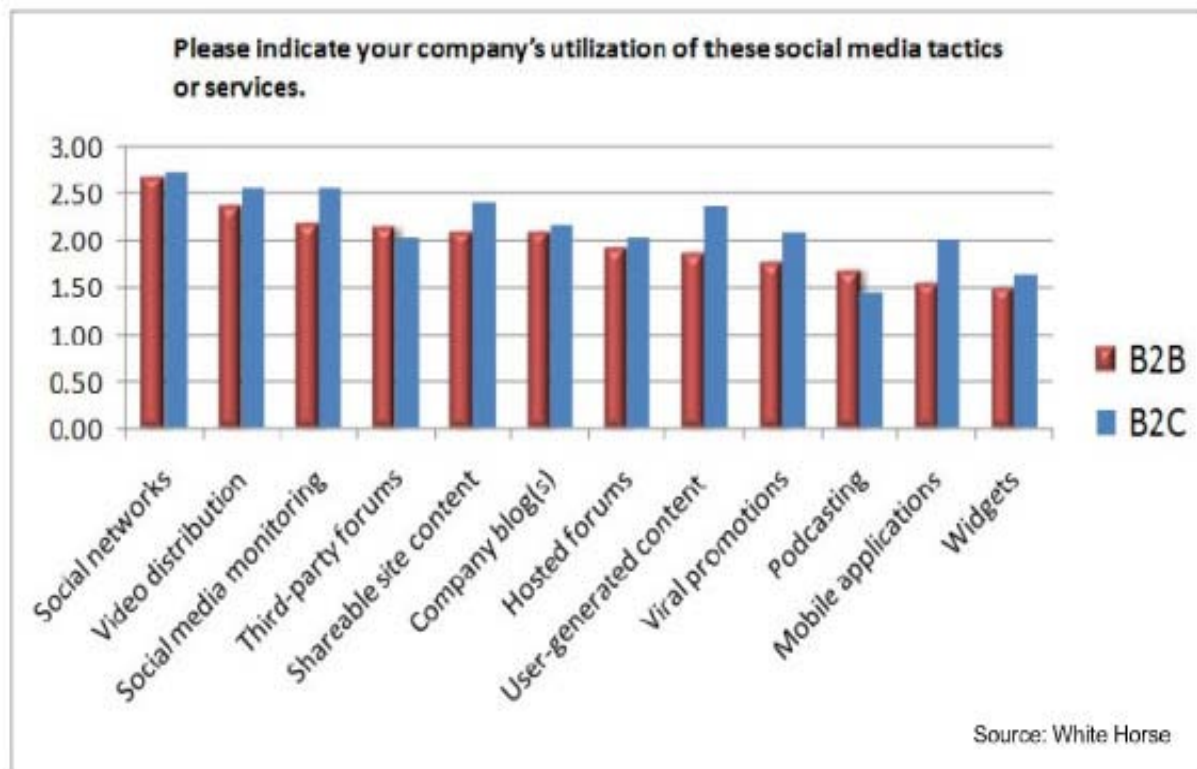


# B2B MARKETING THROUGH SOCIAL MEDIA USING WEB ANALYTICS

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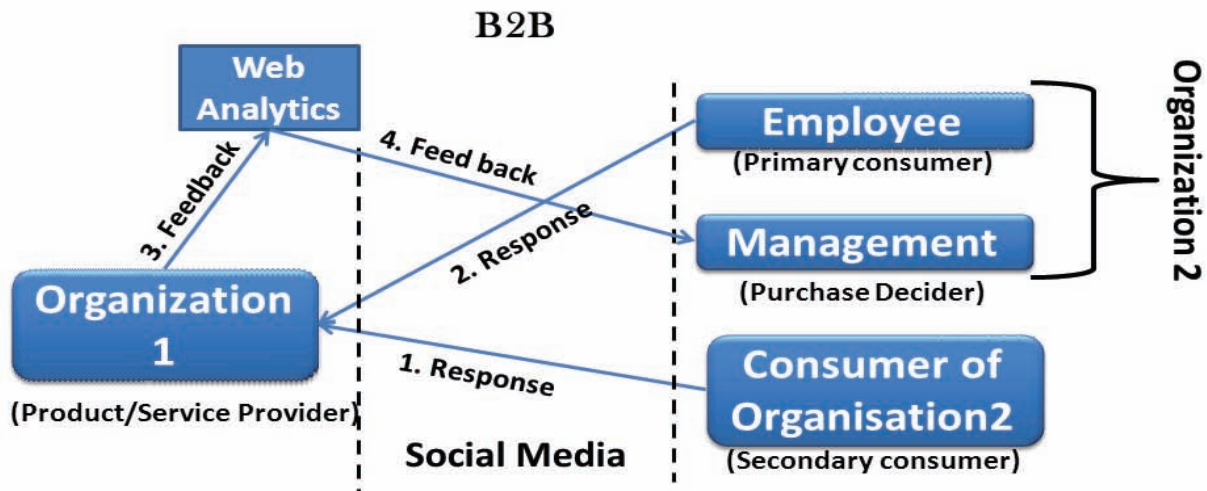
**Abstract** In this paper we are analysing the strategic differentiation between the use of social media for B2C and B2B. Overall use of social media in B2B is 30% less than B2C. Different research reports are showing that use of Social media in B2B marketing is not significant as B2C marketing and still in nascent stage.



## B2C



Simple use of Social websites and feedback phenomenon (linear model) may be one of the factors for high adaptability of social media in B2C marketing. But still now social media is far from B2B (business to Business) marketing. It may be due to complexity of the business.



The data analysis of the B2B business is different than B2C.

- In B2B the feedback from the client organisation and the response from the end consumers need to be analysed qualitatively and quantitatively to find out the base product design or service integration.
- Considering an example, in B2C social platforms are used for consumer buying behaviour but for B2B it can be used to find out the consumer needs.
- Same social platforms can't be used for both the purpose.

B2C	B2B
Face book	Linked in
Twitter	Pinterest
Tumblr	Google+
Orkut	Slide share
Mobile marketing	Blogging

- After getting the data from different social platform it can't be used in raw or the response can't be given to the customer directly for B2B business. Using analytical tools collected data to will be analysed and the result to be integrated to the product or services provided by the company.



**Keywords:** B2B Marketing, Social Media, Web analytics, B2C, consumer insight.

## 1 INTRODUCTION

Social Media has become an integral part of our daily life. With high speed internet, change in life style and revolution in Indian IT/BPO industry, current generation is transforming in to a tech savvy generation living another life in world of social Media. To leverage on this many Indian and international companies are using social media as their main marketing channel to grab the attention of younger generation. From ecommerce to online retail, competition

among the companies is going tougher and tougher for the companies. Most of the B2C (business to consumer) business are using social media as a survival tool to handle the heat of competition. It can also be used to understand the consumer buying behaviour and customer feedback.

## 2. LITERATURE REVIEW

To find out the better use of Social media in B2B marketing different web analytics tools was analysed. As an experiment two

websites was followed and activities of industry leaders was monitored. GoogleAnalytics Help—A Support Driven Blog by Google (<http://support.google.com/googleanalytics/?hl=en>) consulted for specific or official information regarding Google Analytics – the primary web analytics tool used by many companies. Web Analytics 2.0: The Art of Online Accountability & Science of Customer Centricity. Indianapolis, Indiana: (by Kaushik, Avinash Wiley Publishing, Inc. 2010) was referred. It explains the integration of Google Analytics with other related tools may make the decision for what web analytics software to use. This book is the bible on how to use the information to maximum advantage. With limited resources, any business house typically spend most of their time reporting analytics data rather than being involved in the deep analysis of traffic click streams. Spotting trends is made easier with suggestions from this book.

## I. Current Scenario of Web analytics:

**Web analytics** is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage.

Web analytics is not just a tool for measuring web traffic, but can be used as a tool for business and market research, and to assess and improve the effectiveness of a web site. Web analytics applications can also help companies measure the results of traditional print or broadcast advertising campaigns. It helps one to estimate how changes traffic to a website after the launch of a new advertising campaign. Web analytics provides information about the number of visitors to a website and the number of page views. It helps gauge traffic and popularity trends which is useful for market research.

Currently Web analytics is mainly focus on static information collection. There is no importance on Data analysis.

### *Some of the prominent Web Analytics tool*

**Google Analytics:** (Great way to collect Web Statistics, [google.com/analytics](http://google.com/analytics)) - Free

A completely free service that generates detailed statistics about visitors to the website, Google Analytics is the simplest and most robust web analytics offering. Currently used by over 50% of the top 10,000 websites in the world, according to the site's usage statistics, Customer can find out where the visitors are coming from, what they're doing while on the site and how often they come back, among many other things. As the Customer get more involved in the site's analytics, he/she can receive more detailed reports, but it's that ease of use that makes it one of the most popular services.

**Yahoo Web Analytics** (Web statistics with in depth segmentation, [web.analytics.yahoo.com](http://web.analytics.yahoo.com)) - Free

Yahoo's similar offering gives a little more depth in surveying. It offers better access control options and a simpler approach to multi-site analytics, raw and real time data collection (unlike Google, Someone can import cost of goods data), visitor behavior and demographics reports and customized options as well. Yahoo Analytics is a bit of a step up from Google in terms of profiling, filtering and customization, so for those looking to dig a little deeper, it's a great option.

**Crazy Egg** (Data from every point of Website, [crazyegg.com](http://crazyegg.com)) – Paid service

In short, Crazy Egg allows building heat maps and tracking visitors every click based on where they are specifically clicking within the website which is a long way of saying that through exploring the website's usability. It allows to really seeing what parts of the site users are finding most interesting and clicking on the most. It can help to improve the website design and in essence conversion. Setup is quite simple as well.

**Compete** (Better to compare, [compete.com](http://compete.com)) – Paid service

Perhaps best known for publishing the approximate number of global visitors to the web's top one million websites, Compete is a great complimentary tool to clickstream analytics offerings. Compete gives creative intelligence on what competitors are doing or how users ended up on the website in the first place (what their clicks were both before and after). There is a free offering that includes traffic volume data. But where Compete is different is in their search analytics, a paid service that lets track what keywords are sending users both to the website and to the competitors.

**Google Website Optimizer** (Test and Gain, [google.com/websiteoptimizer](http://google.com/websiteoptimizer)) – Free

Another free tool from the folks at Google, their Website Optimizer is a complex testing service that allows rotating different segments of content on the website to see which sections and placement convert into the most clicks, and at the end of the day, the most sales. Customer can choose what parts of the page he/she wants to test, from the headline to images to text, and run experiments to see what users respond best to. And of course, with GWO being free (Customer don't even need Google Analytics to use it), it could be the only A/B (a technical term for multiple versions of the site running at once) and Multivariate (MVT) or complex testing solution.

**Optimizely** (technically Zero knowledge required, [optimizely.com](http://optimizely.com)) – Paid Service

A relatively new service (launched in June 2010), Optimizely is simple to use but its results can be quite powerful. In

essence, it's an easy way to measure and improve the website through A/B testing. As a business, customer can create experiments with the site's very easy-to-use visual interface. The beautiful thing about this service is that customer need absolutely zero coding or programming background, as the tools are easy for anyone to use.

**ClickTale** (Qualitative Analysis, clicktale.com) – Free/Paid Service

A qualitative customer analysis, Clicktale records every action of the website's visitors from their first click to the last. It uses Meta statistics create visual heat maps and reports on customer behavior, as well as providing traditional conversion analytics.

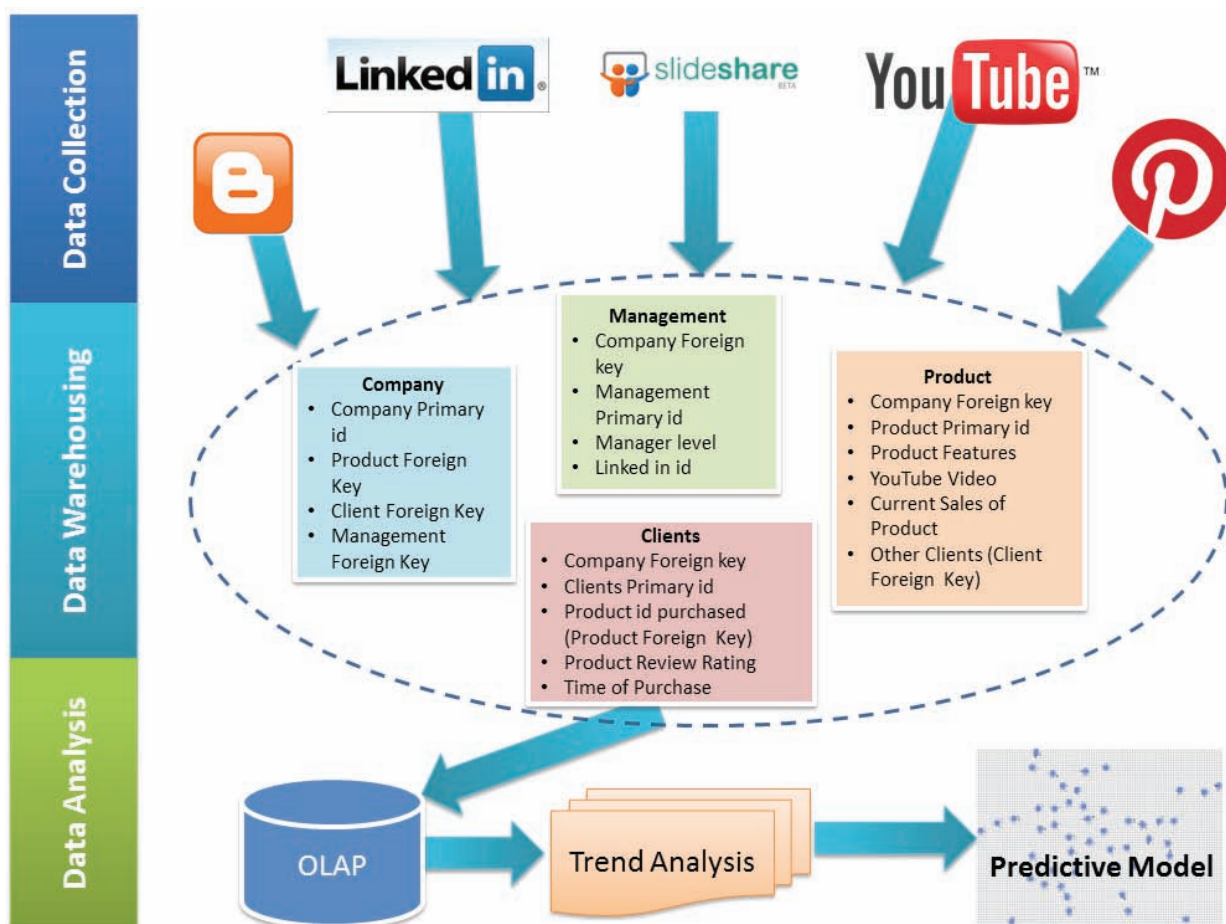
“One of the things that Google Analytics doesn't do particularly well is tell customer what visitors are paying attention to on a page and highlighting where those visitors are getting stuck during their visit,” says Peterson. “Clicktale is essentially a video recorder for web site visits and provides great detail about mouse movement, scrolling, and dozens of other critical visitor behaviors.”

**Facebook Insights** (Specific to Facebook) - Free

If customer is using Facebook for any part of the business, this is the simplest free offering from Mark Zuckerberg's team in terms of analytics. It provides very detailed information about follower counts, likes, comments on posts and more. There are two different types of Facebook Insights, based around both users and interactions with the content. Really, this is the best and only tool customer need if he/she is using Facebook content to help engagement with his/her users.

**Twitalyzer** (Specific Twitter, twitalyzer.com) - Free

The most complete application for measuring impact, engagement and influence on Twitter usage, Twitalyzer is a free analytics dashboard with detailed metrics. Similar to Facebook Insights, Twitalyzer gives a higher view of the user account's impact on customers, based on followers, retweet level, how often an account replies and engages in conversation, and more. Simplicity is key here, as the user can just look up a Twitter username and get instant information.



## II. Implementation of Data analytics to Social Media

### A : STEP 1: Data integration with past data

Our first step after data reduction will be data warehousing where the newly collected data will be integrated with the past data.

This whole database will consist of different tables which will be linked with foreign keys declared in the Company base table.

Different information that can be collected from various channels of social media is given as:

- Portfolio slides from **Slideshare**
- **Company's Blogs** having existing client's responses about the product.
- **Facebook page**: with product portfolio description.
- **Linked in**: with profiles of management, Details of products and services.
- **Pinterest** for theme based Product portfolio like Furniture.
- **YouTube**: for videos like working of equipment, safety measures.

Below is the Diagrammatic representation of data base that will be created for each and every Company with information collated from various channels of social media

Every Company will have such database of all the clients it is currently or possibly will be working with.

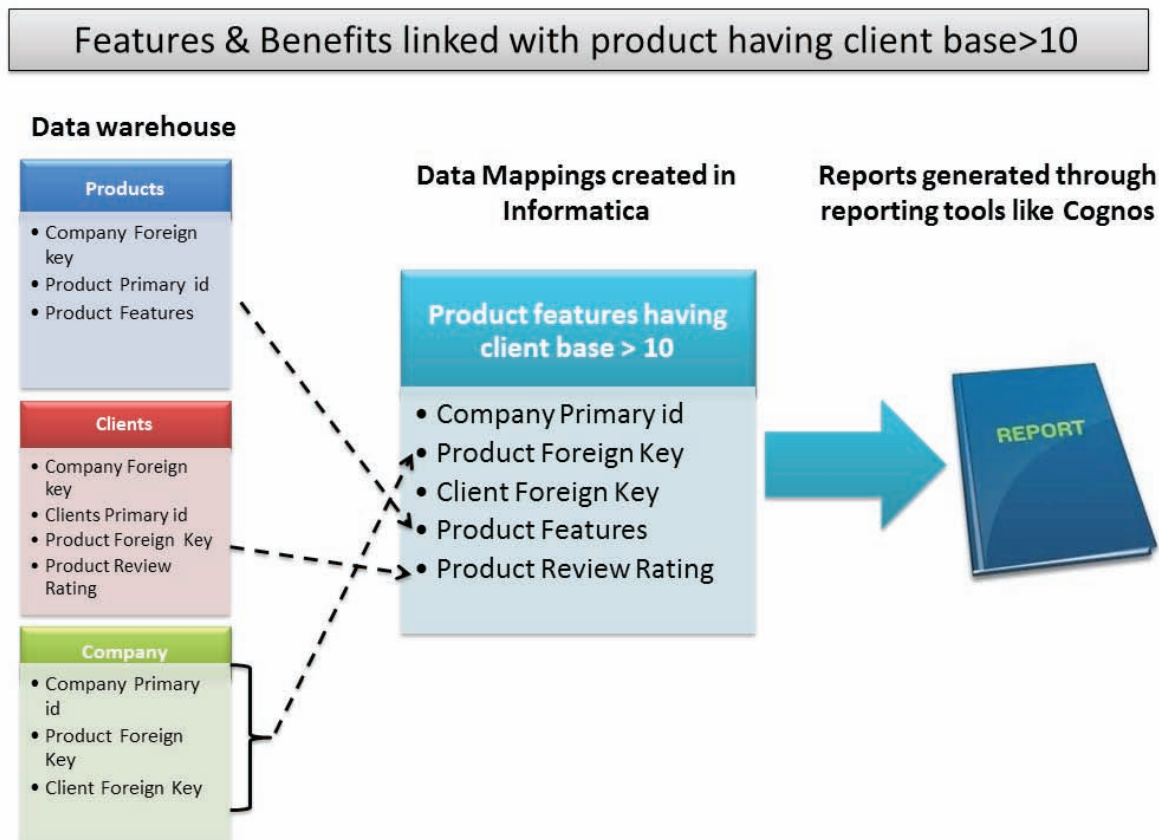
This will result in formation of a database which can be looked over to seek information regarding the reviews of products/services offered by the company or supplier and working of such products.

### B : STEP 2: Trend analysis

After creating a database which is getting updated on weekly basis with the data collected from different sources, data mining will be done with data warehousing tools like **Informatica** and reports will be generated with reporting tools like **Cognos**.

Different mappings will be created which is nothing but data workflows. The information that will be generated with the data available will help in business decisions that management will take in future.

Different information areas that will be generated for decision making process are given as below:



- Products present in industry and have a client base > 10.
- Features & Benefits linked with every product in portfolio.
- Product ratings over the basis of reviews and existing client base.
- Management susceptibility of new deals
- Promotional/Institutional tie-ups leading to Discounts.

We have worked out on iteration for one information generation process from above which is as follows:

**C : Predictive model with forecasting**

Those products which already exist in market, trend analysis will be helpful. Weekly reports will be generated that will gauge the market trend and product success and acceptability in other organizations.

**But what about new product launch?**

**New Products**

With changing technology and upcoming new products revolutionizing way of working in every industry, be it manufacturing or Information technology, there is a challenge before all organizations.

How to predict the synergy and success of a new product, Whether to go ahead with a change and gain competitive advantage taking a risk, or wait for technology be tested by other organization and follow the initial few.

With predictive modeling which considers the last product launch from a company and success of previous launch, cost benefit analysis etc. we can come up with some models which will help in predicting success/failure of new product launch.

**STEP 3: Predicting model**

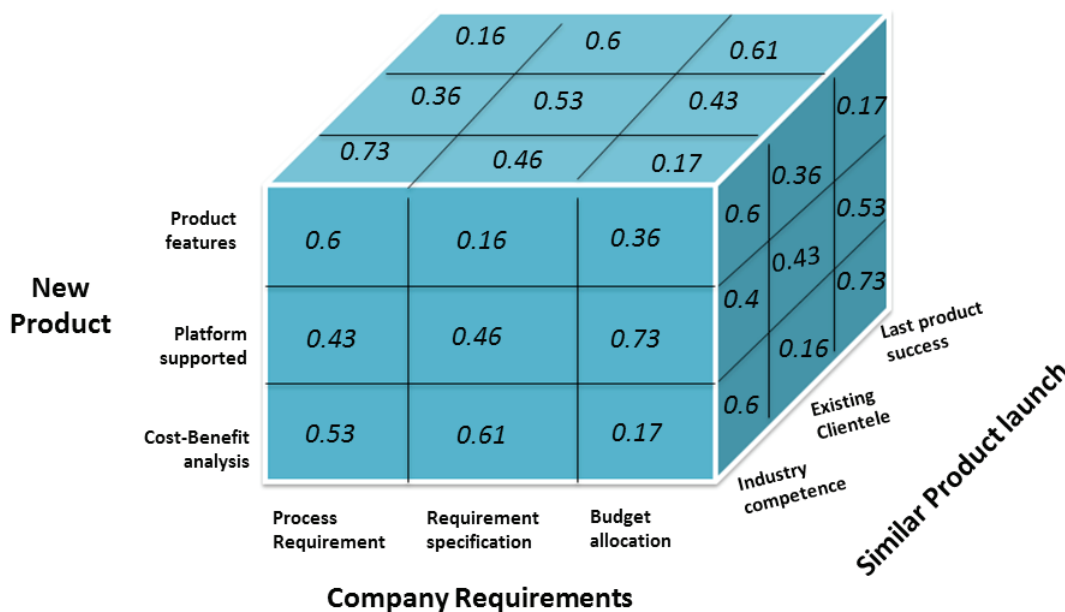
We are proposing a 3D decision cube which will give the probability of a new product purchase based on 3 parameters:

1. Company requirement
2. Product analysis
3. Similar products by the manufacturer

This decision model will give probabilistic score for each combination and will highlight the chances of acceptance or likelihood of new product or technology purchase.

**III: How to Use Social Media for Maximum gain for the B2B Marketers**

**PROBABILISTIC DECISION CUBE**



## A: LinkedIn for B2B Marketers

**LinkedIn is 277% more effective for lead generation than Facebook and Twitter.** Best place for B2B marketer. Of all the social networks used by the different companies LinkedIn provides the most natural transition into social media for many B2B organizations. That's because it's a social network made specifically for professionals! So to ease into this B2B social media program, it would be the best to start with the social network that has the most natural B2B applications.

- 1. Share presentation slides.** Most of the B2B companies already have tons of great content living in their various slide decks, and they don't have a lot of time to create new lead gen content. By uploading it in Linked it will act as a call-to-action in those slides, repurpose them as lead generation content, and sharing it can lead to high visibility. LinkedIn has a SlideShare app called SlideShare Presentations that let the user to import presentations easily from SlideShare account and share the content with LinkedIn members!
  - 2. Get more visibility for company's blog with an RSS feed.** Visitors to the company page should be greeted with quality content from the business, and LinkedIn makes it easy by letting provide an RSS of most recent company blog posts. It can be used to drive traffic back to the blog from LinkedIn!
  - 3. Promote new content with company status updates.** Company status update is a simple way to broadcast latest and greatest content -- but for some reason, so many companies are neglecting to leverage the functionality. Considering the example of **HubSpot**, they update their LinkedIn company status 4 times a day, each time publishing either a new blog post, or a lead generation offer. In that way **HubSpot** drive traffic to the website and generate leads.
- If company's blog runs on WordPress, LinkedIn has a **WordPress app** that automatically publishes the posts, what company publish on blog to its LinkedIn profile, and instantly notify all its LinkedIn network of the new post.)
- 4. Highlight products/services to a targeted audience.** LinkedIn provides dedicated tabs on company page on which company can promote its products and services. Company can take it a step further by creating different variations of the tabs and targeting them to its different buyer personas. That means it can adjust messaging and value proposition for each audience, then target based on information like company size, industry, geographic location, job function, and seniority level!
  - 5. Generate leads on products/services tab.** Apart from targeting, company can actually generate leads on its products/services tab by creating clickable banners (called the Product and Service Spotlight) to fill the space provided. Or if leads aren't its primary goal, get creative! Create a banner that promotes next event, or it could even work on generating more subscribers for company's blog.
  - 6. Email LinkedIn Group members.** Company can manage a group on LinkedIn -- perhaps if it is already established a group for the relevant industry then it can send an email to those group members promoting its latest marketing initiative. LinkedIn allows sending one email per week to your group.
  - 7. Keep company's blog fed using LinkedIn Answers.** LinkedIn Answers is a place for people to ask and answer questions, which provides for great thought leadership opportunity and lets the company network with industry influencers. Plus, company can promote its own content when answering others' questions, use the questions people commonly ask as topic fodder for its blog, and even identification of guest bloggers who can do some writing for the company is also important.

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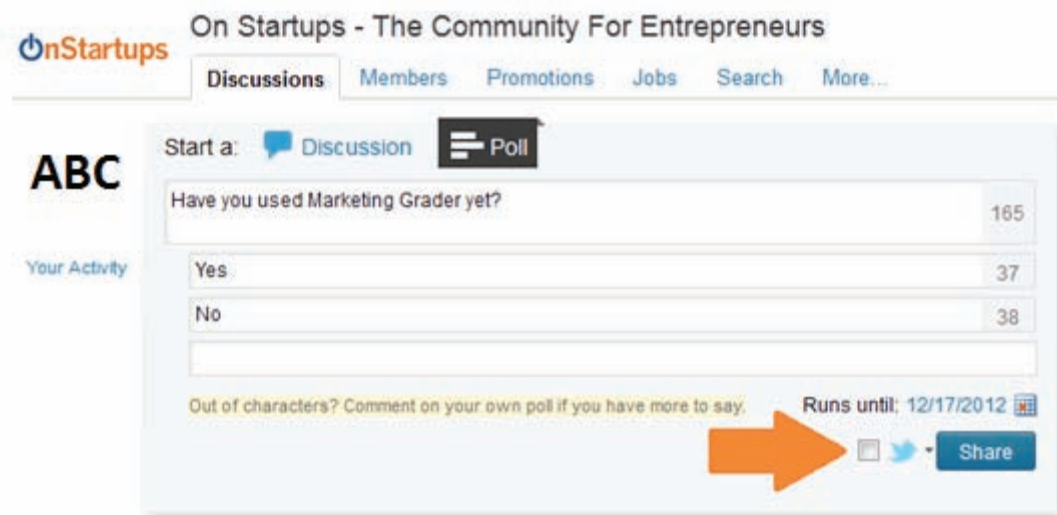
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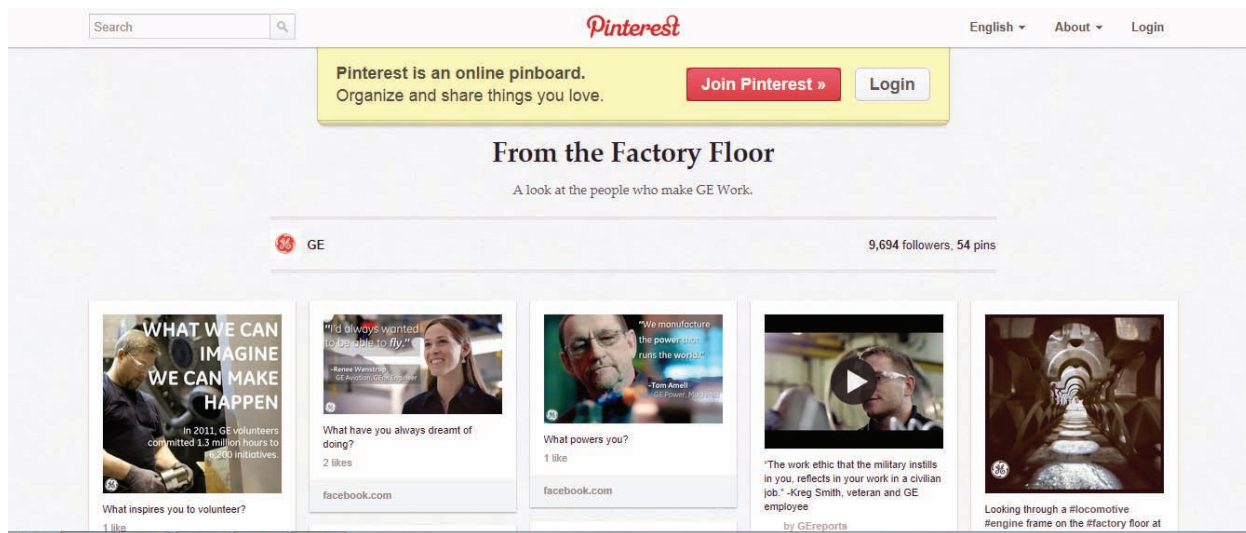


8. **Conduct market research using LinkedIn polls.** LinkedIn has a polling feature, which can be used in best way for market research. It gives only targeted audience for the research. *it's so insanely simple to use.*

It can even publish to Twitter. It can be posted in own LinkedIn group, or in another group for some seriously niche market research, provided they haven't restricted the functionality to admins only

### B: Pinterest for B2B Marketers

LinkedIn may be obvious for B2B marketers. But Pinterest is one of the fastest growing platform for B2B marketing. Such as pin pictures of puppies and wedding dresses can be feed to feed to it for company's marketing machine.



1. **Pin pictures of products of the company:** Pictures can influence a buyer 30% more than any other informative way of communication. GE has actually done a great job leveraging user-generated content with their "GEInspiredMe campaign" -- but they also have fun product-oriented boards like 'Badass Machines,' 'GE Garages,' and 'From the Factory Floor.' Showing their product in many different lights gives them the opportunity to gain market share with engineers, historians, and artists with their Pinterest boards, not all of whom would give two hoots about their brand in other circumstances.



- Pin infographics, data, and charts.** For the organization, which may not have any product but service also can create many virtual contents such as infographics, data visualizations, charts and graphs even industry cartoons also can create pin boards for them on Pinterest account. For example HubSpot’s ‘Marketing Infographics’ board on Pinterest. In



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addition to that “Pin it Button” in the website also give high visibility of Pinterest page to the viewers.

3. **Pin covers of printed books and eBooks:** Book publishing company does can pin the covers of those books to dedicated pinboards as well. Pinning written books, link the images to a page (like Amazon) on which a visitor could buy that book so you’re actually can generate revenue from this efforts.
4. **Drive traffic to your website.** Each pin can be backed to the company’s website
5. **Generate leads from pins.** Conversion from Pin to lead is important. Ultimate aim of any business is ROI. If the image, which was pinned doesn’t have a landing page associated with it, then “well-optimized calls-to-action” is essential to drive traffic to increase the likelihood that Pinterest traffic converts.

### C : Twitter for B2B Marketers

From purely subjective research, Twitter seems to be a bit of a polarizing entity. Some have sworn their sole allegiance to the tiny blue bird, while others think the stream is cluttered, unwieldy, and totally useless. But Twitter certainly has tremendous potential to enhance B2B marketing initiatives.

1. **Grow your reach.** Twitter is the easiest way to enhance “Grow your reach” at a high volume, To connect beyond of your reach, connections’ connections are important. It’s important because it gets more eyes on traffic and lead generating content, and gives more buzz. That’s right, the more people that share the content, the more authoritative Google believes your business! So follow others on Twitter. By doing this regularly, Company can expand your Twitter reach and get more eyes on the content that makes the marketing successful.
2. **Ask employees to tweet company’s content.** Instead of twitting alone for the company involve whole company as a whole including employees and other stake holders. This can take Twitter reach to the next level.
3. **Grow blog subscribers.** Tweeting about blog content on a regular basis, can increase the number of blog subscribers. Creating a dedicated landing page just for signing up blog subscribers, and use Twitter to publicize the landing page, ideally can increase the reach.
4. **Generate leads on Twitter, too!** Not only creating lead generating offers and links to the landing pages with calls-to-action, but also monitor for competitive and

industry search terms to find prospects that are looking for the solution in real time is capable to enhance the leads.

5. **Host a Twitter chat.** It helps to generate leads, grow the reach, interact with the community, and expand company’s thought leadership. Twitter chats are virtual meetings on Twitter, held together by a common #hashtag.
6. **Solve customer service issues in real time.** Even if companies don’t want them to do, people will use social media as an outlet to air their grievances. Company’s can either be proactive about engaging in that conversation, or let the Negative discussion control the conversation. Twitter is an ideal platform for this because it works in real time! Either set up a separate social media account dedicated to customer service, or simply monitor your Twitter account for problems that may arise, and quickly route them to the appropriate person for a resolution.
7. **Use hashtags to generate buzz around live events.** For hosting an event, use of #hashtags to communicate on Twitter with attendees can all engage in one conversation together. Not only it will be their networks, see the entire buzz around company’s event, but attendees will also be able to network, and Company will get real-time feedback from attendees about your event.

### D: YouTube for B2B Marketers

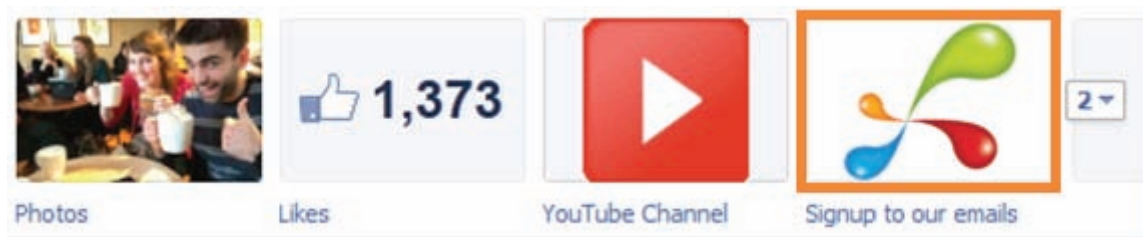
YouTube doesn’t always get a lot of air time in social media marketing discussions, perhaps because not all marketers are equipped with the ability to easily create high quality videos ... or perhaps because Companies feel like they have nothing to create a video *about*.

1. **Publish case studies.** You might have case study videos on your website and also creating a YouTube account for the company that features those videos, as well.
2. **Take product/Service tours.** Irrespective of business line product or service, company can also use a video to take prospects on a little tour that’s more engaging than simply reading some copy about what company creates. Just like your case study videos, upload that product/service to YouTube, and be sure to promote them via your other social media channels for maximum visibility.
3. **Create how-to videos.** For non product-oriented business, create how to maintain, how to use videos for the customer help.

- 4. Optimize your YouTube videos for search.** YouTube optimization is an essential part for any organization to target specific prospects.
- 5. And yes, you can generate leads on YouTube, too!** Lead generation potential on YouTube is huge, but it requires a little creativity. At the end of every video, a call-to-action and landing page URL can be included to direct visitors back to the website to redeem an offer germane to the subject of the video. Company can also include links to landing pages in the video description section on YouTube,

### E : Google+ for B2B Marketers

Mostly everyone have their account in Google+, who have any other social media account. But very few of them really use Google+.

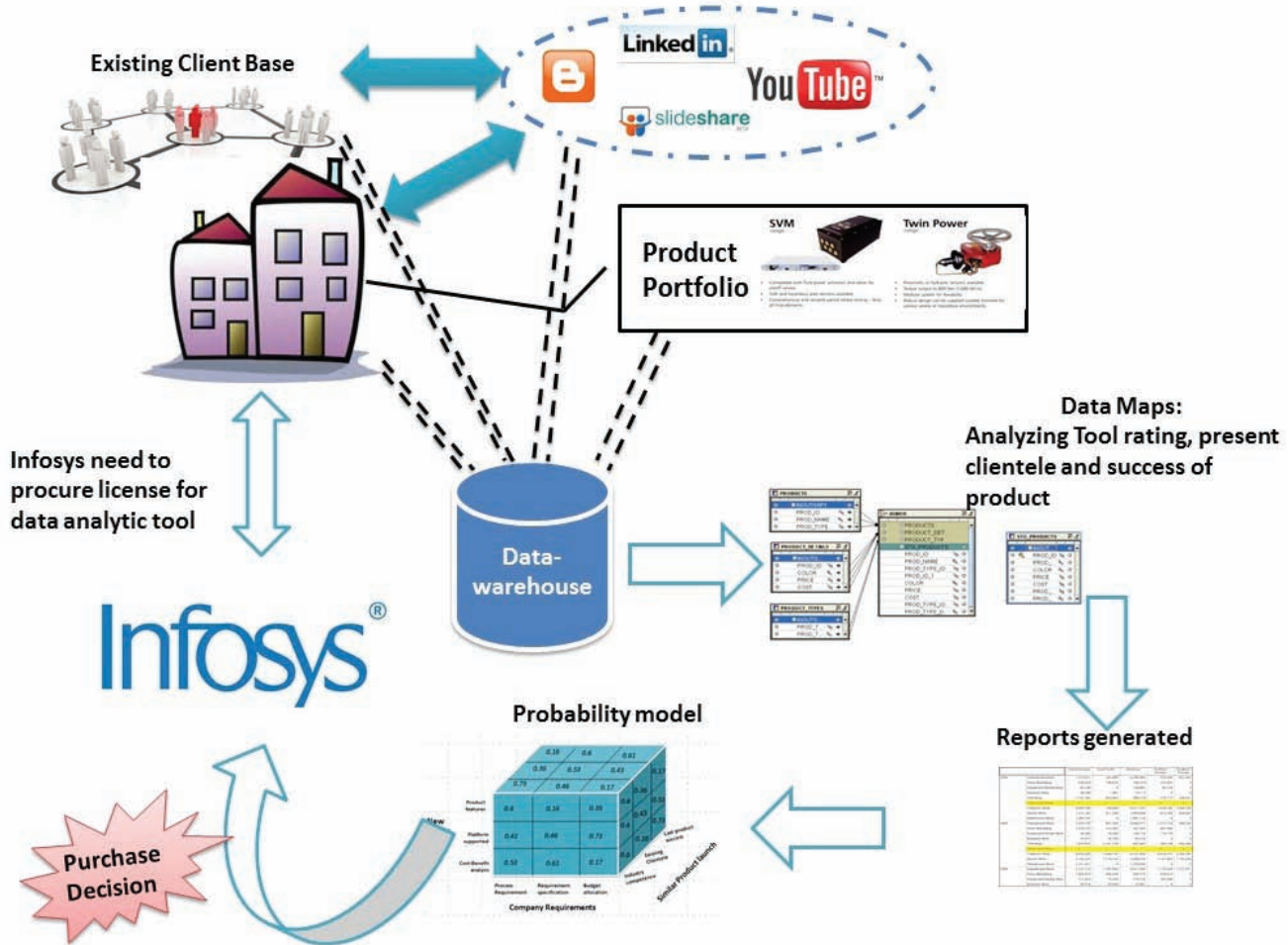


- 2. Optimize for lead generation with pins and stars.** When company does publish lead generation content to Timeline, they can get it even more visibility using pins and stars. Pins allow you to anchor one update to the top of the Timeline for up to 7 days, and stars have the effect of expanding the update so that it takes up more of the Timeline real estate, drawing more eyes to the lead generation offer.
  - 3. Build an industry community.** The B2B community is full of people trying to be better, faster, and stronger than their fellow employees, higher-ups, and industry competition. Establish Facebook page as the place to get the information that will help them do that creating an industry community. Publish educational content, publish new research (publish those fancy charts and graphs for Pinterest boards!), and pose provocative questions that will get audience thinking and talking.
  - 4. Use Facebook for networking.** B2B organizations often rely on in-person events like conferences and trade shows to network with the right people, and Facebook's location-based services can make even more successful in these endeavors.
  - 1. Live stream a Hangout!**
  - 2. Use Circles to target specific content.**
  - 3. Get your content more visibility in search.**
- Recommendation:** Not to spend much time on Google+, it will not add significant leads to the company.
- F: Facebook for B2B Marketers: No one can ignore it.**
- Facebook: the one that started it all! It was once just for college students, then it expanded to the rest of Generation Y, and now you can expect a friend request from your grandma. B2B marketers shouldn't be missing out on it!
- 1. Generate leads.** If you read the entirety of this post, you shouldn't be surprised that you can generate leads on Facebook, too. Company can publish links to lead gen offers to do it. But there's one method that's unique to Facebook is that Facebook Timeline rollout.
  - 5. Make use of Open Graph.** You know when you see an update that says, "Reliance Mobile planning to replace Anuska; Why?" in Times of India website and you are prompted to let an app access your profile before you can read the article. That's a result of "Open Graph", which has allowed third-party developers to create apps that show a user's engagement with the app on Facebook. Developing an app to get brand more visibility on Facebook, companies could create a customer testimonial app, a customer achievements app, a content library app to promote your amazing content, or even a free trial app to get customers using your product!
  - 6. Create Facebook coupons.** Testing coupons with ecommerce and brick-and-mortar businesses also can create more leads for the business.

### CASE SCENARIO

Let's have a look over a case where **Infosys** needs to procure a new Data Analytic tool licence:

The company will have a specific set of requirement, and skill set of workforce. The same set of requirement will be



present for other players in industry also.

At this point of time normally companies consider following aspects and follow below procedure:

- existing product licence companies having contract with Infosys.
- Tender/invoice notification
- Selection of solution provider company
- Procurement of licences

The points which company overlook are:

- Reviews of existing clientele in open forums
- Expertise of employees of other companies to work with same tool
- Their ease and experience regarding working with same tool.

Such information will be available over the social networking sites and blogs and other professional networks.

Thus with the information flow as represented in below diagram the probabilistic decision model will give the purchase probability of such new licences to Infosys.

### CONCLUSION

Web analytics with social media can boost the B2B Marketing for both product and service point of view. It can be used in various industries like Manufacturing, Information Technology or Medical service industry

It can also be used for different purposes in B2B business such as

- Integration of CRM to Social Media
- Collaboration/partnership with other companies
- Value co-creations using consumers responsive model

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