, it looks like the value of your Twitter following is diminishing. If you follow just a few people, you look like a snob. So what to do?

Janet noted that this is a question we are still trying to figure out. What she has learned from @Pistachio at oneforty is that it's polite to have a direct conversation with someone. Twitter allows you to do that only if you are mutually following each other. That is way Janet recommends marketers should be generous with the follow back.

6. How do you attract inbound links to your site?

We gave a three-fold answer to this question.

Kristin touched upon the importance of brand monitoring tools. When you monitor key industry terms (even by using Google Alerts), you know what newsworthy events are taking place. It is a good practice to tackle these topics and bring your unique perspective to the table.

Janet pointed out the importance of good content for accumulating inbound links. When you have something meaningful to share, people will link to your site and share it with their networks.

Lastly, I wanted to mention the correlation between inbound links and engaging with thought leaders. When you build relationships and nurture them over time, the chances are people are going to remember you and acknowledge your content.

Additional Resources

- [Social Media Marketing Hub](#)
- [The Science of Presentations](#)
- [The Science of Social Media Marketing](#)
- [Facebook Page Marketing](#)

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