

# SOCIAL WIND



## Social Media For The Wind Industry

First-ever look at who's doing what, where we can go, and the marketer's case to CEOs for why we should go there.

# Contents

## 1. WHY READ THIS BOOK?

### 1. MOVING FROM DISTRIBUTION TO TARGETED ENGAGEMENT

### 2. THE STATE OF WIND – WHO IS DOING WHAT ON SOCIAL MEDIA?

### 3. B2B SOCIALMEDIA – ESTABLISHED BEST PRACTICES

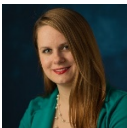
### 4. STEPS FOR MOVING FROM DISTRIBUTION TO ENGAGEMENT

### 5. MEASUREMENT GUIDE

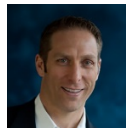
## 1. CONTACT US

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# Why Read This Book?



## Why Read This Book?

If you're reading this book, you're probably on at least one social media platform. That makes you part of the profound shift that social media is driving in the way people communicate, organize and relate to each other. That holds true in the business world, where social media is moving from being a necessary component of marketing programs to *the essential* component.

We're not at that inflection point yet, but it's coming. Most of the smart thinking and best practice development in social media for business is concentrated on companies that sell directly to consumers – the “B2C companies.” That's especially true for B2C companies with point-of-purchase websites, such as the marketing giant [Amazon.com](http://Amazon.com) or our friends at the fast-growing on-line health food store, [Thrive Market](http://ThriveMarket.com).

In some ways, social media for point-of-purchase B2C businesses is... well, easier. Run a marketing campaign, follow the click trail to a purchase, and there's a strong set of metrics to show executive teams what's worked (and didn't).

But inventory the body of best practices for B2B businesses, and the party thins out. There are experts breaking some very useful ground, and we try to distill the essentials of the widely promoted B2B best social media practices here. The conversation gets still more quiet on how B2B companies with complex, big-ticket products should use social media to drive sales, attract talent and investors, and win public affairs outcomes. Nothing's been written in depth – until now – specifically for the wind industry, which we think has a particular set of needs.

We want to engage wind industry communicators and marketers about how the industry should use social media – and digital media, more broadly – to drive industry sales and success. We're already preparing to begin *Digital Wind*, the next e-book in this series. Let us know what you think. Your feedback will be critical to making it a useful offering.

### CONNECT WITH US:

 [Linkedin.com/company/tigercomm](http://Linkedin.com/company/tigercomm)

 [Facebook.com/Tigercomm](http://Facebook.com/Tigercomm)

 [@Tigercomm](https://twitter.com/Tigercomm)

# Four Factors Make Social Wind Special

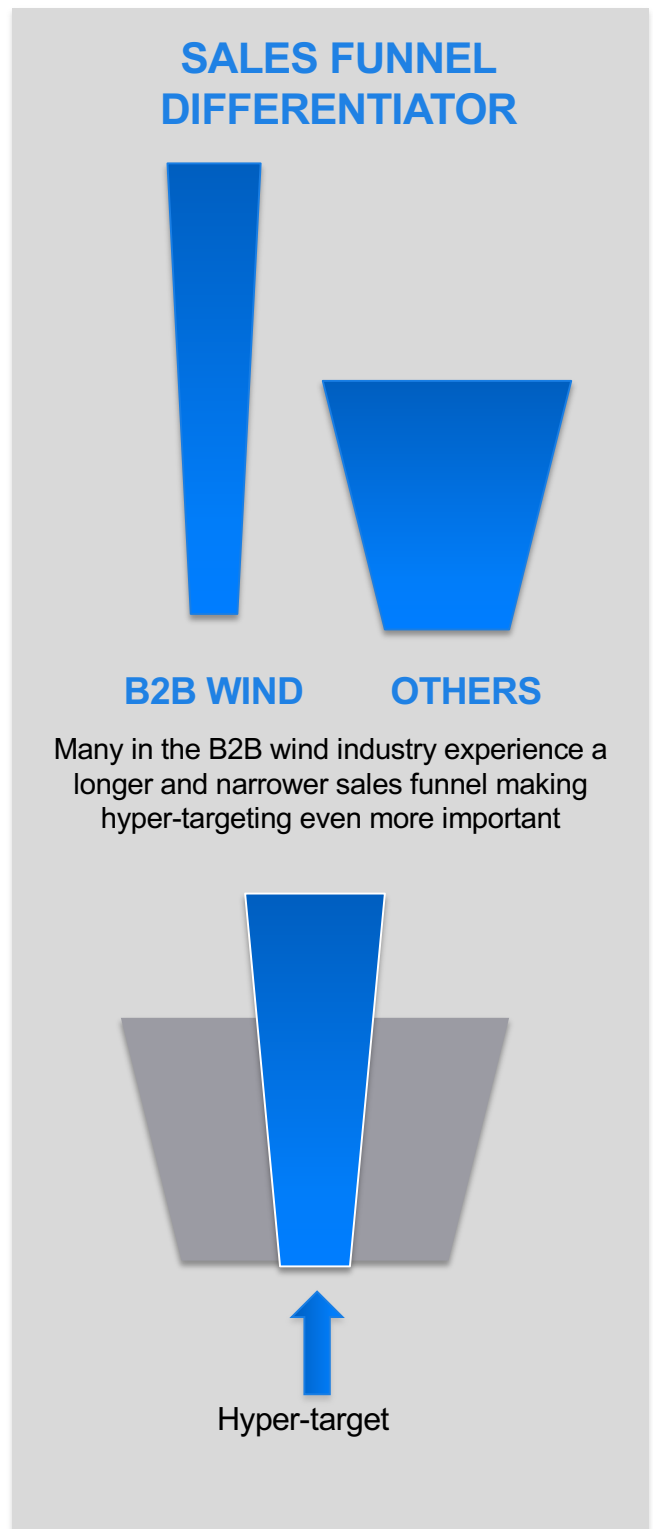
- 1. Disruptor's needs-to-budget ratio**

The wind industry is a new sector trying to increase market share in an older industry with powerhouse incumbents. Your budgets-to-needs ratio are upside down compared to theirs.
- 2. Unusually high public support**

Americans overwhelmingly support wind energy. Other industries spend heavily to create the favorability wind energy naturally enjoys. But we can only fully leverage that support through well-designed social engagement programs.
- 3. Our inflection point raises impact of word choice and framing**

Wind power's move from a disruptive new sector to mainstream competitor means continuing to grow commercial demand for wind power while keeping public support for smart policies. That unique balancing act means word choice matters – not just to search engines, but also in how other policy makers and other business leaders see us. That's no easy feat, given the increasingly wonky, technical nature of the wind business.
- 4. Narrow customer base means hyper-targeting customers and greater reliance on validating influencers**

As a high-ticket, B2B industrial sector, many major industry players have to focus on a tightly defined customer base (we aren't selling beer). That requires a greater precision in targeting, a quality-over-quantity approach to social media use, and a key role for social media influencers for amplifying our message.





# The Case For Moving From Social Media Distribution To Targeted Engagement



## Why Should Your Company Invest In Social Media?

Spoiler alert: We've found that almost every wind energy company is using social media as a *limited distribution* platform. That's understandable, because social is great for distribution as the first, highly targeted yet far-reaching platform. And there's the lure of social media's lightning-in-a-bottle potential to "go viral," organically attracting massive numbers of eyeballs with only a modest initial investment.

Yet most wind company programs are leaving on the table the real potential for social media... targeted engagement. Social media is definitely cheap distribution, though for all but a few (like the Federal Reserve), a distribution-centric strategy can't hold audience attention. There's too much content and too many voices vying for a finite pool of people's attention.

The potential for long-term attention through social media lies in targeted *engagement*, with networks of people investing their time and attention in a company's products, policies and successes. But engaged have to find value in engaging. And one of the surest value propositions is not just being responded having impacts brand, products and policies.

Many companies are already engaging – see ratings from Uber drivers and riders. The trend is underway elsewhere. You can [accessorize the car model of your choice](#), and it's a sure bet that car companies are using the resulting data to the time when customer online input drives which decisions on which models to make at all. Others are on the threshold: With half the daily newspaper reporters of 20 years ago, the news industry continues its financial slide because readers won't pay the full cost of professional reporting. It's [being argued](#) that news reporting's most viable path is having readers choose what gets reported in the first place. You get the idea.

The point is that value-add engagement is only secured through a two-way conversation *that matters*. The buzz phrase is "democratized ownership." It's rare right now in high-ticket B2B sales, though the potential value remains. However, those benefits will only be reaped through well-designed, intensively managed social engagement programs. They aren't cheap, but we see distribution-only tactics beginning to cost the wind industry more in opportunity than targeted engagement will require.

That's a challenge for wind industry marketers: How do we get in front of the new physics of business communications that demand real engagement, not just cheaper distribution with the occasional viral home run?

# Making The Case To CEOs: Good News

Wind marketers who've found us persuasive so far now come to the cliff edge of getting executive team sign-off. As people who pitch business for a living, we get the challenge of enrolling CEOs who want numbers and ROI on social engagement investment.

However, if wind companies are going to seize the engagement advantage, then enroll them we must. The good news is that social media produces and enhances a lot of the raw material that executive teams can appreciate – ways to improve deal flow, numbers (lots!), thought leadership that builds their profile and ways to make public affairs problems. We present below a **five-part case to consider using to pitch a pilot**, “test-and-evolve” approach for moving from social media distribution to targeted engagement.

**#1 - You can profitably be a tactical pioneer on social media engagement tactics.** As you look at social media programs for big-ticket, industrial B2B companies, you don't get overwhelmed by the number of effective engagement programs. That's good news for wind marketers, because the distance from your program to the leading edge of tactical effectiveness is short. As we show later in this e-book, the social media engagement lead is waiting to be seized by the company that wants to build a significant advantage others will struggle to overtake.

**A social media frontiersperson 5 years ago, Ellen DeGeneres now ranks as the No. 1 digital content producer with more than 1.1 Billion cross-platform views.**



2009



2016

The connection between entertainment and social is expected these days, but there was a time when it wasn't. In the case of the Ellen Show, her first tweet went out in 2009. Since then she's gained 59.9M followers on Twitter. This means she can now reach more people on Twitter than she can on a single episode of her TV show. In fact, the SuperBowl is the closest TV event to even get [close to 50M viewers](#) (the AFC Division Round playoff reached 28M).



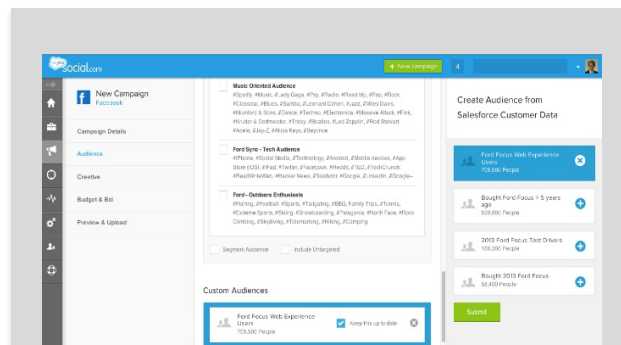
# With An Inbound Program, Social Can Feed The Sales Funnel

**#2 - An abundance of sales-funnel metrics for executive teams that like numbers.** We split authorship of this book between a social media immigrant and a social media native. We did that in part because wind company executive teams are populated by both social media immigrants and what we'll call "reluctants." For them, social media's connection to sales is, at best, loose.

Social media alone can't do the sales for a company, but with it *can* provide touch points all along the sales funnel. It *can* generate leads if it is used in an [inbound marketing program](#) that offers current and prospective customers useful insights through a well-run, dynamic website.

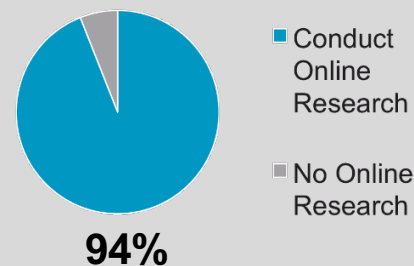
Used properly, social media can do even more: Help with retention programs by giving customers a convenient way to provide invited feedback, or even drive engagement programs for communities considering whether to host a wind project.

All those types of social media activities will produce goal-focused metrics, as long as the program is integrated into marketing, sales and public affairs. Siloing off your social media efforts – so common in distribution-only programs – puts those benefits out of reach.



**Opportunity for integration:** Your Marketing/Comms teams can use social media to engage customers at the top of the sales funnel to generate and secure MQLs (Marketing Qualified Leads). Once leads become SQLs (sales qualified leads), the sales team can develop and use their own social relationship to boost effectiveness. For the wind industry, LinkedIn is an ideal platform. The marketing team can support the entire effort by creating a plan, providing content and writing copy. Social CRM's (like the one pictured here from Salesforce) can help with tracking the prospect's social activity and give your company cues into a lead's particular interests (Birthdays? Pets?) that can be leveraged in communications with leads. A bonus: Your marketing team can use some forms of social to drive paid ads directly to individual leads.

Percent of B2B Buyers Conducting Online Research



**94% of B2B buyers** conduct some online research before purchasing a business product



# Social Through The Sales Funnel



## Attract

Use a targeted social media approach at the top of the funnel to attract individuals to your brand.

## Leads

Use [inbound methodologies](#) to capture leads and manage them with a social CRM so that you can keep up to date with your prospects.

## Opportunities

Listen to your prospects on social media for updates on big purchases or news that could signify an opportunity for a quote/proposal.

## Proposals/quotes

Maintain relationships as potential customers consider you with soft-touches of social media (a simple “like” or “share” will do).

## Customers

To retain customers, ask them about partnering on co-branded material and keep up with big announcements on their social media channels. Use social media as a customer service tool (especially if you’re in the wind servicing industry).

### Case Study: Trina Solar

#### Challenge:

Take Trina Solar’s globally-recognized brand to the next level and better define their key brand attributes -- high quality, reliability, bankability and strong partnerships.

#### Solution:

Tigercomm responded with a multi-pronged digital campaign that combined tight, consistent messaging and compelling visual content in several formats, including a video, infographic and 4-page brochure

#### Results:

- Initiated real-time dialogues with trade press and solar installers, generating media attention and warm leads
- Increased followers by over 800% on Twitter and 79% on Facebook
- Earned client an average of more than 19,000 impressions per month

# Content Creation

**#3 – Social demands content. For wind companies, that means the kind of content that can build executive team credibility and higher profile for executive team members.** Wind’s rapid growth is bringing an influx of both executive talent and an increased use of smart data.

That means the industry is awash in the raw material for good social media content: Smart people who can say smart things that are useful to customers. By converting wind turbine performance data into customer-interesting infographics and short videos, it won’t just provide fodder for its social engagement. It can make ongoing thought leadership and media relations efforts a lot more effective. Social media can catalyze a practice of content creation that produces real economies of scale for marketing efforts.

**Video boosts open rate on any sort of pitch 7-10%. [That’s why firms like ours use videos to pitch you.](#)**

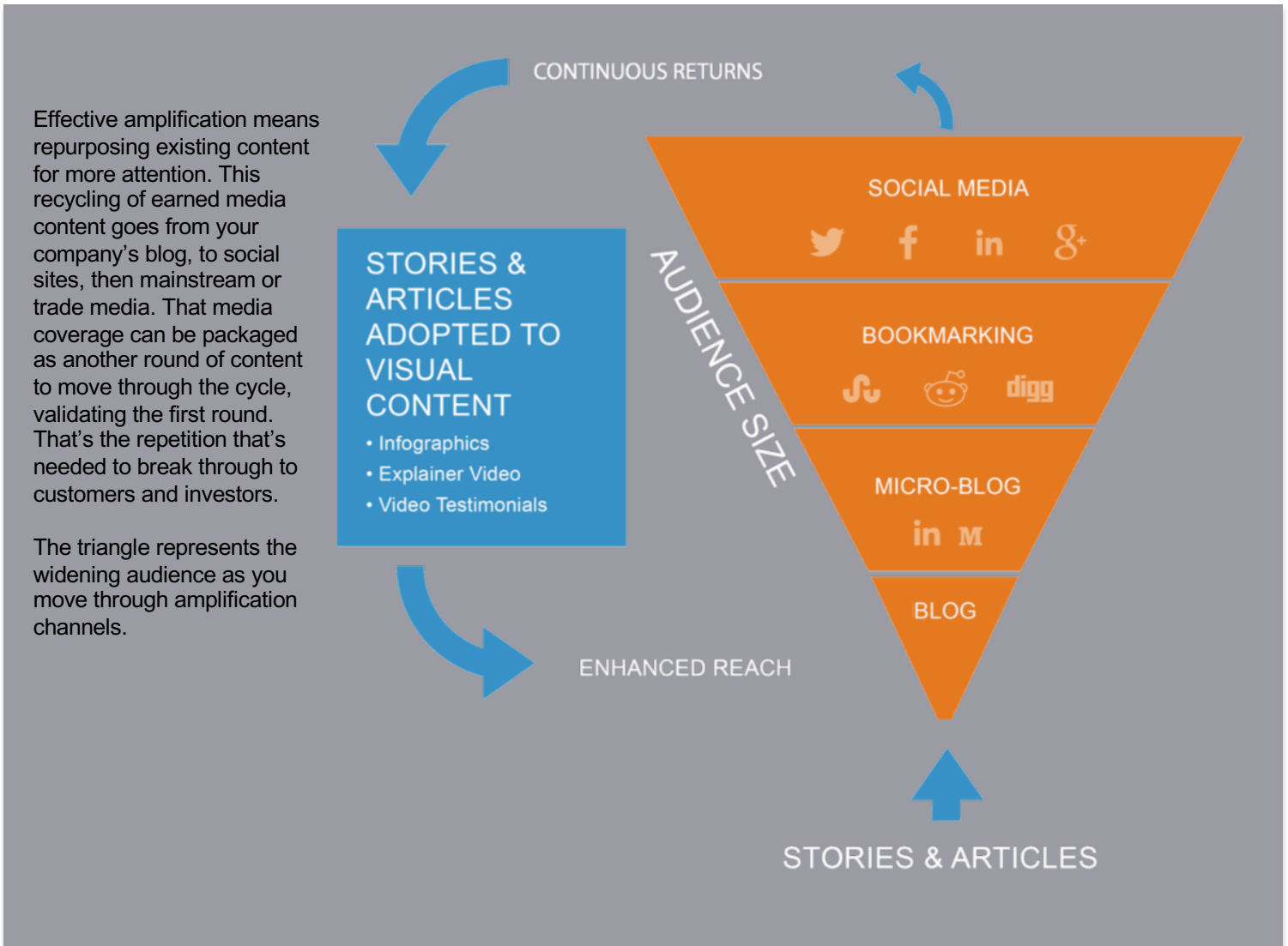


**VIDEO. CLICK TO PLAY.** 2015 was a big year for clean energy. See some of the great content that renewable energy projects worked on.

# Media Relations Demands Social

**#4 – Media relations now requires a social supplement.** You're tired of people like us saying this, but we are in a "new normal" marketing environment of high noise and scarce attention. It's raised the bar for securing customer and investor attention to new business lines, acquisitions or executive hires.

But most wind industry news is still "going out" in one-off press releases. Real traction with customers and investors gets earned through announcements amplified over a period of time and through a variety of channels. And there's no way to amplify without social, especially given reporters' increased reliance on it. We hear from reporters every week who prefer to be pitched through Twitter, and who won't consider a story unless they find a company's social media stream compelling. And here's the big one: The chase for online ad dollars has more media outlets looking at the click rates for reporters' stories. Stories with viral potential – and sources who can drive amplification – are getting more strongly considered.



# Point-of-purchase Public Affairs

**#5 – We don't have point-of-purchase websites, but we can have point-of-purchase public affairs.** If we could move turbine sales onto Amazon.com, pitches to executive teams for social media budgets would be easier. But we *can* have point of purchase public affairs programs, using our websites as places where wind energy's many supporters can help us secure fair policies.

For wind marketers, the company's public affairs program can be the place to pilot the shift from distribution to targeted engagement. Compelling employees can be profiled – and used to engage local communities. Politicians and reporters can get to know the company and its presence in the community *while seeing the community's support themselves*.


Note that all those efforts will produce tracking metrics for policy maker engagement (think "click to sign," or "tweet to your governor"). Public affairs is a compelling entry point for wind marketers working to develop company appetite for social wind engagement on the marketing side.

“**For wind marketers, the company's public affairs program can be the place to pilot the shift from distribution to targeted engagement.**”

**TWITTER**

## 100% Of U.S. Senate Members Now Use Twitter [MAP]

By Shea Bennett on Jan. 21, 2013 - 6:00 AM



Later today Barack Obama will be publicly sworn in as President of the United States Of America, and as the buzz builds across the Twitter the timing couldn't have been any better.

As of Friday, all 100 members of the Senate, and 90 members of the House of Representatives use Twitter.

In 2013, the U.S. Senate officially reached 100% Twitter membership. Even our policy email aggregators like The Washington Post's Daily 202 and Politico Playbook use policymakers tweets in their reporting.

### PowerPost

# The Daily 202

Morning intelligence for leaders

Share on Twitter | Share on Facebook

**Brit Hume** @brithume

Trump announcement of conservative SCOTUS choices should help him with GOP right. Smart move.

19:06:04 - May 18 2016

137 | 325



# The State Of Wind – Who's Doing What On Social Media



## We Looked At Who's Doing What On Social Wind

Let's take a break from what we're recommending, and look at what wind companies are currently doing social media.

We looked at a cross-section of the major players in the industry to index who was active on the major platforms in the last three months. We then measured the use and looked at trends we could see. For global or diversified companies, we only included channels that were dedicated to wind or renewables.

Here's are the highlights:

- Uneven use of platforms – Companies are on platforms, particularly LinkedIn and Twitter. Few companies should be active on every platform, but for an industry with visually impressive products, we are surprised by the number of companies without a designated, actively used YouTube channel.
- We are posting at very slow rates across channels as an industry.
- Videos are the most impactful social media content, but we use them the least of any form of content.
- Our CEOs have 100% presence on LinkedIn, but very low usage of their profile as a thought leadership platform – arguably the easiest thought leadership connection to your professional network.
  - Though it's arguably the most important social media channel for B2B marketing, LinkedIn's data are unfortunately less available for measurement. We treat the platform more lightly in this book.
- There is a 10-fold difference in who posts the most on social media.
- Engagement rates vary widely, but they are low for most companies.

**Here was our takeaway: The wind industry's members are on social media, they make irregular use of it, and almost strictly as a distribution channel. As a fast-growing disruptor with significant communication needs to customers, markets and policy makers, wind energy is on the threshold of social media opportunity – if we choose to seize the moment.**



# Uneven Use Of Platforms

Check boxes indicate the use of the channel.

		in		f	g+	YouTube	
	Clean Line Energy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	DNV GL	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	dwwind.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
	EDF Re	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
	edprnorthamerica.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
E	eoncma.com						
	GE Renewables	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Iberdrola Renewables	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Pattern Energy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
	Renewable Energy Systems	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Siemens Energy		<input checked="" type="checkbox"/>				
T	TPI Composites						
	UpWind Solutions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Vestas	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Clean Line Energy was randomly selected as threshold for measurements. For this reason, you'll see them bolded in the following graphs.

As of May 20, 2016



# As An Industry, Wind Companies Post At Low Rates On Every Channel

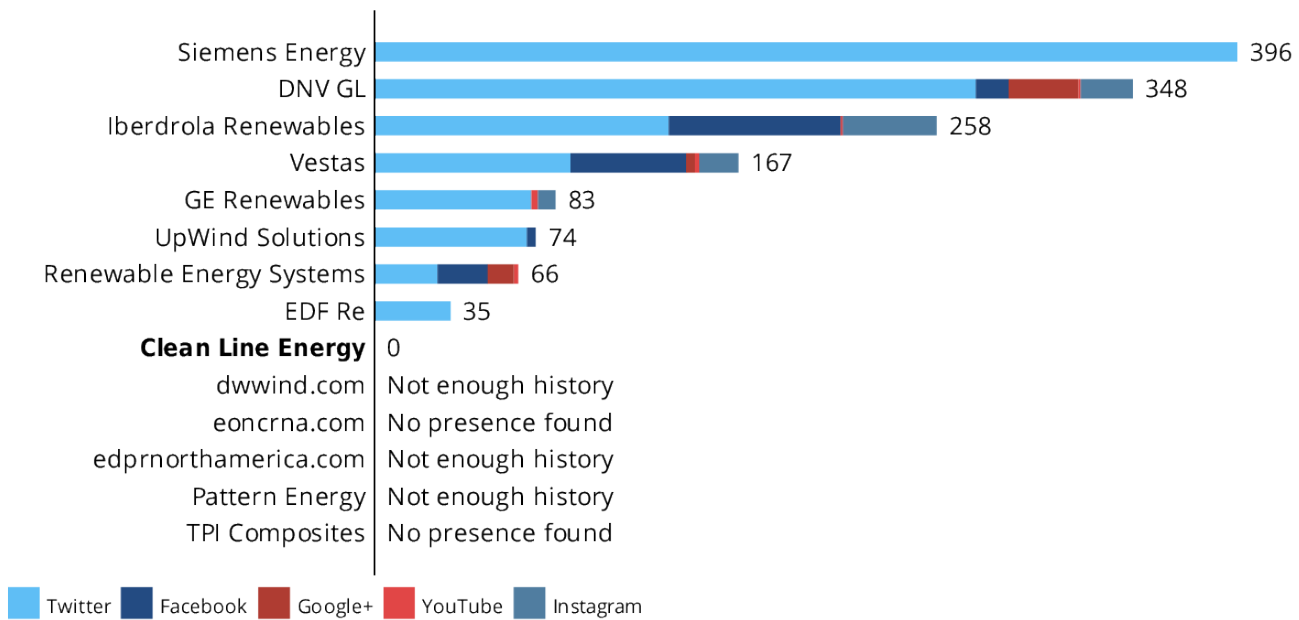
For B2B companies the value of Instagram in providing targeted engagements with sales prospects is debatable – and yet Instagram leads in posts per date and engagement rate.

## LANDSCAPE ACTIVITY AND ENGAGEMENT BY CHANNEL

Post Channel	Posts per Day per Company	Engagement Rate / Post
Instagram	0.07 / day	5.79%
YouTube	<0.01 / day	1.07%
Facebook	0.19 / day	0.99%
Google+	0.04 / day	0.39%
Twitter	0.91 / day	0.022%

Feb 21, 2016 - May 20, 2016

# 10-fold Difference In Rate At Which Companies Post

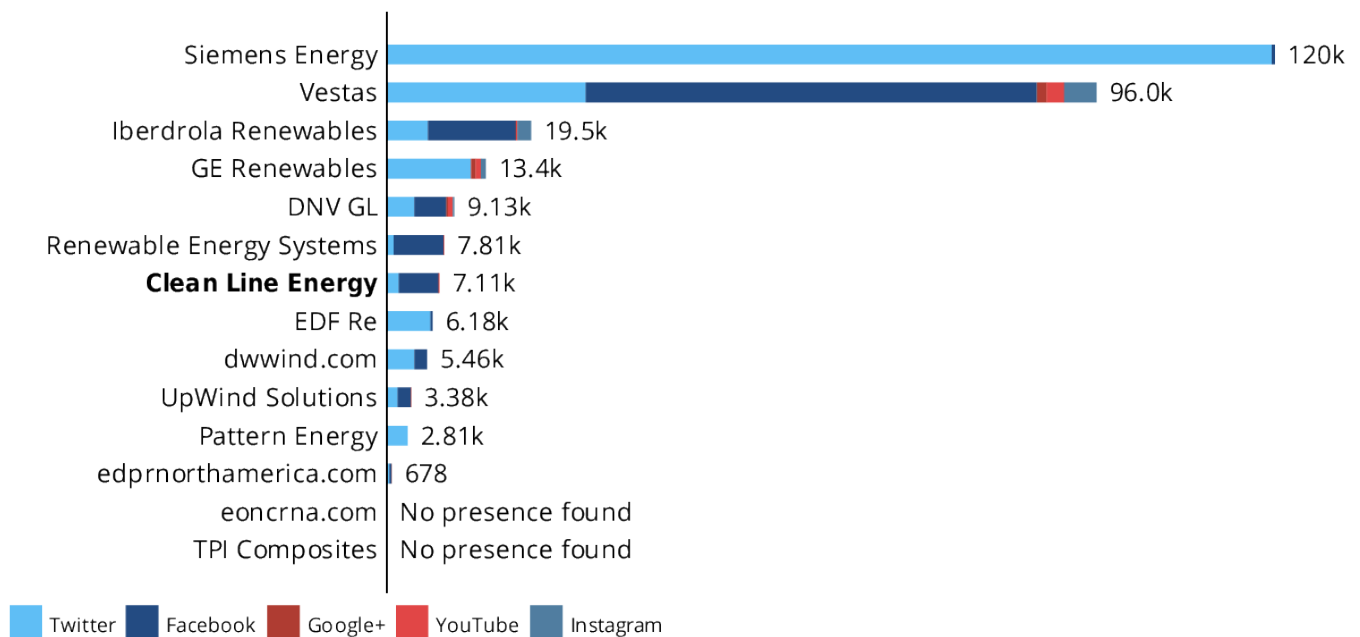


**Social Activity**  
The total number of posts across all tracked social channels.

Feb 21, 2016 - May 20, 2016



# Multinational Accounts Have Largest Followings



## Social Audience

The total number of followers across all tracked social channels.

As of May 20, 2016



# Video Draws Most Engagement By Far – But Is Least Frequently Used By Wind Companies

## LANDSCAPE ACTIVITY AND ENGAGEMENT BY POST TYPE

Post Type	Posts per Day per Company	Engagement Rate / Post
Video	0.04 / day	1.36%
Photo	0.51 / day	0.17%
Link	0.52 / day	0.029%
Status Update	0.14 / day	0.016%

Feb 21, 2016 - May 20, 2016



## Few CEOs Use LinkedIn Accounts As Thought Leadership Platform

NUMBER OF TOP EXECUTIVES ON LINKEDIN	AVERAGE NUMBER OF FOLLOWERS	TOTAL NUMBER OF PULSE POSTS IN LAST 4 WEEKS
14 OF 14 (100%)	4.64	1



# #CleanEnergy Most Effective Hashtag – Though Not The Most Commonly Used

Twitter hashtags provide valuable engagement efficiency, it is unclear that the industry is using this tool as an asset.

Hashtag	Companies Using	Engagement Rate / Post
#WindEnergy	8	1.76%
#windpower	8	0.32%
#wind	8	0.17%
#RenewableEnergy	7	0.92%
#windworks	7	0.066%
#energy	6	0.025%
#solar	5	0.119%
#CleanEnergy	4	3.108%

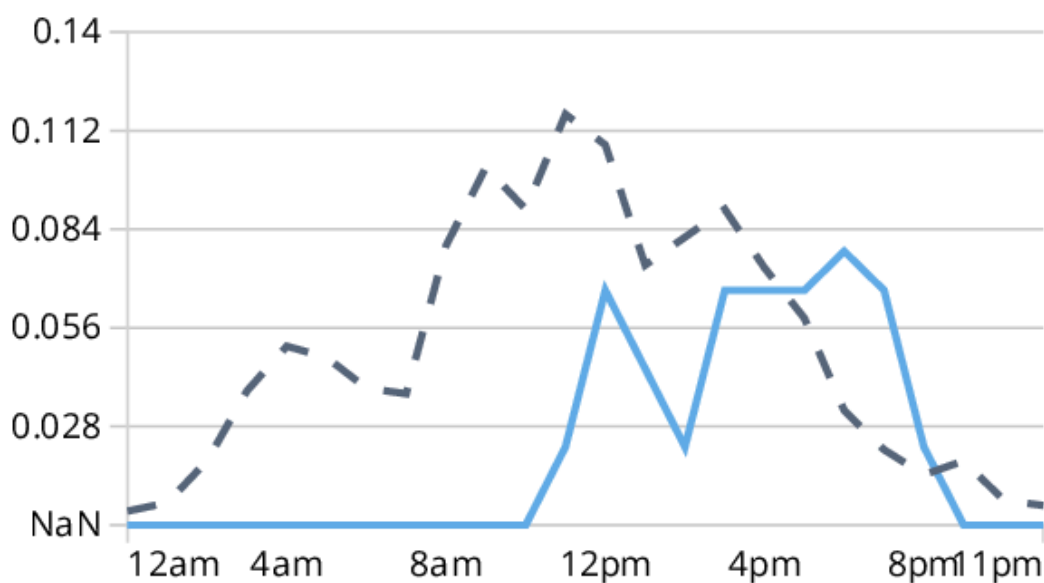
■ Hashtags you used ■ Hashtags you didn't use

Feb 21, 2016 - May 20, 2016



# Companies Stop Posting After Business Hours – when Engagement Rates Grow

--- AVERAGE ACTIVITY BY PUBLISHED HOUR (EDT)



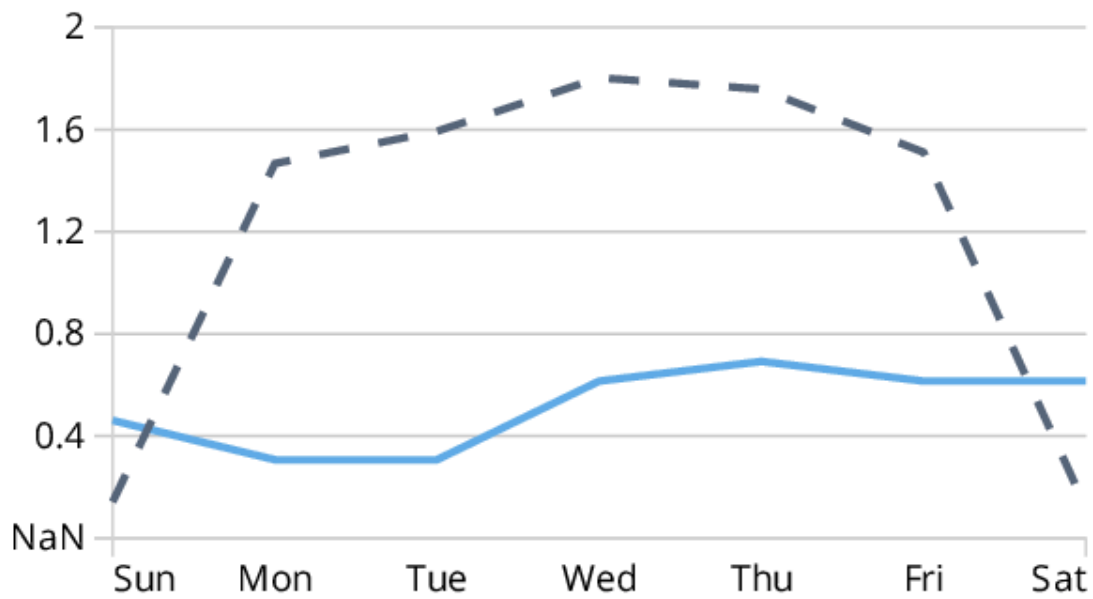
— AVERAGE ENGAGEMENT RATE BY PUBLISHED HOUR (EDT)

Feb 21, 2016 - May 20, 2016



# Why So Few Weekend Posts? Data Suggest Shift To Weekend Could Offer An Edge

--- AVERAGE ACTIVITY BY PUBLISHED DAY (EDT)



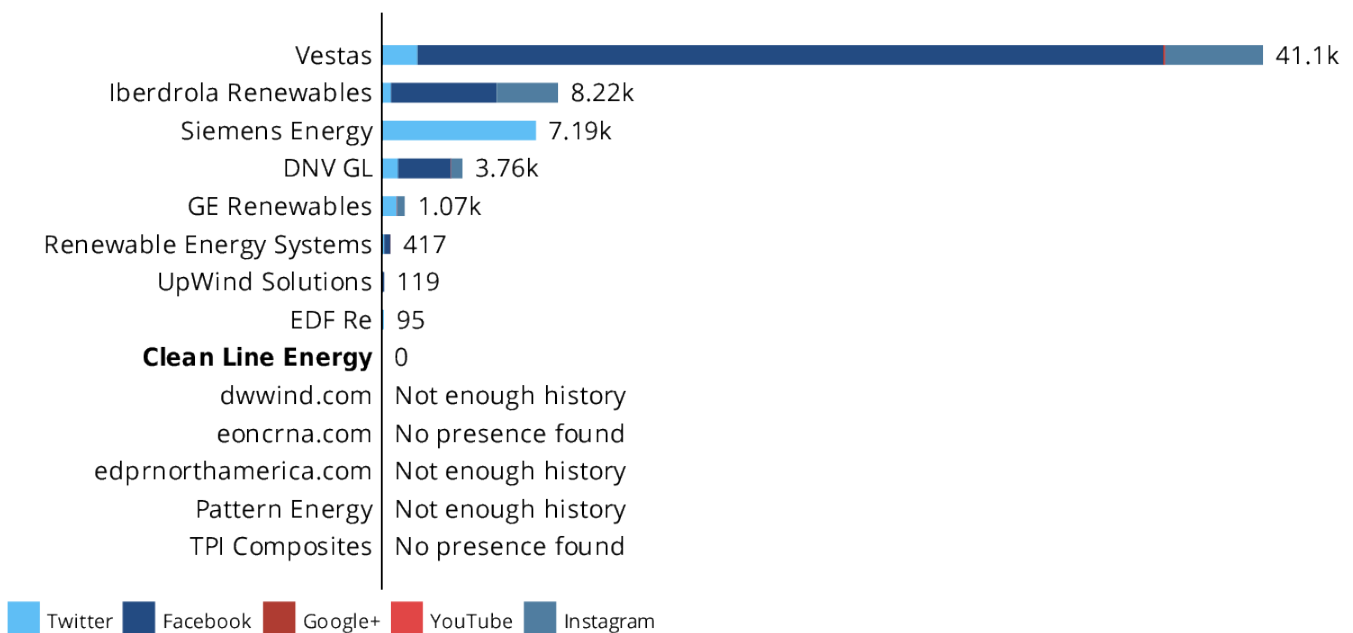
— AVERAGE ENGAGEMENT RATE BY PUBLISHED DAY (EDT)

Feb 21, 2016 - May 20, 2016



# Facebook Leads On Engagement But Limited On Targeting Capacity

Facebook does not have the same capabilities as channels such as Twitter to organically target specific individuals.



## Social Engagement

The total number of engagement actions across all tracked social channels.

Feb 21, 2016 - May 20, 2016



# B2B Social Media – Established Best Practices



# Common Ground Components: Social Media For B2B Companies

The body of best practices for B2B social engagement is pretty basic. And it's much lighter than for B2C companies. We've reviewed what's out there and summarized it for you here.

## 1. Invest In A Goal-Based Plan

Take time to think about your goals objectives, strategies and tactics.

## 2. Build The Right Team

Gone are the days of interns posting on your behalf. This is now your public face – make sure you have the right team in place that knows your plan, voice, and how to effectively drive results on social media. Dedicating time and resources, along with investing in strategic planning, will go a long way towards ensuring you get the biggest value from your social media campaigns. If your company is new to social media – start slowly, build up your social machine one platform at a time, and ramp up activity as you grow. Test, analyze and adjust your strategy as you go.

## 3. Select The Right Channels

When considering B2B programs, LinkedIn is traditionally the first choice – and with good reason. But it's worth taking the time to choose a customized mix of platforms from all those that are out there. Multiple platforms boost SEO. When you've chosen your channels, read up! Features vary significantly and they are advancing rapidly. For instance, some have higher concentrations of customers than others. Some allow more targeting of paid ads others. For example, LinkedIn allows for targeting job titles and Facebook allows for targeting by interest.

## 1. Include Content Marketing

Create content to share on social media, such as blog articles, info-graphics, videos, etc. Content marketing should be an important part of your overall strategy. Simple advertising with no value benefit to your audience will get little traction. Instead, focus on compelling content that positions your brand as a thought leader and would be of interest to your customer personas. Include a simple and clear call to action.

## 2. Embrace Partner Amplification

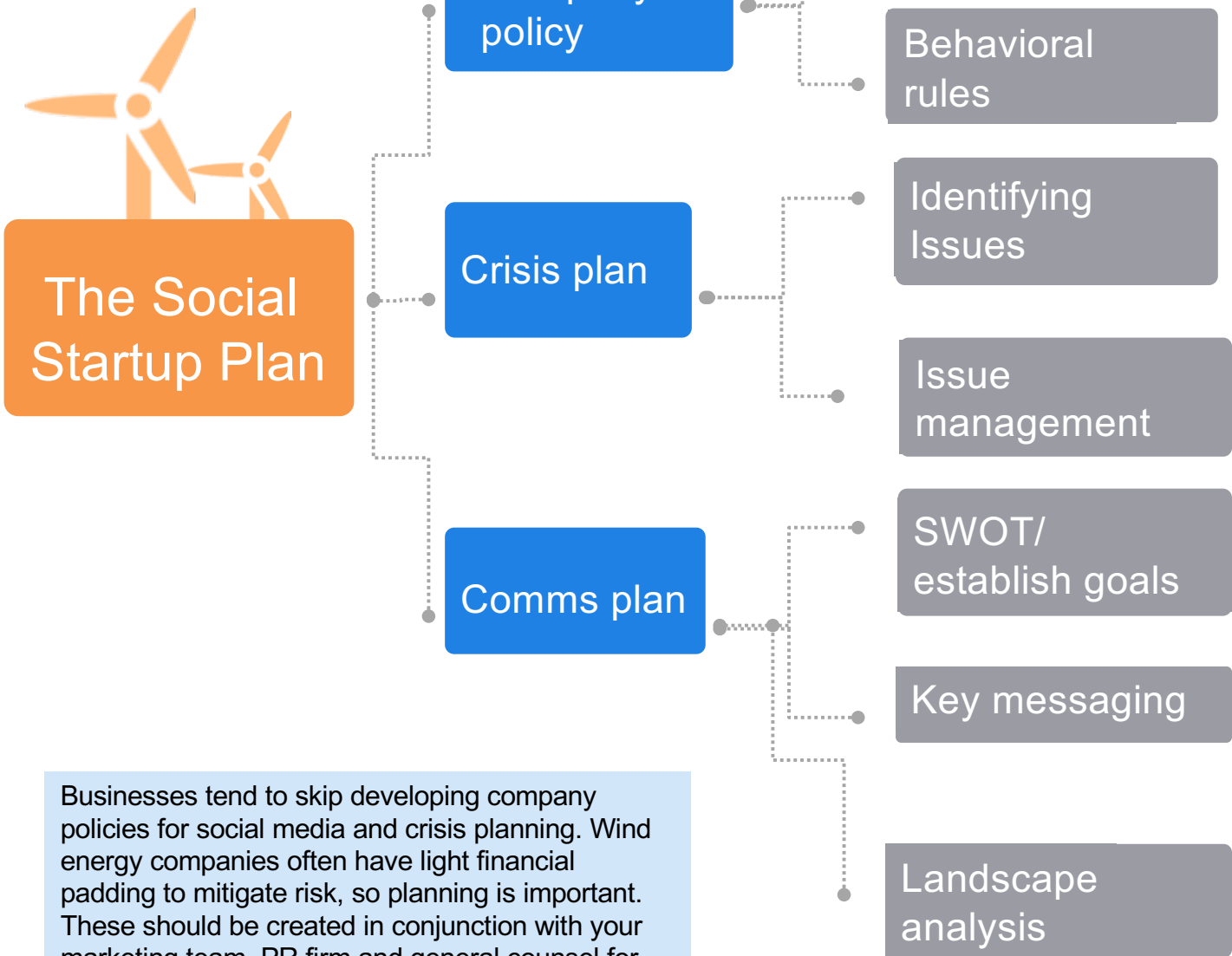
Put the spotlight on your prospects or targets. Connect to all your partners and engage with them through likes, shares, comments and replies. B2B social media is all about two-way engagement.



# BEFORE YOU START:

Fundamentals that are commonly overlooked.

The social media engagement startup plan includes a company social media policy for workers, a crisis plan for emergencies, and an overall plan to establish goals/objectives. The biggest asset to your social media team will be clarifying company policies and key messaging.



Businesses tend to skip developing company policies for social media and crisis planning. Wind energy companies often have light financial padding to mitigate risk, so planning is important. These should be created in conjunction with your marketing team, PR firm and general counsel for the largest benefit and protection.



# Steps For Moving From Distribution To Targeted Engagement

# From Distribution To Targeted Engagement



## WORK BACKWARDS THROUGH THE CAUSAL CHAIN

- 1) Outcome:** Identify business objectives, such as increasing sales or courting investors. Force prioritization, as social engagement programs look appreciably different depending on your choice.
- 2) Audience:** Deeply profile members of your critical audience segments, including through their social media profiles. Start with LinkedIn and Twitter. Wind companies have *no* excuse to skip this step because the customer base is so defined.
- 3) Message:** Identify the messaging that distinguishes your company's value proposition and resonates with your target audience. Determine the tone you'll take and how you'll respond to audience member's questions. Test phrasing, analyze and leave enough room in your plan to adjust as you go.
- 3) Channels:** Use that audience profiling work to determine where audience members are online to supplement the list of mainstream media they use. Remember, it's continuous, multi-channel communication of audience-relevant insights that gets and holds attention. *Your* company's media channels form the home base of engagement.
- 5) Messengers:** It takes people to engage people, so who at your company will directly engage audiences?

## Pilot social engagement through public affairs – case study

### A Renewable America

#### Challenge:

A hostile political environment was leading to decreased support for wind energy. Several politicians claimed half of the clean energy companies that received DOE loans went "out of business," and ridiculed those trying to "heal the planet" by supporting clean energy. The industry needed to push clean energy out of the culture wars.

#### Solution:

Use the latest digital targeting and profiling technology to surround policy makers and members of their immediate social networks (e.g., advisors, staff and donors) with pro-clean energy messages. Videos featured local pro-wind business voices from 8 states. Videos discussed job creation and their role as mainstream businesses producing reliable electricity.

#### Results:

- 18 on-site videos across 8 states.
- 842,252 video views online - 128% of original goal
- Almost 75% of targets who clicked on the videos watched them in their entirety

# 1) OUTCOME: What are the business objectives?

Ranking your objectives for investing in social media engagement will affect program design in ways big and small. It drives audience selection and messaging significantly.

See graph (right) for some of the top goals to reach for on social media.

Top Benefits of B2B Wind Industry Social Media				
★ Public affairs	★ Lead generation & sales	★ Audience insights	★ Thought leadership & executive profile	★ Search engine ranking (SEO)
★ Brand & Reputation management	★ Customer service	★ Investor relations	★ Acquisition	★ Community relations building

## Program Choice and Its “How Tos”

### PUBLIC AFFAIRS

1. Leverage wind project community support to push policymakers to back pro-wind policies. They can be the online version of “lobby days,” but executed and tracked with great efficiency.
2. Share videos, testimonial one-pagers, and other socially sharable content that promote wind-related job creation.
3. Create an “influencer campaign” to surround-sound policymakers before a vote or put together a post-vote support package to arm your lobbyists.

### LEAD GENERATION & SALES

1. Before you can sell anything, prospects must: a) Know you exist; b) Know what you do and how it benefits them; and c) Trust you/your brand. Use social media along your sales pipeline to decrease the cost of sales by establishing a, b and c, so your sales team can focus on closing deals.
2. Arm your sales team with a social media plan, pre-created sales collateral for social and a social Customer Relations Management tool (social CRM).
3. Utilize social media to attract visitors and leads on your website and increase search engine optimization (SEO).
4. Track what content your prospects use and share.



**THOUGHT LEADERSHIP & EXECUTIVE VISIBILITY**

1. Create thought leadership content from e-books, white papers or bylined articles. Share conference speeches live through Periscope and recorded YouTube.
2. Amplify your thought leadership content (see page 11).
3. Use executives' LinkedIn profile, become an "Influencer" on Pulse.

**SEARCH ENGINE RANKING (SEO)**

1. Get it Tweeted. A [recent change in Google](#) indexing means that how many times your page is shared on Twitter matters.
2. Get backlinks to your site. Google +1, Facebook shares, and Tweets with your links to your site help.
3. Boost your authority by increasing your social media influence.
4. Google +... who cares about that? Google loves Google+. So, use it.
5. Bonus: Social media can indirectly help with your SEO by boosting visitors to your website or blog.

**BRAND / REPUTATION MANAGEMENT**

1. How do you want your company to be known? Smart, savvy, technical, thoughtful, fast, responsive? Use social to help deliver that messaging (food for thought – if you're saying you're responsive shouldn't you be responsive here, too?)
2. To engage, you have to listen, and listening (monitoring) allows your company to spot and respond to misinterpretations, misinformation or issues before they spread.

**CLIENT RETENTION (CUSTOMER SERVICE)**

1. Create and share co-branded reports, white papers, or other content generation pieces that value-add to current clients on social.
2. Like, follow, share client content on social media.
3. Provide fast customer service responses via social media with an established chain of response for any questions posted.
4. Use social tools that allow you to track the customer's request/s.

**INVESTOR RELATIONS**

1. [Monitoring your company](#) will help you better understand the external sentiment toward your company.
2. Identify influencers, financial analysts, journalists and media that are active on social (and there are many) to influence how they shape your brand.
3. Follow, monitor and engage with additional stakeholders such as regulators, NGO's, activists and analysts. If there's a conversation about your brand or industry, you'll want to be in on it.
4. Create monitoring reports that can be shared with internal stakeholders such as the CFO, legal and investor relations.





## ACQUISITION

1. Create anticipation for an acquisition through a campaign of staged momentum announcements – amplified by social media. Planning should start one at least six months in advance.
  2. Social media networks are *ideal* for identifying the networks of people that surround particularly important players who drive valuations and and purchase decisions.
  3. Use social engagement to catch and correct misinformation early.
- 

## AUDIENCE INSIGHTS

1. Understanding what your customers really value is huge for your marketing teams. Social media can provide a wealth of information, but only when it's based on targeted engagement (not distribution).
  2. If you've built up a good-sized community – ask them questions! They will serve as an ongoing focus group that can provide a stream of customer insights.
- 

## COMMUNITY BUILDING

1. Preparing for a project? Need the community's support? Monitor the conversation among locals, share project information in easy-to-understand format, and share favorable stories. Consider geo-targeting locals with paid social ads.
  2. Listen for and appropriately counter misinformation.
  3. Engage and encourage your biggest advocates to be loud and proud on social.
-



## 2) AUDIENCE: Identify who you want to reach

Based on your goals, who do you need to reach?				
 Trade Pub. Journalists / Bloggers	 Business Leaders	 Policymakers	 Prospects	 Industry Leaders

Once your outcomes are ranked, you can identify who will ultimately determine whether you achieve it or not. No generalized groups! For many wind companies, the entire decision chains and top customer prospects can be covered with one spreadsheet. Customer profiles should include social profiles – what platforms used, and what they say. Social can also be used to conduct limited surveys on industry-facing question for further customer insights. It all helps develop the audience “Persona” around which your online marketing can be built. Important: Distinguish those who directly determine outcome, such as customers, from those who enable it – such as analysts. They are not the audience but part of the channel.

## 3) MESSAGE: Be deliberate about what you say

Social media demands a ruthless brevity. Audience brand engagement requires that what few words you use be compelling. There’s no discount for wind power just because it’s increasingly technology-driven. Framing, compelling word choice and message discipline matter.

Social will push the boundaries of casual language, simplifying technical language, and finding ways to be creative and interesting. It means stretching company comfort levels just a bit for B2B marketing accustomed to lengthy and complex white-papers.

**However, these adjustments not only catalyze the brevity needed for good corporate messaging, it can provide a way to test competing versions with your target audience.**

“ **In the absence of social media, I’m not sure we’d have been able to correct the misperception.** ”

– Elon Musk, Wall Street Journal after people started worrying that Teslas could catch fire

### 3) SOCIAL MEDIA CHANNELS: What are the best places to drive your messaging?

Channel choice is often built on assumptions, not research. That's why audience segmentation *and ranking* are so important. They help you select not just the mix of social media channels, but also who to reach on each respective platform. That's particularly important for global companies. LinkedIn, for instance, allows you to choose message delivery by geography on your brand page.

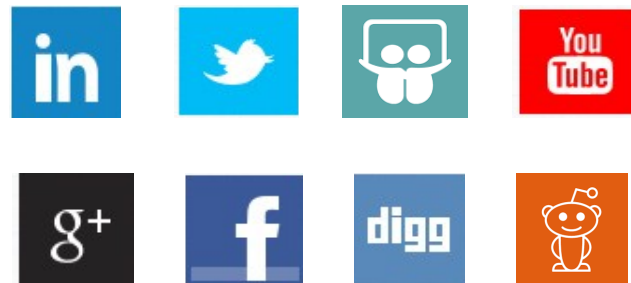
Appropriate delivery of your message will improve the quality of your social stream. Don't pick channels to check a box, but rather to make an engagement-level investment of time and resources.

Note: Social media preferences vary significantly on different continents, and many platforms are trying to account for that.

#### Top B2B social media platforms include

[Source: RivalIQ](#)

- #1 – LinkedIn
- #2 – Twitter
- #3 – SlideShare
- #4 – YouTube
- #5 – Google+
- #6 – Facebook



“ LinkedIn was highlighted as an ‘entry network’ of choice among the world’s top CEOs, as well as the one showing the biggest growth since 2012 (from 6% to 22%). It’s also interesting to point out that 73% of Fortune 500 CEOs with only one social network listed LinkedIn as their preferred choice. ”

– [Jurica Dujmovic, MarketWatch](#)



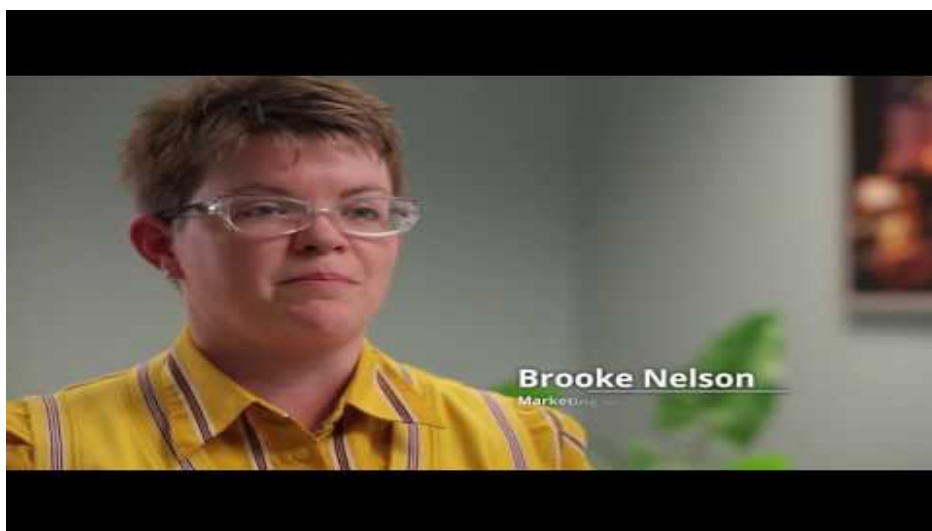
## 4) MESSENGER: Who is the best person to deliver the message?

People buy from companies, but they engage with *people* at companies.

You've tiered your company's outcomes and the respective audiences. Good! Then use the deep profiling you've done on those audience targets to give you strong guidance about who at your company (or outside of it) should be the company's face and voice with those audiences.

Consider this: The wind industry has some of the greatest looking gear in industrial America, and courageous people who build and service it – often at 300' off the ground! When is the last time you saw a compelling employee give a Google Hangout interview with a local reporter at the base of a turbine?

The good news is that social media is targeted enough that different people at the company can be chosen to speak to different audiences. Your plan can be stratified, as long as each communications stream interlocks to build the brand.



In this video, a public affairs campaign used business voices across the country to advocate for renewable energy.



# Measurement Guide



# Measurement Guide

When Facebook business pages first hit the business world, it was all about how many “likes” a company got. Since then, we’ve learned that raw numbers don’t tell marketers very much (Facebook “Likes” are now considered a “vanity” metric). If you’ve carefully chosen the mix of social media platforms for your targeted engagement strategy, you’ll want to identify the important measurements – and there are now many!

Do you need data-centric quantitative measurements or a qualitative assessment with images? We’ve found that a mix of both, with insights pulled from the data, works best for executive teams. That requires the capability to look at the data and find meaning in it that can be shared with others.

We’ve pulled a list of metrics that are available, along with short definitions, as an easy-access guide for selecting the right measurements for your next program.

## LINKEDIN

1. **Post Performance:** Impressions, clicks, engagements for any given post.
2. **Page Reach:** Impressions and unique people reached over time.
3. **Engagement Rate:** Monitors performance with your company’s audience
4. **Follower Demographics:** Who are the people following your page?
5. **How You Compare:** Compare total followers, growth to pages similar to yours.
6. **Who’s viewed your profile:** A key metric to keep track of!
7. **Who views your updates:** Visual display of who has interacted with your content.
8. **Network Growth:** An important metric to monitor... how many people are you connected with?
9. **Long-Form Publications:** Metrics to monitor your success on LinkedIn
10. **Followers Segmentation:** Get a more detailed view of your followers.

## TWITTER

1. **Followers:** Number of Twitter followers who subscribe to your updates. Your Tweets will show up in his or her Twitter feed.
2. **Mentions:** Number of references to another Twitter user by use of the @ sign in a Tweet.
3. **Replies:** Number of responses to another Twitter user's Tweet.
4. **Retweets:** The number of times another Twitter user shared your Tweet, either manually or by use of Twitter's "Retweet" button, with their followers.
5. **Potential Impressions:** How many times does your Tweet, or a Tweet mentioning you, appear in someone's Twitter feed during a specified period of time?
6. **Potential Reach:** Sum of all users mentioning your Twitter handle, plus the sum of their Twitter followers.
7. **Engagement Rate:** Number of replies and retweets compared to your number of Twitter followers.
8. **Total Engagement:** How often was your Twitter handle mentioned during a particular time period?



## FACEBOOK

1. **Administrator Posts:** Posts and status updates from administrators of the account.
2. **People Talking About This:** How many unique people have shared your status update?
3. **Stories Created:** How many times was your status update, of whatever type, viewed in a Facebook user's news feed?
4. **User Mentions:** How often does another Facebook user "tag" your page or mention you in their status update?
5. **Total Reach:** How many total people have seen your Facebook post?
6. **Total Impressions:** A function of the number of "reach" and the frequency a Facebook post was shared.
7. **Consumers:** Facebook users who did not like, comment or share your page, but interacted with it in some way, perhaps by looking at an info-graphic or video you created.
8. **Page Mentions:** How frequently Facebook users tagged your page, letting their Facebook friends link to your page from the comment or status update.
9. **Organic Reach:** How many individual Facebook users viewed your page's content in their news feed, ticker, or on your company's page?
10. **Viral Reach:** How many Facebook users saw a story about your company's page as a result of a friend liking your page, posting to your page's wall, etc?

## YOUTUBE

1. **Total Uploads:** Number of videos uploaded to your channel since its inception.
2. **New Video Views:** How many times your videos have been watched during a specified period.
3. **Subscribers:** Number of people who have signed up to follow your YouTube channel.
4. **Average Views per Video:** Number of views divided by the total number of videos uploaded to your YouTube channel.
5. **Total Engagement:** How many YouTube users have "favorited," rated, commented on your videos?
6. **Total Ratings:** Number of "thumbs up" and "thumbs down" ratings a YouTube video has received.

## GOOGLE +

1. **Posts:** How many times you have updated your company's Google Plus page.
2. **+1s on Posts:** How often users hit the "+1" button to show appreciation for your Google Plus posts.
3. **Reshares:** How often your posts have been shared by other Google Plus users.
4. **Circles:** Enables you to organize people into groups or lists for sharing content.
5. **Newly Added to Circles:** How many people you have added to your Circles in a particular period of time.
6. **Have you in Circles:** Number of Google Plus users who have added you to their circles.



# Checklist To Targeted Engagement

- Do you know your goals?
  - Do they align with business objectives?
  - Are you working with other departments to confirm this?
- Do you have a social media policy in place for your company?
- Have you identified the tone the company/brand/individual wants to take on social?
- Do you know who else is trying to achieve the same or similar goals as you?
  - Have you reviewed the social media landscape of these competitors?
  - What are they doing right – what could they do better?
- Have you defined a crisis or issue?
  - Do you have a plan on how to deal with it?
- Have you identified the individuals that you want to engage with?
  - Did you set up monitoring for them?
  - Do you know what channels they are on?
- Do you have a set of content creation in the pipeline that will appeal to the individuals you want to engage with (do you know your personas!)?
- Do you know what metrics or report will be helpful for others involved?
  - Do you have multiple stakeholders who need different kinds of reports?
  - What kind of report/data do *you* need to track so that you can improve performance?
- Can you expand your social media campaign to include new or additional objectives?
  - If so, repeat checklist with additional business objectives.





# THANK YOU FOR READING



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