

Marketing Cloud: B2B Social Media:

It's Not as Different as You Think

Jeffrey L. Cohen, Salesforce Marketing Cloud, Manager of Content Marketing

@JeffreyLCohen

Kipp Bodnar, Hubspot, Director of Marketing

@KippBodnar



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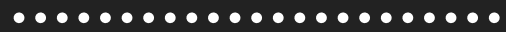
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KIPP
BODNAR



@kippbodnar



JEFF
COHEN

.....
@JeffreyLCohen

We wrote
*The B2B Social
Media Book.*
amzn.to/b2bsm2



#B2BSM



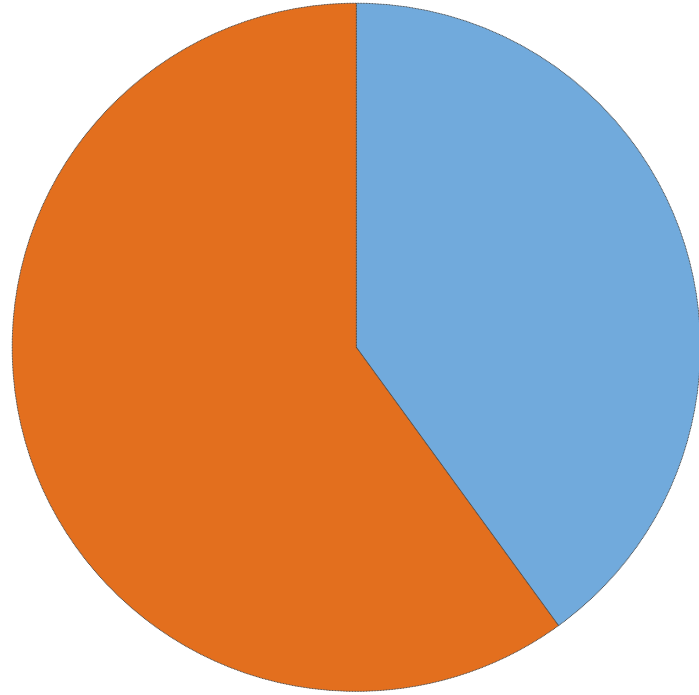
**POT OF
GOLD
AHEAD**



Your opportunity
to **shine**

60%

of the sales
cycle is over –
before a buyer
talks to your
salesperson.



B2B > B2C

Relationship based sales



Already have
the **expertise**



Confirm customer
personas





People to
People



What's on your mind?

Topics of Interest

10/40/100 GigE

Application Protocol Fuzzing

Cyber Range Deployment

Cyber Security

Data Center Consolidation

Data Loss Prevention

Lawful Intercept

Low Latency Networks

Mobile Network Security

Test Methodologies

Virus and Spam Filters

VoIP

Testing Solutions

3G Testing

4G Testing

Application Load Testing

Application and Threat Intelligence (ATI) Blog

December 29, 2011

2011 Blog Rewind: Cyber Range Deployment

During the last two weeks of the year we are recapping some of the most popular topics covered on the blog during 2011. So far we have reviewed mobility testing, security research, DDoS, and now today, cyber range deployment. Cyber ranges are critical tools used to recreate cyber war conditions in order to harden IT infrastructure, train cyber warriors, and perform cutting-edge cyber security research.

[Read More](#)[Comments\(0\)](#)

December 27, 2011

2011 Blog Rewind: Network Security Testing

During these last two weeks of the year we are recapping some of the most popular topics covered on the blog during 2011. Today we take a look at network security testing and blog posts that detailed some of the very latest in security research. The threat landscape continues to shift radically because we have to worry about more sophisticated attacks, evolved use of vulnerabilities, and an expanded target with the growth in mobile malware. This made for some very interesting blog posts.

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BreakingPoint

@BreakingPoint

BreakingPoint next-generation performance and security testing products harden the resiliency of vulnerable converged networks and train cyber warriors.

Austin, TX · <http://www.breakingpointsystems.com>

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2,887 TWEETS

1,999 FOLLOWING

3,080 FOLLOWERS

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Tweets



BreakingPoint @BreakingPoint 6m
Koobface gang shuts down C&C and drops offline ow.ly/8DgBR



BreakingPoint @BreakingPoint 1h
Carberp Trojan commits financial fraud on Facebook by getting users to hand over e-cash vouchers. via @threatpost ow.ly/8DgtT



BreakingPoint @BreakingPoint 22h
The Point Daily is out! bit.ly/otrrJM



BreakingPoint @BreakingPoint 21 Jan
The Point Daily is out! bit.ly/otrrJM



BreakingPoint @BreakingPoint 20 Jan
The Point Daily is out! bit.ly/otrrJM ▶ Top stories today via @breakingpoint @kevindlove @govbd

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BreakingPoint™
Find it before they do.™

Internet-scale LTE/4G Simulation
BreakingPoint LTE/4G and 3G Testing Capabilities Overview

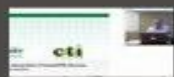


1 / 40

More



Measuring Private Cloud Resiliency



Next-Gen Firewall Testing | Live Firewall...



LTE Testing



BreakingPoint Storm CTM Cost-Effective T...



BreakingPoint 3G Testing Data Sheet



White Paper: Six-Step Competitive Device...



LTE Testing | 4G Testing

by [BreakingPoint Systems](#) on Jun 10, 2011

Other test equipment providers sell LTE capabilities separately, but following our all-inclusive model, we've included LTE testing for every BreakingPoint CTM, existing or new. (All it takes is a fir

782 views

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Testing Solutions

3G Testing

4G Testing

Application Load Testing

Call Center Testing

Cloud Testing

Data Center Testing

DDoS Testing

DPI Testing

Firewall Testing

IPS Testing

IPv6 Testing

Load Balancer Testing

Mobility Testing

Network Performance Testing

Network Security Testing

Server Load Testing

Webcast: Live Firewall Testing

Create Real User Behavior and Attacks



Watch the Webcast

in various ways, from in-depth classroom studies to live exercises using federated cyber ranges. It has become obvious that nation states and military organizations must prepare themselves and train their personnel to recognize, prevent, and combat cyber attacks. This post dives into how the U.S. European Command (EUCOM) is conducting cyber range exercises.

Cyber Range Strategy: How to Get Small and Arm Defenders, Stat

In an era of steep budget cuts for the U.S. Department of Defense, the objective in government circles has been to "get small" — to do more without spending more. Although some budget allocations for cyber security may be protected from cuts, the imperative to get small still makes sense. Smaller typically means more agile, easier to deploy widely, and, of course, less costly. Use this post to learn how to get small and arm cyber defenders.

Red Team, Blue Team: A Better Approach to Cyber Security Training

Every organization, whether part of the government or the private sector, needs "battle-tested" IT personnel in order to defend its networks against attack. The most effective way to provide this experience is to recreate the exact scenarios, no matter how nefarious, they will see in the real world. This two-part post goes into 'cyber war-gaming', exercises that bring IT personnel from different specialties into color-coded red, white, and blue teams that perform specific roles in attacking and defending IT infrastructures.

Accelerating the Deployment of the Evolved Cyber Range

The above posts show how organizations worldwide face a dangerous shortage of personnel with the skills required to defend against cyber attack. This urgent situation is made worse by the weaknesses and vulnerabilities that continue to pervade critical IT infrastructures. Cyber range deployment helps answer these problems. Leveraging BreakingPoint's extensive work in building cyber range technology, this white paper details how to deploy this evolved simulation environment.

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Next-Gen Firewall/IPS Testing

Learn how to test next-generation firewall and IPS devices under real-world conditions

The performance of a deployed next-generation firewall/IPS will never match what was printed on the vendor data sheet. The reason is simple; the device was tested in pristine lab conditions, and now you are throwing it into a real network that is anything but pristine.

Join BreakingPoint for a demo and webcast to learn how to harden and optimize the performance and security of your next-generation firewall/IPS by creating and testing with your unique network traffic conditions.

This live demonstration and webcast will teach you how to use real-world performance and security testing to:

- Enhance network performance - tune current device performance while planning for future device rollouts.
- Optimize IT investments - determine exact capacity needs to purchase exactly what you need. Harden Defenses - tune security devices to recognize and halt the very latest in malware, mobile malware, DoS attacks, etc.
- During the demonstration, BreakingPoint will conduct live testing of a next-generation security device to show how to test the performance and security of converged networks.

Provide us with a few details to access the full webcast:

First Name*

Last Name*

Email*

Phone*

Company*

Organization Type*

Submit

Closed Millions
In Sales From
Online Leads
ROI - 2800%!



B2B Myths Busted





Marketing is an
asset NOT an
expense.



@KippBodnar



Tweet This!
#B2BSM

B2B SOCIAL MEDIA

IS ABOUT

REACH BUILDING

The Social Web Rewards Reach



“ B2B companies
should obsess about
building reach as
much or MORE than
B2C companies.”

@JeffreyLCohen



Tweet This!
#B2BSM



Social reach is
the new
word-of-mouth
referral engine



Share lots of
links



The shelf life of a social media link is
3 hours.

THE

10:4:1

RULE

THE

10:4:1

Links to third-
party articles

RULE

THE

Links to company
blog posts

10:4:1

RULE

THE

Link to a company
landing page

10:4:1

RULE

B2B SOCIAL
MEDIA IS
ABOUT SELLING



Your goal shouldn't be to buy leads. **Your goal should be to buy customers.**

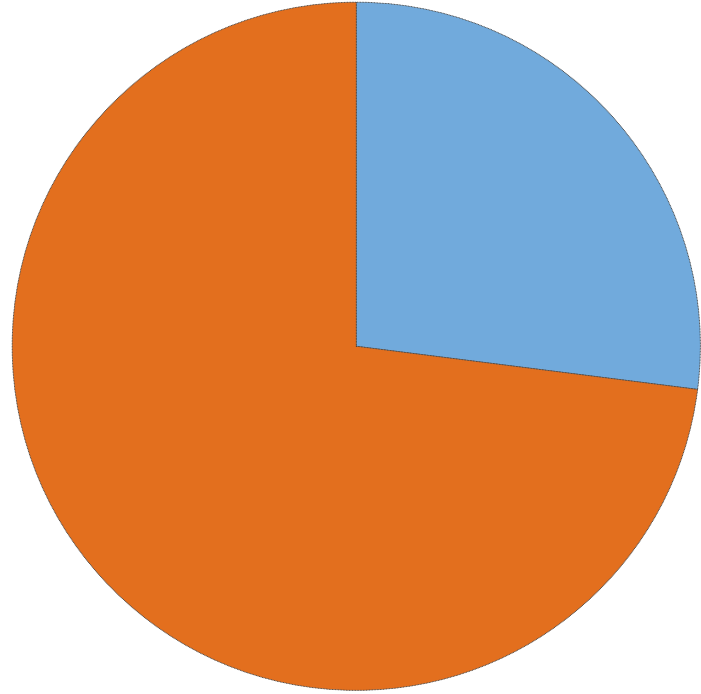


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#B2BSM

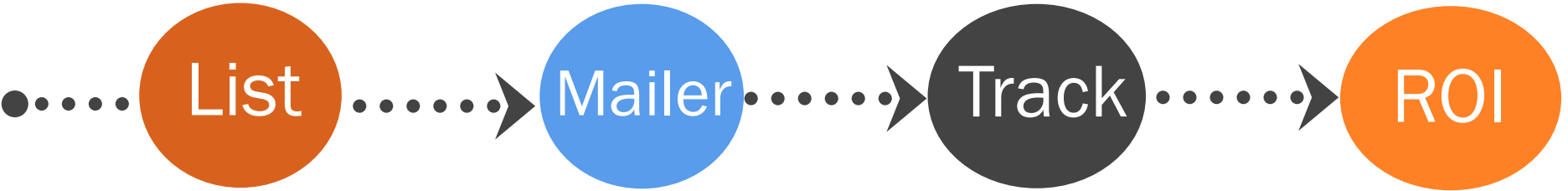
73%
of CEOs
don't believe
marketers
drive revenue.



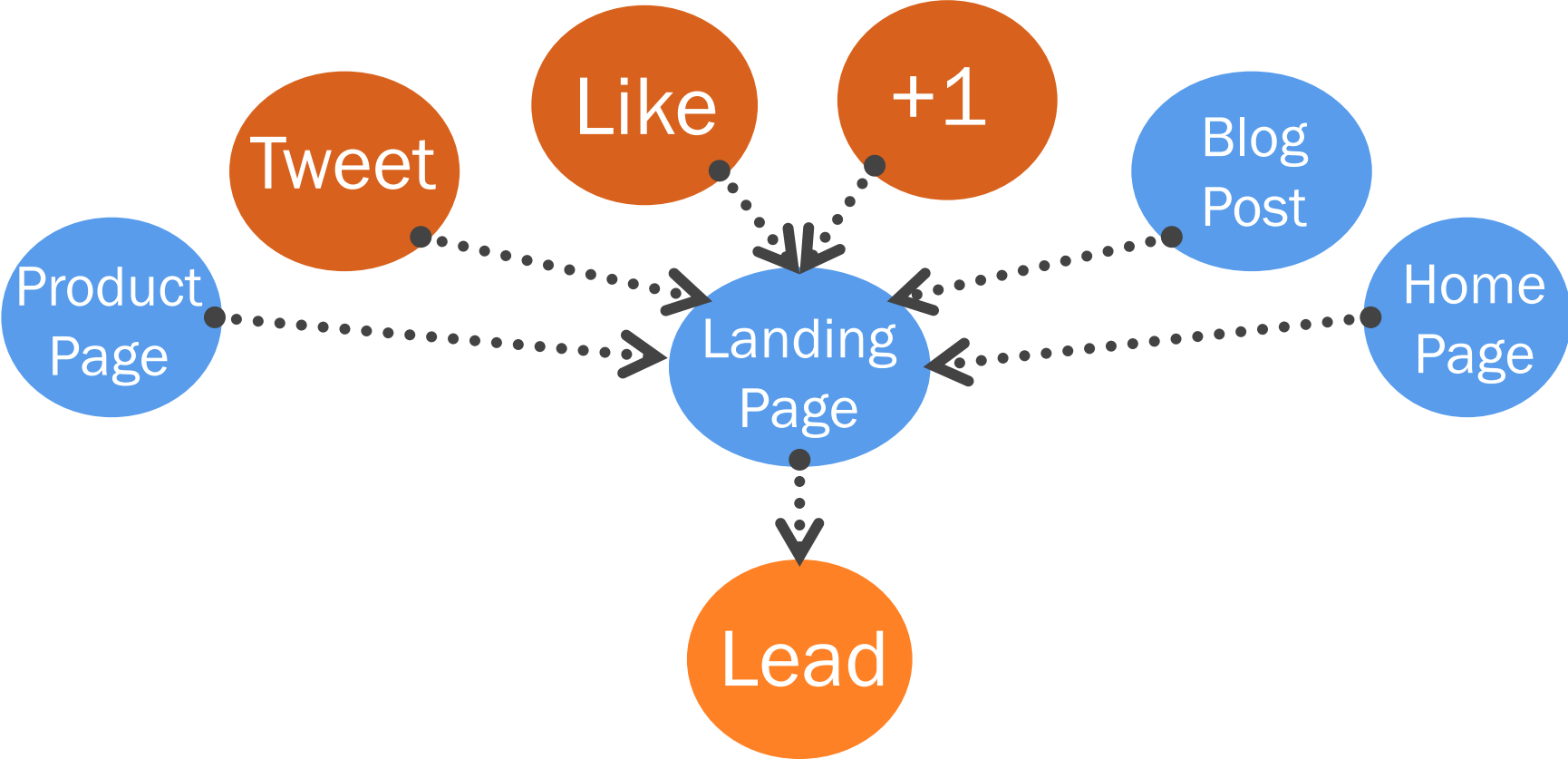


Leads fix
the problem

Traditional Lead Gen Campaign



How Social Media Leads Happen





ClearRisk
3,150 likes · 21 talking about this

✓ Liked Message * ▾

Corporate Office
ClearRisk is the source for insurance industry applications. We create a fully customizable risk management plan based on your industry. Our simple



👍 3,150



About

Photos

Likes

Free E-Book

ClearRisk Blog

Highlights ▾

🗨️ Post | 📷 Photo / Video

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Posted by [Patrick Shea](#)

Mon, Aug 08, 2011 @ 02:00 PM

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Improve
and **Iterate**

B2B SOCIAL
MEDIA HAS
CLEAR ROI

“

If you can't count it,
why do it?

”

@KippBodnar



Tweet This!
#B2BSM



CAUTION

Math Ahead

$$\frac{\text{TLV-COCA}}{\text{COCA}} = \text{ROI (\%)}$$

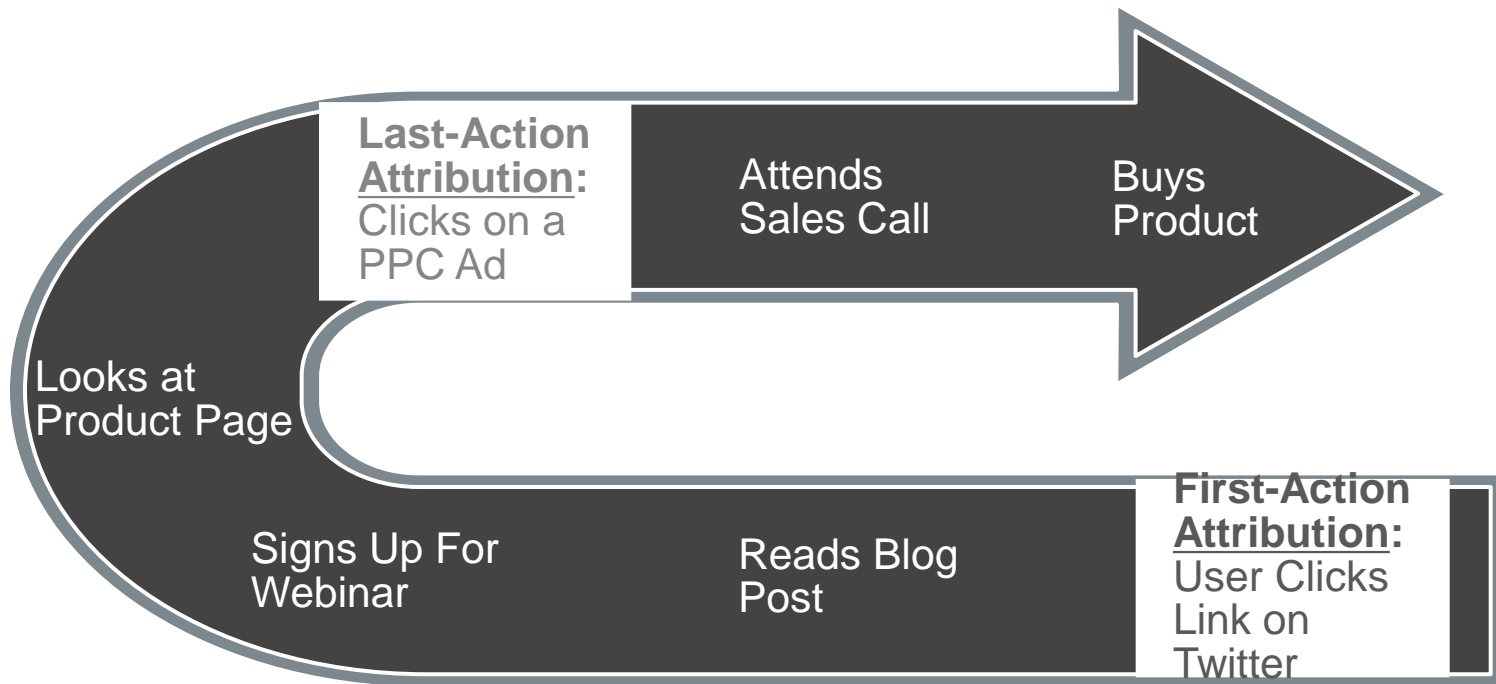


Total Lifetime
Value



Cost of Customer Acquisition

First- Vs. Last-Action Attribution



Linked



$$\frac{10\text{K}-3\text{K}}{3\text{K}} = 233\%$$

B2B SOCIAL
MEDIA IS
ONLY ONE PIECE

“ Social media
amplifies the
effectiveness of
offline marketing.
It doesn't replace it.”

@JeffreyLCohen



Tweet This!
#B2BSM

A photograph of a trade show registration sign. The sign is a long, dark horizontal bar with the word "REGISTRATION" written in large, white, sans-serif capital letters. The sign is mounted on a ceiling or wall structure with recessed lighting strips. The background is slightly blurred, showing the interior of a large hall.

REGISTRATION

Trade shows
are social too



DNS Is Sexy: Making Things Go While Making It Fun

04.06.2010 By [Jeremy Hitchcock](#)

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Just a few years ago, Internet infrastructure was not interesting. It was about the semantic Web (and the APIs and data, RSS, AJAX, the Web OS and Internet TV.

Today, it's all about plumbing and infrastructure. We're excited because we geek out on DNS (a core Internet technology) and think it's pretty sexy.

What happened to capturing imagination? The infrastructure of the Internet has peaked the imagination. Scaling it and keeping it fast is front in center.

Companies are popping up that are stretching their minds and the bounds of technology to create fascinating Cloud-based platforms, NoSQL, recursive and parallel languages are in vogue as an alternative to the traditional LAMP stack. There is also this push to get rid of everything except one or two things.

This means people are specializing in what they are best at. Within a few hours, a website operator can cache a [CDN](#) in different regions, high-scale video distribution, freelance writers and graphic artists, developer hosting resources and [managed DNS](#).

When we dig deeper and actually see what clients are doing, we are continually blown away with the complexity. We focus on our relationships with our users and clients because what they are doing is so captivating. It's synchronizing zone file data across the planet in seconds and constantly tuning our network in response to disasters, computer fatigue, and Internet events. I guess that's pretty amazing in its own right but it's just the office.

GOAL:

Use Social Media To
Promote Offline
Events

See what's happening **right now**

Tip: use [operators](#) for advanced search.

[Search](#)

Worldwide trends

[#WhenImAlone](#)[Jim Caldwell](#)[#how2pleaseahoodrat](#)[#defalco](#)[Nolan Roux](#)[Greek Beliebers Do Exist](#)[Happy Birthday](#)[Muhammad Ali](#)[Magic Until The End](#)[Piet Römer](#)[LuaBiancoNossaRainha AmorPorArthurA](#)

5,000 T-Shirts



RESULT:

235% Increase in
event tickets
distributed and 95%
redeemed

THE BEST TIME
EVER
FOR
MARKETERS

“ Master B2B Social Media with reach, lead gen, data and integration with offline activities. ”

@KippBodnar



Tweet This!
#B2BSM



The Pot of Gold

A close-up photograph of a person in a dark suit and light blue tie. The person's right hand is holding a white sign with the letters 'CEO' in large, bold, black font. Their left hand is holding a red and white pen, writing on a document. The background is blurred.

CEO

Prove the
CEO Wrong



You're the **Star**



**THANK
YOU**