

EB00K

HOW TO OPTIMIZE YOUR SOCIAL CHANNELS FOR LEAD GENERATION



INTRODUCTION

This ebook outlines a battle-tested plan of attack. This is the ebook you want in order to turn each of your social channels into lead-generating machines. So, if that sounds more like the path you want (and need) for your business, pull up a chair and prepare to get results.

There are some things you should know right away. This path may not be easy and it may not come cheap, but if you implement the plan correctly, it will generate leads that will ultimately turn into revenue. And that is the paramount goal, right?

We know that using social media to brand your business is not exactly a groundbreaking revelation. Been there, done that? Probably. This ebook helps you understand the profound shift that has taken place within social media channels. Although social is still important for branding and generating buzz, lead generation is becoming more and more important. By utilizing all that social media has to offer, from Facebook and Twitter to LinkedIn and Slideshare, we at Marketo know from experience that you can transform your social presence from blah to wow. Let's look more closely.

SHOULD I BE USING SOCIAL MEDIA FOR LEAD GENERATION?

The answer is “Yes,” of course you should be using social. It’s 2012. Do you still need a reason to embrace social media to connect with new prospects and customers? It’s time to not only get on board, but to optimize each of your social channels so that they not only engage, but capture leads. After all, plenty of B2B marketers realize the value. Consider these stats:

- **One-third of global B2B buyers use social media to engage with their vendors, and 75% expect to use social media in future purchases processes.**
- **Marketers rate social media as the second-most important factor (64%) in organic search success, behind only effective web pages (82%).**
- **60% of B2B companies have acquired a customer through LinkedIn, followed by 60% through company blogs, 43% through Facebook, and 40% through Twitter.**

It’s no wonder an early 2012 survey of B2B marketers found that 60% of them have either already implemented a social media strategy or are planning to this year. Social media allows a company to use fun, interactive, and oftentimes, different content than it might otherwise be able to use with only a corporate website. Through social media, businesses can be available to their prospects and customers in a personable and accessible way. This has proven especially important to connect with prospects that are at the start of their solution search and are not yet ready to buy.

The casual, “social” nature of this type of marketing is perfect for nurturing leads. Rather than the stuffy, uptight, or high-pressure reputation that haunts sales departments, social marketing allows you to build a relationship with qualified prospects in an informal, personable, low-pressure way. At the same time, it helps you stay top of mind with prospects (we’ll cover the details of how to do that in this ebook) so when that prospect is ready to buy, your business is in the prime position to make the sale.

The Growing Importance of Peer-to-Peer Recommendations

Social marketing is evolving from company-buyer into peer-to-peer influence marketing. Need proof? A recent Nielsen Survey showed that only 33% of buyers believe what a brand has to say about itself because people view any brand-to-buyer communication as an advertisement. As a marketer you can take advantage of this shift by adding elements of social to your campaigns, empowering customers, prospects, and fans to become brand advocates.

Leveraging the power of peer-to-peer communication delivers significant benefits including no cost or low cost brand lift, increased brand authenticity, and it gives sales and marketing access to new opportunities. In addition, peer-to-peer word of mouth is highly trusted and effective for reaching far beyond your initial database and social community. This type of word-of-mouth is one of the most credible forms of advertising because people who don’t stand to gain personally by promoting something put their reputations on the line by telling other people how much they like a business, product, service, or event.

WHICH OF THE SOCIAL CHANNELS SHOULD I FOCUS ON?

The short answer: all of them.

All social channels are fertile ground for generating leads. The key is not to put all of your proverbial eggs in one basket. At Marketo, we firmly believe in spreading the wealth. Only on Facebook? Time to branch out and start tweeting. Think LinkedIn is only for professional job seekers? Think again.

Your business needs and wants as much exposure as possible on all of the social channels you can effectively manage. Sound time consuming? That depends. Leads must be nurtured in one way or another. And up to 95% of qualified prospects on your website are there to research and are not yet ready to engage with sales, never mind buy. But, we know that as many as 70% will eventually buy from you or one of your competitors. Who would you rather it be?

Time spent on social media, when spent efficiently and effectively, can yield results beyond what you may have imagined possible. We at Marketo take social marketing lead generation seriously and have realized amazing success from our efforts. We take it so seriously, in fact, that we believe there are rules that all marketers must follow to reap the social media marketing rewards. Here are our golden rules to generating results with social media marketing. Heed this advice, and watch the leads pour in.

The Golden Rules of Social Media Marketing

1. Don't take yourself too seriously. It should be obvious but social media is about being social, and that means you need a good personality to make your brand likable.
2. Inbound is not enough. Each of the tactics described in this ebook can work on their own. But, for a business to benefit fully from them, they should be combined with outbound

marketing. Never underestimate what a bit of paid promotion can do for your business.

3. You must have good content and solid offers. Without well-produced, engaging content, any and all tactics you employ will most likely fail.
4. You will need a strong call to action. The tried-and-true, strong call to action is just as important in social media as it is anywhere else. Be clear about what you want your audience to do after consuming your content or engaging with your brand.
5. Always add value. At the end of the day, if you are not providing some sort of value to your prospects and customers, you are not doing your job and social media will never work for you. Here is an easy test: put yourself in your prospects' shoes and ask if you find what you are offering of any value – from their perspective. If not, kill it and start over.
6. Never forget that social is a two-way street. No one likes being talked at. Yes, broadcast your message, but remember to keep the lines of communication open in both directions. When contacted, always respond quickly and sincerely. Be sure to mix up your messaging and use a combination of content and offers.

Now that we've reviewed the golden rules, let's get started with optimizing your social channels.

At Marketo, our strategy is quite simple: be interesting, helpful, and on occasion, channel our inner Seinfeld for a bit of B2B humor. Regardless of the social stream of choice, you must create content that people want to interact with (by sharing, liking, or commenting on) and you must create it consistently and frequently.

Let's review the major social media platforms and how you can use them to generate leads.

Facebook

There are more than 800 million people using Facebook everyday. This platform offers more than just a way to stay connected to friends and family; it is an essential tool in the B2B marketing toolbox. Facebook allows your business to be available to people on a trusted, popular platform, where prospects can see “real” people (their friends, family or colleagues) interacting with you and your brand. This sets the stage for you to build stronger, more immediate relationships with them.

But, businesses need to strike that critical balance of offering content that is relevant, adds value, and is sought out with content that just plain entertains. At Marketo, we like to ask two questions before every Facebook interaction we plan:

1. Does this help our brand's likeability?
2. Is this interesting, engaging, useful content?

Posting for the sake of posting can actually hurt your chances of being seen. The second you post something that is not engaging or relevant, Edge Rank will stop amplifying your posts and placing them in your fans newsfeeds (more on that below).

For now, let's break down the key elements of a Facebook page – and how you can take advantage of them.

Facebook's New Timeline: What You Need to Know

Facebook began rolling out its new timeline format in September 2011. Here's how it better serves B2B companies:

- **The “scrapbook” style** lets you prominently display key snapshots of your business' brand and marketing focus, and gives you the ability to tell a story and to highlight your company's milestones.
- **Interactions, comments on Fan pages, and “Likes”** about your company appear in a user's timeline. “Likes” will also appear in a box at the top of their page, keeping you prominently top of mind.
- **The ticker** shows a live stream of friends' activities and conveniently lets users “Like” a page without leaving their own newsfeed. In other words, Facebook users can easily see when their friends are interacting with or commenting about your brand and they can do the same.
- **The timeline** offers more branding and lead-capture options. The large cover image presents plenty of room for your branding, marketing images and calls to action so you can capture the eye of a potential customer and get them on your page.

Let's look more closely at certain features and how you can use them most effectively for your marketing messages.

THE SOCIAL CHANNELS

Edge Rank Explained

The content you create and share is your “make-or-break” component on Facebook. To get the most out of your Facebook page and presence, your posts’ appearance on your fans’ newsfeeds is essential. This is where Edge Rank becomes important. Edge Rank is Facebook’s algorithm that personalizes users’ newsfeeds and inserts posts it thinks will interest them. In very simplified terms, if users (or their friends) are interacting with your company/brand on a fairly frequent basis, you show up; if not, you get dropped.

When it comes to Facebook marketing, you can use two metrics to measure your success: engagement rate and the “people are talking about this” rating:

- **Your engagement rate** can be determined by dividing your total “Likes” and comments by your total number of fans (Likes + Comments/Total # of Fans). That’s why your posts need to be engaging and spark a reaction. A high engagement rate helps you build your Edge Rank and gets you seen more often.
- **Your “people are talking about this” rating** is basically your “buzz” metric. It measures who’s talking about you or your posts on their pages and can be found in your page’s Facebook insights as well as on your page. For example, on Marketo’s Facebook page, the “talking about this” number is located on the profile page just under the cover photo and the chart below that is trending that number. It basically shows when Marketo’s activities in the real, virtual, or social worlds are sparking conversation on Facebook.



The next logical question is, “How do we increase our interaction?” To boost interaction, businesses need to post more often and engage their consumers in a two-way dialogue. More than 70% of interactions occur during the first hour after a post is made. Keep your interactions up by posting more often and by being online and available right after you post. In other words, don’t post and go to bed. And keep in mind that a post posed as a “question” tends to drive more interaction than one written as a statement.

THE SOCIAL CHANNELS

How to See and Be Seen

Remember that Facebook's Edge Rank algorithm rewards pages in the newsfeed based on the number of interactions a page receives. An interaction can be defined as a summary of "Likes," posts, or comments about the page. With this in mind, a company can "manipulate" Edge Rank in its favor, so to speak.

To show up in as many users' top newsfeeds as possible, your content must be fresh, engaging, current and compelling. Then it becomes a cycle; you post content that gets "Likes" and comments, and your future content appears in the newsfeeds of those that "Liked" and commented on earlier content. Don't forget: as prospects interact with you through "Likes," reposts, or shares, you should be tracking engagement.

The Visuals

You create an editorial calendar for your blog; why not for Facebook as well? Effectively utilizing visual content like infographics, video, visual note-taking, memes, and even Instagrams into your Facebook marketing strategy is vital for breaking through Edgerank. While not every post needs to be visual, a daily visual is vital for grabbing the attention of your fans. The secret is to tie an offer to each of your visuals or ask a question to encourage engagement. Here at Marketo we run visuals along with themes. For example, Motivational Monday is how we start the week off on our Facebook page with inspiring quotes to "cure any case of the Mondays".



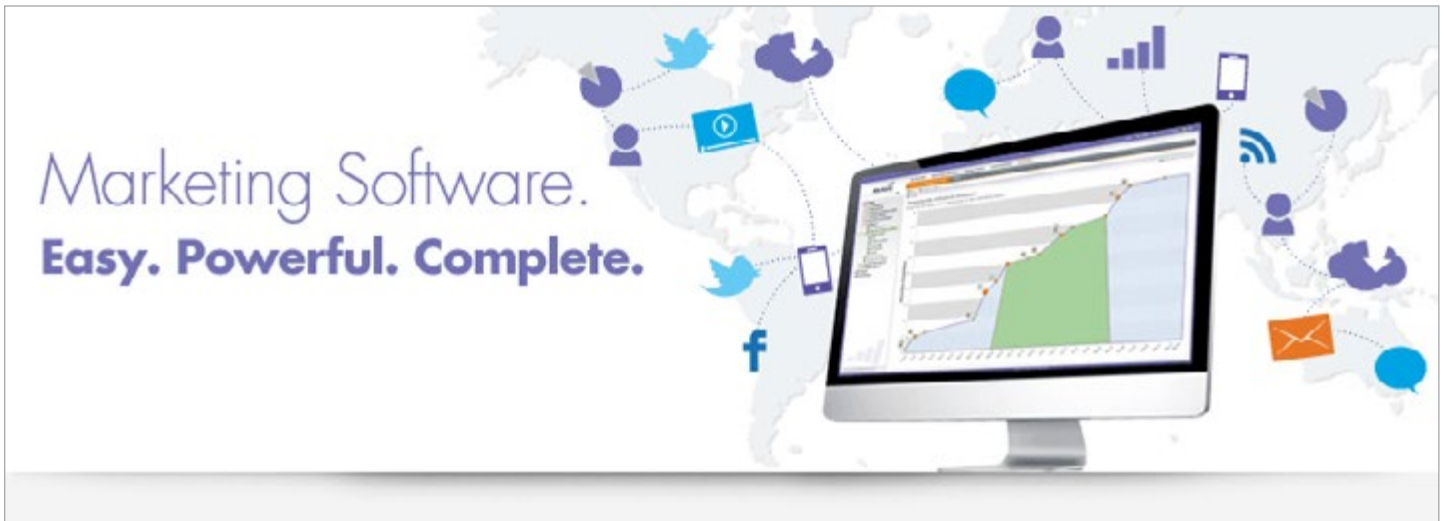
For the rest of the week we schedule out visuals of B2B marketing stats, a Hump Day Marketing Comic of the week, fun Memes all tied to visuals that highlight our content whitepapers and events. Planning out your visuals for the week will help keep your fans engaged as they see consistency and look forward to your daily updates.

For help with your visual content strategy, check out our latest [Slideshare deck](#); [Visual Content Marketing: Capture and Engage Your Audience](#).

THE SOCIAL CHANNELS

Facebook Cover Photos

With a cover image that spans the entire length of the timeline, you've got prime real estate to showcase your message and get your leads to stick around. Here's one example of how Marketo approaches the cover photo:



Facebook Promoted Posts

Facebook now allows you to reach more of the people who like your page as well as their friends by paying for a promoted post. Promoted posts show up in the newsfeed of all your fans and is visible to their friends as well. It becomes a sponsored story that is seen by more people than a regular post, so be sure that when you do choose to promote a post, it is strong, current and compelling.

It is pretty safe to say that businesses will never be able to compete with posts that are strictly entertainment-based or for social purposes only. But by using this promoted post feature, you can call attention to posts that you believe will generate the most impact.

Facebook suggests using Promoted Posts for any of the following to get you more exposure: Unique, vibrant and interesting photos and videos

- Unique, vibrant and interesting photos and videos
- Offers (still in beta)
- Exclusive events or news
- Questions

THE SOCIAL CHANNELS

We found the magic formula for promoted posts to be this: Clever messaging, with a fun visual, all tied back to a strong offer or piece of content.



Facebook Ads

While your Facebook ads need to appeal to your audience, think outside the box. Remember: you're competing for attention in a rich environment. Here's an example of how we managed to break through the noise with our Facebook ad:



Here's an aimClear ad shared in an article on Search Engine Watch – again, notice how the imagery is unexpected.



THE SOCIAL CHANNELS

Sponsored Stories

Sponsored stories are posts from Pages on Facebook that are paid to highlight and show up in users' news feeds. Sponsored Stories are unique from other forms of Facebook marketing because they are leveraging the positive mentions and buzz already taking place from a page's fans. When a person engages with your Business Page, App or Place Page, the comments appear in the news feed of the person's friends.

This type of ad gives business pages the opportunity to break through to their initial fans to the second layer and market to folks who are not directly in their circle. These "recommendations" appear from your friends who engage with your pages posts. You can define your target audience based on location, sex, age, likes and interests, broad categories, relationship status, workplace, or education. Users can "Like" the content of the ad directly on the ad, comment, share, see which of their friend's already likes the ad's content and more.

Sponsored stories are becoming increasingly important for Facebook as a way to serve ads to mobile market where other types of ads are not possible or terribly ineffective. This is vital moving forward as Facebook has 543 million monthly average users now using mobile devices, a 67 percent increase from a year ago.

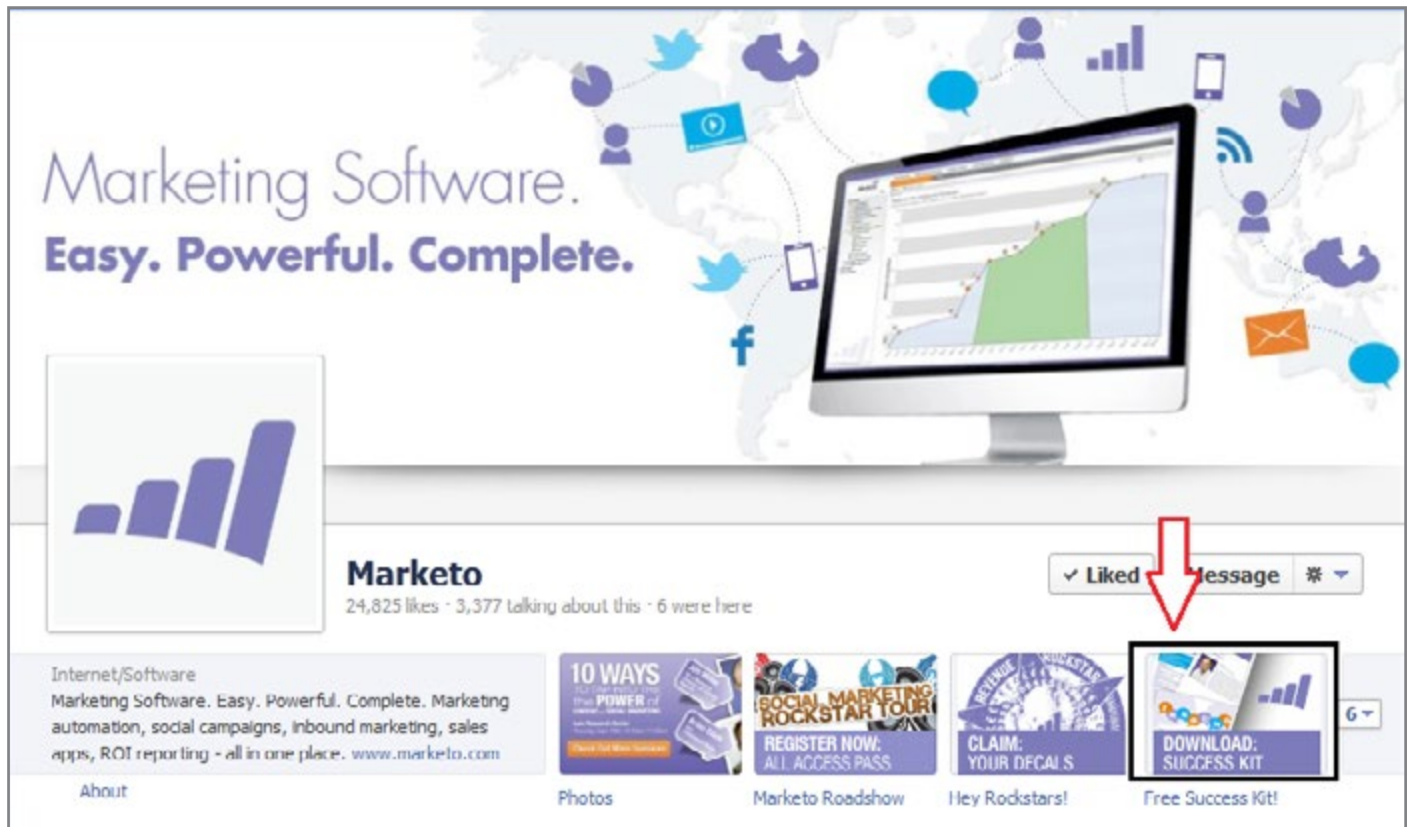
Facebook Apps

Before the timeline changes took place, you could capture "Likes" via your welcome page by gating your content and encouraging users to "Like" your page for access to this exclusive content. This has gone away with timeline. Now Facebook gives you the option to feature up to twelve apps. Four of these apps are shown by default, with the remaining apps under the fold and only visible by clicking and expanding the tab on the right. Although you cannot move the photo app as the default, you can control which other three apps show above the fold. It's important to optimize these three and rotate them frequently with fresh offers.

Allowing you to change the apps appearing above the fold is one of the most interactive and engaging portions of the timeline and your best chance to showcase a call to action or offer that will convert. Take this into consideration when selecting the display images of your apps. Consider the image a small advertisement rather than an image.

We've even developed a custom application within Facebook that incentivizes "Likes" of our offers. This form syncs with Marketo and captures the lead in real time while offering the user a frictionless experience because they can fill it in without leaving Facebook.

THE SOCIAL CHANNELS



Custom Facebook App Below our Cover Photo Clicks Through to the Form Below:

A screenshot of a web form titled "Marketo B2B Inbound Marketing Success Kit". The form includes a description of the kit, a "DOWNLOAD NOW!" button, and a registration form with fields for First Name, Last Name, Email, Company, and Job Function. A "DOWNLOAD" button is at the bottom. The footer contains the text "MARKETO BUILDS MARKETING EXCELLENCE AND SALES EFFECTIVENESS TO INCREASE GROWTH BY AS MUCH AS 40%. WE CALL THAT REVENUE PERFORMANCE MANAGEMENT." and the Marketo logo.

THE SOCIAL CHANNELS



Twitter

In 2007, Twitter began as what many considered to be a flash-in-the-pan social media outlet, but as of 2011, Twitter had over 200 million registered users and is one of the 10 most popular sites on the Internet – anything but a passing phase. Companies that lack a strategic, lead-generating plan of attack for their Twitter accounts are losing out on access to a huge potential customer base and the opportunity to showcase themselves as social savvy, relevant businesses. Being followed on Twitter is an incredibly strong signal of online affinity for your business. These self-selected prospects are indicating an active interest in your brand and are asking to hear more from you.

Think of Twitter as the water cooler for B2B marketers: It's a vibrant community where businesses can prospect leads and congregate as thought leaders to discuss relevant industry topics. B2B marketers are always striving to provide good content in an easily digestible and timely format. On Twitter, it is easy to quickly compose Tweets and messages aimed at those interested in your company or product. (Caveat: words of caution about this to follow.)

At Marketo, we are always seeking marketing avenues that allow for continuous, real-time engagement with our customers and prospects. Twitter happens to be one of our most effective prospecting channels. We use it to get the word out to customers about specific product offerings and as a forum for potential customers to discover and learn more about us and what we offer.

Promoted Tweets in Timelines

A Twitter strategy we have used with great success was launching Promoted Tweets in timelines targeted to followers and users who were similar to our followers. Our Promoted Tweets contain timely and engaging content like contests for trips to industry events and links to thought-leadership pieces. Every promoted Tweet that we run goes to a gated resource page. We set up a series of three tweets per campaign and rotate them accordingly. For timelines, we run three tweets on one campaign for three days at a time.

Promoted Tweets in Search

For search Tweets, we run two offers every two weeks with three different tweets focusing on fifteen keywords and five countries. We have found through trial and error that it's more about the offer than about the money spent. Fresh relevant content offers with the right messaging yields CTRs of up to 17% with a cost-per-prospect coming in at around \$14 each. This, of course, will vary based on your offer and the relevancy of your content.

We always see significant spikes in relevant Tweets during industry events. We decided to capitalize on that and use Promoted Tweets in search results during key B2B conference dates. This allowed us to be part of relevant conversations when the conversations are hot. By targeting event-specific hashtags and relevant keywords like "B2B" and "lead management," we are where we need to be at prime lead-generating moments. Being a part of real-time conversations means pouncing on real-time opportunities.

THE SOCIAL CHANNELS

Messaging

To some, this may sound backwards or surprising, but do not use Twitter to only promote your company. Sure, calling out your company's new ebook or webcast is an important part of your tweeting. But if you never contribute to the conversations taking place, if you never offer something personal or fun or funny, you are missing the prime opportunity unique to Twitter. Twitter is about building relationships; it is about reciprocity. Engage and be engaged. Be a part of the flow of information. Don't be a broken record repeatedly rattling off the company's tagline. It's in your best interests to pay attention to what your customers' and prospective customers are tweeting about and to respond accordingly.

Remember, your content should create value and ultimately, be helpful to your network. In B2B marketing, retweeting material that will be helpful to your network is good, but writing your own informational material is even better. If your network (specifically, customers and prospective buyers) benefit from something you tweet about, they will remember you and your business.

Here is that word of caution mentioned earlier: As with anything, a little self promotion is good for business but if your entire tweet history is only about you and your company, you've got it wrong. Keep in mind these two rules:

- The 80/20 rule says to post 80% helpful or entertaining content and save 20% for self-promotion.
- The 4-1-1 Rule: For every one self-serving tweet, you should re-tweet one relevant tweet and most importantly share four pieces of relevant content written by others.

Tracking & Results

Our Twitter strategy has allowed us to see immediate results from our efforts. Our average lead-conversion rate from emails and online campaigns is between 2-3%. Some of our Twitter campaigns have yielded conversion rates as high as 14%. And the cost-per-prospect is six times lower than that associated with some of our other marketing programs. We use Marketo to build links, landing pages, and track each campaign.

When people choose to follow you on Twitter, you are notified and you can review their conversations in dedicated streams. This helps you identify opportunities to engage. You can then build lists within Twitter and segment these followers based on their profiles. Checking in weekly, monitoring and engaging with these lists is an easy way to stay top of mind with your key followers, prospects and customers.

In our business, we can't afford to wait for a customer to land on our website to begin the lead acquisition and nurturing process. Being proactive in the process of meeting the right people at the right time is essential. For us, Twitter is an extremely powerful channel to participate in organic B2B conversations and to continuously engage with customers and prospects.

LinkedIn

LinkedIn is the world's largest professional network on the Internet, with 161 million members in over 200 countries and territories. And you can use it, just as you use Facebook and Twitter, as a lead-generating machine for your business. But LinkedIn is sometimes considered a jobseeker-only social media platform, and because of that, B2B marketers can overlook this professional social media site and its ability to support [lead generation](#).

Part of the reason many B2B marketers miss out on LinkedIn's potential is that they don't realize the breadth of information and networking opportunities available. LinkedIn goes beyond just a personal profile and status updates; here's where you can find additional value:

- **Join (or start) groups** to expand your circle of contacts and to increase your reach and connections. Find the top groups in your industry by searching for keywords and ranking by group activity.
- **Post links to content** so you become a source of business information and attract connections. Posting is important, but engaging is vital. Just as with any community, make sure to add value to each conversation.
- **Participate in Q&A** to position yourself and your company as thought leaders, experts in your field. Search LinkedIn Answers for relevant topics then subscribe to the answer feed to establish yourself.
- **Build your LinkedIn company pages** to position your organization as you'd like it to be seen.

LinkedIn Company Pages

The biggest way to make an impact in LinkedIn is by growing your company page. This is critical for any business because it's how you get into the person's network updates, one of the most used features of the site.

Best Practices for Building Effective LinkedIn Company Pages

- Write the company description to include keyword rich text that resonates with product descriptions and contributes to network search visibility.
- Identify a daily posting sequence in effort to establish consistent brand messaging.
- Add the RSS feed feature to auto-populate blog content directly onto page each time a new post has been generated.
- Enable "Show News" option about company in order to publish articles within stream section. This tactic helps create authority for your brand.
- Add "Specialties" section (also known as keywords) to ensure that company page acquires search traffic thru LinkedIn network
- Utilize "Overview" section for lead generation by linking to a landing page.
- Optimize "Products" section for search visibility by including keyword rich text in product and service descriptions.
- Add a short video to your product page describing the benefits for the visual learners.

THE SOCIAL CHANNELS

Gaining Followers for Your Page:

Growing your company followers is essential because it increases your company visibility. Your updates will be seen throughout the LinkedIn community and can easily be shared. Follow these tips to gain new followers.

- Add a 'follow our company on LinkedIn' call to action with the company page URL to your email address and in other promotional materials.
- Activate individual status updates for collaborative contribution from designated company individuals.
- Add a follow button to your website or blog. LinkedIn makes it easy with a line of code.
- Encourage employees to share company news and updates with their pages. Utilizing a social amplification tool such as GaggleAmp can automate this process and have an immediate impact on reach.
- Follow company pages of industry peers, partners, customers, and prospects. Commenting, liking, and sharing of updates from these sources can get your company immediately on the radar around the most relevant conversations that are already taking place.

Linkedin Content Description	How to Use Business Focused Content (During business day)
Personal profile. Present individual's business credentials.	Gather insites on prospects.
Recommendations. Present insights about individuals and reflect on organization.	Qualify potential business prospects. Gather insites about company.
Status updates. Offer insightful tidbits about an individual or company.	Give insights into your organization's capabilities, goals and internal culture.
Links. Share useful content to wider audience.	Become source of business information to attract connections.
Q&A. Collect input or give answers to questions related to your area of expertise.	Share information to postition an individual or organization as a thought leader.
Groups. Be active and/or start groups to extend reach and connections.	Increase reach and expand knowledge of participants.
Company pages. Position organization.	Provide evidence to help qualify company and/or employees in business interactions.
Advertising. Extend reach with targeted ads.	Enables organization to target specific organizations or individuals based on range of segmentation options.

THE SOCIAL CHANNELS

As we all know, a large portion of B2B sales is based on who you know. When you can leverage your network to get a personal introduction to a highly coveted prospect, the time you spent building your LinkedIn network will pay off in hard dollars and cents. And, of course, there are no gatekeepers here. If you haven't been able to get through to that prized prospect, a quick message on LinkedIn might be just the in you need.

Although you don't have to pay to use these social media channels, don't expect all of your leads to come for free. Paid advertising can be a great investment on a site like LinkedIn. (Remember rule number 2 of the Golden Rules of Social Marketing: Inbound alone won't get you where you need to go.) Extend your reach with ads that enable your organization to target and capture specific organizations or individuals based on range of segmentation options.

LinkedIn Ads

LinkedIn ads are an incredibly powerful way for businesses to target very specific social profiles not found in other advertising platforms. What differentiates LinkedIn ads from its social media brethren is the ability to target your audience with very specific criteria. Targeting options include: Geography, Industry, Job Function, Job Title, LinkedIn Groups, and Demographic Targeting.

You can choose to run your ads in the following places on LinkedIn:

Profile Page - when users view the profile of other LinkedIn members

Home Page - the page that users see when they log in to LinkedIn

Inbox - the page where users see messages and invitations to connect

Search Results Page - the page that results when you search for a member by name

Groups - on pages in LinkedIn Groups

LinkedIn provides an excellent alternative to search engine ad placement within its own network. Similar to the Google Ad Network, the LinkedIn Audience Network is a collection of partner websites that display LinkedIn Ads on their pages. LinkedIn also offers the option to retarget your audience when they visit any site in the LinkedIn network allowing you to reach the LinkedIn members you are targeting even when they are visiting other websites.

THE SOCIAL CHANNELS



SlideShare

SlideShare, acquired by LinkedIn in May 2012, is the world's largest community for sharing presentations, like PowerPoint, videos and webinars. It boasts 60 million monthly visitors and 130 million page views, making it one of the most visited sites on the web today.

LinkedIn and SlideShare make an incredibly powerful pair, so LinkedIn's acquisition of Slideshare opens up a whole new world of possibilities for content marketers. Marketo is a big advocate of both platforms, and SlideShare has always been an essential part of our overall B2B content marketing strategy.

In fact, we recently experienced great success using SlideShare as a channel to promote our content. While working with Column Five, we created a slide presentation called "How to Build a Better Inbound Marketing Machine". In just over four weeks, our presentation was viewed more than 130,000 times and shared hundreds of times across the socialsphere.

Pretty impressive numbers and we want to explain how we got them. Of course, it is not an exact science. But we found that putting in place the following elements to promote and build awareness around our SlideShare presentation gave us a much better chance of garnering plenty of views and shares.

Keys to a Successful SlideShare Launch

3. Make it a part of something bigger. Our SlideShare presentation is a part of a much larger content initiative. At Marketo, we build our editorial calendar around monthly themes and then put together the content pieces to support that theme, including, but not limited to, SlideShare decks, white papers, blog posts, email campaigns, and infographics.
4. Base your presentation on a topic in which you are an expert.
5. Take it on the road. Present your SlideShare deck at company meeting, user groups, meetups, and conferences.
6. Use both paid and earned media in your promotion strategy.
7. Work with a partner who understands your goals.



YouTube

Video is now an essential part of any successful social marketing and lead generation strategy. Not convinced? According to Forbes, Three-quarters of executives surveyed said they watch work-related videos on business-related websites at least weekly; more than half watch work-related videos on YouTube at least weekly.

When optimizing this channel for lead get the first step is to create videos that both entertain and educate. Your goals should be based on increasing awareness, demonstrating products, sharing knowledge, and humanizing the company. The next step is to optimize these videos with targeted keywords giving them a much better chance of reaching page one in Google search.

Optimize Your Channel:

Your channel description should include a keyword rich description since this section represents the meta data that is searched by Google. Each section of your profile is a chance to add in your businesses most important keywords.

Optimizing Individual Videos:

Your video description should be 2 or 3 sentences that include targeted keywords. It's also a best practice to include a shortened link with a call to action driving traffic to your website or a landing page with a specific offer.

The tagging feature is the way that YouTube determines the relevance of your video and groups similar videos together. 5-7 tags are optimal and will ensure your video is associated with other videos that use the same tags and help your videos appear as a "related video" when users are viewing other videos.

Encourage Comments and Subscribers

When a video receives higher ratings and more comments, YouTube sees these as indications of higher quality, more relevant videos. Your goal should be to generate as many 'thumbs up' ratings and comments as you can for SEO purposes.

Comment on other popular videos in your niche is another way to generate more comments and ratings. It's also a great opportunity to present yourself as an expert in the niche by making a comment that actually gets liked by the viewers.

Make it as easy as possible for visitors to subscribe to your channel. Subscribers are vital for your lead generation efforts because when they choose to follow your channel and your content they will be alerted to your latest video content.

3 Tips to gain new subscribers:

1. Have a strong call to action asking visitors to subscribe.
2. Add an annotation to your video with a call to action pointing to the subscribe button on your channel.
3. Embed the subscription button on your blog and in your social media website profile.

THE SOCIAL CHANNELS



Google+

Google+ is quickly becoming an essential part of any business' social media strategy. Boasting a cool 90 million users, this is going to grow very quickly as Google is making a Google+ account mandatory for all Gmail users. Google+ is also playing a major role in SEO by making it easier for marketers to show up in search results.

Complete the About Page: An essential but often overlooked important first step. The about page is a fantastic opportunity to give a quick overview of what your business is all about. You can also link back to specific pages and services from this page directing potential customers to the most important pages on your website.

It's important to have a balance of marketing savvy copy that's also SEO friendly. Make sure to include information that searchers will want to know about your company. Take advantage of the fact that Google+ allows you to use bullets in your description which makes it simple to create an easy to read list of your products and services. You can also include links to specific pages and a contact form. Test and track different variations to see what works best for your business.

Google Events: Google recently announced the Events feature which allows G+ users to send out customized invitations to anyone regardless of whether or not they are G+ users. It syncs beautifully with Google Calendar and shows up automatically when a user confirms for an event.

In addition to sending out invites to webinars, work functions, parties, etc., Google Events can also send out invites for Google Hangouts. This could be the catalyst that gets your business on board to start using Hangouts or increase the awareness and attendance of the ones you are already hosting.

The "Party mode" feature of Events allows everyone in attendance to instantly upload pictures to the same album using the Google+ mobile app, creating a living, real-time photo journal of a specific time and place. You can then show the photos off in chronological order as a slideshow all within Google+.

The screenshot shows the 'About' page of the Marketo website. Red boxes and arrows highlight key areas for SEO optimization:

- Navigation:** The 'About' tab is highlighted in the top navigation bar.
- Tagline:** 'Sophisticated yet easy revenue performance and marketing automation software' is highlighted.
- Introduction:** The first sentence, 'Marketo - the global leader in Revenue Performance Management', is highlighted. A box labeled 'Keywords for SEO' points to this sentence.
- Keywords for SEO:** A box labeled 'Keywords for SEO' points to the first sentence of the introduction.
- Linking Opportunities:** A box labeled 'Linking Opportunities' points to a list of services: 'Marketing Automation', 'Demand Generation', 'Lead Management', 'Email Deliverability', 'Marketing ROI', and 'Revenue Performance'.
- Footer:** A box highlights the footer text: 'We publish multiple well-known industry blogs, including the Modern B2B Marketing Blog and the Revenue Performance Management Blog.'

THE SOCIAL CHANNELS

Post Often and Optimize:

Google's Social Search results are more relevant when they take into account one's social connections. That makes it important to include keywords within your posts so that they will show up in your followers' search results. Google's search algorithm includes personalized search results specifically pulled from Google+ activity. The more relevant and content-based your Google+ posts are, the more search results you are likely to show up in.

For example, a search for the term "B2B Marketing" shows activity from my connections as most relevant under Google's Social Search personalized results.

Claim your ownership of content

Google is aggressively using SEO benefits to entice webmasters and bloggers to engage with Google+. Google Authorship is how Google authenticates and will increasingly begin to "trust" you as a quality source of content. Setting up Google Authorship is simple and straightforward. You identify yourself to Google through your Google+ profile and then link back to it from your content and vice versa.

Google authorship is the easiest way to take advantage of the SEO benefits of Google+. Doing so will allow the author's picture to show up next to his blog posts in Google search results, causing higher rankings and click through rates.

The business benefits for setting up Google Authorship

- Increases awareness of your overall Google+ profile page
- Adds a human element to your content and increases trustworthiness
- Helps your content stand out from the crowded search page results
- Improves your chances of showing up in more personalized search results
- Protects the original post's ranking position as higher than a post that has scraped or syndicated the original content
- Studies have shown that Google Authorship increases click through rates



Caption: You can use the Event Tool to send invitations for Hangouts as well as other events.

THE SOCIAL CHANNELS

Step 1: Add a link to your Google Plus profile on each of your blog posts

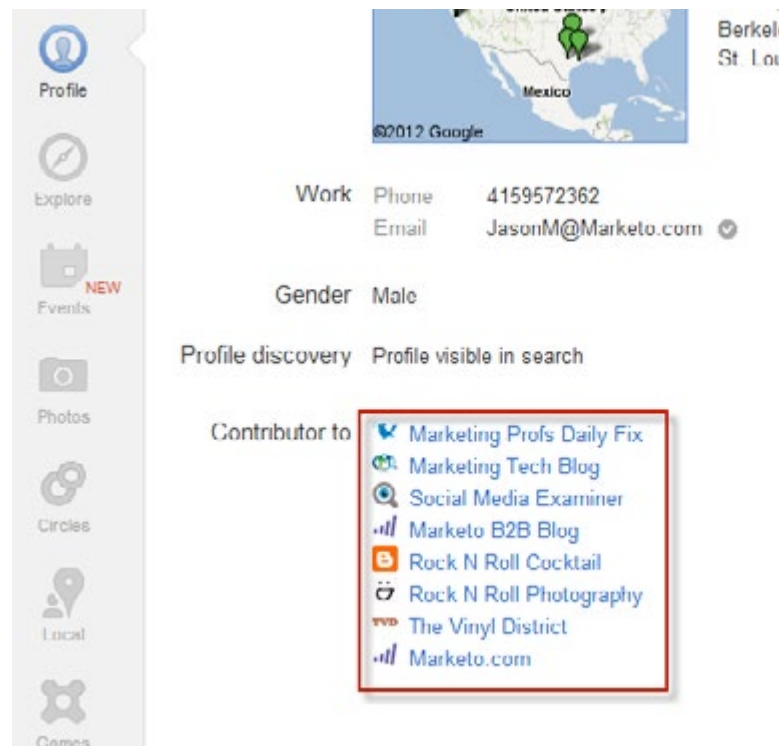
On each of your blog posts, add a link to your Google Plus profile with “rel=author” attached to the end of the link URL. E.g., <https://plus.google.com/111498947729292607681?rel=author>. It doesn't matter where on the page you put the link or what the anchor text is (the clickable words in the link). You can even link an image instead of text.

For example the end result would look like this:
“By Jason Miller”

If you want to insert this link into all your blog posts automatically, then you can add it to your blog template, for example, in the footer or header (assuming your blog only has one author).

Step 2: Link from your Google Plus profile back to your blog

After you add a link to your Google Plus profile on each one of your blog posts, the last step is to link from the opposite direction, from your Google Plus profile to your blog. You do this by adding a link to your blog in the “Contributor to” section of your Google plus profile.



ABOUT MARKETO

About Marketo: Easy, Powerful, Complete.

Marketo uniquely provides easy-to-use, powerful and complete **marketing software** that propels fast-growing small companies and global enterprises alike. Marketo's **marketing automation** and sales effectiveness software – including the world's first integrated solution for **social marketing automation** – streamlines marketing processes, delivers more campaigns, generates more win-ready leads, and dramatically improves sales performance. With proven technology, comprehensive services and expert guidance, Marketo helps thousands of companies around the world turn marketing from a cost center into a **revenue driver**.

Known for providing breakthrough innovation and fueling explosive growth, Marketo was recently named one of **America's Most Promising Companies** by Forbes, the **#1 Marketing Software Vendor** on the INC 500, and the **#1 fastest-growing private company** of 2011 by the Silicon Valley Business Journal. In both 2011 and 2012 the company received the **CRM Market Leaders Awards Winner for Marketing Solutions** by CRM Magazine. Salesforce.com customers also honored the company with two AppExchange Best of '11 Awards, for **Best Marketing Automation Solution** and **Best Chatter Exchange**.

U.S.A. Headquarters

901 Mariners Island Blvd, Suite 200

San Mateo, CA 94402

Tel: + 650.376.2300

Fax: + 650.376.2331

www.marketo.com

blog.marketo.com

www.twitter.com/marketo

EMEA Ltd.

Cairn House

South County Business Park

Leopardstown

Dublin 18, Ireland

Tel: + 353.1.242.3000

