



# THE RISE OF SOCIAL MEDIA

Twitter Hashtag: #bta2012  
@mgperry  
@in2comm











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**WE HELP YOU GENERATE MORE QUALIFIED LEADS**

# Who is in2communications Inc

in2communications is a marketing communications agency specializing in inbound marketing services, social media, video, web design, SEO, social media/social enterprise tools & strategy.



**in2**  
COMMUNICATIONS INC.



# THE RISE OF SOCIAL MEDIA

1. Business **REALITY**
2. Business **TRANSFORMATION**
3. Business **VALIDATION**





# INDUSTRY CHALLENGES

- High rep turnover
- Declining hardware margins
- MPS customer awareness
- Limited marketing resources
- Inability to measure marketing ROI





**What's your  
MARKETING SPEND?**



**What's your  
WEBSITE ROI?**



**How are you using  
SOCIAL MEDIA?**





# Business REALITY

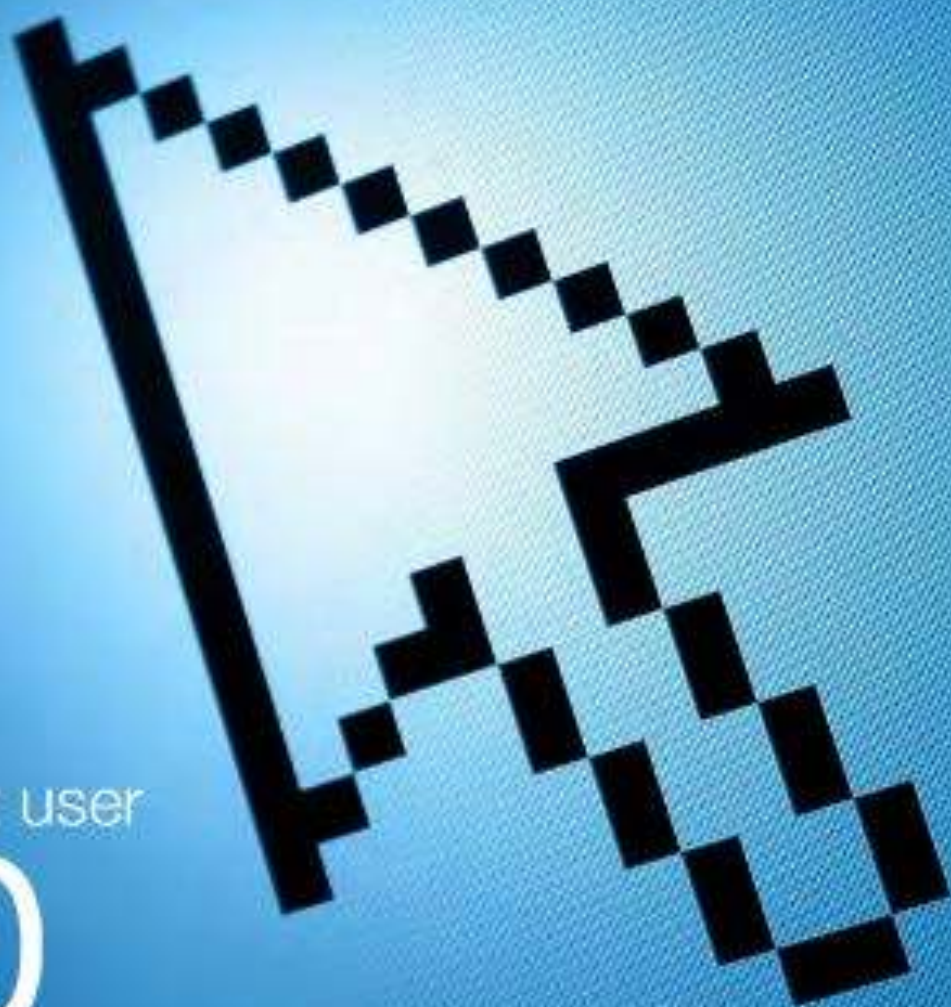


## Stats & Facts


The average US Internet user  
views

2,750

web pages **per month.**





A close-up, low-angle shot of a person's bare foot in the foreground, with the toes pointing towards the top right. In the background, a silver laptop with the Apple logo is open, and a person's face is partially visible behind it. The scene is set indoors, with a wooden chair and a patterned cushion visible in the background.

**1/3** of US consumers spend  
**three or more hours**  
online every day.



## Post A Comment

NAME: (REQUIRED)

EMAIL: (REQUIRED, NOT PUBLISHED)

WEBSITE:

YOUR COMMENT:

# 24%

of adults have posted comments  
or reviews online about the things  
they buy.

No commercial advertisements or trolling/asshatting  
allowed. Love your neighbor by using valid and  
semantic XHTML like <em> instead of <i> and  
<strong> instead of <b> por favor.

Post A Comment



**9 out of 10** Internet users visited  
a social networking site each month in 2010.



78%

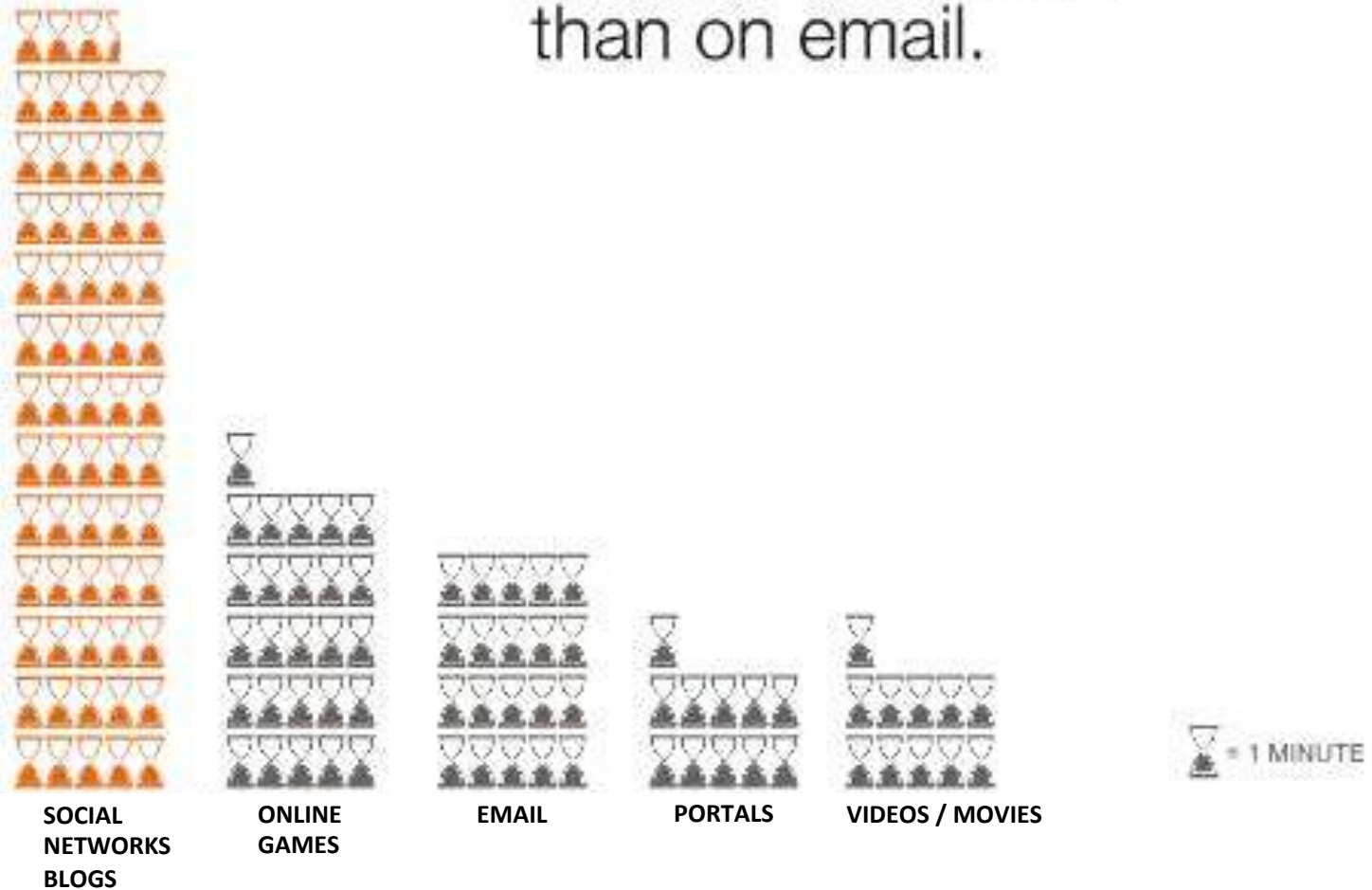
of Internet users conduct product research online.






**More than half**  
of all Internet users  
read blogs at least monthly.

US Internet users spend  
**3x more** minutes on blogs  
& social networks  
than on email.



SOURCE: THE NELSON COMPANY, NOVEMBER 2010





Twitter's active  
user base generates

**250 Million**  
tweets **per day.**




# Business TRANSFORMATION



How is Social Media influencing business?

# **BUYER 2.0**

- 
- Online
  - Knowledgeable
  - Demanding
  - Time constrained
  - Does extensive research online before engaging with a vendor
  - Reads online reviews, blogs and engages in social media to validate product and services buying decisions

# The Power Has Shifted

1950 - 2000



2000 - 2050





# Outbound Marketing

## Advertising




## Direct Marketing





# 200 Million

Americans have registered on the Federal Trade Commission's "Do Not Call" list.

A black and white photograph of a hand held palm-up. The word "BYE" is written in large, bold, capital letters across the palm. The fingers are spread, and a person's face is visible through the gaps between the fingers, looking directly at the camera. The background is dark and out of focus.

84% of 25-34 year-olds have left  
a favorite website because of  
**intrusive or irrelevant** advertising.



# Press Releases May/May Not Influence Customers

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## Update on Gulf of Mexico Oil Spill

Release date: 04 September 2010

BP today provided an update on oil well incident in the Gulf of Mexico and approval of the National Incident Command System leadership and direction of the

### Subsea Source Control

The MC252 well has been shut-in, cementing operations on the well performed which indicated there

A number of operations have been performed by the drilling rig to be in a position to block the 252 well annulus.

- The capping stack on top of the well (BOP) was raised on September 2 at 4:25 p.m.
- The DWH BOP was successfully

[Store](#)[Mac](#)[iPod](#)[iPhone](#)[iPad](#)[iTunes](#)[Support](#)

## iPad 2 ARRIVES TOMORROW

CUPERTINO, California—March 10, 2011—Apple® today announced that iPad™ 2, the next generation of its magical device for browsing the web, reading and sending email, enjoying photos, watching videos, listening to music, playing games, reading ebooks and much more, will be available tomorrow at 5 p.m. local time at all 236 Apple retail stores in the US and through the Apple Store® ([www.apple.com](http://www.apple.com)) beginning at 1 a.m. PT. Every customer who buys an iPad 2 at an Apple retail store will be offered free Personal Setup service, helping them customize their iPad 2 by setting up email, loading new apps from the App Store™ and more, so they'll be up and running with their new iPad 2 before they leave the store. iPad 2 will also be available beginning at 5 p.m. local time at AT&T, Best Buy, Target, Verizon Wireless, Walmart and select Apple Authorized Resellers.

iPad 2 features an entirely new design that is 33 percent thinner and up to 15 percent lighter than the original iPad, while maintaining the same stunning 9.7-inch LED-backlit LCD screen. iPad 2 features Apple's new dual-core A5 processor for blazing fast performance and stunning graphics and now includes two cameras, a front-facing VGA camera for FaceTime® and Photo Booth®, and a rear-facing camera that captures 720p HD video, bringing the innovative FaceTime feature to iPad users for the first time. Though it is thinner, lighter, faster and packed with new features, iPad 2 still delivers up to 10 hours of battery life\* that users have come to expect. iPad 2 is available in black or white, features models that run on AT&T's and Verizon's 3G networks, and introduces the innovative iPad 2 Smart Cover in a range of vibrant polyurethane and rich leather colors.

### Pricing & Availability

iPad 2 with Wi-Fi will be available in the US on March 11 for a suggested retail price of \$499 for the 16GB model, \$599 for the 32GB model, \$699 for the 64GB model. iPad 2 with Wi-Fi + 3G will be available for a suggested retail price of \$629 for the 16GB model, \$729 for the 32GB model and \$829 for the 64GB model. iPad 2 with Wi-Fi + 3G compatible with the Verizon network will be available in the US only for a suggested retail price of \$629 for the 16GB model, \$729 for the 32GB model and \$829 for the 64GB model.

iMovie® and GarageBand® for iPad apps are available today for \$4.99 each from the App Store on iPad or [www.itunes.com/appstore](http://www.itunes.com/appstore). The Smart Cover is available in a range of colors in vibrant polyurethane for \$39 or rich leather for \$69.

iPad 2 will be available in Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Japan, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland and the UK on March 25; and in many more countries around the world in the coming months. Further international availability and pricing will be announced at a later date.

# Rethinking Marketing Activities

## Outbound Marketing

- Telemarketing
- Trade shows
- Direct mail
- Email blasts
- Print ads
- TV/radio ads

## Interruption



## Inbound Marketing

- SEO / SEM
- Blogging
- Social Media
- RSS
- Free tools / trials
- PR / Buzz

## Permission



# The Inbound Marketing Components

## Blog

TechCrunch



You Tube

Technorati™

## SEO

Google™

bing™

YAHOO!®

.com

## Social Media

facebook

twitter

Linked in

 delicious  
social bookmarking

digg



Inbound marketing costs **62% less**  
per lead than traditional, outbound marketing.

AVG COST / LEAD: \$373



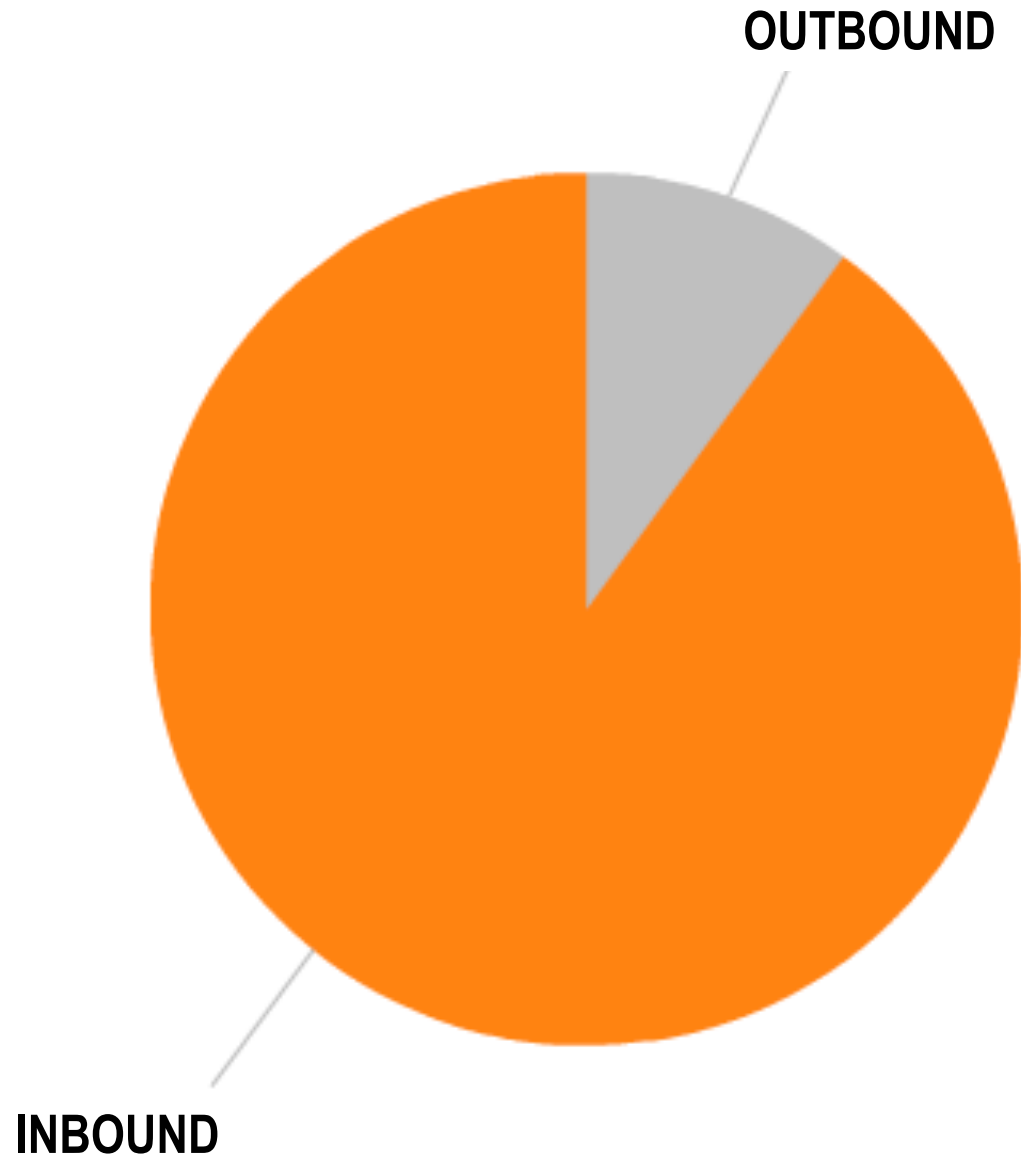
**OUTBOUND**

AVG COST / LEAD: \$143



**INBOUND**

This  
is  
your  
new  
marketing  
mix.



This is your new business card.

Google

Advanced Search  
Language Tools

Google Search

I'm Feeling Lucky

Resources related to the crisis in Japan and ways to help

[Advertising Programs](#) [Business Solutions](#) [About Google](#)

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# Business VALIDATION



How are companies leveraging Social Media?



***“70% of consumers perform online searches before buying products and services”***

**Gartner**® 2010

# Keywords your Prospects are Searching







Managed Print Services

Google Search

I'm Feeling Lucky



# Keyword Search Activity

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
what is managed print services		12,100	5,400
managed print service		9,900	4,400
manage print services		480	170
managed print services definition		110	58
managed print		18,100	6,600
managed printing services		8,100	2,900
managed print services rfp		170	170
what is managed services		165,000	74,000
managed print services software		91	46
mps managed print services		210	58
managed print solutions		720	210
printing services		368,000	165,000
print managed services		12,100	5,400
managed print services chicago		28	28
print services		368,000	165,000
printing service		246,000	135,000
managed print services association		170	140
managed print services companies		170	110
managed it services		165,000	74,000
managed services		165,000	74,000
managed service provider		14,800	8,100
3d printing service		5,400	2,900
it managed services		165,000	74,000
managed print services pricing		28	22
managed print services jobs		170	91
rfp managed print service		170	140
managed service providers		14,800	8,100
print management services		2,900	1,000

# Keyword Search Activity

Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
★ mps		2,740,000	450,000
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
★ managed print services		12,100	5,400
Keyword	Competition	Global Monthly Searches ?	Local Monthly Searches ?
★ what is managed print services		12,100	5,400
★ managed print service		9,900	4,400
★ manage print services		480	170
★ managed print services definition		110	58
★ managed print		18,100	6,600
★ managed printing services		8,100	2,900
★ managed print services rfp		170	170
★ what is managed services		165,000	74,000
★ managed print services software		91	46
★ mps managed print services		210	58
★ managed print solutions		720	210
★ printing services		368,000	165,000
★ print managed services		12,100	5,400
★ managed print services chicago		28	28
★ print services		368,000	165,000
★ printing service		246,000	135,000
★ managed print services association		170	140
★ managed print services companies		170	110
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★ managed services		165,000	74,000
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★ 3d printing service		5,400	2,900
★ it managed services		165,000	74,000
★ managed print services pricing		28	22
★ managed print services jobs		170	91
★ rfp managed print service		170	140
★ managed service providers		14,800	8,100
★ print management services		2,900	1,000

# The Inbound Marketing Methodology

Your website should be considered a 24/7 sales and lead generating machine



## **GET FOUND**

**SEO, Blog, Social Media,  
Content Creation**

## **CONVERT**

**Landing Pages, Lead  
Nurturing &  
Intelligence**

## **ANALYZE**

**Marketing  
Analytics**





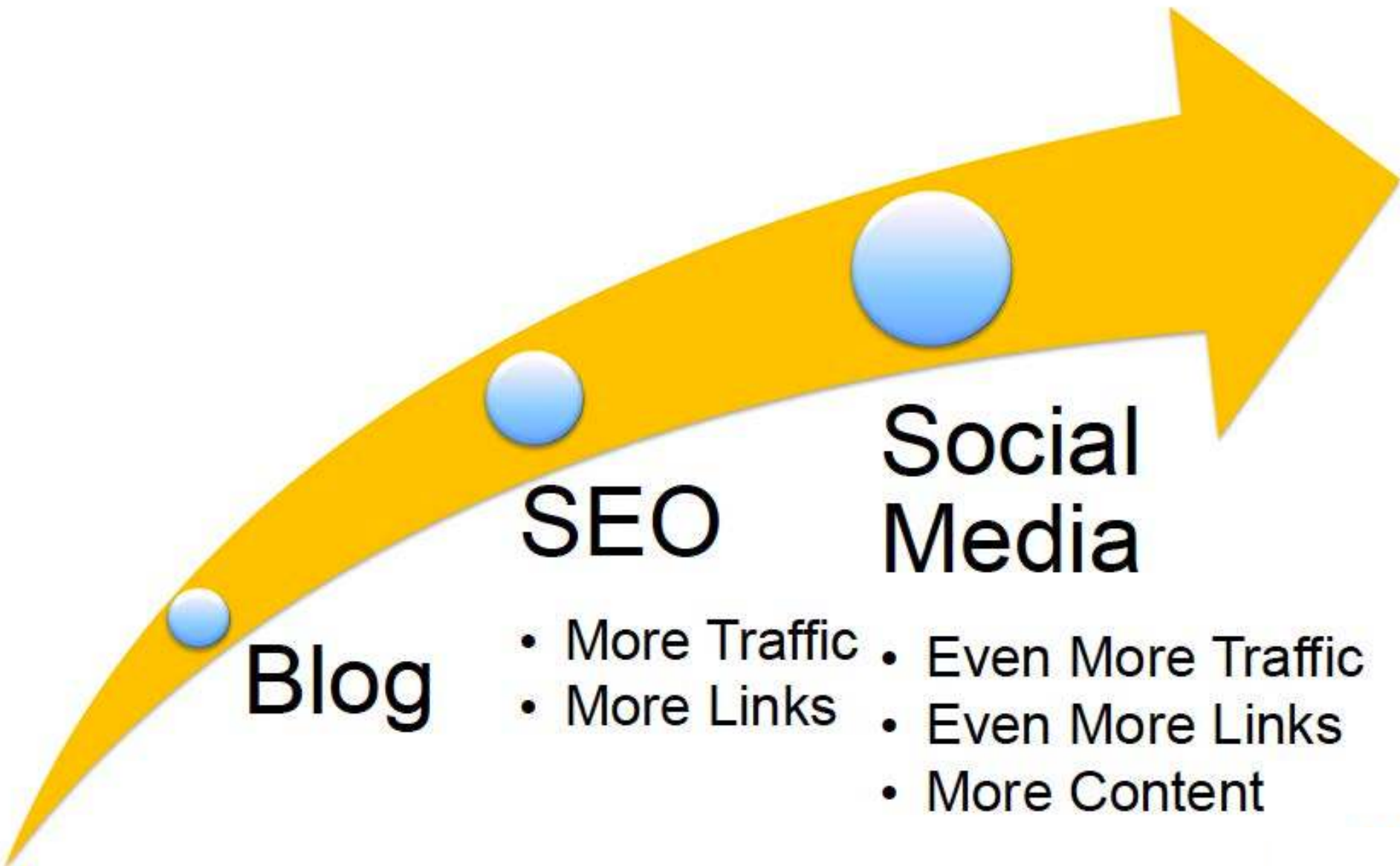
Companies that blog get  
**55% more**  
website visitors.

# Creating and Publishing Content

- Focus on customer needs
- Identify behavior in early stages of the buying process
- Develop a messaging strategy



# Exponential Effects







EDUCATE  
THROUGH  
CONTENT

# Elements of Inbound Marketing

## Website

- SEO Optimized Website
- Calls to Action (CTAs)
- Landing Pages
- Keywords

## Social Media

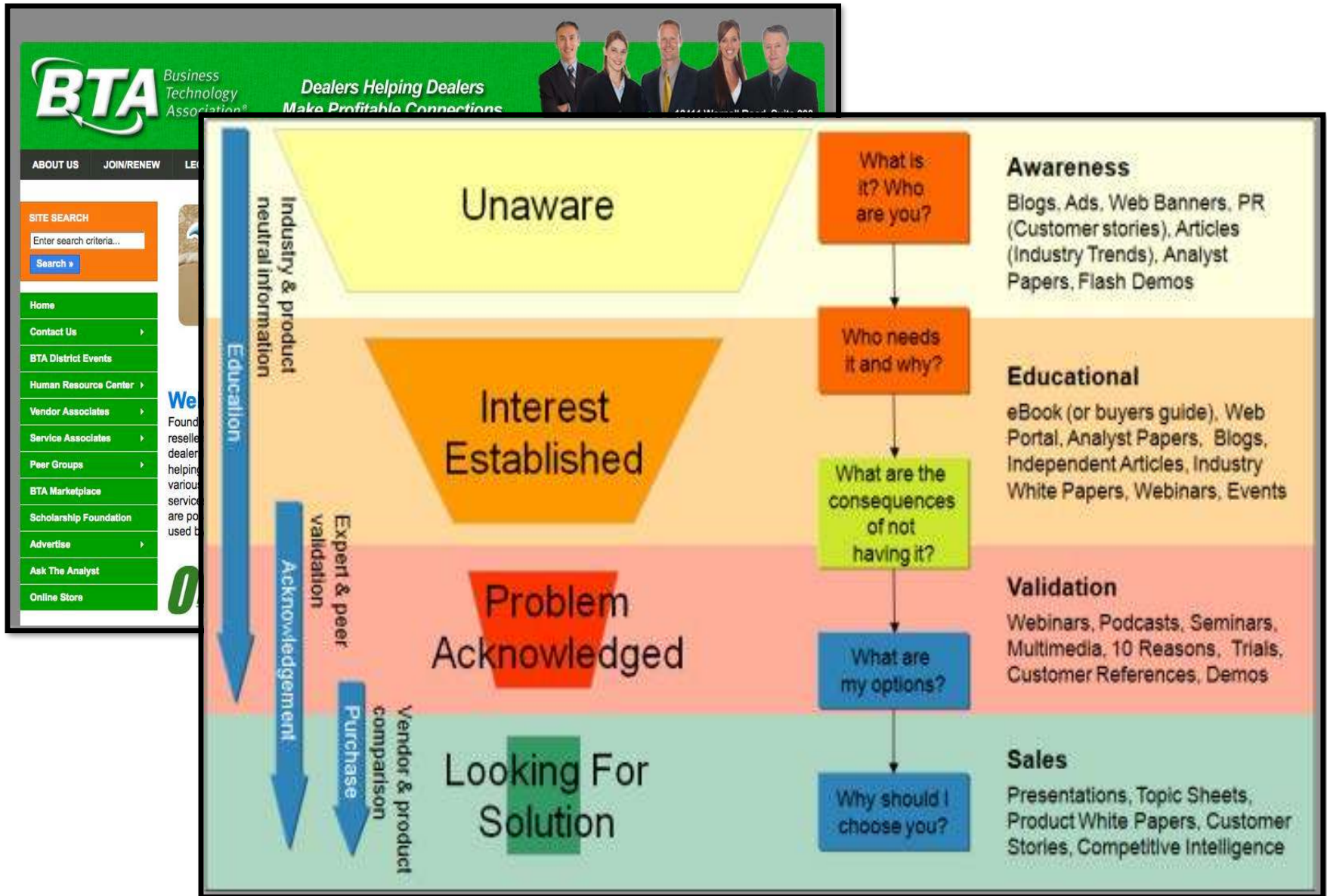
- Twitter
- Facebook
- Blogging
- Google+
- LinkedIn

## Great Content

- Blogging
- Whitepapers
- E-books
- Videos
- Lead nurturing
- E-mail campaigns



# The Online Sales Funnel and Buyer Decision Making Cycle + Great Content







A photograph of a rural road junction. A paved road enters from the bottom center and splits into two paths. The path on the left is labeled 'OUTBOUND' and leads towards a green field. The path on the right is labeled 'INBOUND' and leads towards a green field. In the background, there are several large, leafy trees and a line of trees under a cloudy sky. The road is flanked by grass and some dry vegetation.

**OUTBOUND**

**INBOUND**



# Thank You !



**IN<sup>2</sup>**  
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Please ask for your copy of this presentation.





**Q & A**