



Social Media & Marketing

B2B or B2C – which social platform is best for your Business?



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Business Plan

- Mission and Vision Statement
- Product or Service Description
- Market Analysis
- Management Description
- Marketing Plan
- Opportunities and Challenges
- Cash Flow Statement and Revenue Projections

Other Essentials

- Location Selection
- Business Operations
- Business Registration
- Business Finance
- Business Lending
- Business Funding (Grants)
- Human Resources
- Marketing & Sales
- Taxes

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Dee Reinhardt
 Certified Social Media Strategist
<http://time2mrkt.com>

Dee spent over 12 years as the Marketing Department for a local workforce development agency. When social media came onto the scene, she embraced it wholeheartedly. Now she consults with small businesses to teach them how to market on the various platforms appropriate for their business.



B2B or B2C

- B2B – Business to Business
 - Transactions between businesses
 - Payroll service, wholesale products, logistics
- B2C – Business to Consumer
 - The customer consumes the product
 - Restaurants, clothing stores, nail salons



Purpose

What do you want to achieve with your marketing?



Goals

- Brand Awareness
- Thought Leadership
- Sales or Lead Generation
- Customer Support or Advocacy



What is best for your business?

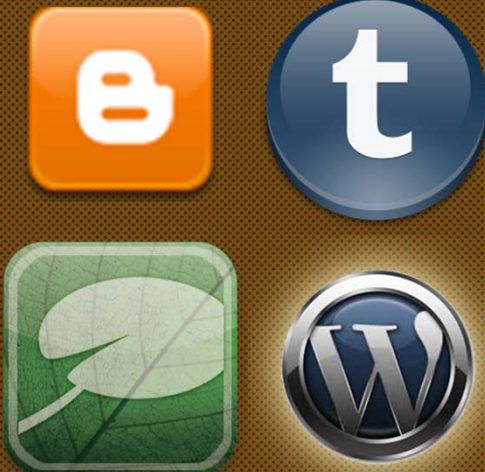
- 800 platforms
- How many can you name? ⇒



<http://expandedramblings.com/index.php/resource-how-many-people-use-the-top-social-media/>



Top 10



Blog is short for weblog.

- Subject matter expertise
- Best to “self-host”
 - Opinions
 - How-to
 - Client testimonials
 - Success stories
 - Start to finish
 - Top 5 or 10 series



B2B vs. B2C




LinkedIn

- Professional social platform
- Profiles current and complete
- Company profile
- Advanced search
- Keyword functions
- Online rolodex & resume

 **B2B vs. B2C**

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Facebook

- Friends and family, perhaps coworkers
- Share updates, events, pictures, video
- Link back to website
- Check-ins
- Quizzes, contests, promotions

 **B2B vs. B2C**

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Twitter

- Cannot restrict followers
- 140 characters at a time
- @ tags and #hashtags
- College age and younger
- Customer service
- Tweet from events
- Alert fans to "specials"

B2B vs. B2C



YouTube

- 2nd largest search tool
- 4 billion searches per day
- Product training
- Demonstration
- "Get Found"

B2B vs. B2C



Google+

- Hangouts
- Streams
- Video
- Photos
- Associated with Google

B2B vs. B2C



Image Sites

- A picture is worth a 1000 words
- Products
- Company events
- Consumer activities
- Community events

B2B vs. B2C



Pinterest

- Videos
- Images
- Infographics
- Links
- Sales option

B2B vs. B2C



Location Sites

- Street address and more
- Add links
- Set hours
- Add images
- Optimize profile
- Reward check-ins
- Reward reviews
- 360° view

B2B vs. B2C



E-news

- Compile posts from various sites
- Share news, blog articles, events, workshops, and promote partners
- Offer coupons, tips, new features
- Don't over share!

B2B ↔ **B2C**

<https://www.g2crowd.com/categories/email-marketing-best-of-breed>

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Questions

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