

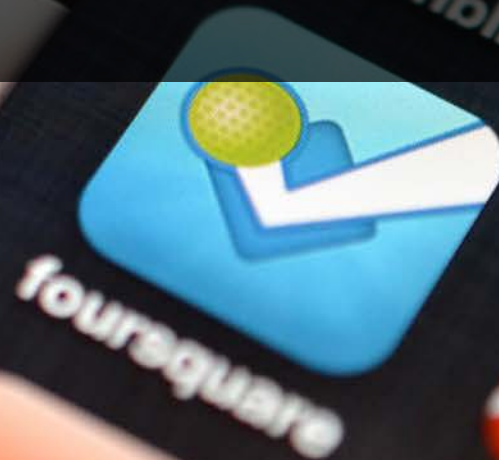


SOCIAL MEDIA AND CONTENT MARKETING FOR BUSINESS GROWTH IN 2022 and Beyond

With Don Stanley | | 3RhinoMedia



Instagram



With Don Stanley | | 3RhinoMedia and University of Wisconsin

3 BIG TARGETS FOR THIS SESSION

1. Understand consumer behavior and decision-making today in 2022
2. Learn how the most successful companies use digital marketing and social media to increase awareness, engagement, and sales?
3. With limited time/resources and so many choices for marketing today, what should you be doing and what is/are the best tool/s to use for you and your organization?

1

START HERE

How do consumers in B2B and B2C industries make buying decisions today?

BY A SHOW OF HANDS



**in the last year, when considering making a purchase
how many of you went on online to do research
before you made your decision?**

WHY?

What were you looking for?

Why didn't you
just call a salesperson,
or go to the store?
Aren't they experts?



I just so happen to have the perfect car for you on my lot right now.



*perfect for
Everyone!*



Imagine, you go online and do a search for the answers to help you make the correct purchase decision.

Image you find only partial answers or no answers to your questions, even though you KNOW the company has the answers.

What emotion do you feel?

The F word of the internet



TRUST

ECONOMY



rhino
media



Think about the content you
have on your social media
channels and your website ...

are you hypocritical?

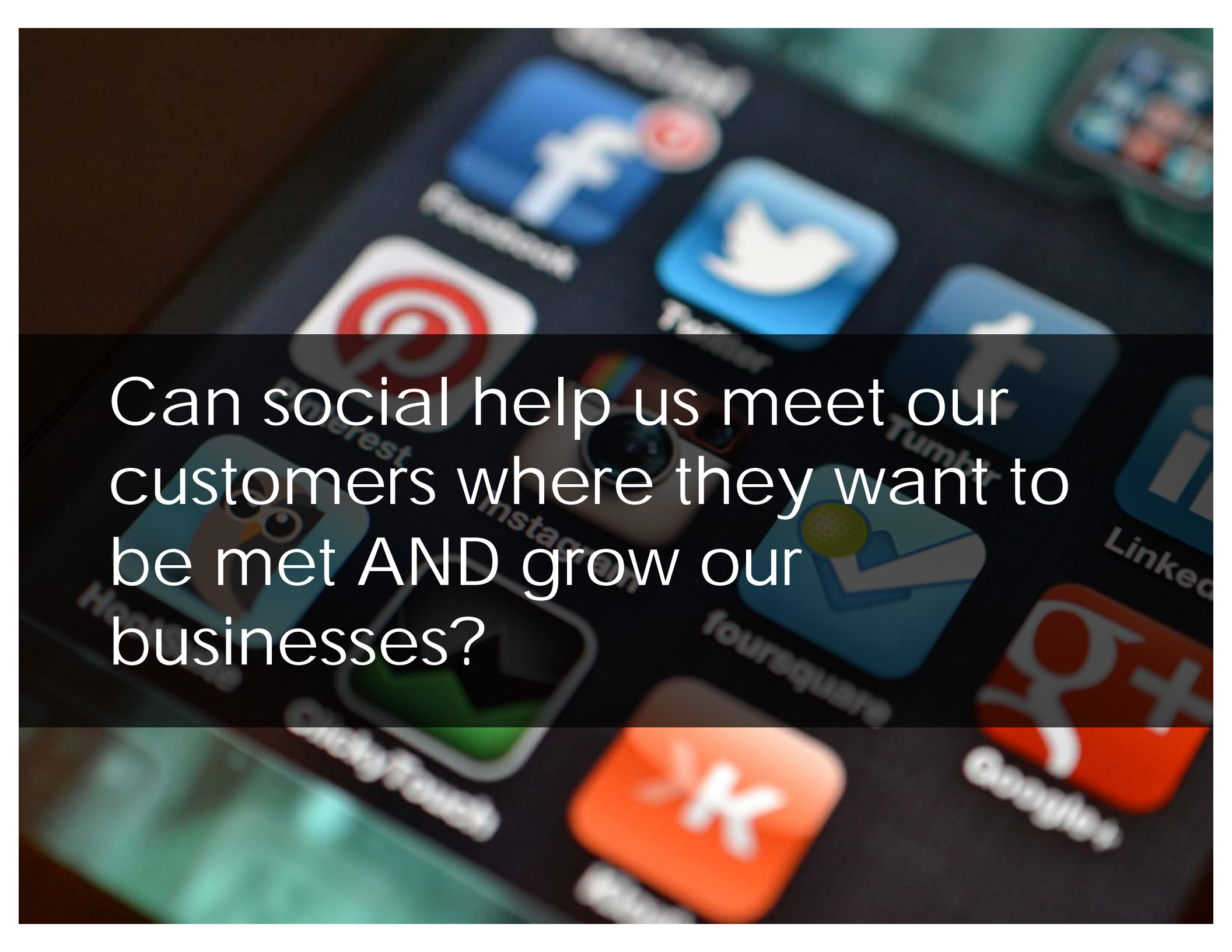


**“I suppose I’ll be the one
to mention the elephant in the room.”**

TO SUCCEED TODAY

We **MUST** begin to think like our
customer and meet them where they
EXPECT to be met ... online





Can social help us meet our
customers where they want to
be met AND grow our
businesses?

What is the Impact of Effective Social Media Marketing on Sales?



83%

executives used social media in their
decision-making process when
selecting a vendor for their company
last year

Forbes

4x

consumers (including those executives) who use social media during their shopping process **are four times more likely** to spend more on purchases than those who do not.

Deloitte Research

75%

Of B2B purchasers rely on social media to engage with peers about buying decisions.

[LinkedIn Research](#)

82%

B2B buyers said the **winning vendor's social content** had a significant impact on their buying decision.

[LinkedIn Research](#)

72%

B2B salespeople who use social media report that they outperformed their sales peers, and more than half of them indicated they closed deals as a direct result of social media.

HubSpot Research

92%

B2B buyers engage with sales professionals who are known industry thought leaders.

Ask yourself, are you positioned as a thought leader on social?

[LinkedIn Research](#)

The image is a collage of three photographs showing a workspace. The top photo shows a person's hands typing on a laptop, with a teapot and a cup nearby. The middle photo is a close-up of a laptop keyboard. The bottom photo shows a person holding a smartphone, with a laptop and headphones in the background. The text "We must embrace digital. It is a huge part of the buyers journey" is overlaid in the center.

We must embrace digital. It is a huge part of the buyers journey

Photo by Marvin Meyer on Unsplash

2

NEXT

**Does Social and Digital drive
customers through the sales funnel?**





AWARENESS

At the top of the funnel, the prospect is researching potential solutions.



CONSIDERATION

At the middle of the funnel, the prospect is comparing potential solutions.



DECISION

At the bottom of the funnel, the prospect is making a choice.



CONTENT MARKETING ROADMAP

The B2B Buyer's Journey



How do we

use this knowledge to connect
with our audiences, where they are,
so we can dramatically improve
our digital marketing and sales process?

Unsuccessful Companies Do These Regularly

1. **They talk about themselves constantly.**

Ever have a date like this? How did that date go?

2. **They don't think like their customers.**

What do you customers care about? You? NO. They care about their worries, concerns, fears, etc. Answer their questions, worries, concerns.

Successful Companies do the following

1. Know their audience.
2. Have a content strategy and plan that can be used for their social media channels, website and email marketing.
3. They choose the rights social networks.
4. They are active on their social media channel/s providing answers and helpful information to their audience and prospective customers.

Two case studies ...

CONSIDERING AN INGROUND POOL?

As Manufacturers and Installers of World-Class
Inground Fiberglass Pools, We Want to Help Make Your
Backyard Dream a Reality

Get an INSTANT quote

Get all the latest swimming pool tips,
tricks, and education in your inbox!

Subscribe to the blog now!



View Our Extensive Learning Center

The most comprehensive inground pool library anywhere.

140+

VIDEOS

700+

ARTICLES

22+ mil

TOTAL VIEWS



COST GUIDE

How Much Do Inground Pools Cost?

[READ ARTICLE ↗](#)



EBOOK

Comparing Fiberglass, Concrete, and Vinyl Liner Pools

[DOWNLOAD NOW ↗](#)



BLOG

How to Choose the Right Swimming Pool Size for You and Your Family

[READ ARTICLE ↗](#)



BLOG

Should I Get a Salt Water System in my Pool?

[READ ARTICLE ↗](#)

[VISIT OUR LEARNING CENTER](#)

[Return](#)



River Pools



Don

Home

Create



River Pools ✓

@riverpoolsandspas

Home

Photos

Locations

Videos

Posts

About

Community

Groups

Create a Page



Like

Following

Share



Send Message



Write a post...



Photo/Video

Tag Friends

Check in



Photos



ABOUT RIVER POOLS

Our Story

Nobody ever says, "I want to be a pool guy when I grow up."

That is, until Jason Hughes said it as a ...

See More

Community

See All

Let's take a quick look at the FB page

\$5+ Million

From two pieces
of customer-centered
content

***plus customers shared with their friends**



[» Buy & Sell Now](#)

[Contact Us](#)

HOME

ABOUT ▾

PRODUCTS ▾

PRICE GUIDES

MORE ▾

SEARCH

YOUR MEDICAL IMAGING EQUIPMENT GUIDE

We help you buy, sell, and service imaging equipment worldwide.

EQUIPMENT

Browse 200+ Systems in Stock

MOBILE

Rental Terms to Fit Your Needs

PARTS

33,000 Parts - All Modalities

SERVICE

Increase Uptime & Save

INDEPENDENT PROVIDER OF:



SIEMENS
Healthineers

PHILIPS

HOLOGIC
Imaging Division

TOSHIBA

HITACHI
Inspire the Next

CONTRACTED SUPPLIER FOR:



vizient



Block Imaging

Medical Devices · Holt, MI · 2,529 followers

We buy, sell and service medical imaging equipment: MRI, CT, radiology, C-arm, mammography, X-ray, BMD, and more!

+ Follow

Learn more [↗](#)



Josh works here

[See all 105 employees on LinkedIn](#) →

Home

About

Jobs

People

Ads

Updates

Sort by: Top ▼



Block Imaging

2,529 followers

1w

+ Follow ...

And that's a wrap! We had a great time connecting with everyone, and look forward to continuing to develop relationships and ways to better serve you and yours! [#AAMIExchange2019](#) [#ThankYou](#)



Communities

Hashtags



[#medicalequipment](#)

644 followers



[#medicaldevices](#)

409,747 followers



[#medicalimaging](#)

837 followers

Ad ...


Don, McDonald's is hiring!



• Messaging

[Let's take a quick look at the Block Imaging LinkedIn Page](#)

refurbished equipment parts & service

 blockimaging.com



BlockImaging

1,067 subscribers

SUBSCRIBE 1K

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



 CHANNELYTICS



Block Imaging | Refurbished Medical Imaging Equipment, Part...

3,484 views • 6 years ago

Helping you buy, sell, service and repair used medical imaging equipment. Discover more via www.blockimaging.com

C-Arms ▶ PLAY ALL

C-Arm videos from Block Imaging



Block Imaging YouTube Channel

refurbished equipment parts & service



BlockImaging

1,067 subscribers

SUBSCRIBE 1K

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Description

Block Imaging provides refurbished medical imaging equipment, mobile imaging equipment, parts and service. It offers free service and repair videos, knowledge guides, and pricing for MRI, CT, C-arm, mammography, DEXA, PET/CT and more.

Stats

Joined Nov 6, 2009

439,664 views



Details

For business inquiries:

[VIEW EMAIL ADDRESS](#)

Location:

United States

Links

blockimaging.com

refurbished equipment parts & service



BlockImaging

1,067 subscribers

SUBSCRIBE 1K

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Description

Block Imaging provides refurbished medical imaging equipment, mobile imaging equipment, parts and service. It offers free service and repair videos, knowledge guides, and pricing for MRI, CT, C-arm, mammography, DEXA, PET/CT and more.

Stats

Joined Nov 6, 2009

439,664 views



Details

For business inquiries:

[VIEW EMAIL ADDRESS](#)

\$30-40+ MILLION

If you wanted to
COULD you
apply this to your
business?



3

FINALLY

What strategy and tactics should you use to succeed?

Tactic

Write down

1. Who are your core audiences?
2. Write down the 10 most common or popular questions you get asked from each group they way THEY ask them, in THEIR language.
3. Write down ways you could answer these using resources you have (text, audio, video)

WHAT IS YOUR BEST TOOL?

NETWORK	Low Value	Medium Value	High Value
Facebook			
YouTube			
Instagram			
Twitter			
LinkedIn			
Pinterest			
Other			



chiefmartec.com

April 2020

Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

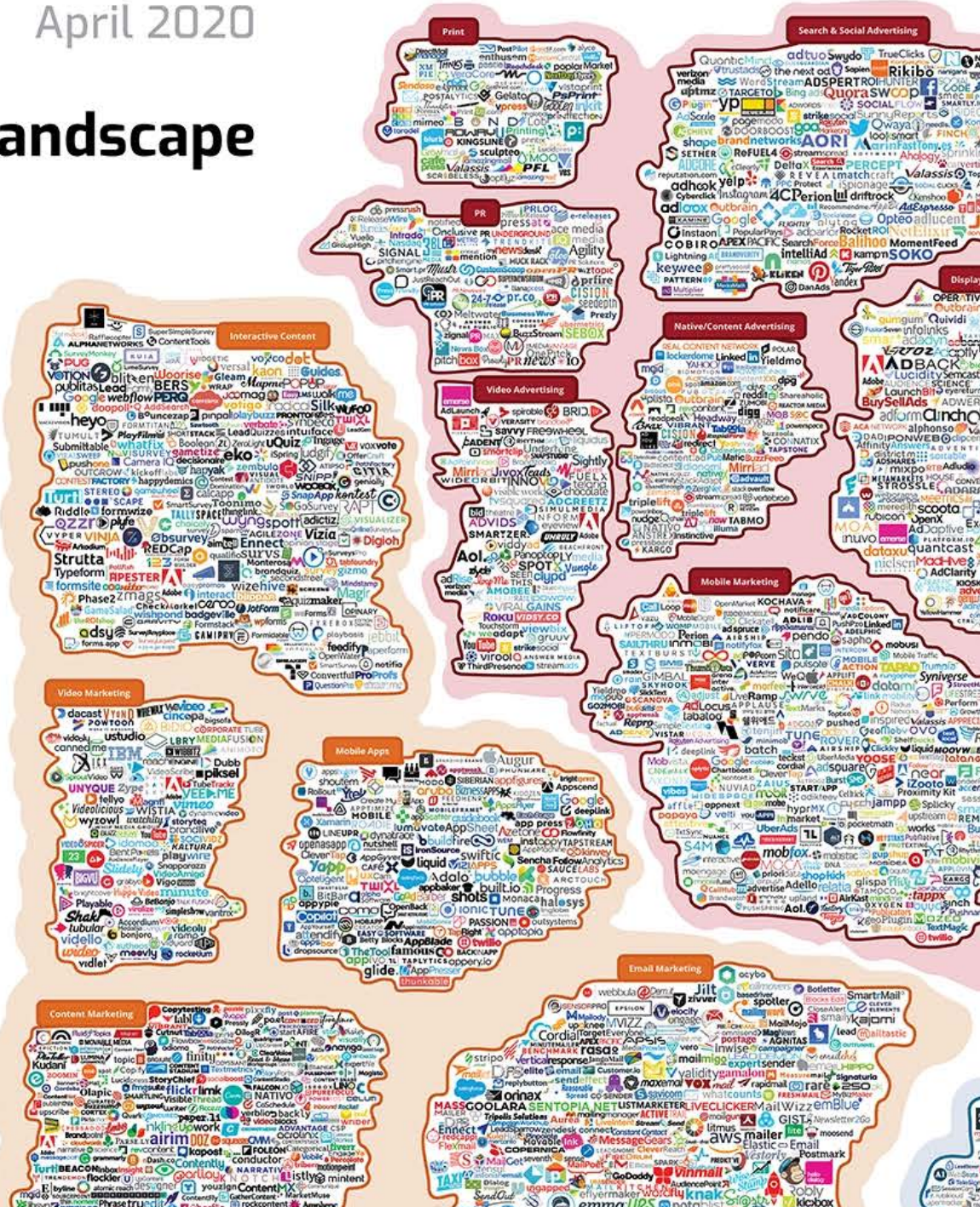
Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com

2019

7,040 solutions



2011

Marketing Technology Landscape

August 2011



2012

Marketing Technology Landscape

September 2012



2014

chiefmartec.com Marketing Technology Landscape

January 2014



2015

chiefmartec.com Marketing Technology Landscape

January 2015



2016

chiefmartec.com Marketing Technology Landscape

March 2016



2017

chiefmartec.com Marketing Technology Landscape ("Martech 5000")

May 2017



2018

chiefmartec.com Marketing Technology Landscape ("Martech 5000")

April 2018



2019

chiefmartec.com Marketing Technology Landscape ("Martech 5000")

April 2019



2020



~150

~350

~1,000

~2,000

~3,500

~5,000

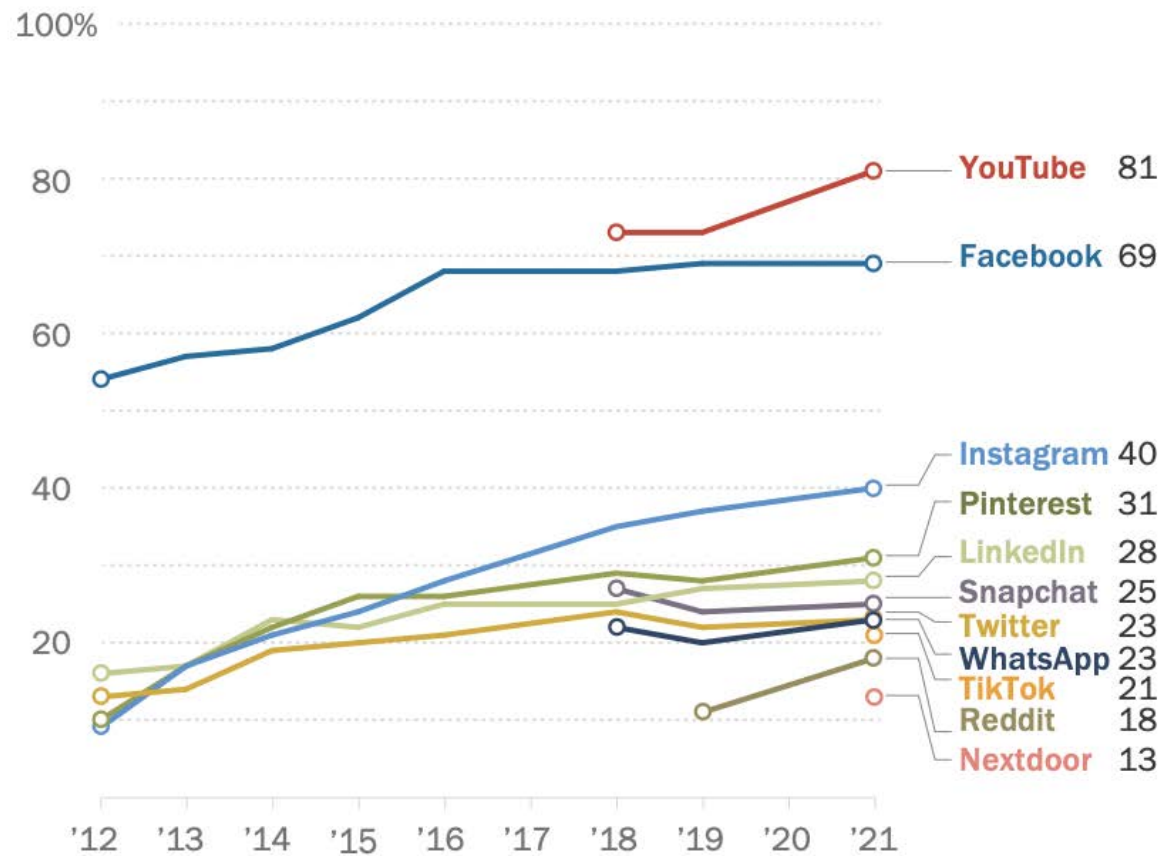
~6,800

~7,000

8,000

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

PEW RESEARCH CENTER



SUMMARY (B2C Primarily)

Demographics: Everyone (1 Billion Active)

Culture: Built on friendships

Why People Use: to check in a LOT

How They Use It: sharing, videos and pics are most powerful

How to Best Connect: STORIES, GROUPS are performing the best. Video and link posts are doing well too. And localize!

BUT ... it's hard to get through the noise. You might need to rely on ads (almost for sure).

Regular update at first. Provide value daily and interact

ANALYTICS: FACEBOOK INSIGHTS



SUMMARY

Demographics: Wide Demographics

Culture: Video watching of course

Why People Use: entertain & educate

How They Use It: watching mostly via phone

How to Best Connect: Niche video content. Video is
EXPLODING!

Video ranks very high in Search. But YouTube videos don't perform well on Facebook or LinkedIn.

Recommend weekly or every other week at minimum

ANALYTICS: <https://studio.youtube.com/>



SUMMARY

Demographics: Business & Professionals

Culture: Professional interactions & connections

Why People Use: to learn, build and grow their professional connections.

How They Use It: Researching, connecting & sharing knowledge.

How to Best Connect: Listen and follow.

Strong B2B value.

Video is growing tremendously on this platform!

Train employees to use and share. 3% of employees who share company-related content on social are responsible for 30% of like, shares, comments and engagements.

<https://www.linkedin.com/help/linkedin/answer/94877>



SUMMARY

Demographics: Wide profile of users

Culture: Intimate experience.

Why People Use: lifestyle, connections and behind-the-scenes.

How They Use It: images and video work here

How to Best Connect: Human, behind-the-scenes content. Let people see people and processes. Let them be a part of the business.

Most effective content is stories.

Set up your account as a business account to get insights



SUMMARY

Demographics: Wide Range (560 million users)

Culture: Fast, high-level networking & interaction

Why People Use: check in on trends, it's the ticker of our era, to converse and network

How They Use It: jump in and jump out

How to Best Connect: Listen and follow. Then reach out. Promote others. Also, research. It's a world-wide focus group.

Not as sexy as other network at the current time, but it has definite value.

Not good for long-form content.

QUESTIONS?

DON STANLEY

www.3RhinoMedia.com

don@3RhinoMedia.com

608-561-7097



LINKEDIN: www.linkedin.com/in/donstanley1294

