



B2B Social Media: Lead Generation and ROI for Brands

February 13, 2012

Hashtag: #SMWNY

Follow @team affect

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Social Media = Bi-directional Communications

Searching for Information

Connecting with People, Organizations & Brands

Networking with Business Colleagues

Finding & Sharing Interests

Recommending & Reviewing Products

Researching & Educating

Purchasing

tumblr.

foursquare

flickr

Google
Groups

YAHOO! GROUPS

Linked in®

facebook

You Tube

twitter

Google+

Quora

Knock, Knock

Who's There?

Your Target Audience

Social Media Reach





- 875 million active users
- Approximately 80% of FB users outside of U.S.
- 50% of users log on to FB each day
- Average user has 130 friends
- 700 billion minutes per month spent on FB
- Average user connected to 80 community pages, groups and events
- More than 250 million active users access FB through mobile devices
- 56% of users say that they are more likely to recommend a brand after becoming a fan

Source: Facebook, February 2012



- Largest professional network on the Internet
- More than 150 million members in over 200 countries and territories
- More than half of LinkedIn members are outside of the U.S.
- Executives from all of the 2011 Fortune 500 companies
- More than 2 million companies have LinkedIn Pages

Source: LinkedIn May 2011

- 45% of B2B Companies have gained a customer from LinkedIn

Source: B2B Social Media Guide





- 100 million active users, 50 million are active everyday
- 34% of marketers have generated leads using Twitter

Source: mediabistro 2012

Twitter followers are purchasers and opinion leaders

Are you more likely to buy since becoming a follower/fan?

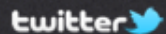
67% **twitter**

51% **facebook**

Are you more likely to recommend since becoming a follower/fan?

79% **twitter**

60% **facebook**

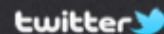


Source: iModerate, March 2010 survey of 1,504 nationally representative US adults by Chadwick Martin Bailey

Twitter user are the most influential online consumers

	Daily Twitter users	All consumers
Publish blog posts at least once a month	72%	14%
Comment on others' blog posts	70%	23%
Write at least one product review a month	61%	20%
Comment on news sites	61%	15%
Write articles for third-party sites	56%	10%
Post videos online	53%	10%
Make contributions to wiki sites	50%	7%
Share deals found through coupon forums	48%	10%

The conversations that take place on Twitter fuel discussions across all areas of the internet—from blogs and forums to product reviews and coupon sites—which influence both Twitter and non-Twitter users alike.



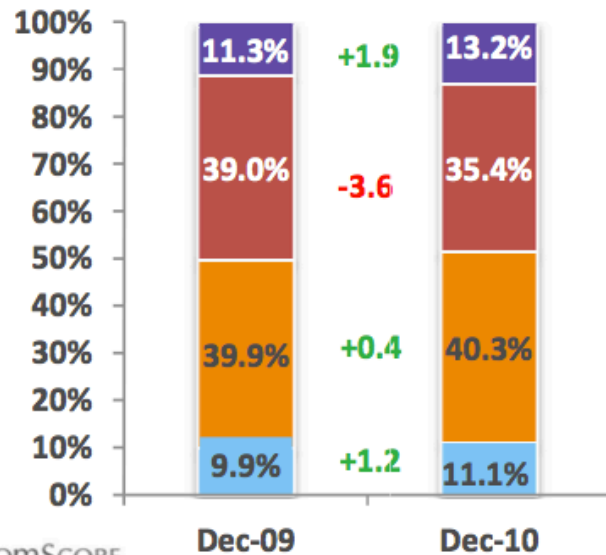
Source: Exact Target / Cotweet, June 2010

Facebook & Twitter

Nearly Half of Users are 35+

U.S. Demographic Profile
Share of Visitors to Facebook.com

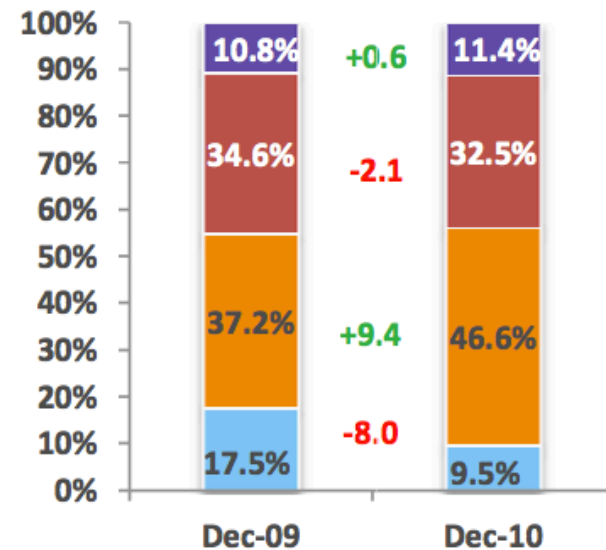
Source: comScore Media Metrix, Dec-2010 vs. Dec-2009



comSCORE.

U.S. Demographic Profile
Share of Visitors for Twitter.com

Source: comScore Media Metrix, Dec-2010 vs. Dec-2009



■ Persons: 2-17 ■ Persons: 18-34 ■ Persons: 35-54 ■ Persons: 55+



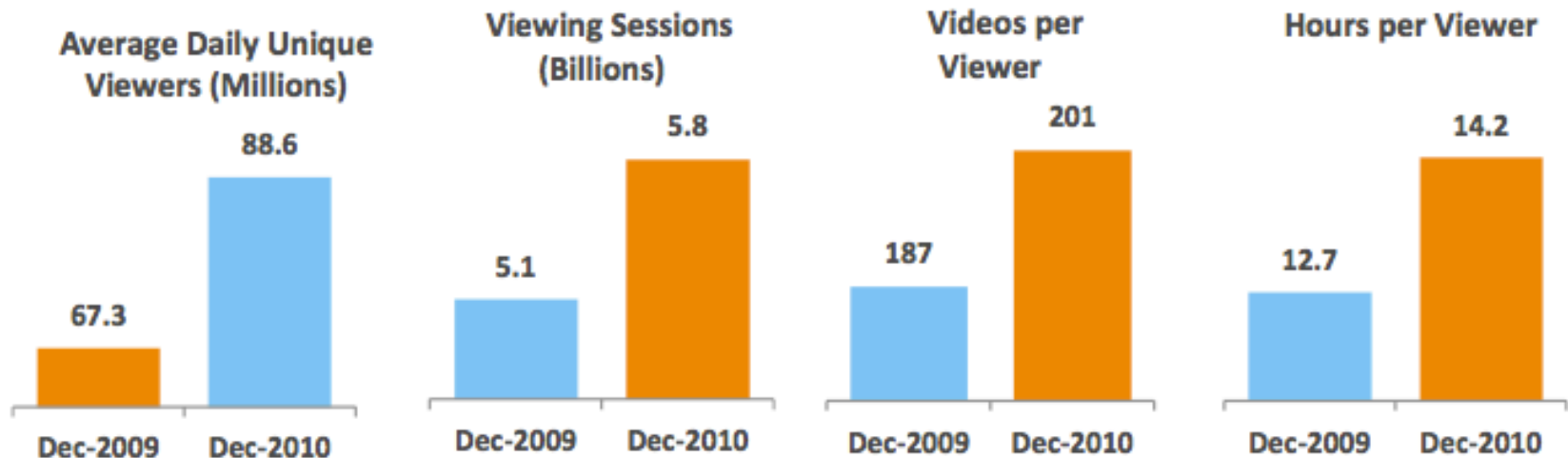
- #2 search engine after Google
- 35 hours of video uploaded per minute in 2011
- 800 million unique users visit YouTube each month
- 700 billion playbacks in 2010
- 70% of YouTube traffic from outside the U.S.
- Demographic is broad: 18-54
- 400+ million YouTube Mobile views per day
- YouTube is monetizing over 3 billion video views per week globally
- Number of advertisers using display ads on YouTube increased 10-fold in the last year
- More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years

Source: YouTube, February 2012

Online Video Views Growing by Leaps and Bounds

Growth in Total U.S. Online Video Market

Source: comScore Video Metrix, Dec-2010 vs. Dec-2009



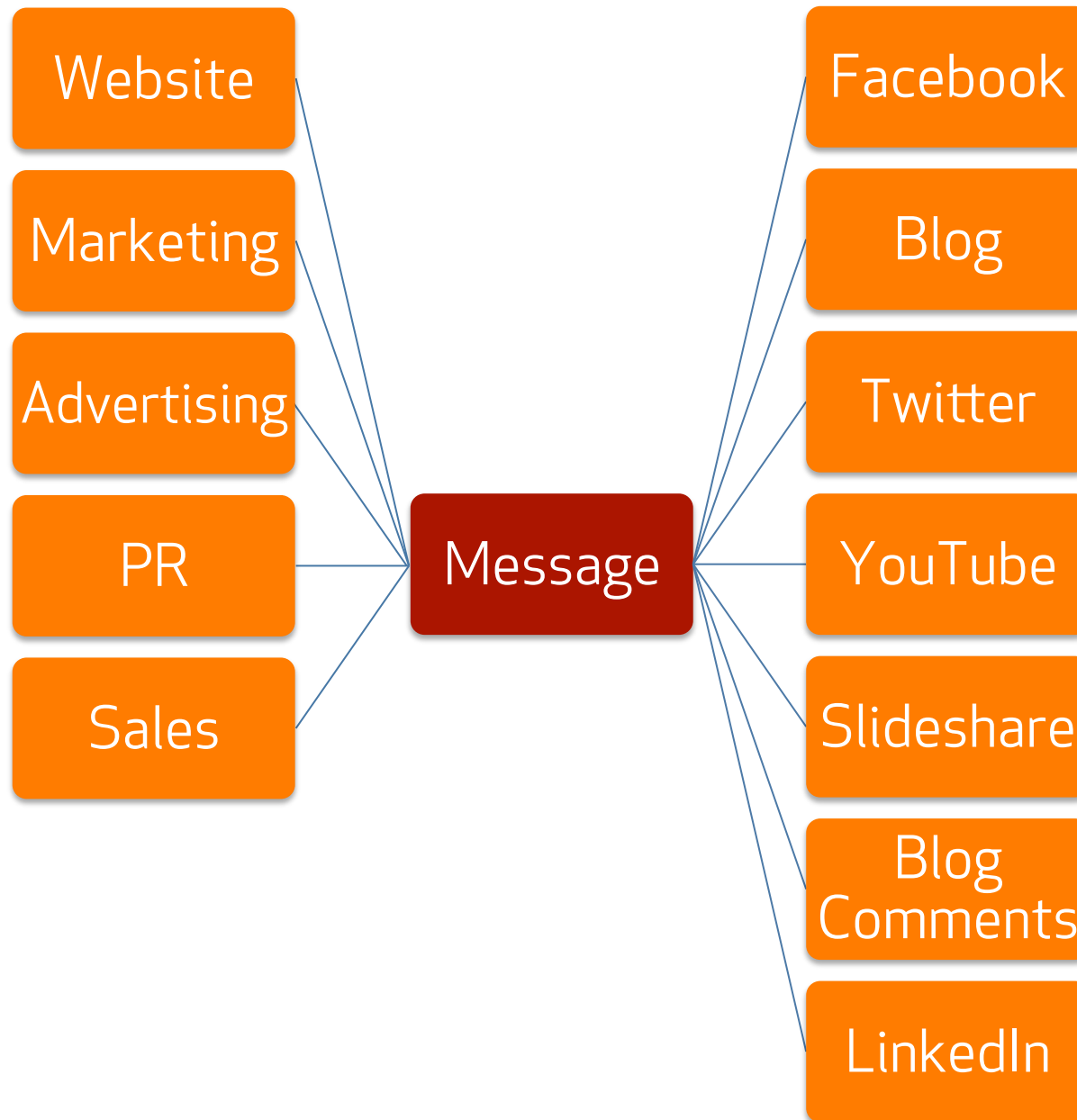


- More than 12 million American adults maintain a blog
- More than 57 million Americans read blogs
- Technorati is currently tracking more than 70 million blogs
- Over 120 thousand blogs are created every day
- 22 of the 100 most popular websites are blogs
- 51% of blog readers shop online
- Blog readers average 23 hours online each week

Source: Blog World Expo

PR Goes Social

- 37% of journalists are required to maintain Twitter accounts
– *PRWeek 2010*
- 52% of reporters now use Twitter as part of their jobs
– *Cision/GSPM 2010*
- 65% of journalists use Facebook for their work
– *Cision/GSPM 2010*



In order to measure success, you must identify
your goal.

In order to reach the goal, you must plan your
path.

30% of B2B marketers are spending millions of dollars each year

Nearly 30% of them are not tracking the impact of this marketing

Source: mediabistro 2012

Simple Social Media Measurement Matrix

Platform	Audience	Activity	Engagement	Web Traffic	Lead Gen
Twitter	# of Followers # of Friends	# of Tweets	# of Tweets # of Mentions # of Retweets # of Conversations (DM)	# of Clicks to Website	# of Leads
Facebook	# of Fans # of Favorites	# of Posts # of Events	# of Comments # of Attendees (Events)	# of Clicks to Website	# of Leads
LinkedIn	# of Members	# of Posts	# of Discussion Posts # of News Posts # of Questions	# of Clicks to Website	# of Leads
YouTube	# of Subscribers # of Views # of Favorites	# of Uploads	# of Comments # of Link Backs	# of Clicks to Website	# of Leads
Blog Commenting		# of Comments	# of Responses	# of Clicks to Website	# of Leads
Corporate Blog	# of Readers # of Subscribers (RSS)	# of Posts	# of Comments # of Link Backs	# of Clicks to Website	# of Leads

Revenue Generation

- Sales
- Memberships
- Registrations
- Downloads
- Participation

Cost Deflection

- Reducing Product Quality Defects
- Decrease R&D Expense
- Decrease Time to Market
- Decrease Marketing Expenses
- Customer Service & Support Savings

Resources: Womma Metrics Best Practices Guidebook

Conversation Reach

Conversation
Reach

$$\frac{\text{Total People Participating}}{\text{Total Audience Exposure}} = \text{Conversation Reach}$$

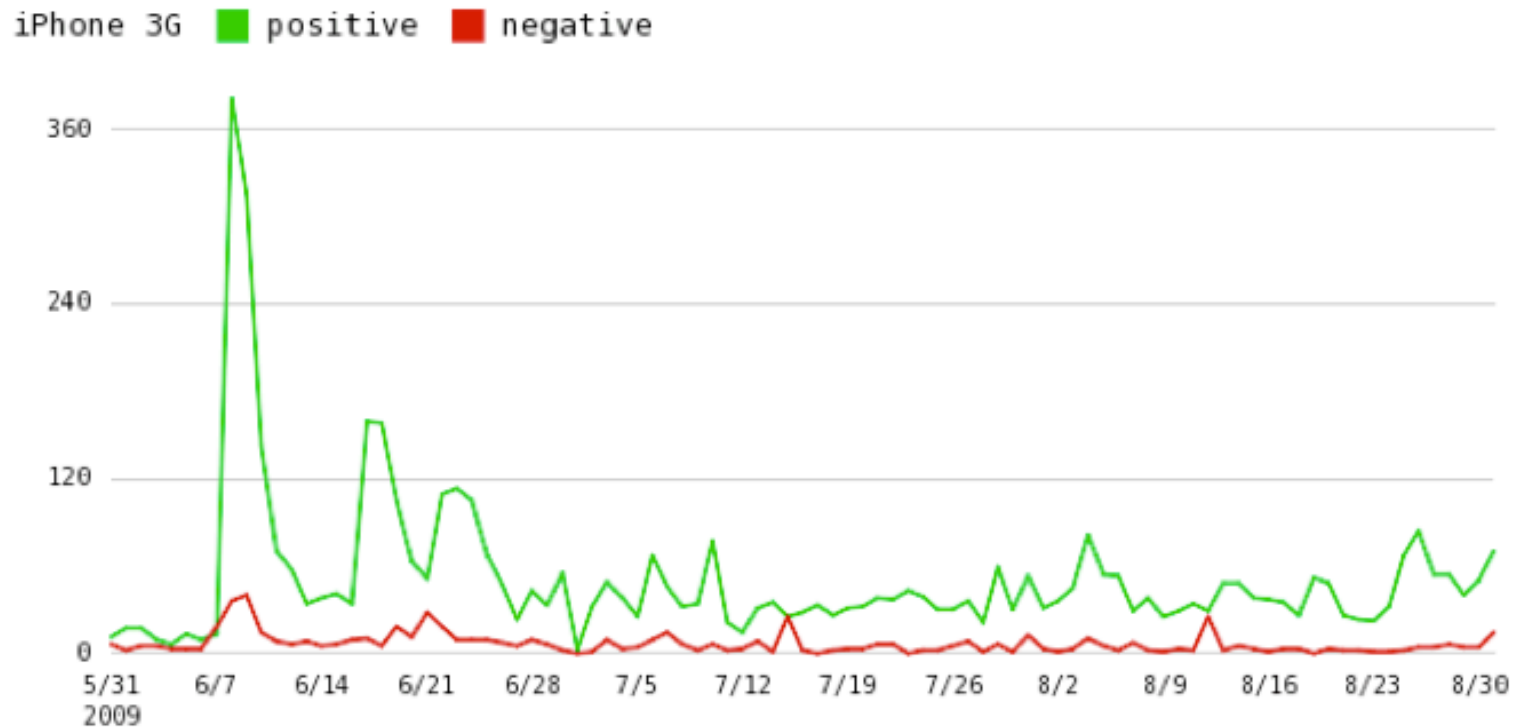
Share of Voice

Share of
Voice

$$\frac{\text{Brand Mentions}}{\text{Total Mentions (Brand + Competitor A, B, C...n)}} = \text{Share of Voice}$$

Source: Altimeter Group

Sentiment



Source: Womma Metrics Best Practices Guidebook

UPS Woos & Wins SMBs Through Social Media

The image is a screenshot of the UPS Facebook page. The top navigation bar is blue with the Facebook logo, two notification icons, and a search bar. The page header shows the UPS logo, a 'Like' button, and the category 'Transport/Freight'. Below this is a banner image of a woman holding a box with a yellow heart, with the text 'CELEBRATE SMALL BUSINESS' and the 'ups WE LOGISTICS' logo. The main content area shows a post from UPS, dated 19 hours ago, with the text: 'Is your business going global in Q2? Be sure and reference our Wor Holidays calendar to avoid delays and optimize your logistics. http://bit.ly/iuwXgq compass.ups.com'. The post has 24 likes and 3 comments. Below this is another post from UPS, dated Wednesday at 2:55pm, with the text: 'B2B meetings, 600 businesses, 30 countries, 2 days - THAT's speed dating entrepreneur style. FUTURALLIA KC 2011 is only 1 week away. We'll see you there!'. This post has 7 likes and a comment from Segun Oyedeji asking for help with registration. The left sidebar contains links to Wall, Info, Support, Your Story, Go Green, Logistics, Photos, Video, and More.

facebook 1 1 Search

UPS Like
Transport/Freight

CELEBRATE SMALL BUSINESS

ups
WE LOGISTICS

Wall

UPS
Is your business going global in Q2? Be sure and reference our Wor Holidays calendar to avoid delays and optimize your logistics.
<http://bit.ly/iuwXgq>
compass.ups.com
19 hours ago · Share
24 people like this.
View all 3 comments

UPS
B2B meetings, 600 businesses, 30 countries, 2 days - THAT's speed dating entrepreneur style. FUTURALLIA KC 2011 is only 1 week away. We'll see you there!
Futurallia Kansas City 2011 - Homepage
www.futuralliaKC2011.com
Futurallia KC 2011 Registrants from Belgium and Canada Win American Airlines Tickets. Two international companies were the recipients of American Airlines roundtrip tickets to attend Futurallia KC 2011 in Kansas City. The Belgium winner is Kris Shattaman who operates Eco Treasures in Lok
Wednesday at 2:55pm · Share
7 people like this.

Segun Oyedeji am a nigeria.kindly help out as i dnt knw wer will regis 4m canad?
Wednesday at 3:22pm

20,862
people like this

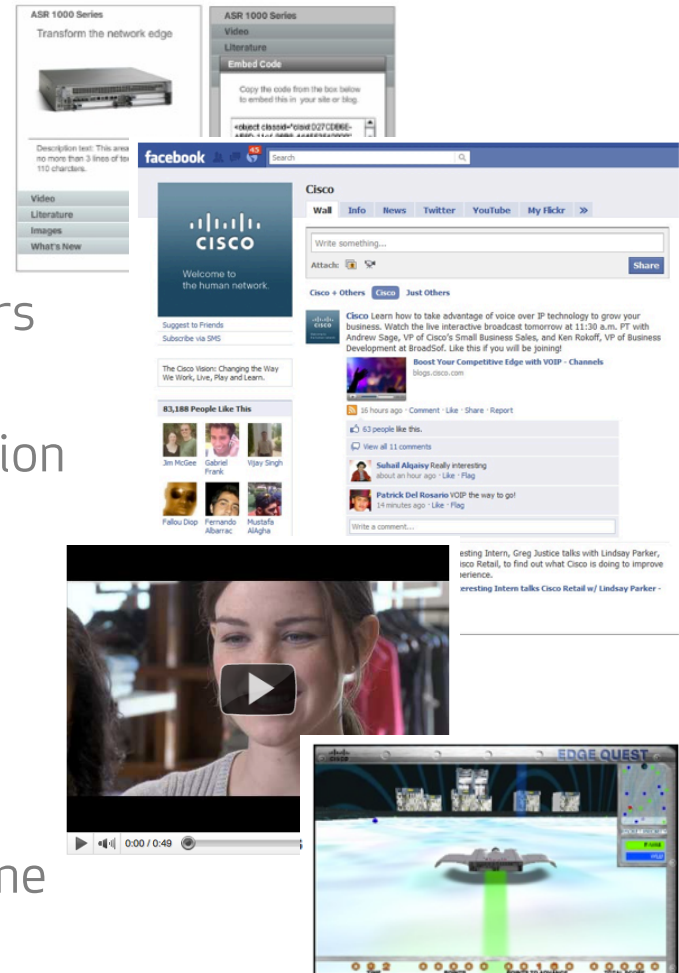
Cisco Cuts \$100,000+ Off Product Launch

Cisco SM Stats:

- Blog: 22 external, 475K views/quarter
- Twitter: 108 Cisco feeds with 2 million followers
- Facebook: 79 groups with 100k+ fans
- YouTube: 300+ channels, 2,000+ videos, 4 million views

Cisco SM Product Launch:

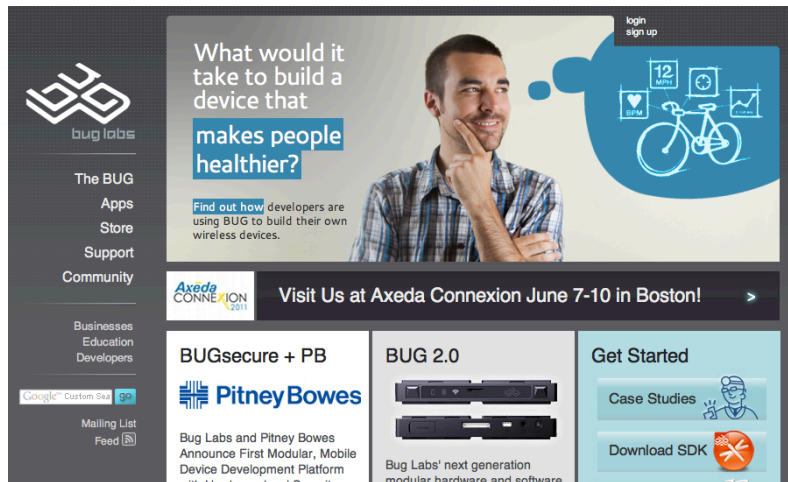
- 9,000 attendees vs. 100 traditional
- Triple the number of press articles
- More than 1,000 blog posts and 40 million online impressions
- Cost one-sixth of a traditional Cisco product launch



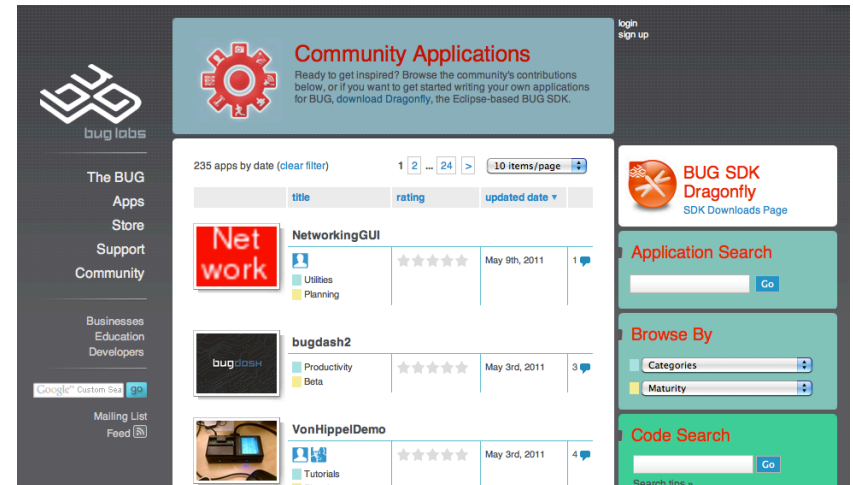
Source: Social Media Examiner



Bug Labs' Customers Drive Product Development



The Bug Labs website features a dark sidebar with navigation links: The BUG, Apps, Store, Support, Community, Businesses Education Developers, and a Google Custom Search bar. The main content area includes a large banner with the text "What would it take to build a device that makes people healthier?" and a photo of a man thinking. Below the banner is a section for "BUGsecure + PB" by PitneyBowes, "BUG 2.0" (Bug Labs' next generation modular hardware and software), and a "Get Started" section with links for Case Studies and Download SDK. A footer section mentions "Visit Us at Axeda Connexion June 7-10 in Boston!"



This screenshot shows the "Community Applications" section of the Bug Labs website. It features a sidebar with navigation links: The BUG, Apps, Store, Support, Community, Businesses Education Developers, and a Google Custom Search bar. The main content area displays a list of applications with filters for title, rating, and updated date. The applications listed are "NetworkingGUI", "bugdash2", and "VonHippelDemo". A right sidebar contains links for "BUG SDK Dragonfly", "Application Search", "Browse By", and "Code Search".



BUG Community



Top External (or Customer-Facing) Social Strategy Objectives in 2011



Base: 140 Global Corporate Social Strategists

Source: Altimeter Group

B2B Social Media: Omni Hotels & Resorts

February 2012

OMNI CASE STUDY

CURRENT SITUATION



Omni Hotels & Resorts offers **luxury hotels and resorts** throughout North America.

Omni has a large portfolio of **meeting venue options** to meet business event planning needs.

OMNI CASE STUDY

CURRENT SITUATION



Omni wanted to significantly **increase brand awareness and recognition among meeting planners** across the United States.

Omni tapped Affect to **create a social media presence** that would allow it to engage with event planners and their influencers.

OMNI CASE STUDY

THE ASSIGNMENT



Create **brand awareness and buzz** within the meeting and event planner community about Omni locations, meeting options and specific promotions.

Motivate meeting planners to take action and choose Omni for their events.

Generate groups sales leads using social media platforms.

OMNI CASE STUDY
STRATEGIES



Use social media as a platform for engaging in **meaningful conversations** with meeting and event planners and providing them with expertise and resources.

Create the **Omni Understands landing page** – a one-stop shop for meeting planners with information and resources that makes their jobs easier.

Use **Twitter and Facebook** as platforms for Omni to address the needs and interests of meeting planners across the United States.

Use **LinkedIn** to engage groups of planners in conversation, position Omni executives as thought leaders and answer their questions about meeting venues.

Use a **blog commenting campaign** to create a dialogue between Omni and industry influencers.

OMNI CASE STUDY

OMNI UNDERSTANDS LANDING PAGE

www.omniunderstands.com

Omni  HOTELS & RESORTS®

Sign In

RATES & RESERVATIONS FIND A HOTEL SPECIALS & PACKAGES MEETINGS & EVENTS LOYALTY PROGRAM CONTACT US

Omni Understands

Omni Understands

Meetings & Groups 

Sensational Meetings

Custom Group Page

Weddings

Social Events

Find a Meeting Location

RFP & Meeting Inquiries

Global Sales Contacts

Select Rewards

High-Speed Internet



"I don't need a GM to tell me what I want. I need a GM to listen to what I need."

Cindy Allen
Director of Special Events,
Mary Kay Inc.

Omni understands

At Omni, we understand the unique challenges faced by today's meeting planners. That's why we created exclusive offers and services that help make your job a little bit easier. Like [zero attrition](#) so you can plan without worry. Special [value dates](#) that help you stretch your meeting dollars. And [2-hour RFP responses](#) that provide the answers you need to get your job done. Visit our [meetings page](#) for a complete list of our meeting services.

And don't forget to visit our dedicated [Facebook](#) and [Twitter](#) pages, with offers created exclusively for meeting planners.

RAPID RESPONSE
Get answers within 2 hours.
[Create RFP](#)

ZERO ATTRITION
Book without worries
[Learn More](#)

Find a Location

Select by City -or-
Select by City 

Select by Hotel
Select by Hotel 

Guest Rooms Needed

Largest Meeting Room 

Find

Group Value Dates

Find available Group Value Dates for any Omni Hotels location.

☐ By Property
Select by Hotel 

☐ By Date
All Months  2011 

Find

PROPRIETARY & CONFIDENTIAL

OMNI CASE STUDY

TWITTER: @OMNIMEETINGS

www.twitter.com/omnimeetings



Omni Meetings

@OmniMeetings USA

Omni Hotels & Resorts has the facilities, staff, technology and expertise to make your meeting or group event one to remember. 800-543-1400
<http://omniunderstands.com>

✓ Following

Tweet to @OmniMeetings

Tweets Favorites Following Followers Lists



OmniMeetings Omni Meetings

Book your meeting and select your reward. It's that easy with Omni bit.ly/aGsCXD #venues #meetings

1 hour ago



OmniMeetings Omni Meetings

Sometimes speaking up is hard to do. Researchers explain on wsj.com/zd1i9N #eventprofs #engage365 #MPI #pcma

3 hours ago



OmniMeetings Omni Meetings

Omni has new rewards for meeting and event planners including Amex or Omni gift cards! bit.ly/d1k3hL

10 Feb



OmniMeetings Omni Meetings

Are you learning from your peers? via @elizabethglau bit.ly/wTHY6I #eventprofs #MPI

10 Feb



About @OmniMeetings

1,584
Tweets

1,993
Following

1,454
Followers

78
Listed

Recent images · [view all](#)

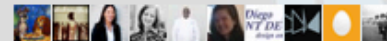


You and @OmniMeetings

You follow accounts that follow @OmniMeetings · [view](#)



Following · [view all](#)



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[Resources](#) © 2012 Twitter

Omni participated in 3-4 discussions per week on LinkedIn Groups that are specific to meeting planners



MPI's Meeting & Event Discussion Group

13,663 members

[Discussions](#) [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)



i-Meet - The online community for People Who Plan Meetings &...

7,506 members

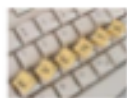
[Discussions](#) [Members](#) [Jobs](#) [Search](#) [More...](#)



BizBash—Event Planners Gather

18,830 members

[Discussions](#) [Members](#) [Promotions](#) [Jobs](#) [Search](#) [More...](#)



Event Planning & Event Management - the 1st Group for Event...

50,231 members

[Discussions](#) [Members](#) [Jobs](#) [Search](#) [More...](#)

OMNI CASE STUDY BLOG COMMENTING

Omni commented on 2-3 industry blogs and online publications each week



Event love in the next web



OMNI CASE STUDY FACEBOOK FAN PAGE

www.facebook.com/omnimeetings



Wall

Admin View

Info

Photos

Discussions

Notes

75

people like this

Likes

See All



Meeting
Professionals
International

Omni Meetings & Events: Planners' Forum

Company [Edit Info](#)



Wall

Everyone · Omni Meetings & Events: P...

Share: [Status](#) [Photo](#) [Link](#) [Video](#)

Write something...



Omni Meetings & Events: Planners' Forum

Every generation is different and needs to be targeted accordingly. Event Coup offers top 10 strategies for engaging Gen Y at corporate meetings and events <http://bit.ly/hjz31g>



Top 10 Strategies for Engaging Generation Y Participants in Conferences and Corporate Meetings - Eve

bit.ly

Summary: Every generation is different. In the biggest transfer of corporate power in decades, we've been hearing for some time that Generation Y would be hitting corporations worldwide. I've been looking forward to watching them shake things up. 20 and early 30 somethings are reaching the executive

9 hours ago · [Like](#) · [Comment](#) · [Share](#) · [Promote](#)

OMNI CASE STUDY

RESULTS SNAPSHOT

Enhanced brand awareness

Gained more than 1,454 followers of Omni's Twitter handle

Secured media coverage for Omni in top outlets read by meeting & event planners via social media efforts

Web traffic and lead generation

Generated more than 25 leads for meetings involving more than 150 attendees

Increased monthly traffic to Omni Understands landing page by 25%

Strong community engagement

Conducted more than 1000 conversations on Twitter and Facebook with meeting planners and influencers

Following and engaging with more meeting planners on social media than any of Omni's competitors

OMNI CASE STUDY

RESULTS: MEDIA COVERAGE

Ignored may be a harsh term. There are several companies attempting to engage group business through social media. Omnimeetings was recently launched on Twitter (I'll post updates on how they are doing in later posts). But realistically there are thousands of conversations occurring every day among meeting planners that hotels quite simply are missing. Not to mention the variety of sites where they form communities and rely on each other for suggestions on anything from where to get decorations in a particular city to, and I've seen this, WHERE TO HAVE THEIR EVENT!

Interactions on Twitter have led to media coverage for Omni

About.com Conventions and Hospitality

Hotels Get Social

Hotels Check Into Social Media, Settle In For Long Stay

By Rebecca Frisch, About.com Guide

Omni Hotels and Resorts created a separate Twitter account to market its [meeting & convention offerings](#) while the Wyndham Orange County is using Twitter to [reach event professionals](#) as well. In November 2010, Wyndham Orange County held a "Make Your Own Meeting" Twitter contest with a two-fold purpose - to call attention to its newly refurbished event space and to discover just what planners are looking for.



MPITheresa

need to talk re: NY Times piece on FutureWatch - they want hotelier perspective. Can someone call me at 972-702-3044 ASAP

19 minutes ago



OmniMeetings

Great, thanks so much for the opportunity! I have forwarded this number to Omni's PR team - someone should be reaching out to you shortly!

The New York Times

OMNI CASE STUDY

RESULTS: LEADS GENERATED

Online engagement has generated known leads for Omni



andinarvaez Andi Narvaez

.@BLENCorp is hosting @Mashable tweetup for Social Good in #DC & looking for private meeting space for 50 ppl. Want to host the event? Pls RT

2 hours ago



OmniMeetings Omni Meetings

Hi @andinarvaez – the Omni Shoreham Hotel in #DC might be a fit for the tweetup <http://bit.ly/9YPVrC> - if you'd like, DM us for more info

1 minute ago



BLENCorp BLEN Inc

Hi @OmniMeetings who can I email about the space for our meetup here's the info by the way <http://www.meetup.com/Mashable/22767/>
THANK YOU!

5 minutes ago



OmniMeetings

We have sent your info to our sales team & they will be reaching out to you directly. Please let us know if you need anything else. Thanks!



reneemurphy Renee Murphy

Anyone know of a creative meeting space in Orlando? #MRX

21 hours ago



OmniMeetings Omni Meetings

@reneemurphy Hi Renee - Can we help? We have a location in Orlando that might work for your meeting: <http://bit.ly/fjToVf>

20 hours ago



reneemurphy Renee Murphy

@omnimeetings thanks! My colleague will follow up. Way to be on social media! The service award of the day goes to you.

19 hours ago

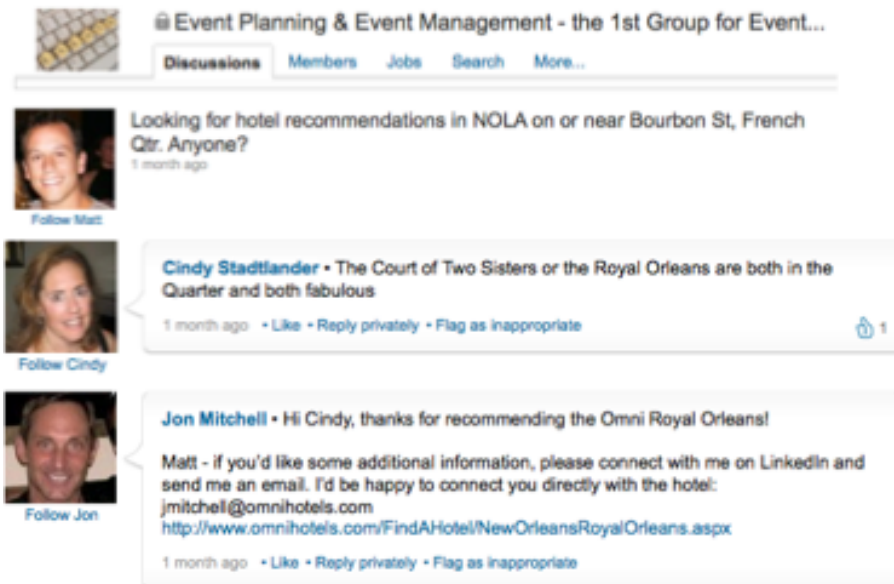


OmniMeetings Omni Meetings

@reneemurphy our pleasure. if it's easier, just have your colleague send a tweet or DM with their contact info & we can follow up directly

17 hours ago

LinkedIn commenting lead to 8 known leads within the first 2 months of engagement



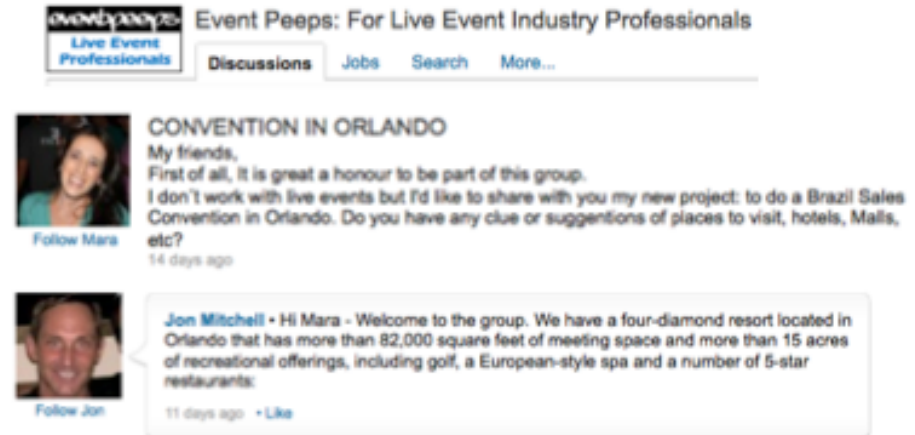
@ Event Planning & Event Management - the 1st Group for Event...

Discussions Members Jobs Search More...

Looking for hotel recommendations in NOLA on or near Bourbon St, French Qtr. Anyone?
1 month ago

Cindy Stadlander • The Court of Two Sisters or the Royal Orleans are both in the Quarter and both fabulous
1 month ago • Like • Reply privately • Flag as inappropriate

Jon Mitchell • Hi Cindy, thanks for recommending the Omni Royal Orleans!
Matt - if you'd like some additional information, please connect with me on LinkedIn and send me an email. I'd be happy to connect you directly with the hotel:
jmitchell@omnihotels.com
<http://www.omnihotels.com/FindAHotel/NewOrleansRoyalOrleans.aspx>
1 month ago • Like • Reply privately • Flag as inappropriate



Event Peeps: For Live Event Industry Professionals

Discussions Jobs Search More...

CONVENTION IN ORLANDO
My friends,
First of all, it is great a honour to be part of this group.
I don't work with live events but I'd like to share with you my new project: to do a Brazil Sales Convention in Orlando. Do you have any clue or suggestions of places to visit, hotels, Malls, etc?
14 days ago

Jon Mitchell • Hi Mars - Welcome to the group. We have a four-diamond resort located in Orlando that has more than 82,000 square feet of meeting space and more than 15 acres of recreational offerings, including golf, a European-style spa and a number of 5-star restaurants.
11 days ago • Like

OMNI CASE STUDY

RESULTS: MEDIA COVERAGE

Interactions on Facebook have secured positive media coverage for Omni on About.com



Omni Meetings & Events: Planners' Forum Exciting offer from Omni: Now through December, meeting planners can qualify for a new Bose iPod docking station or \$300 to their favorite charity to be awarded at contract signing <http://bit.ly/amBsfi>



Omni Hotels | Rock Star
bit.ly

EARN A BOSE IPOD DOCKING STATION Simply book a qualified meeting by December 31, 2010, and a sleek and stylish docking station is all yours.

Tuesday at 2:21pm · Comment · Like · Share · Promote · Flag



Rebecca Frisch Oh! Wish I would have seen this earlier today! I'll include it in my blog next week on <http://hospitality.about.com/>!
Tuesday at 11:53pm · Like · Flag



Omni Meetings & Events: Planners' Forum Great - we would love to be included in the post! Would you like me to shoot you a message with my email address? I'd be happy to provide more information and details about Omni's promotions for planners.
19 hours ago · Like



Rebecca Frisch Yes! Please email me at hospitality.guide@about.com.
15 hours ago · Like · Flag



Omni Meetings & Events: Planners' Forum Thanks! I will email you some more information.
2 seconds ago · Like

Write a comment...

About.com: Conventions and Hospitality

Conventions and Hospitality

Wednesday's What You May Have Missed

Wednesday November 3, 2010

- Plan an event at **Omni Atlanta**, the city's only Four Diamond convention hotel, and you'll have the chance to score a diamond of your own.



©Omni Hotels & Resorts

Event professionals who book a meeting by year's end (and host it before December 31, 2011) will be entered into a drawing to win a \$500 gift certificate to Tiffany & Co. A minimum of \$50,000 in room revenue must be booked in order to qualify. A total of three gift certificates will be awarded. For more details or to submit an online RFP, click [here](#).

Tips for Marketing your Next Event

Katie S. November 8, 2010 at 10:24 am

1



Identifying where an event will be taking place and taking the mystery out of the location is not only a great marketing opportunity, but also helpful for prospective attendees.

I love the idea of taking videos and pictures of the venue as you prepare for the event. This is a fun way to engage with your audience, to get them excited about the event, encourage momentum and registration as well as get them acquainted with the venue.

A tour of the facility can serve a dual logistic and marketing purpose as well. You can use video to provide a virtual tour, which enables you to show off the location and its amenities as well as will help attendees better navigate the location for when they arrive. For example, at Omni Hotels we offer virtual tours for many of our properties, allowing meeting planners to provide attendees with a link to explore the space prior to the event.

Best,
Katie S., Omni Hotels & Resorts
@omnimeetings

Amanda Smith November 10, 2010 at 9:00 am

3



Hi Katie,

That's so great that Omni Hotels offer the virtual tours! It's so helpful for meeting planners to get a feel for the space before and after they do their site visit.

We also use the videos and photos that we take during the site visit internally to show our event photographer where we were thinking they could set up for each function and what kind of shots of the room would be great when the event is going on. Gives them a way to get a feel for the space and prepare for the photography.

OMNI CASE STUDY

RESULTS: BLOG COMMENTING



Seven Significant Trends Impacting Face-To-Face Meetings

Katie S.

November 4, 2010 | 8:36 am

Hi Jeff – This is an insightful and invaluable overview, thank you!



There are so many new opportunities for event professionals to develop and execute rich, dynamic and memorable meeting experiences. The Horizon Report 2010 trends only further emphasizes the ways that the industry continues to be redefined. Speaking from the perspective of a venue, we're excited (and inspired!) to see that planners are working towards creating meetings that focus on building a more innovative and participatory face-to-face experience for attendees.

The challenge (for both planners and venues) is that event execution is now more complex than ever. There are more logistical elements, prospective audiences and channels that need to be considered. It's important for planners to take the right amount of time and steps to plan appropriately in order to ensure the right mix of online and face-to-face strategies.

Best,
Katie S., Omni Hotels & Resorts
@omnimeetings

Jeff Hurt

November 4, 2010 | 9:59 am

@Katie

Thanks for reading and leaving your thoughts. I agree with you that event execution is increasingly more complex than in the past, especially if the meeting professional is also looking at the design of the experience for both online and face-to-face audiences.



2010 AWARD WINS

OMNI  HOTELS & RESORTS®



Social Media Marketing Awards
Best Integrated Campaign (non-tech)



PRSA Big Apple Award
New Media/Social Media Campaign: B2B

B2B Social Media: Regus

CURRENT SITUATION



Regus provides **flexible office arrangements** for businesspeople worldwide.

Regus maintains fully furnished and equipped **offices, meeting rooms, receptionists and videoconferencing suites** available to rent by the hour, day, week or month.

CURRENT SITUATION



1,000+ business centers
450 cities in 75 countries
Serving 200,000 clients daily

Clients can even opt for a “global membership” with the **BusinessWorld pass**, or open a **virtual office** anywhere in the world.

THE ASSIGNMENT



Generate 350 sales leads for Regus' 18 locations in Manhattan.

Could highly targeted, local programs perform better than a single, national campaign?


REGUS CASE STUDY

BRAND POSITIONING



National Field Sales Plan: **Persona - Entrepreneur**

"I need space in Midtown, why Regus?"



David Chin

As CEO and founder of SynCorp, a 30 person software development company, David knows the value of a dollar.

He's considering adding a sales person to the team in NY. From reading the WSJ and other business publications, he knows that he has numerous options for office space for this salesperson. David is looking for the best combination of price, location, and support services for his new employee.

Age: 47
Education: BS, Comp. Science, Brown Univ.
Profession: CEO

Goals

- Getting the best "balanced" deal
- High quality services
- Low hassle factor





Pain Points

- Not wasting time and money
- Not getting "apple to apple" data for comparisons
- Not getting an "optimal" fit to current and future needs

Key Questions

- What's the pricing model?
- What are the obligations?
- How do "extras", incentives, and "a la cartes" affect price

THE REGUS GROUP NETWORK



Regus' current brand positioning is **global**, not local.

It also speaks to two **target audiences**.

Image: Regus Sales Personas brief



William Scheckel
Marketing Consultant

"Yes, I have heard about Regus."

"My three main concerns when choosing an office are affordability, light and noise."

"I know very little about Regus, but yes, I'd consider it because I presume Regus' shared office space is flexible and affordable and things like tables, chairs, printers and such are there already. **That's less for me to think about.**"

CAMPAIGN POSITIONING



We tapped into the elements of Regus' brand essence that made sense for New York City-based prospects.

Entrepreneurs
Young (25 - 45)
1-5 employees, but growing
Fast business trajectory
Heavy networkers
Sense of community
(business & NYC)
Tech-skewed

"Make it easy"
"Make it fast"
"Put my best foot forward"
"Sick of working from home"
"Look the part"
"Gotta be affordable"
"Just give me the facts"
"Do anything for my business"

REGUS CASE STUDY

OLD CREATIVE



REGUS CASE STUDY

NEW CREATIVE

NEED AN OFFICE?



REGUS CASE STUDY

PUBLIC RELATIONS

Press Releases
Media Relations
Byline Articles

Radio Media Tour
Satellite Media Tour



November 10, 2009 09:00 AM Eastern Daylight Time

Five Things Every NYC Entrepreneur Should Know About Competing and Succeeding in Today's Marketplace

Regus, global leader in flexible workplace solutions, offers tips to entrepreneurs and small businesses on how to maximize their chances of success without breaking the bank

NEW YORK--([BUSINESS WIRE](#))--Regus (LSE:RGU):

REGUS RESOURCES AND MULTIMEDIA

[Regus Logo](#)

[Regus Online Press Room](#)

['Win an Office' Sweepstakes Website](#)

['Win an Office' Sweepstakes Image](#)

NEWS FACTS

Meet Pam Chmiel, winner of Regus' 2009 Win an Office Sweepstakes.



Pam is the founder of [Teen Entrepreneur Boot Camp \(TEBC\)](#), a nonprofit "business boot camp" that gives teens a rare opportunity to be entrepreneurs and

"With 17 Manhattan locations and more on the way, more than 3,500 New York City entrepreneurs and small businesses call Regus home."

REGUS CASE STUDY MARKETING

Regus Hosted Events
Sponsored Events
Online Advertising & SEM
Email Sponsorships
Partner Marketing
Taxi TV
Cinema Placements



Topics > Sales and Marketing >

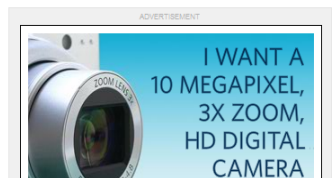
Sales



What Makes a Great Salesperson?

Six successful entrepreneurs share their opinions.

[View slideshow](#)



My Do
Fou
the
all.
Read



REGUS CASE STUDY


SOCIAL MEDIA

Facebook
LinkedIn
Twitter
Flickr
Blog Commenting Campaign
Viral Video



REGUS CASE STUDY

PROJECT TIMELINE

 affect strategies										
Regus NYC Project Timeline										
		7-Oct	8-Oct	9-Oct	10-Oct	11-Oct	12-Oct	13-Oct	14-Oct	15-Oct
Traditional PR	Press Release	Draft to Regus								
	Media Relations									
	Byline Articles			Drafts to Regus						
	Trend Intervention									
	Story Hijacking									
Social Media	Twitter	Kickoff at Meeting						Twitter Launch		
	LinkedIn	Kickoff at Meeting								
	Facebook	Kickoff at Meeting								
	Flickr	Kickoff at Meeting								Flickr Plan Sent
	Viral Video			Scripts to Regus			Production Begins			
	Monitoring	Kickoff at Meeting						Monitoring Begins		
	Commenting Campaign	Kickoff at Meeting						Commenting Begins		
Strategic Placements	Audio News Release								Pitching Begins	
	Satellite Media Tour								Pitching Begins	
	Taxi TV									
	Cinema Placements									
Sponsorships	Live Entrepreneur Events								Gotham Media	Tech Aviv Event
	Online & Email Sponsorships								Media Buys began	
Live Events	Regus-Produced Events									
	Experiential Marketing									
Existing Partners & Properties	American Express									
	American Airlines & Delta									
	Existing Local Media Buys									
"Classic" Direct Marketing	Google AdWords									
	Email								Media Buys began	
	Direct Mail									
Account Administration		In-Person Meeting	Weekly call							Weekly call
Holidays							Columbus Day			

REGUS CASE STUDY MEASUREMENT



Track activities,
but **measure by results.**

Simple Social Media Measurement Matrix

Platform	Audience	Activity	Engagement	Web Traffic	Lead Gen
Twitter	# of Followers # of Friends	# of Tweets	# of Tweets # of Mentions # of Retweets # of Conversations (Direct Msgs)	# Clicks to Website	# of Leads
Facebook	# of Fans # of Favorites	# of Posts # of Events	# of Comments # of Attendees (Events)	# Clicks to Website	# of Leads
LinkedIn	# of Members	# of Posts	# of Discussion Posts # of News Posts # of Questions	# Clicks to Website	# of Leads
YouTube	# of Subscribers # of Views # of Favorites	# of Uploads	# of Comments # of Link backs	# Clicks to Website	# of Leads
Blog Commenting	-	# of Comments	# of Responses	# Clicks to Website	# of Leads
Corporate Blog	# of Readers # of Subscribers (RSS)	# of Posts	# of Comments # of Link backs	# Clicks to Website	# of Leads

REGUS CASE STUDY RESULTS



The Q4 2009 New York City campaign generated:

723 sales leads

900+ sweeps leads

\$1,067,000 in revenue (by close of Q4 2009)

a 114% year-over-year increase from Q4 2008 revenue



Q1 2010 Priority Market Campaigns

New York City, Chicago, Atlanta, San Francisco, Phoenix

Public Relations Agency of Record

Social Media Agency of Record

2010 AWARD WINS



Gold Award: Social Media
Gold Award: Video/Marketing Service
Platinum Award: Integrated Marketing Campaign



Integrated Communications for Business-to-Business

SOCIAL MEDIA SUCCESS SERIES

Tips & Best Practices for Businesses & Communicators





B2B Social Media: Lead Generation and ROI for Brands

Hashtag: #SMWNY

Follow @teamaffect

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