Strategic Perspectives on Social Media in B2B

Prof. dr. Henry Robben
Nyenrode Business Universiteit & Vision2B
Hi, I’m Henry Robben.

I take care of my three sons, read whatever is available, enjoy first-person shooter games, cycle as much as I can, and cheer for Oranje, the Dutch national soccer team.

I am a Professor of Marketing at Nyenrode Business Universiteit and a founding partner at Vision2B.

For a living, I catalyze strategic marketing processes to help individuals and companies realize their ambitions.

I have turned my passion into my job, that is why I’m here with you today. Combining my academic work with practice is a ‘conditio sine qua non’ for me.
A Strategic Inductive-Deductive Approach to (Social) Media From a Customer Perspective.

http://www.youtube.com/watch?v=zhgCDLmMuql
Be *where* the customer is.

*When* they need you to be there.

Know *what* to bring...

And the customer today is **Sophie**.
She is the CEO of a travel agency.
Customers’ Outlook on Differentiating Advantage (The CODA-model): Generic reasons to buy

- **Offering**
  The core functional product or service your company offers

- **Image**
  The beliefs, images, ideas or impressions the market holds about your company and/or the products you offer

- **Customer Process**
  The company/customer- interaction process, as perceived by the customer, by means of which your company identifies, builds and maintains relationships with its customers and delivers its offering

- **Price**
  The financial and non-financial costs your customers make in order to own or consume your products/services
Sophie

Inductive Decision Process

Direct
(Online and offline, social and individual, etc.)

Indirect
(Business Networks, etc.)

Influencers
(Bloggers, Events, Instructors, etc.)

Analogue / Digital Channels used by Brands
- Social
- (e)Paper
- (e)Magazines
- Broadcasting

Adapted from Figure 2.3
Way-to-Client Architecture
Adapted from Figure 2.3
Way-to-Client Architecture

Sophie

Social Media used by Brands

1. Direct Subscriptions
   (Facebook, Twitter, Forums, etc.)

2. Indirect Referrals
   (Likes, Retweets, Shares, etc.)

3. Influencers
   (Bloggers, Events, Instructors, etc.)

Customer Process

Inductive decision process

Offering / Message 1  Offering / Message 2  Offering / Message 3  Offering / Message 4
marketing and messages work in segments
Defining the Media-to-Customer Strategy

- What message do we offer?
- Which channel do we use?

- Pre-Transaction
- Purchase & Delivery
- Implementation & Service

- Offering
- Customer Process
- Image
- Price
- Social
- Broadcasting
- Traditional
- Offline interaction

Free after Figure 2.1

Phase in the decision process
Adapted from Figure 2.3
Way-to-Client Architecture

Sophie

Analogue / Digital Channels used by Brands
- Social
- (e)Paper
- (e)Magazines
- Broadcasting

Direct
(Online and offline, social and individual, etc.)

Indirect
(Business Networks, etc.)

Influencers
(Bloggers, Events, Instructors, etc.)
Social media are a two-way system that has its own rules...

"500 friends and no one’s available to chat?
No new posts today? How odd..."
Basically, it’s a decision on what, where, and when...
Please enjoy the rest of the seminar!

Prof. dr. Henry Robben
Nyenrode Business Universiteit
Vision2B