



Social Media Marketing

Agenda

- ✓ Social Media Introduction
- ✓ Research - Social Media Marketing
- ✓ Services TradeKey offers
- ✓ Processes in Social Media Marketing
- ✓ Snapshots of TradeKey Suppliers



Introduction

“**Social media marketing** refers to the process of gaining traffic or attention through social media sites”

Social Media Research

Social Media Stats on B2B Companies

86%

% of B2B Companies Using Social Media

82%

% of B2C Companies Using Social Media

69%

% of B2B Companies Shifting Marketing Budget to Social Media

67%

% Difference in Customer Leads of Blogging B2B Companies vs. Non-Blogging B2B Companies

26%



20%



19%



The Three Most Popular Social Media Channels for B2B Companies

100%

% of Fortune 500 companies with executives who use LinkedIn

Research Findings

46% of online users are counting on social media before making purchase decision (Source: Nielsen)

15% of customers use social media websites to search for local businesses. This is biggest advantage to local and small businesses (Source: Digitalsherpa).

63% of users prefer businesses with the information that can be easily accessed on the social media websites (Source: Digitalsherpa).

Social Media

Adoption by B2B Businesses in 2013



Social Media Management



Facebook

- i. Business Page creation
- ii. Page Maintenance
- iii. Relevant Status Updates (2 Times in a Week)
- iv. 100 Likes and user engagement
- v. Product Image with website update
- vi. Cover photo for marketing



Twitter

- i. Business profile set up
- ii. Profile Maintenance
- iii. Product Image with website updates
- iv. Cover photo for Marketing
- v. Relevant tweets Updates (2 Times in a Week)



LinkedIn

- i. Company Profile Creation
- ii. Company Page Creation
- iii. Weekly Update
- iv. Product Images with website updates
- v. Group and community engagement



Google Plus

- i. Company Profile Set up
- ii. Company Page Set up
- iii. Relevant Status Updates (1 Time in a Week)
- iv. 200 Friends in Circle/network

Social Media Optimization (FaceBook, LinkedIn, YouTube, Twitter)

Your Buyer Consultant will bring your business more closer to over 800 Million FaceBook users and 135 Million LinkedIn professionals

Increase relevant web traffic and help you create a strong network relationship with international businesses



Social
media



Social Media - Edge

“With Tradekey Premium Membership your industry key account manager will professionally setup and manage your account on **LinkedIn, Facebook and Twitters** to enhance your corporate image and promote your special promotions on the social networks.”



What TradeKey Will Do For You

- ✓ Research your Industry, Products and Target Market
- ✓ Account and Profile Set up
- ✓ Attract Relevant people to your social media pages
- ✓ Interact and Communicate with fans, followers and interested members
- ✓ Answer to Inquires made
- ✓ Where genuine inquires are present, Attempts will be made to Close Orders

Processes

SETUP

Profiling
Page Creation/Joining Relevant Groups/Adding Concerned People
Profile optimization
Content Management



MANAGE

Uploading pictures
Videos
Status
Demographics
Inquiries
Order Closing

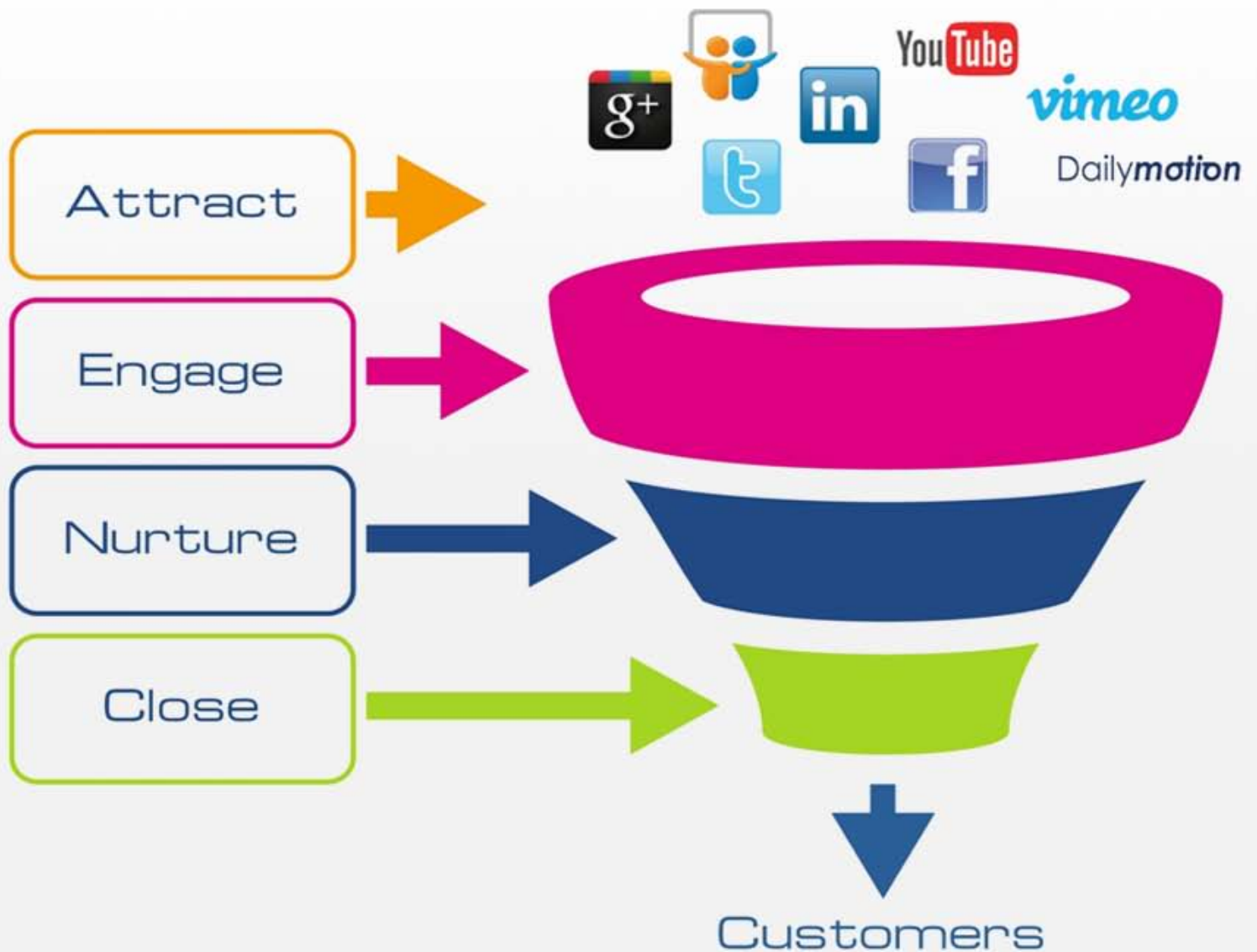


PROMOTE

Status Updates
News/ Trends Updates
Blogs
Videos



TradeKey – Social Media Marketing Process Model



Detailed Work Process

Activities on Facebook:



- ✓ Making an account
- ✓ Making a company's page
- ✓ Making a group
- ✓ Adding relevant people on your account
- ✓ Joining the relevant pages on face book
- ✓ Joining the relevant groups on face book
- ✓ Promoting you and your products on these pages and groups

Activities on Twitter:



- ✓ Making twitter account
- ✓ Follow the relevant people of Industry
- ✓ Follow the buyer of the Industry
- ✓ Promoting your company and products on twitter

Activities on LinkedIn:



- ✓ Making an account on LinkedIn
- ✓ Making a company's page on LinkedIn
- ✓ Making a group on LinkedIn
- ✓ Adding relevant people on this account
- ✓ Joining relevant groups
- ✓ Follow the competitors page to monitor their activities

Live Examples – Snapshots

The image shows a Facebook post from the page 'Automobile Accessories and Lighting'. The main image is a composite: on the left, a car's headlights are illuminated at night; on the right, a silver HID ballast with black and red wiring is shown. Below the main image is a smaller inset photo of the ballast and two HID bulbs. The text 'HID Ballast' is prominently displayed, with the subtext 'slim ballast in aftermarket' below it. The post has 313 likes and 13 comments. The page header includes the Facebook logo and the page name. The footer of the post area contains navigation links for 'About - Suggest an Edit', 'Photos', 'Likes' (with a red box around the '313' count), 'Twitter', and 'Contact'. A '5' dropdown menu is also visible.

Automobile Accessories and Lighting

HID Ballast
slim ballast in aftermarket

Automobile Accessories and Lighting
313 likes · 13 talking about this

Like Follow

Automobiles and Parts
HID Xenon Kit, Ballast, CCFL Angel Eyes, Demon Eyes, Auto HID projector Lens, LED Lights, Emergency Jump Starter and Daytime Running Light Manufacturer.

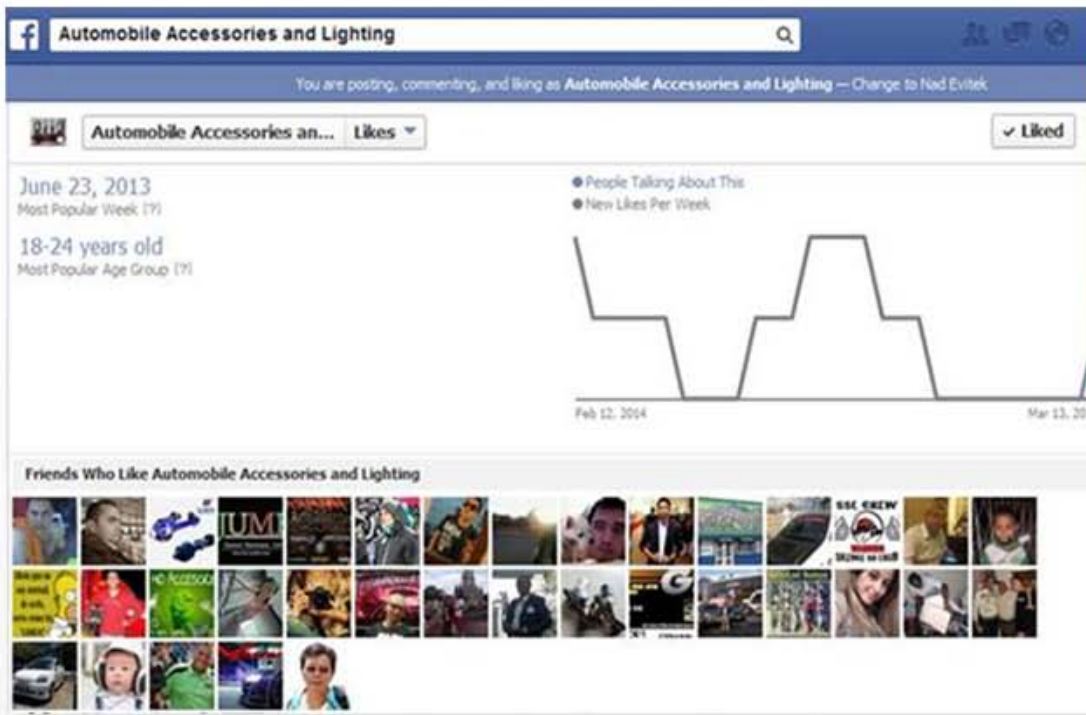
About - Suggest an Edit

NEW 20W/2400LM H7

Photos Likes 313 Twitter Contact

5

3. Buyers On Our Company F.B Page



4. We Add product / Industry Relevant Groups and People

The screenshot shows the Facebook page for 'M.E Car Accessories - suez'. The page features a large banner with the text 'M.E Car Accessories' and 'Sound System - Carbon - Stickers'. The page is set to 'You are posting, commenting, and liking as M.E Car Accessories - suez'. The sidebar on the left is highlighted with a red box and contains the following sections:

- PAGES**
 - Automobile Accessories and... (20+)
 - Pages Feed (20+)
 - Like Pages (20+)
 - Create Ad
- GROUPS**
 - Automobile
 - Car parts and access... (20+)
 - amr designer .tuning... (11)
 - M.E Car Accessories - S... (20+)
 - Automobile Lights Su... (7)
 - Car parts (20+)
 - Car Parts And Accessories (...)
 - Monster Garage (Car... (20+)

The main content area shows a 'PINNED POST' by Ahmad Abo Srewa, with a link to the group page and a profile picture of a star. The post is dated November 19, 2013, at 1:05am.

This screenshot shows a Facebook page for 'Automobile Accessories and Lighting'. The page header indicates the user is acting as 'Automobile Accessories and Lighting' and offers a 'Change to Nad Evitek' option. The main content area features several advertisements for automotive parts, including 'HDK Japan' (1,901 likes), 'Fans of steel ball bearing' (442 likes), and 'Sabe Japan CO LTD' (181 likes). A 'Pages to Watch' section is also visible. On the right side, there is a list of friends and a 'Promote Page' button. A chat window is open over the page, showing a conversation about a 'Xenonhid Kit'. The chat messages include: 'Hi. Give me your price for H4-2, H4-3 and single kit. And day time running lights. To compare' (dated March 5th, 10:00am) and 'hi do you want to order?' (dated March 5th, 9:57pm). A 'Price' button is highlighted in the chat window.

This screenshot shows a Facebook chat conversation with a contact named 'Omy M. Hance'. The chat history includes the following messages: 'these days I'll make an order', 'I'll let you know', and a timestamp 'November 9, 2013 9:41 pm'. The contact then sends a message: 'Hi', followed by 'Bro', and then 'when you can tell me price HID bulbs'. The final message in the chat is 'H4- 60pcs'.

Confirming order closing with member

Anna MCA hello Anas 1:02 PM

Michael from Australia and Meraj is going to confirm the order with us 1:03 PM

😊 1:03 PM

Anas MCA (Buyer Consultant) Hello 1:05 PM

Yes i am glad to hear that 1:06 PM


😊 1:06 PM

Anas MCA (Buyer Consultant) did you get payment from Micheal 12:22 PM

Anna MCA the payment haven't reach our account 12:23 PM

he sent me TT copy 12:24 PM

Anas MCA (Buyer Consultant) can u send me tt copy and PI 12:24 PM

Anna MCA  MCA Battery PI.jpg 12:25 PM

File received. [Show in folder](#) [Open file](#)

Anas MCA (Buyer Consultant) are they two pallets? 12:32 PM

Anna MCA YES 12:34 PM

Getting detailed requirements from buyers

To: M.Anas

Hi, thanks for connecting

Pls provide me with your pricing for;

- 1. 2v AGM Gel type Deep Cycle Toyama 500ah**
- 2. 2v AGM Gel type Deep Cycle Toyama 800ah**

Thank you

Brgds,

Michael Califano
Director, XENARA PTY LTD

Confirming order closing with member



MCA Battery Manufacture Co, Ltd

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Maintainence Free Battery

Muhammad Anas
Overseas Marketing Representative at MCA Battery Manufacture Co Ltd | Renewable Energy Specialist at Tradekey.com



[AGM Battery linkedin.com](#)
Voltage: 12 V Capacity: 7 AH Applications: UPS, Solar & Wind energy system, Golf car and Floor cleaning machines
Cycle Life: 200 cycle life at 100% discharge, 400 cycle life at 50% discharge, 800 cycle life at 30% discharge Working temperature: -15 Celsius up to 40 Celsius Battery life: 10 years Warranty: 2 years

Like (3) • Comment • Share • Unfollow • January 9, 2013

Sending Email to relevant buyers

Panayiotis Kouvaras

Technical Director at Enolia Solar Systems

Hello Muhammad,

yes I am dealing with batteries especially solar batteries and / or deep discharge batteries for hybrid systems.

Hence, your information with respect to relative products, technologies, prices will be highly appreciated

Best regards

P. Kouvaras

On 01/22/14 3:50 AM, Muhammad Anas wrote:

Hey,

Thanks for accepting the invitation. I saw your profile referring to Renewable & Environment Industry. May I know if you are dealing with products like VRLA battery, Solar battery or Gel battery etc?

Home Connect Discover Search

Sherry
@sherrycemu View my profile page

1 TWEET **257** FOLLOWING **1** FOLLOWERS

1

139 Tweet

Trends · Change

- #ICantBeInARelationshipWithYouIf
- #TwitterKingWakaFlockaFollowMe
- #DontYouJustHateWhen
- Latin Beliebers Loves ALAYLM
- Informadisimos Lieven a Mario&Walqui
- Demi Is Our Unbroken Girl
- Recuerdo Julio
- MyrtleAndYvesRawr StayStrongMyrles
- FollowNiahCardoso
- Kenan & Kel

Tweets

Sherry @sherrycemu 4m
Commercial Equipment Manufacturer Union (CEMU). We are the manufacturer of supermarket accessories. For details visit shelvesmanufacturers.com
Collapse Reply Delete Favorite
9:58 AM · 2 Aug 12 via web · Details

Winner's Supermarket @winnersmarkets 33m
Bonjour a tous ! la promo SURPRISE du jeudi 02 aout 2012 !!
fb.me/1acIFPt0I
View photo

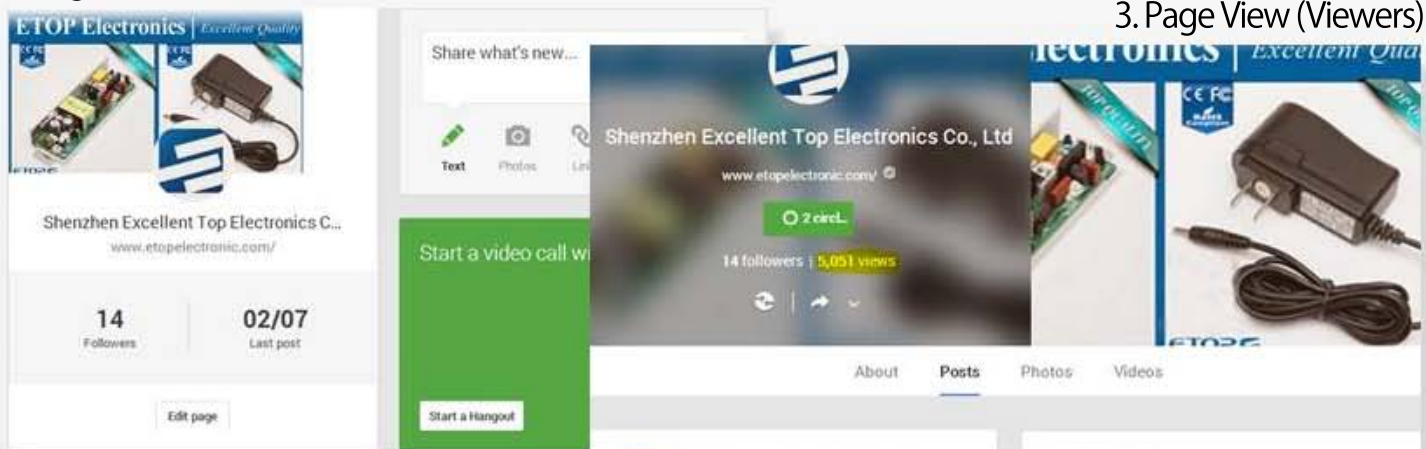
Photo Supermarket @pixmarket 46m
Earth Shots - Photo of the Day: Sandstone Waves by Jason Hines bit.ly/QgXCx6
Expand

Walmart Newsroom @WalmartNewsroom 31 Jul
#B2S Fun Facts: We will put over 500,000 pairs of glasses on children. walmarturl.com/MZyhs9
Retweeted by Walmart
Expand

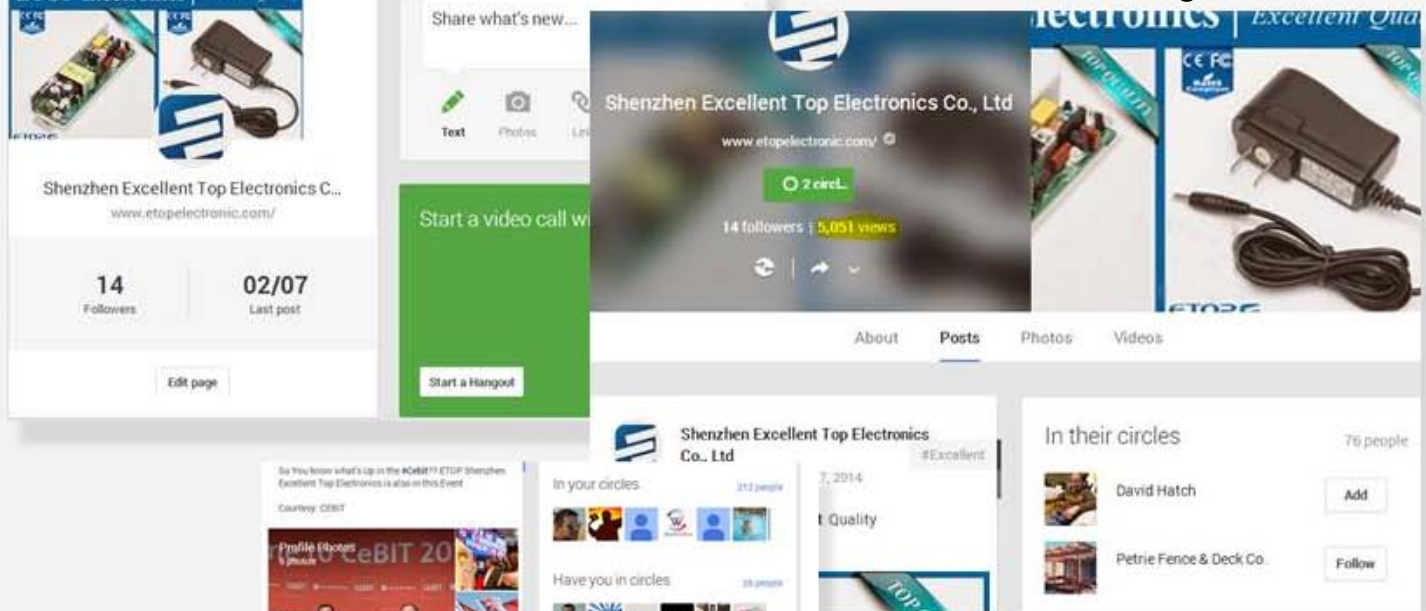
1. Profile View



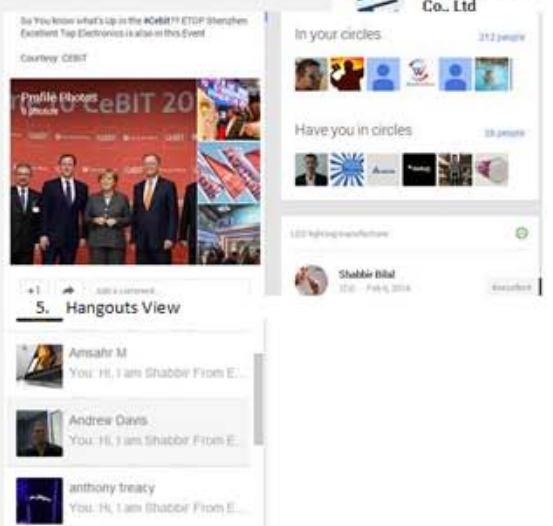
2. Page View (Dashboard)



3. Page View (Viewers)



4. Profile Wall View



Order Closing Receipt

Receipt

| Sender | Recipient |
|--|-------------------------------|
| Jose Omar Oliveras Ortiz omimiles@gmail.com | Nanhao Lin linglay@126.com |

Money will be available to your recipient on:

Sorry, this information currently is unavailable.

| Description | Amount |
|--------------------------------------|--------------|
| Payment amount (in currency funded): | \$740.00 USD |
| Your fee: | \$0.00 USD |
| Your total charge: | \$740.00 USD |
| Payment amount: | \$740.00 USD |
| Nanhao Lin's fees: | \$32.86 USD |
| Nanhao Lin will receive: | \$707.14 USD |

Need to cancel? You can cancel your payment within 30-minutes as long as the recipient hasn't received your payment yet. To receive a full refund, see the [transaction details](#) and select Cancel, or call Customer Service at 888-221-1161.

Need to file a dispute? If you have a problem with this payment to someone in another country, you have up to 180 days to file a dispute. For more information, to request a written explanation of your rights, or to file a dispute, go to the [Resolution Center](#) on PayPal's website at www.paypal.com or call Customer Service at 877-569-1141.

If you aren't satisfied with the service that PayPal's provided you, you can contact these agencies:

Commonwealth of Puerto Rico - Commissioner of Financial Institutions
(787) 723-8266

Consumer Financial Protection Bureau
855-411-2372 or 855-729-2372 (TTY/TDD)
www.consumerfinance.gov

Why **B2B** Business Need **Social Media**

Brand awareness

Lead generation

Thought leadership

Customer retention

To acquire supporters and advocates

To increase trust

Social Media is an effect outbound marketing channel