

SOCIÁLNÍ MÉDIA

V B2B





KAM SE HRABE BILLBOARD

Srovnání ceníkové hodnoty reklamního prostoru v letech 2011 a 2012				
Mediatyp	2011	2012	Nárůst / Pokles	
TV	29 162 933 000 Kč	30 126 262 000 Kč	3 %	↑
Tisk	19 507 934 000 Kč	17 604 300 000 Kč	-10 %	↓
Internet*	4 168 781 000 Kč	5 436 436 000 Kč	30 %	↑
OOH	4 107 591 000 Kč	4 056 608 000 Kč	-1 %	↓
Rádio**	1 122 994 000 Kč	989 663 000 Kč	-12 %	↓

WWW.SPIR.CZ

SPECIÁLNÍ ZÁKAZNÍK?



BUDOUNOST 2010



8 Z 10 KORPORACÍ DOPORUČUJE DIGITAL

TOP 10 MOST EFFECTIVE MEDIA CHANNELS

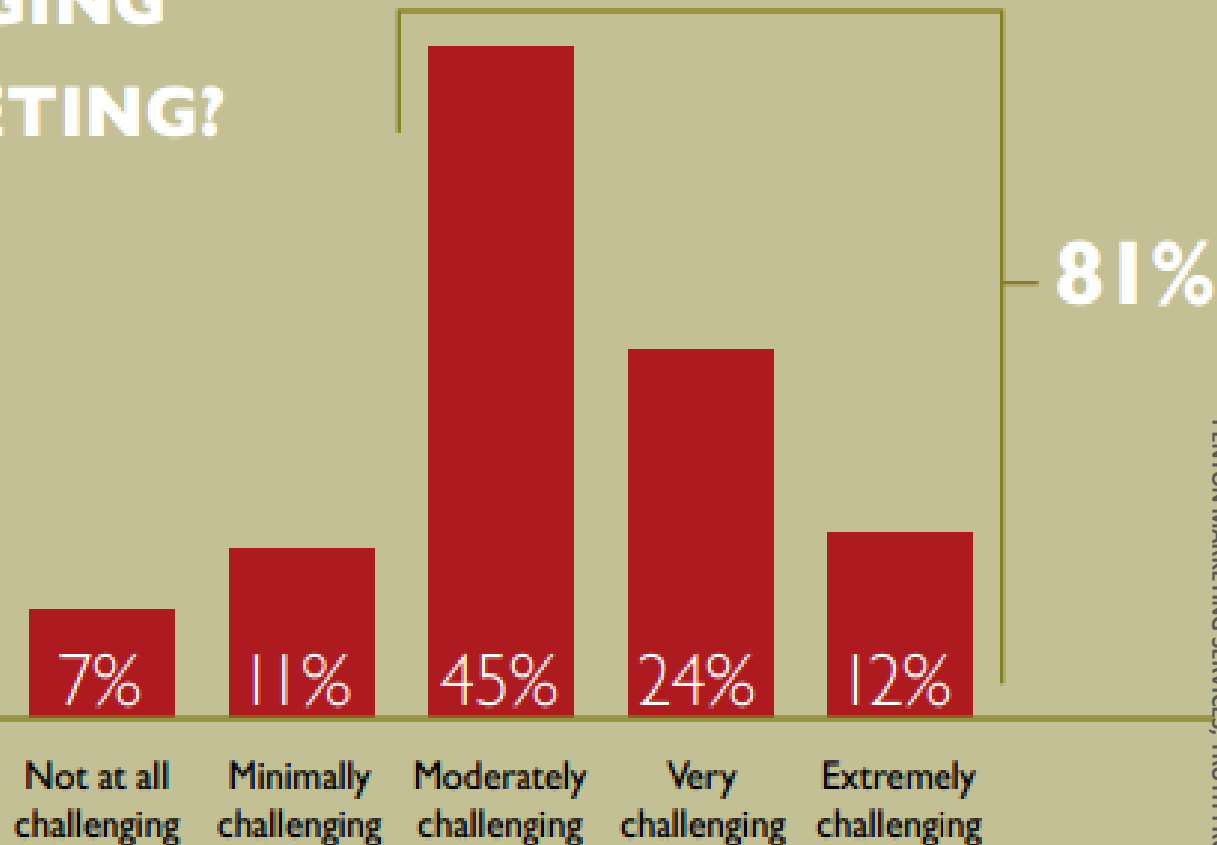


8

out of the top 10 most effective marketing channels are digital.

OČEKÁVÁNÍ VS. NEDŮVĚRA

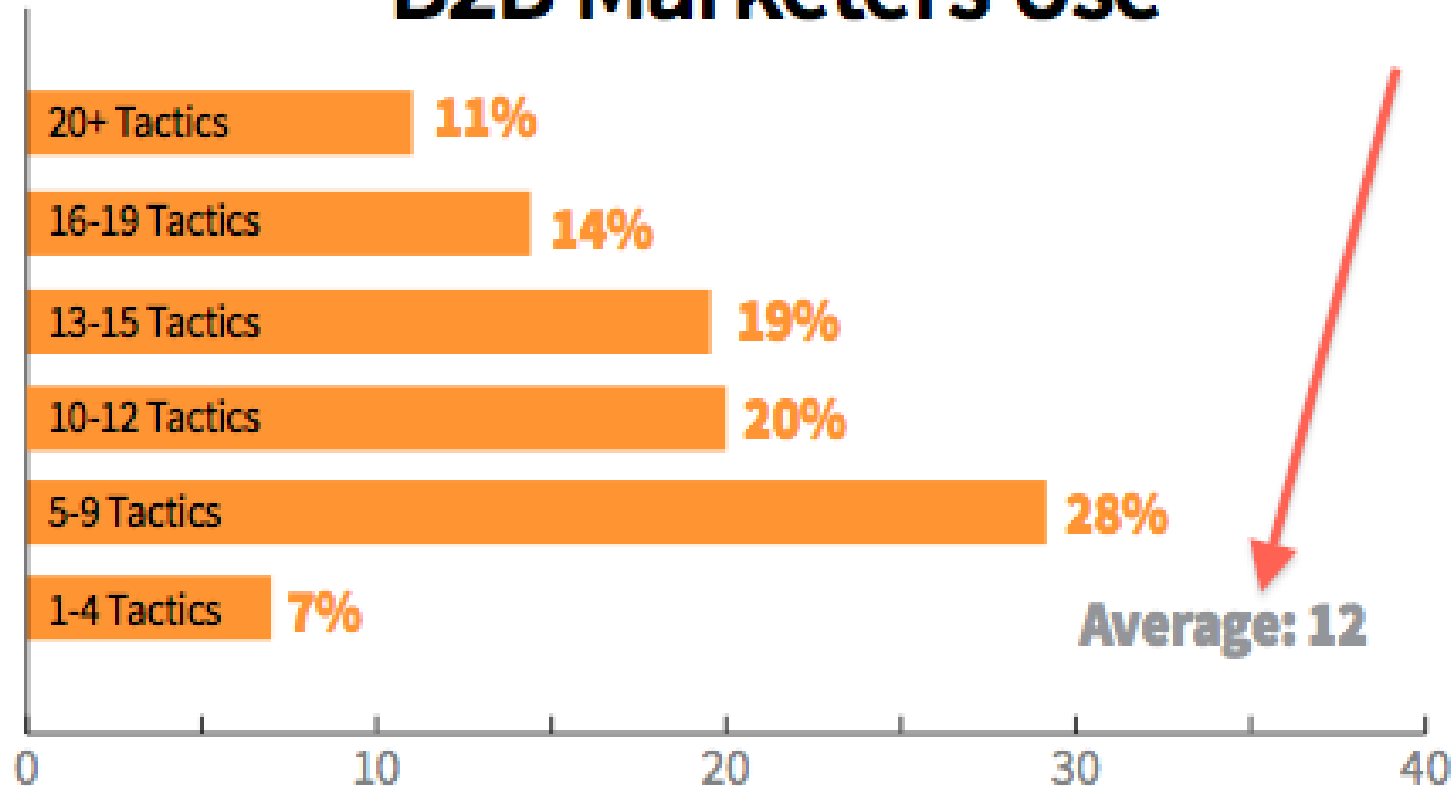
HOW **CHALLENGING**
DO YOU FIND
ONLINE MARKETING?



PENTON MARKETING SERVICES, TRUTH FROM THE TRENCHES

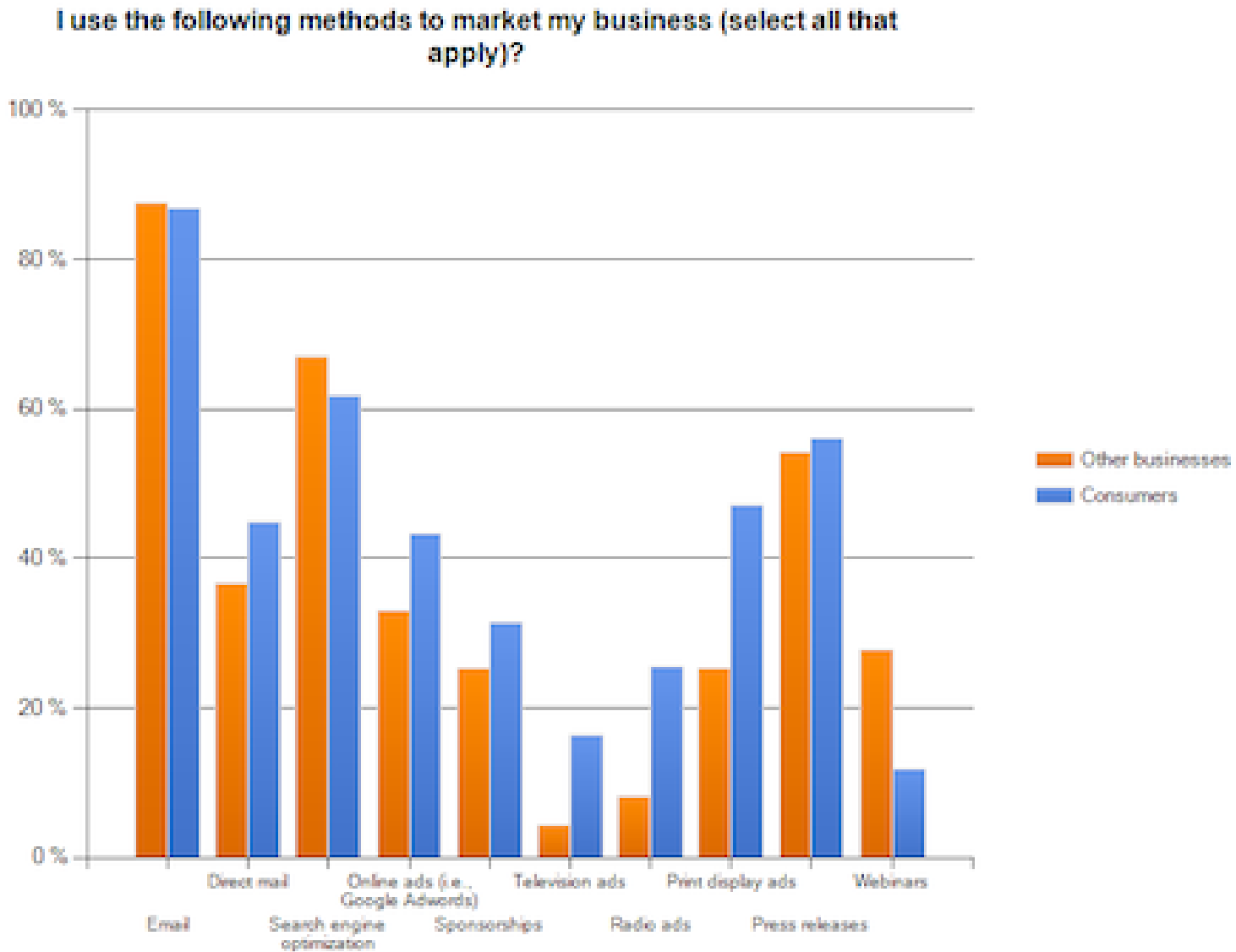
CO DĚLAT?

Average Number of Tactics B2B Marketers Use

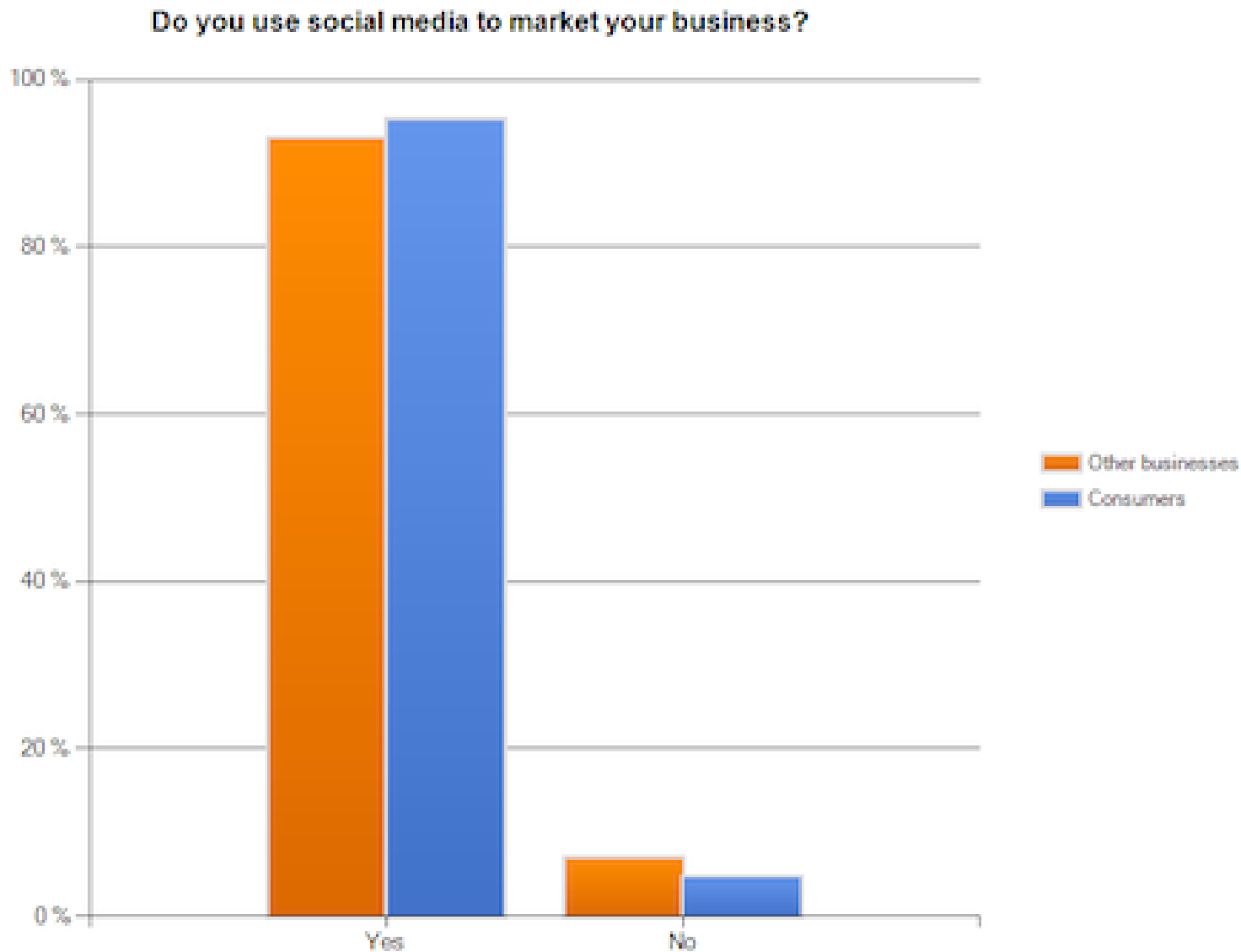


2013 B2B Content Marketing Benchmarks–North America: CMI/MarketingProfs

NÁSTROJE B2B VS B2C



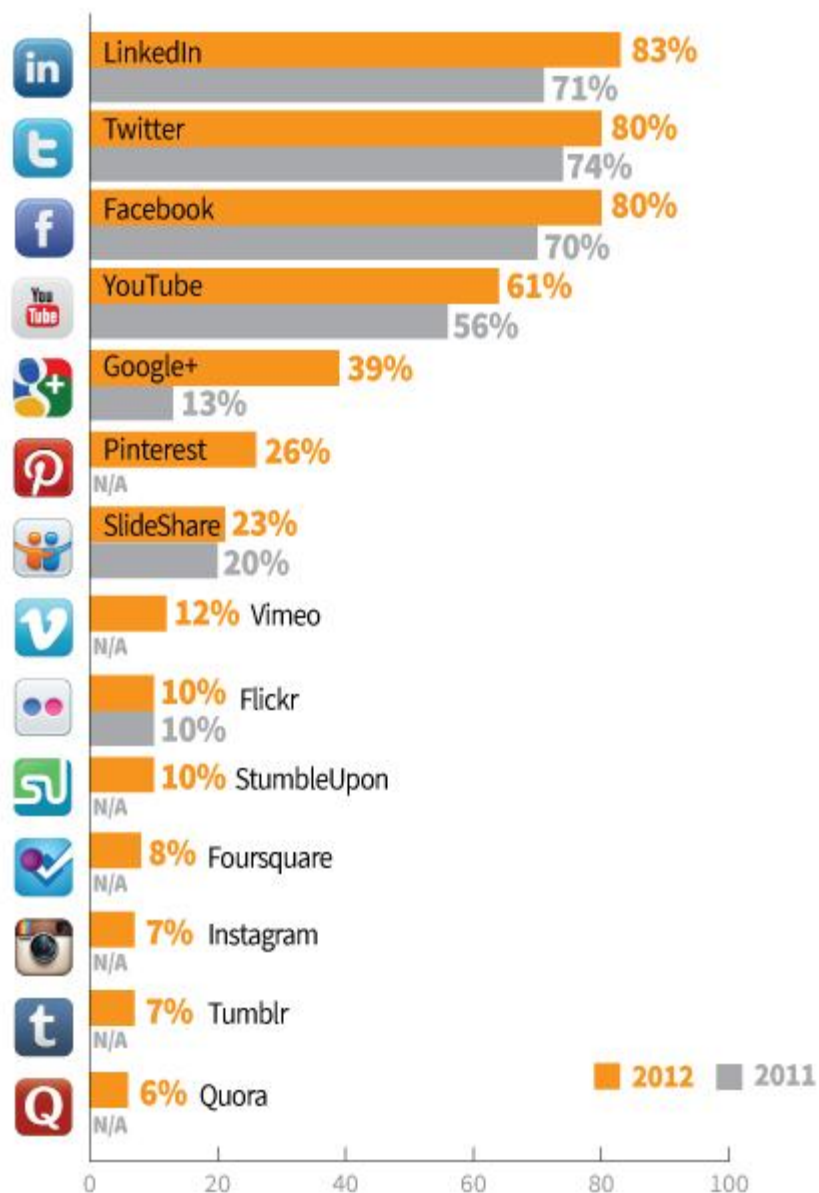
JAK SI STOJÍ B2B NA SOCIÁLNÍCH SÍTÍCH?



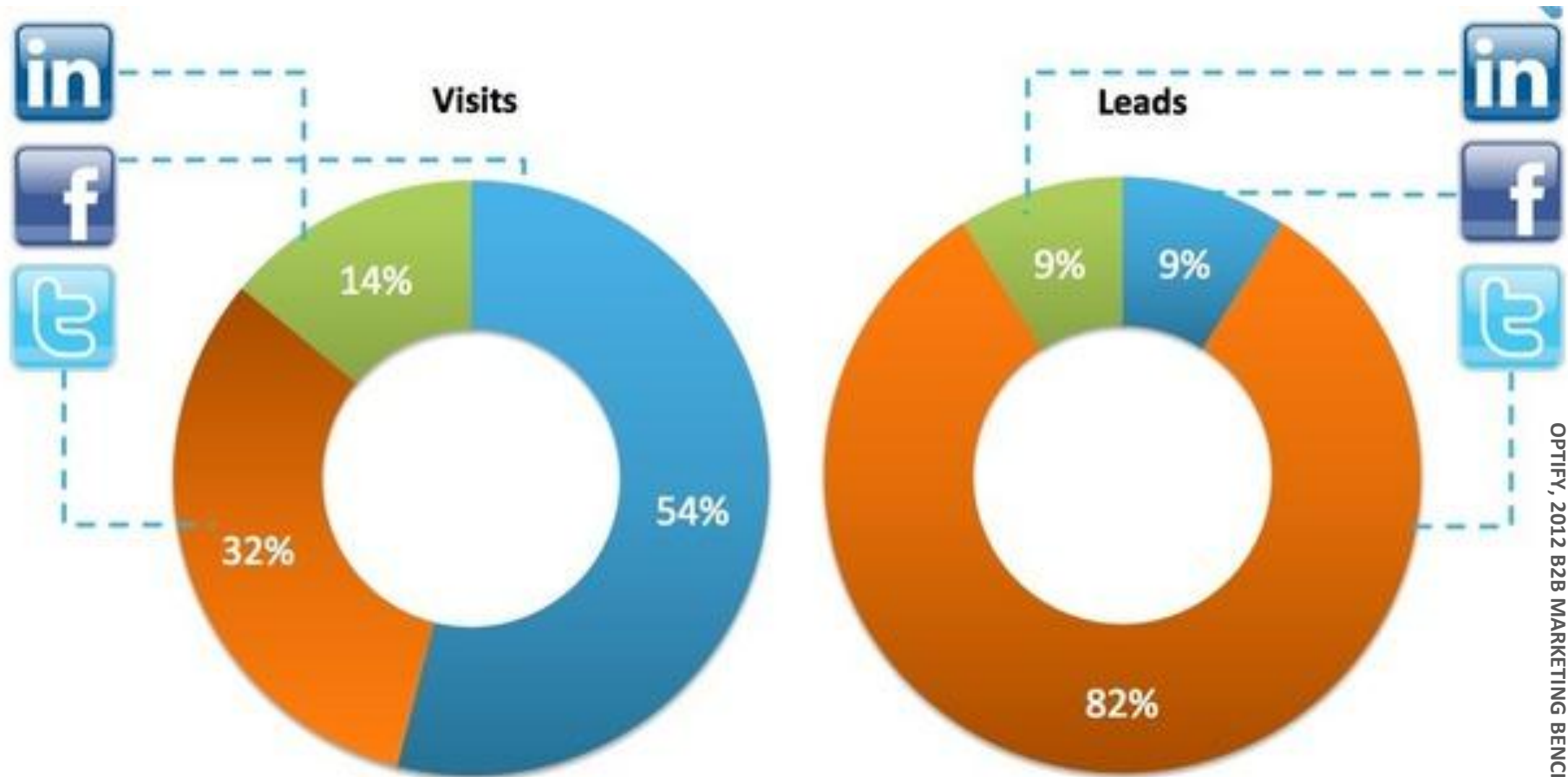
Víc než 56 % B2B marketérů
uvádí, že získali nová obchodní
partnerství díky sociálním
médiím.

V B2C jen 45 %.

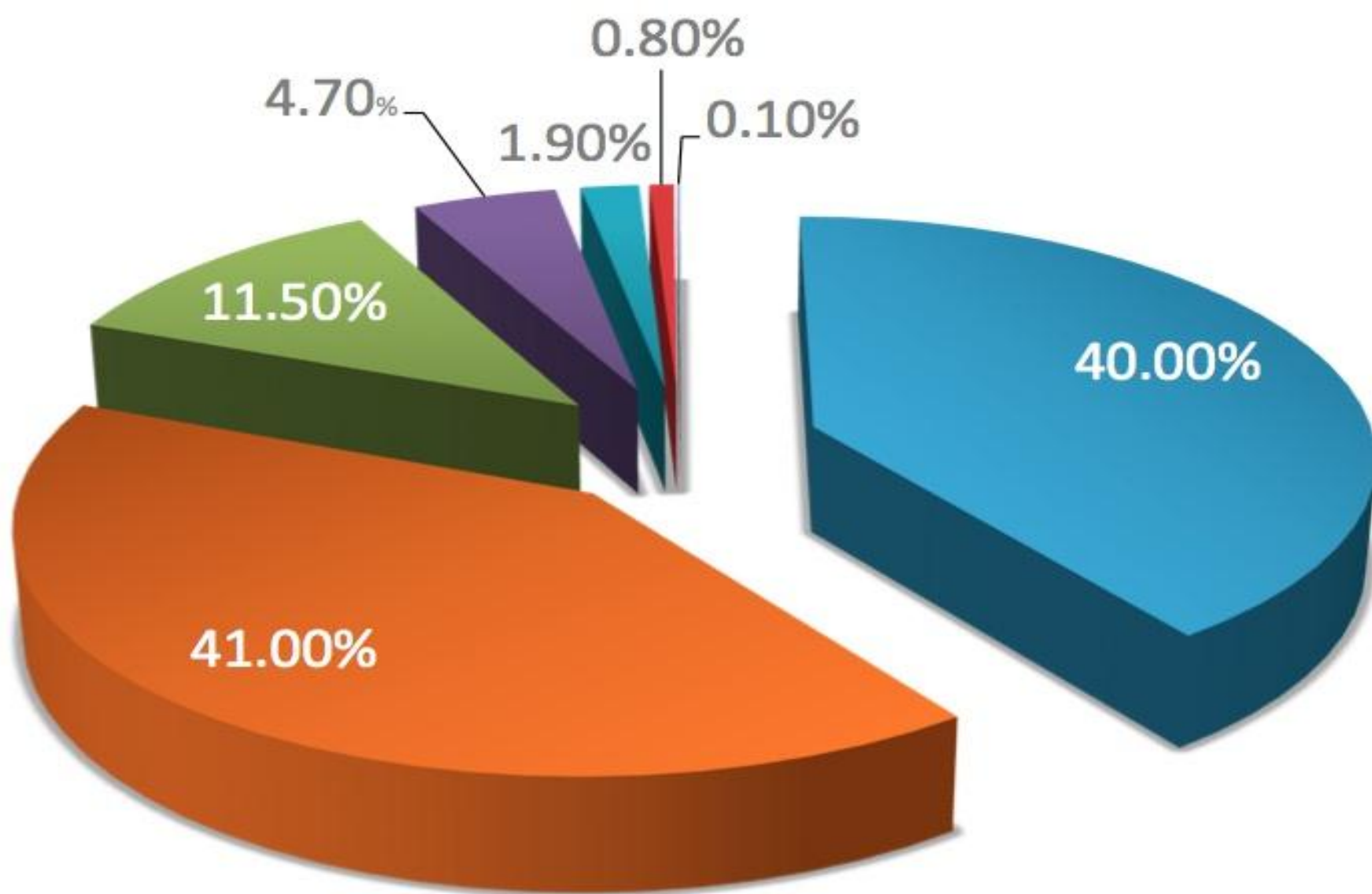
Percentage of B2B Marketers Who Use Various Social Media Sites to Distribute Content



ODKUD KAM



OPTIFY, 2012 B2B MARKETING BENCHMARK REPORT



NEJDŘÍVE SE PTEJME „PROČ?“, AŽ POTOM „JAK?“

brand awareness

69%

customer acquisition

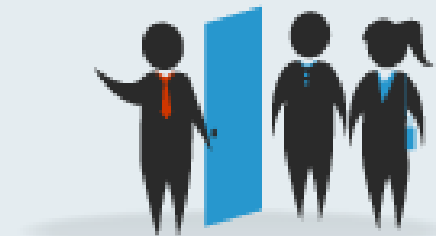
68%

lead generation

67%

customer retention/loyalty

62%



CO TEDA?



Now what?

NA INTERNETU ROZHODUJE OBSAH

A woman with long dark hair, wearing a dark jacket, is painting the words "CONTENT IS KING" in large, bold, red letters on a wall. The wall is covered with various newspaper clippings and advertisements, including one for "Astral Reflections" and another for "Will Smith". She is holding a paintbrush with red paint on it. The overall scene suggests a focus on content creation and its impact.





VŠECHNO SE DÁ DĚLAT ŠPATNĚ



I LOVE THIS THING!

THE INBOUND MARKETER

VS.

THE OUTBOUND MARKETER

"NEW MARKETING" is
"any marketing tactic
that relies on earning
people's interest
instead of buying it."



Communication is
interactive and two-way.



Customers come to you:
• Via search engines,
referrals, social media



Marketers provide value.



Marketer seeks to entertain
and/or educate.

"OLD MARKETING" is
"any marketing that
pushes products or
services on customers."



Communication is one-way.



Customers are sought out:
• Via print, TV, radio, banner
advertising, cold calls



Marketer provides little to
no added value.



Marketer rarely seeks to
entertain or educate.

KDYŽ NEVÍTE, KAM JDETE, NEDOJDETE TAM

Organizational Goals for B2B Content Marketing

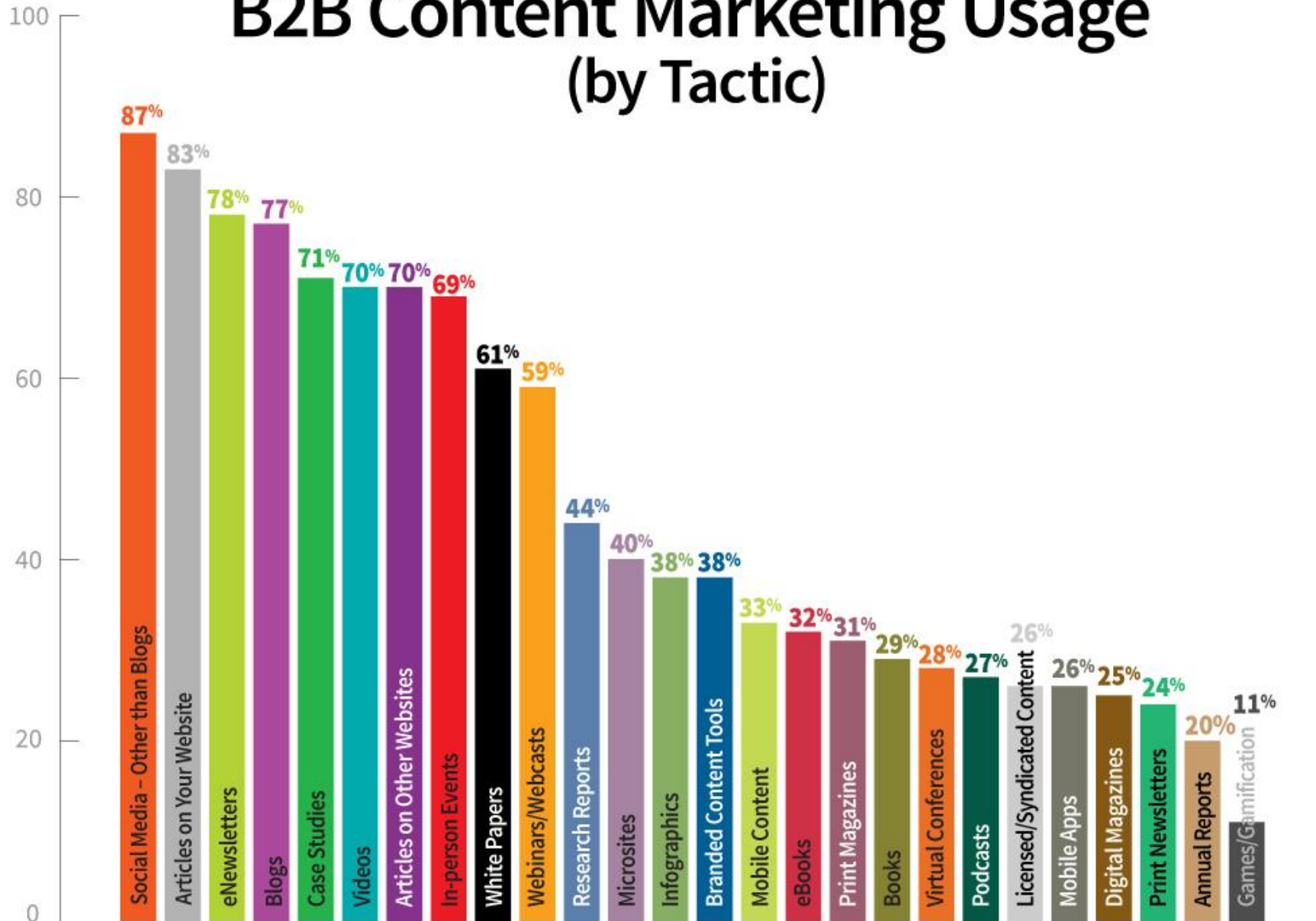


► Brand awareness, customer acquisition, and lead generation remain the top B2B content marketing goals.

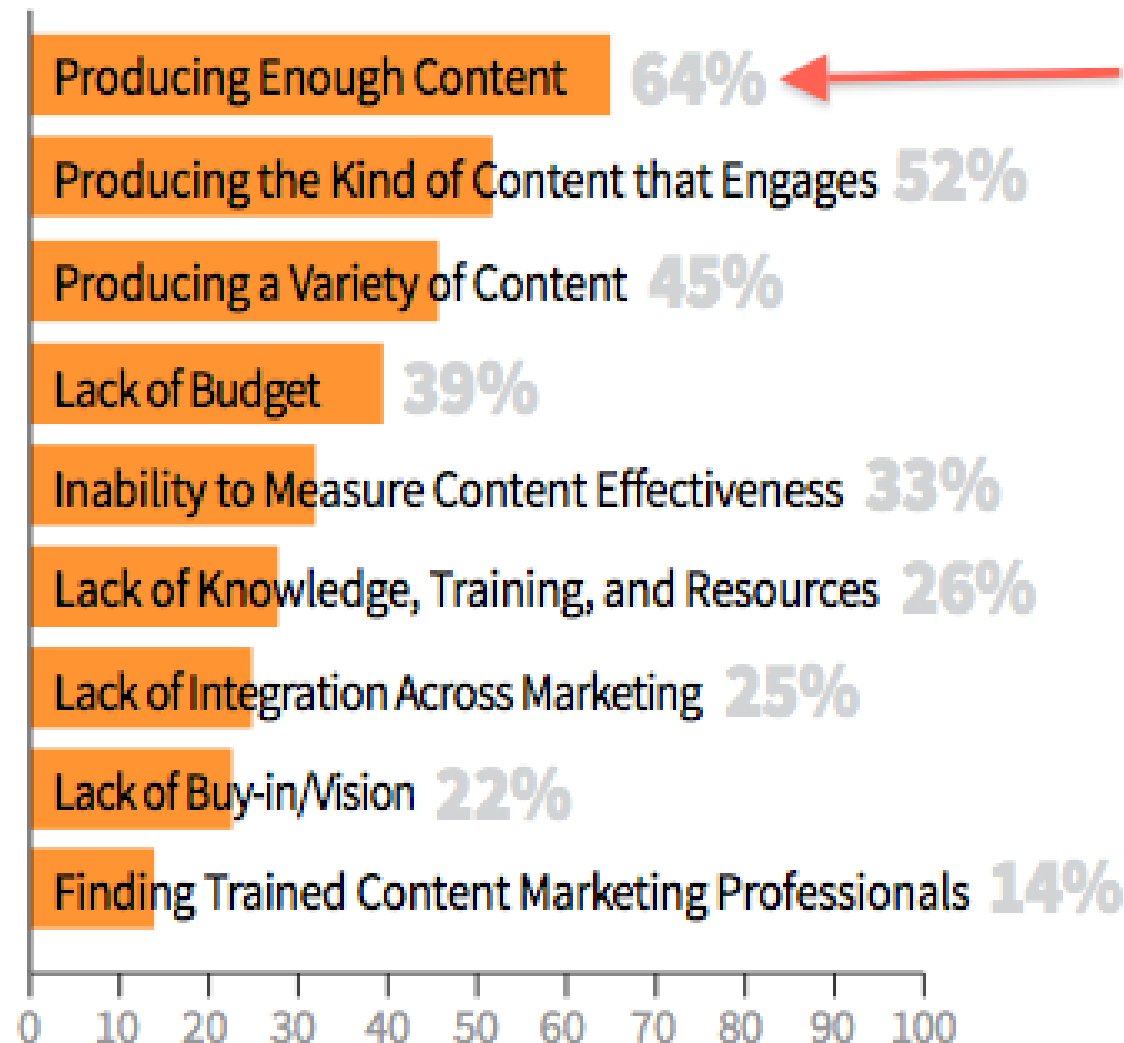
► Compared with last year, more B2B marketers are using content marketing to achieve all of these goals, with one exception: Slightly fewer are using content marketing to generate sales.

2013 B2B Content Marketing Benchmarks–North America: CMI/MarketingProfs

B2B Content Marketing Usage (by Tactic)



Challenges that B2B Content Marketers Face





VYPRÁVĚJTE PŘÍBĚHY



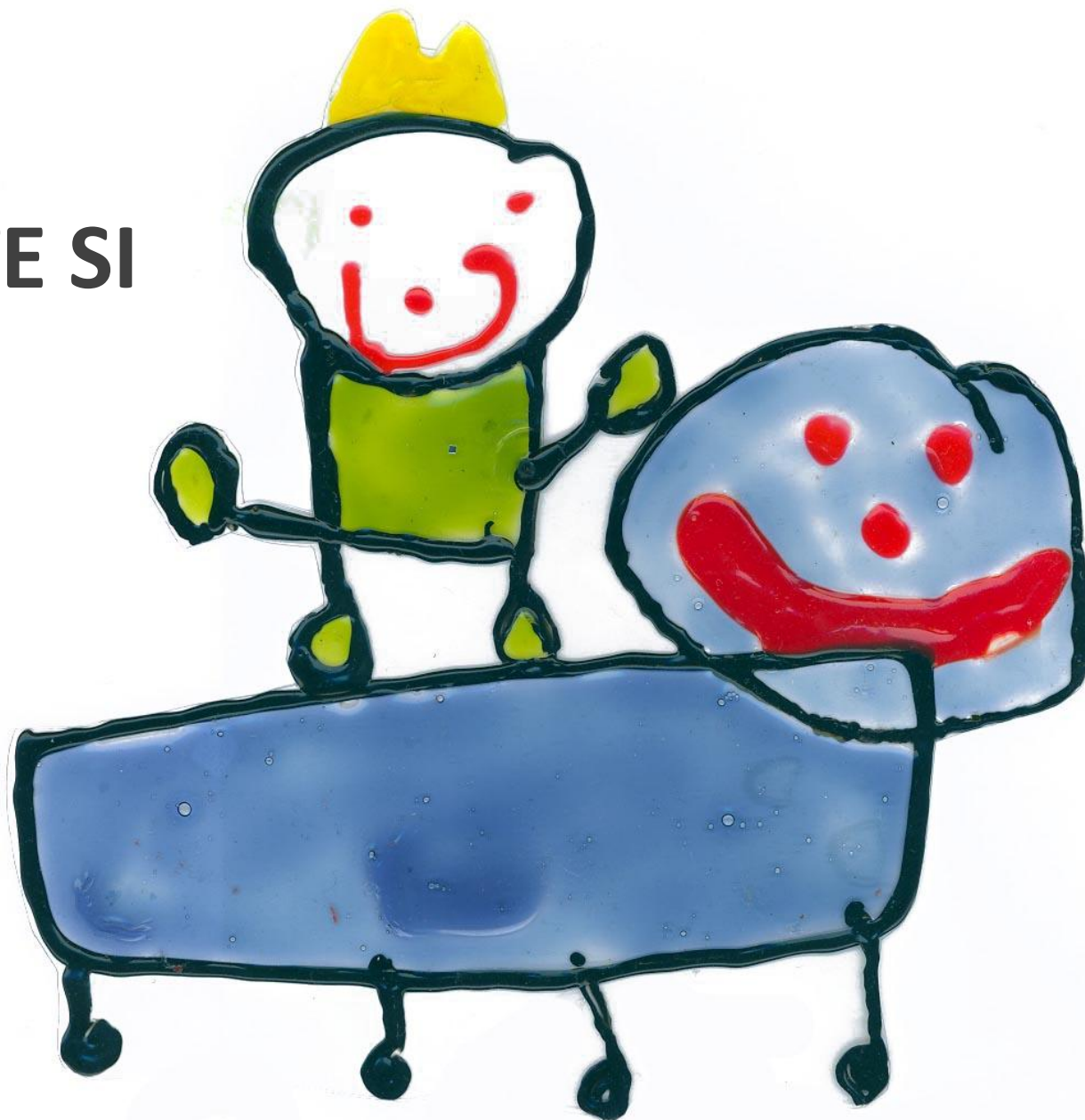
VIZUALIZUJTE





**SDÍLEJTE SVÉ
EXPERTNÍ ZNALOSTI**

HRAJTE SI



<http://socialmediab2b.com/>

<http://www.b2bsocialmediaguide.com/>

<http://www.socialmediaexaminer.com/>

@javorjan

www.mediafactory.cz



jan.javornicky@mediafactory.cz