SOCIAL MEDIA B2B BLUEPRINT: THE FOUR PILLARS OF SUCCESS
WHAT IS YOUR O.U.T.?

ONE UNIQUE THING
O.U.T.

ONE UNIQUE THING
EVERYTHING HAS A PRICE

OPPORTUNITY COST
MARKETO

IT'S FUN TO BE A MARKETER AGAIN!
Get 5 friends to download The Big Marketing Activity Coloring book and we'll send you your very own copy & a box of crayons!
2

SPEED & EFFICIENCY
VIDEO LINK
https://www.youtube.com/watch?v=wrqhpezrxxl
SELF-SERVE VIDEO PLATFORMS

ANIMATRON WAVE
ANIMATRON.COM/WAVE

BIGVU.TV
BIGVU.TV

ANIMOTO
ANIMOTO.COM
Casie Connolly
@cconn13
After spending my morning apartment hunting I've determined that I'm going to live in a box under the key bridge. DC, why you so expensive?!  - 05 Jan

Holli Beckman
@Apartamentalist
@cconn13 It can be overwhelming-if you want send me your price range & what neighborhood and I'll send you some options!  - 05 Jan

Casie Connolly
@cconn13
@Apartamentalist You're heaven sent! I'll send you a message, thank you!

09:36 PM - 05 Jan 14
$150,000 IN NEW LEASES
ALLOW YOURSELF TO BE SURPRISED
VIDEO LINK
https://www.youtube.com/watch?v=lBUJcD6Ws6s
NEVER LET PERFECT GET IN THE WAY OF GOOD.
MAKE ROOM FOR CHANCE
LEARN TO LET GO
EVERYTHING HAS A PRICE

OPPORTUNITY COST
YOU DON'T NEED TO DO EVERYTHING.
DRILL FOR THE RIGHT THINGS.
Average Number of Tactics B2B Marketers Use

- 20+ Tactics: 11%
- 16-19 Tactics: 14%
- 13-15 Tactics: 19%
- 10-12 Tactics: 20%
- 5-9 Tactics: 28%
- 1-4 Tactics: 7%

Average: 12
SMB MARKETERS ARE SHIFTING BUDGETS

### Change in Digital* vs. Traditional** Media Spending According to US SMBs. Jan 2017

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Increase</th>
<th>Stay the Same</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital*</td>
<td>60%</td>
<td>37%</td>
<td>3%</td>
</tr>
<tr>
<td>Traditional**</td>
<td>30%</td>
<td>44%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Note: *Includes email marketing, internet yellow pages, online ads, online video, social media, and website marketing. **Includes direct mail, newspapers, radio, TV, and yellow pages.


### Marketing Channels for Which US SMBs Expect to Increase Their Budget in 2017

<table>
<thead>
<tr>
<th>Channel</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media</td>
<td>54.2%</td>
</tr>
<tr>
<td>Digital advertising</td>
<td>32.4%</td>
</tr>
<tr>
<td>Search engine optimization (SEO)</td>
<td>21.5%</td>
</tr>
<tr>
<td>Email marketing</td>
<td>26.1%</td>
</tr>
<tr>
<td>Print ads &amp; direct mail</td>
<td>21.2%</td>
</tr>
<tr>
<td>Content marketing</td>
<td>19.0%</td>
</tr>
<tr>
<td>None of these</td>
<td>10.0%</td>
</tr>
</tbody>
</table>

1:8 RULE

IDENTIFY WHAT’S WORKING AND LET GO OF THE REST.
MAKE YOUR MARKETING FAST, FOCUSED ON GOALS & EMBRACE THE CHANGE INHERENT TO US ALL

O.U.T.  
Find your **One Unique Thing**, and build your digital marketing efforts around it.

SPEED & EFFICIENCY  
Take that O.U.T. and find the fastest content you can produce that fits the bill.

EMBRACE SURPRISE  
Sometimes a new idea may not seem all that great until you do it, and see how the market reacts.

LEARN TO LET GO  
Adding new tactics isn't scalable unless you're willing to jettison the ones that aren't performing.