

The CMO's Guide To The 2015 Social Landscape

Today's marketers are tasked with influencing more of the buyer's journey than ever before. That's why social media must be considered within a framework that mirrors the overall customer experience. From initial brand awareness, to influencing the hidden sales cycle, to enabling social selling, to maximizing post-sale customer service, social media plays an important role at each stage.

TOP-OF-FUNNEL AWARENESS

STATE OF SOCIAL MEDIA

Hidden Sales Cycle

Prospects are using social media to self-educate and guide their discovery and evaluation process.

Awareness + Branding

Social channels are a conduit to position your brand as an authority and thought leader.

SOCIAL SELLING

Be Wherever They Are

Customers and prospects are communicating on social networks; you need to be there, too. In fact, 71% of Best-in-Class firms consider this a top concern. [Read Report](#)

Social Participation

Providing subject-matter expertise on social sites can be an effective way to build credibility with prospective customers.

SOCIAL CUSTOMER CARE

Social Channels Of Influence

Customers can easily communicate with other buyers to learn from mutual experiences interacting with specific businesses. This is, ultimately, influencing their purchase and loyalty decisions.

Loyalty Is Earned

Customers expect real-time, immediate responses to their social complaints and inquiries. Are you prepared?

RISING TRENDS

Multichannel Strategy

70% of marketers are using seven channels to target customers in cross-channel campaigns.

Mobile Drives Social Adoption

As of January 2014, 74% of online adults are using social networking sites. This is being largely driven by mobile. [Read Report](#)

Leaders Are Taking Advantage

Best-in-Class companies see 230% more marketing-generated leads acquired through social media marketing, an indicator that social as a lead source is attainable.

Social Leads For Sales

Social media marketers increased marketing's contribution to sales-forecasted pipelines 20 times faster than did nonusers. [Read Report](#)

Benefits Of Social Selling

Users of social selling are 30% more likely to see total team attainment of their sales quotas than were others (64% vs. 49% sales quota attainment).

Know Who's Who

Best-in-Class companies are more than three times as likely as Laggards (70% vs. 21%) to support their sellers by identifying social influencers. [Read Report](#)

Social Customer Care Is Here

The adoption of social customer care has grown more than fourfold between 2010 and 2014. [Read Report](#)

And It's Having A Major Impact

Companies whose customer-care reps use social see a 6.7% YoY increase in average revenue per customer vs. a 12.1% decline for those that don't use social. [Read Report](#)

Tools For Success

Best-in-Class companies are 21% more likely to use social media monitoring tools than All Others. [Read Report](#)

KEY STRATEGIES

Measure. Integrate data from social with existing marketing channels, processes, and systems.

Listen. Identify the right social media channels for your audience.

Content. Arm sellers with tools to collaborate, listen, and contribute to the world of user-generated content.

Teach. Educate sales staff on the use of external and internal social media tools.

Share. Best-in-Class customer-care organizations are 60% more likely than All Others to share the insights they glean through analysis of social content with other departments, such as sales and marketing. [Read Report](#)

Social Tools You Can Use

If your brand is not represented on at least a few of the major social sites below, it's time to get moving. Consider all five for your social mix; your competition is already there.



Instagram – This mobile photo- and video-sharing social networking service enables its users to take pictures and videos, and share them on a variety of social networking platforms, such as Facebook, Twitter, Tumblr, and Flickr. With over 300 million users and a strong mobile presence, Instagram has the unique opportunity to visually showcase a business brand to help users establish an affinity for the brand.

www.instagram.com



Facebook – With more than 1.3 billion users, Facebook is the juggernaut of social sites, allowing users and businesses to create profile pages that others can like and follow. Facebook offers advertising and sponsored posts that are driven by algorithms based on users behaviors. www.facebook.com



LinkedIn – The go-to B2B social networking property has grown to more than 300 million users since its launch in 2003. LinkedIn groups and business pages provide opportunities to showcase companies, and paid advertising options include targeted ads and sponsored content.

www.linkedin.com



Twitter – The 140-character microblogging platform moves quickly, so marketers have become adept at keeping up by using applications that help track and plan tweets. The effort is worthwhile: Twitter has been increasingly influential at driving traffic for brands. Advertising options include sponsored tweets. Twitter also is a helpful tool for SEO and customer communication. www.twitter.com



Pinterest – The newest kid on the block among this selection, Pinterest offers users the ability to collect and share photos and information from around the Web as “pins” organized on user-created boards. Businesses can create pages as a virtual storefront to introduce products and draw attention. www.pinterest.com

Any marketer with global aspirations will want to consider a social media strategy that includes non-U.S. platforms. The Asia Pacific region, for example, is home to several popular social sites. Of note, some governments prevent their citizens from using Western social sites, which makes it all the more important to know where your future global audience is spending their time.



WeChat – Created by software developer Tencent, WeChat is a free mobile text and voice-messaging communication service with more than 438 million active users, primarily in China. The platform is monetized with its in-app e-commerce and services. Brands can advertise in a number of ways: by sending targeted material, placing QR codes in high-traffic areas, or leveraging location services to send targeted offers to nearby users. www.wechat.com



Qzone – A sister company of WeChat, Qzone was launched in 2005 as a Chinese blogging platform with similarities to Facebook. With roughly 650 million users, Qzone is a full-service social platform with fan pages for brands to build a following across the vast Qzone audience.

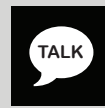
Qzone.qq.com



VK – Russian social media platform VK has more than 80 million active users and is likely the largest social platform that isn't part of one of the big Chinese groups. VK offers targeted ads that appear in a user's personal feed, as well as “post-paid” marketplace advertising that appears as posts in VK groups. www.vk.com



Plurk – Founded in Canada, Plurk has been based in Taiwan since 2013. While about a third of its users are Taiwanese, the fledgling company is seeing good growth in Indonesia, India, and Japan. Plurk offers banner advertising. www.plurk.com



KakaoTalk – Targeted at Southeast Asia and used by more than 60% of South Korea's population, KakaoTalk's platform is focused on messaging and chat, as well as mobile gaming and photo sharing. Its proprietary advertising system, “Plus Friend,” allows users to like brands, thus channeling advertising content directly into their personal messages. www.kakao.com



Line – Similar to KakaoTalk, Line's advertising is user-selected and sent directly in personal messages. Given that at least 60% of all Japanese women in their 20s and 30s are active users, Line has proved popular with brands that are trying to reach the Japanese female audience.

line.me/en/