



More Traffic, More Sales, with Search Marketing



Using SaaS to Market SaaS: Powering Social Media to Drive Leads

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Full service Search & Social Media Marketing firm

- Serving leading firms worldwide
- Full range of Search Marketing Services
 - Pay Per Click Advertising Management (PPC)
 - Search Engine Optimization (SEO)
 - Social Media Marketing (SMM)
- Key differentiators
 - **Thought Leadership:** World class experts – authors of *Insider SEO & PPC*
 - **Proven Capabilities:** Highly satisfied worldwide clients
 - **Full Service:** Global Infrastructure

Our Clients (partial)



Our Partners



Our Thought Leadership



Clients (partial list)



Places online that people use to share, interact & promote

Content, opinions, insights, experiences, perspectives...

Social Media is not only online – it's the way people are connecting and interacting



These people are your customers!



Worldwide Growth of Selected Social Networking Sites June 2007 vs. June 2008 Source: comScore World Metrix

Social Networking Site	Unique Visitors – June 2007	Unique Visitors – June 2008	% Change
Total Internet : Total Audience	778,310	860,514	11%
Social Networking	464,437	580,510	25%
MySpace	114,147	117,582	3%
Facebook	52,167	132,105	153%
HI5	28,174	56,367	100%
Friendster	24,675	37,080	50%
Orkut	24,120	34,028	41%
Bebo	18,200	24,017	32%
Skyrock Network	17,638	21,041	19%

93% say companies should have social media presence

Over 50% of online marketers are investing in social media in the coming year's budgets



Dell leverages a variety of social media platforms for customer engagement, including an island in the virtual world of Second Life.





Blendtec is famous for its bevy of inexpensive “Will It Blend” videos posted on YouTube and shared by millions.

A screenshot of the Blendtec website's "Will It Blend?" section. The top left features the "Will It Blend?" logo. Below it is a "Order Your Total Blender" button with a small image of the blender. A navigation menu on the left lists options like "Will It Blend? Home", "Don't Try This @ Home", "Try This @ Home", "Friends of Will It Blend", "Will It Blend Store", "Suggest Stuff To Blend", "Tell A Friend", "Subscribe", "Blendtec Home Blenders", "Blendtec Commercial Blenders", and "Will It Blog?". The main content area includes a video thumbnail of a man in a lab coat holding two iPhones, with the text "iPhone 3G Will It Blend?". Below the video are two buttons: "DON'T TRY THIS AT HOME" with a red prohibition sign over a blender, and "TRY THIS AT HOME" with a green checkmark over a blender. Further down is a promotional banner for a DVD set: "Own a piece of internet history with 'Will It Blend - The First 50 Videos' on DVD, along with outtakes & behind the scenes footage. ORDER TODAY € 99.95 FREE SHIPPING". At the bottom, there is a "Most Popular Videos" section with three video thumbnails.

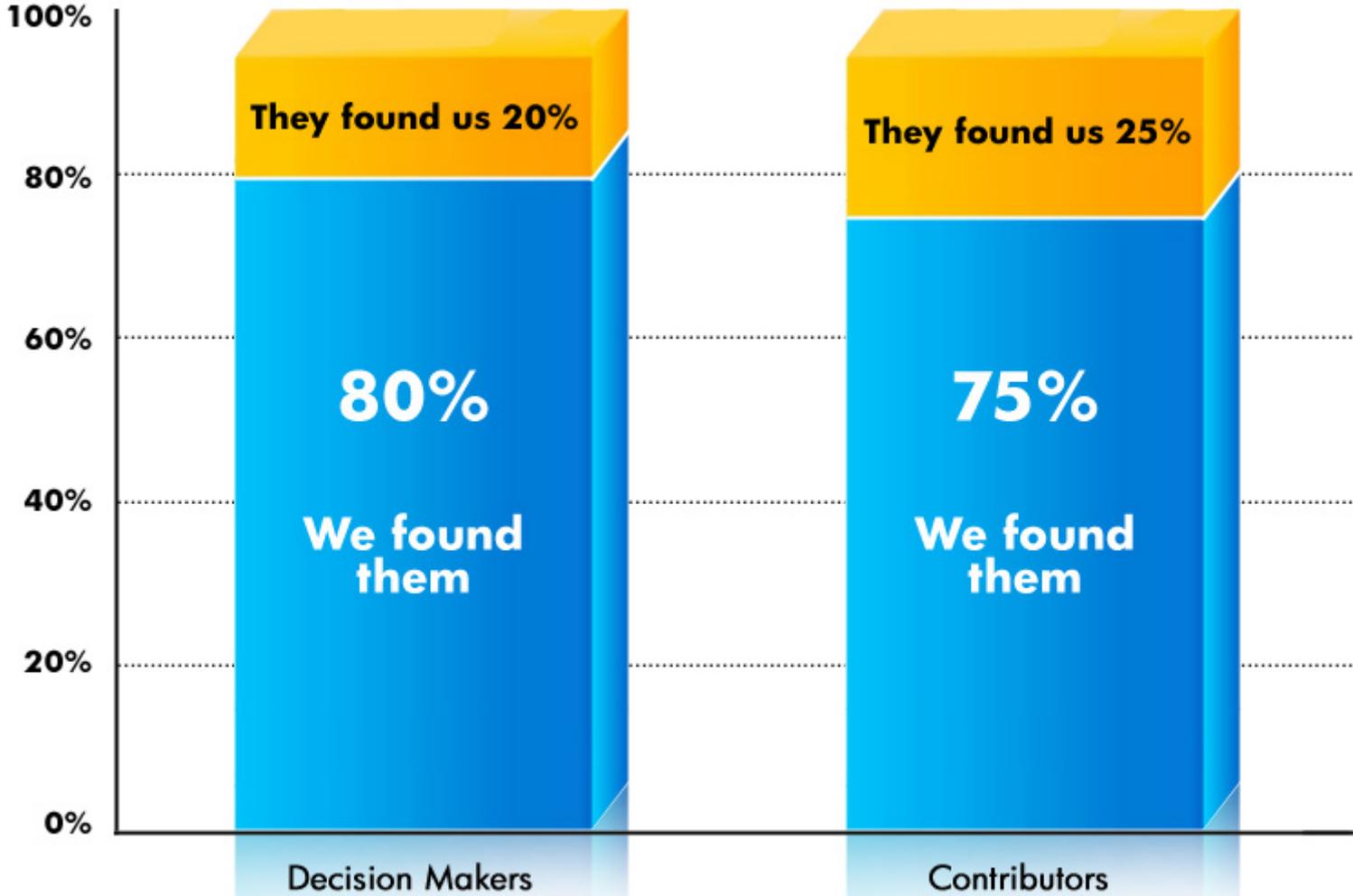




HP used Twitter to power a scavenger hunt at a recent conference.



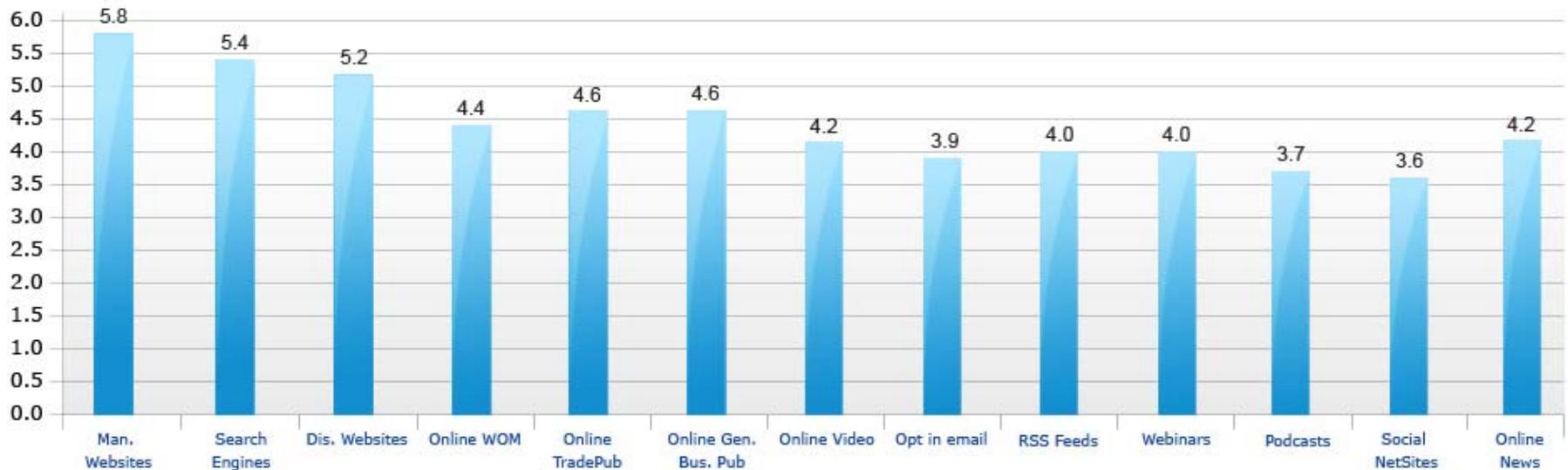
B2B Buyers Say They Found You



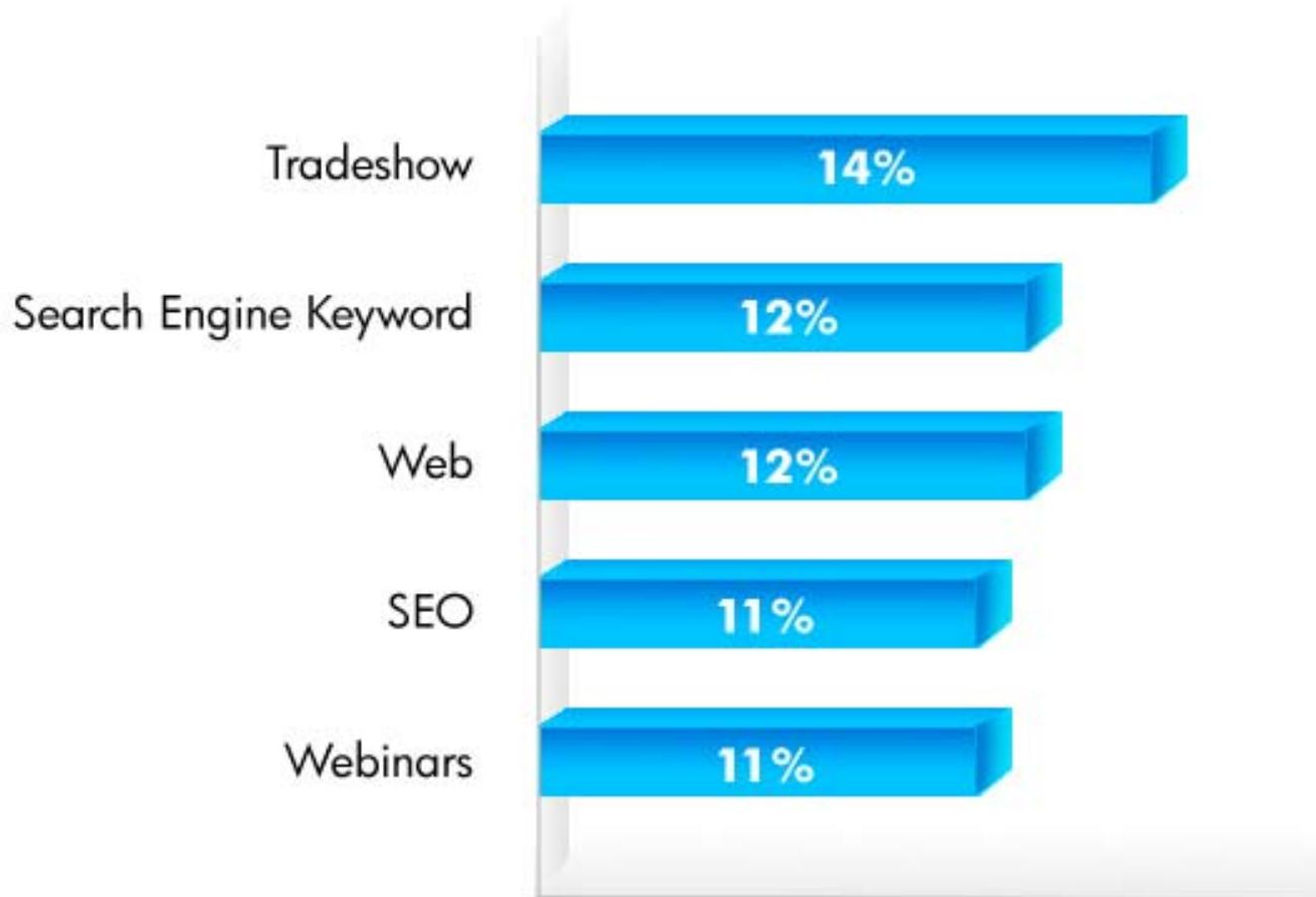
Source: Marketing Sherpa

Top Online Influences: B2B Buyers

Top Online Influences - Technical Buyers (All Phases)



Top 5 Marketing Programs



Source: Softletter SaaS Surveys,

Marketing is moving from shouting to conversations

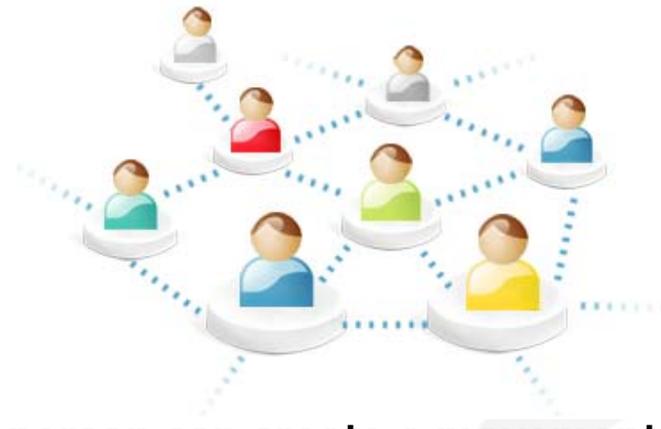
Then



Companies control the message

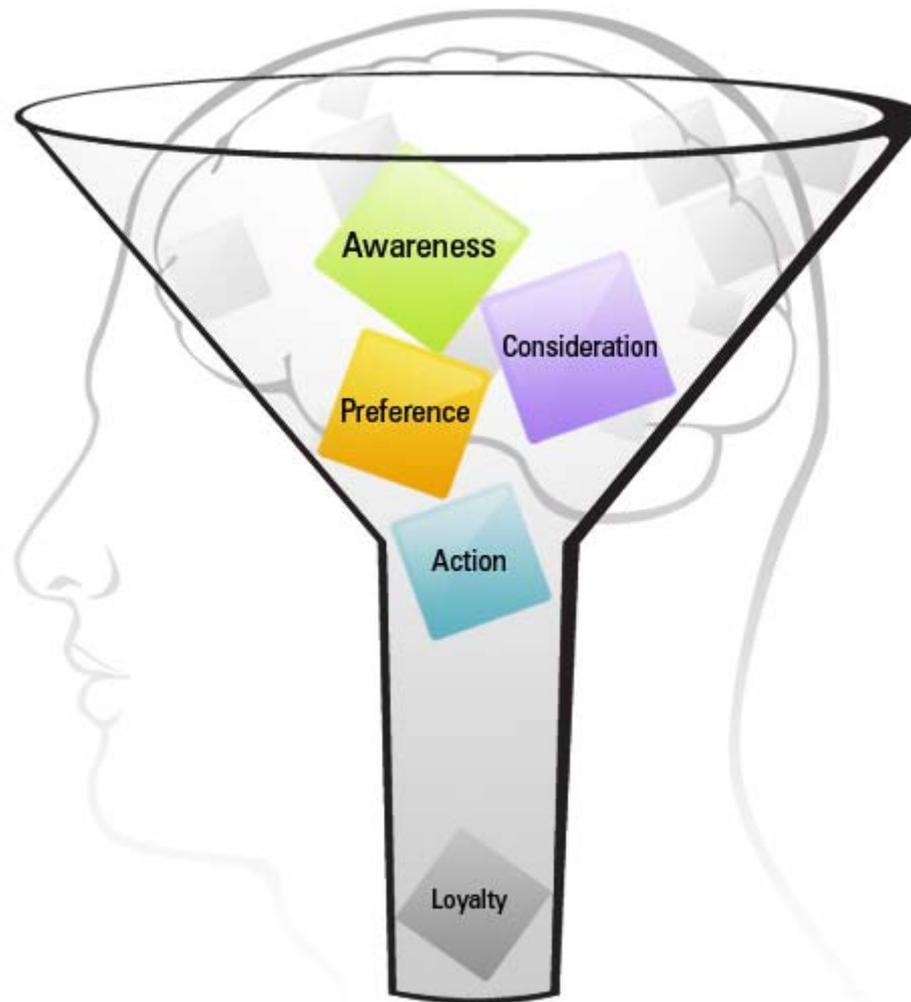
- Create and deliver ads
- Work with the press
- Work with analysts

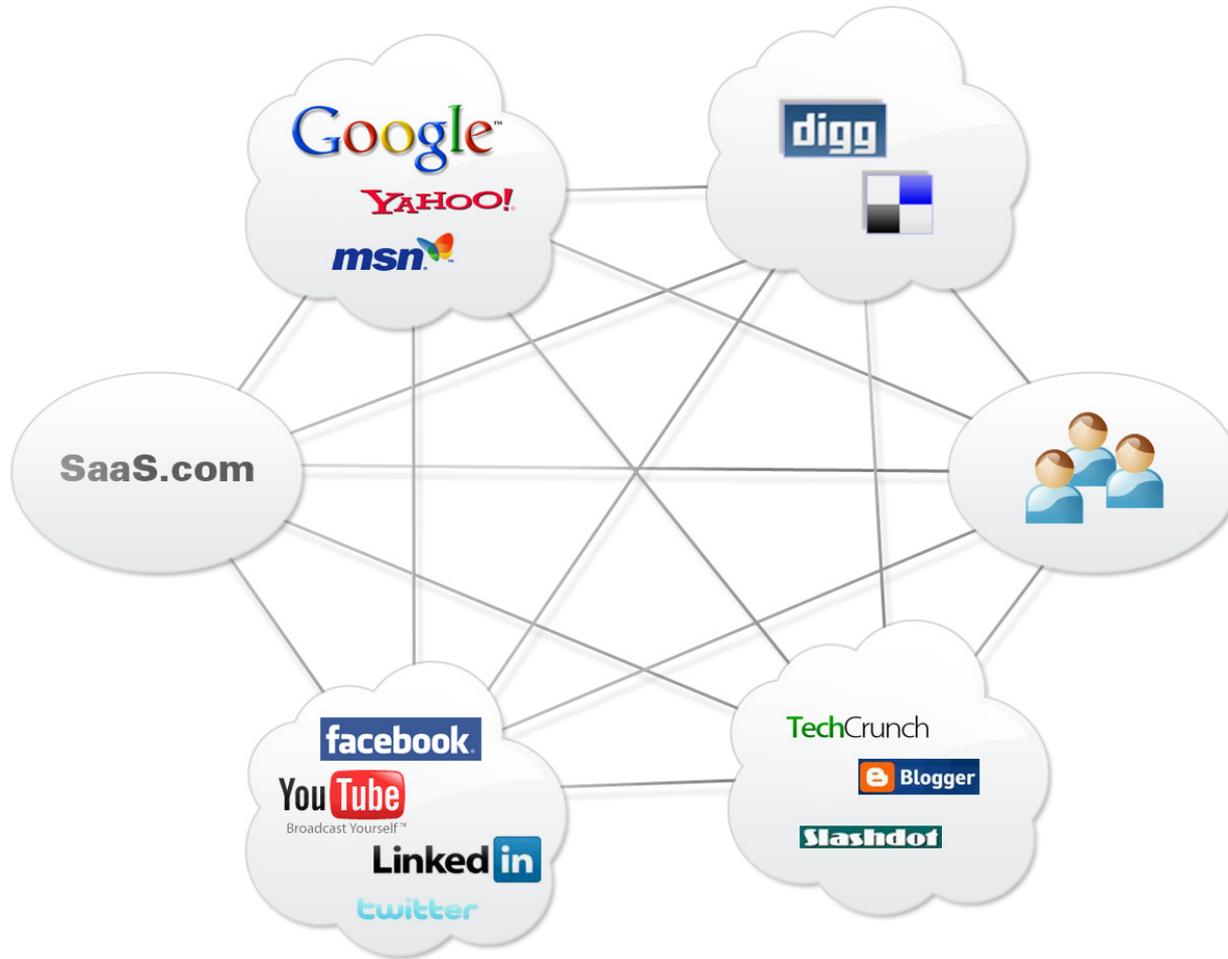
Now



Each person can create a movement

- Write blogs, Twitter, release videos
- Use subtle influencers like Facebook and MySpace to signal friends.
- Share content & create massive virtual organizations.







Position2 SMM Execution Process



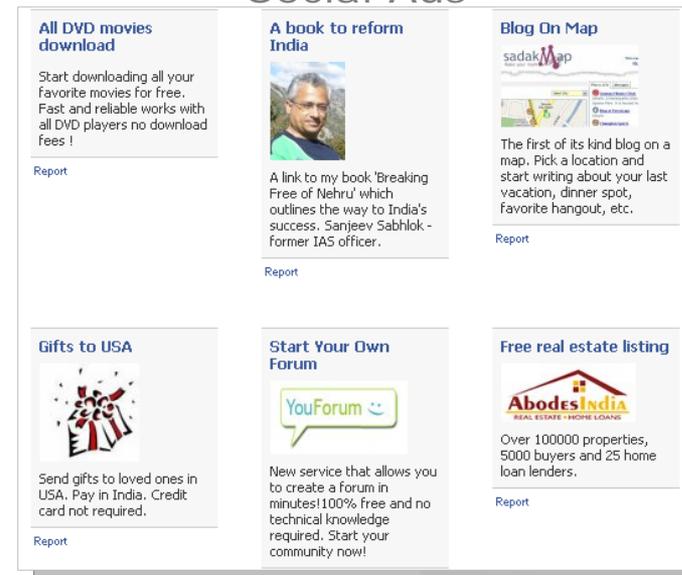
Social Networking & Marketing

- Group/Page in Social Media sites
 - Creating a brand page or group in Facebook
- Social ads in Facebook
 - Call attention to webinars & events.
- Tips
 - Find a hook with someone actively in your space
 - Set up Google Alerts on company, competitors, interest category
 - Be aware of issues of creating multiple profiles for the same campaign - agency can use those for multiple sites

Salesforce page in Facebook



Social Ads



- Applications and Widgets

- Creating applications based on the service offered and virally marketing the widget helps in building up brand value and visibility

- Tip

- Viral marketing can range from Facebook applications to videos, follow the similar steps while submitting videos or social networking sites depending on the idea.



Example of an application by Salesforce on Facebook.

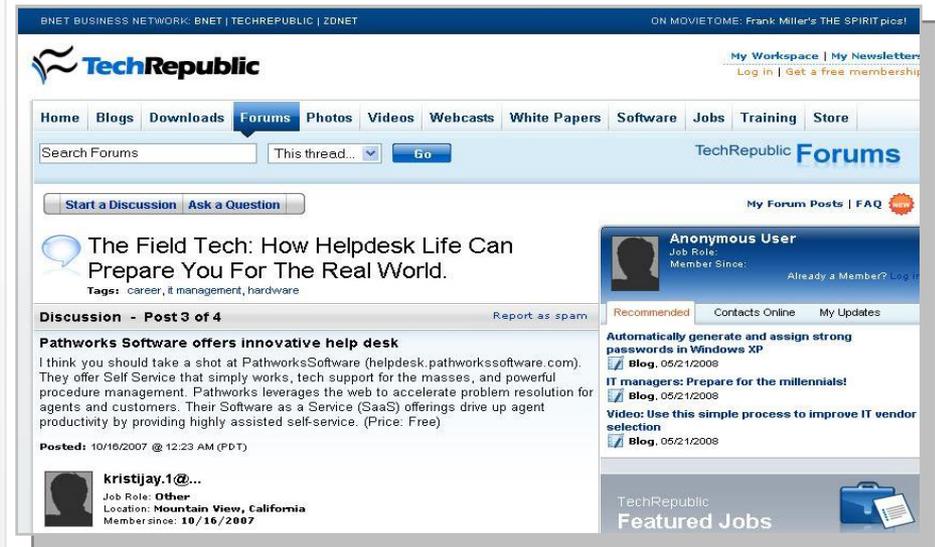
- Leverage LinkedIn
 - Utilize multiple possibilities in LinkedIn to drive friendly introductions and discussions
- Tips
 - Use LinkedIn to get introductions to targeted prospects
 - Join a few of the 1500 groups that your prospects are involved with.
 - Ask pertinent questions to your connections and groups. Use it to create a discussion.
 - Engage in continuous follow-up.

The screenshot shows the LinkedIn Answers interface. At the top, there are navigation tabs for "Answers Home", "Advanced Answers Search", "My Q&A", "Ask a Question", and "Answer Questions". The main content area is titled "My Q&A: My Questions" and lists several questions with their respective answer counts and dates. A callout box indicates that the user can ask 10 more questions this month. On the right side, there is a "Statistics" section showing the number of public and private questions asked.

Category	Open	Closed	Total
Public Questions	0	11	11
Private Questions			2

Blog Commenting & Posting

- Value
 - Positions you as an expert
 - High visibility in search engines
- Recommendations
 - Launch product services
 - Get underneath the usual spin
 - Address specific business objectives
- Tips
 - Check the relevancy of the blog post
 - Check the date of the post. If the post is more than two months old, it is not viable to comment.

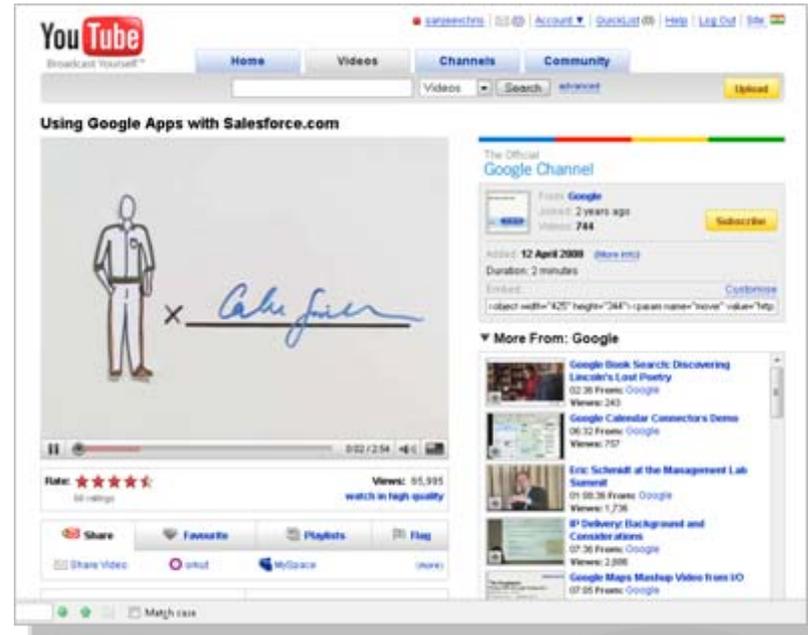


Example of a blog comment in Tech Republic on Helpstream, a tech support SaaS offering



Video Syndication

- Video sharing sites gives you the option to brand your offering. This digital medium provides coverage to a large target audience
 - Increasing traffic
 - Immediate search engine listings
 - Wider market and exposure for your offering
- Tips to create videos that click
 - Witty and funny
 - Content that is creative and gets the audience to send it to others



Example of a Salesforce video in YouTube has got over 65,000 views

- Social bookmarking will help your web content travel across the internet.
- Benefits
 - Quick indexing by search engines
 - Traffic generation
 - Branding
 - Quality back links
- Tips
 - Create appropriate tags using keywords so that it shows up on search engines.
 - While submitting, describe the article or the page you are submitting
 - Customize the description accordingly to the bookmarking site guidelines.



Podcasts can be used effectively to promote your SaaS offering

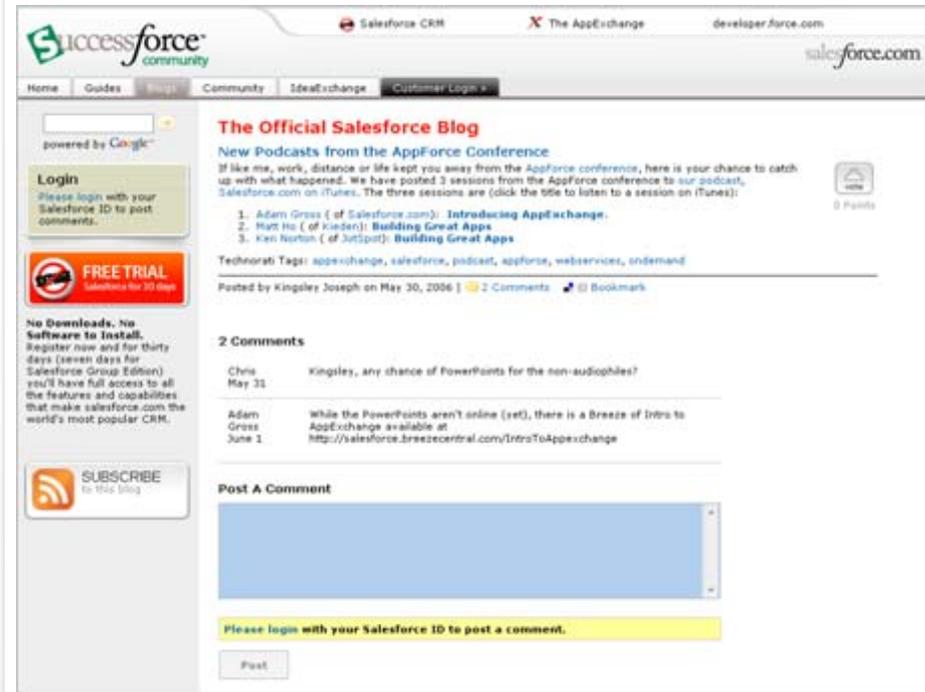
Why?

- Audio files delivered via RSS
- Exposure in podcast repositories

Benefits

- Reach a new audience
- Engage with prospects & users
- Highlight your authority
- Respond to customer feedback

An example of Salesforce podcasts



The screenshot shows the Salesforce community website. The main content is a blog post titled "The Official Salesforce Blog" with the sub-heading "New Podcasts from the AppForce Conference". The post text reads: "If like me, work, distance or life kept you away from the AppForce conference, here is your chance to catch up with what happened. We have posted 3 sessions from the AppForce conference to our podcast, Salesforce.com on iTunes. The three sessions are (click the title to listen to a session on iTunes):". The list of sessions is: 1. Adam Gross (of Salesforce.com): [Introducing AppExchange](#), 2. Matt Ho (of Kieder): [Building Great Apps](#), 3. Ken Norton (of JotSpot): [Building Great Apps](#). The post is tagged with "Technorati Tags: appexchange, salesforce, podcast, appforce, webservice, ondemand" and was posted by Kingsley Joseph on May 30, 2006. There are 2 comments: one by Chris on May 31 asking about PowerPoints for non-audophiles, and one by Adam Gross on June 1 mentioning a breeze of intros to AppExchange available at a specific URL. A "Post A Comment" section is visible at the bottom of the post, along with a "Post" button and a login prompt: "Please login with your Salesforce ID to post a comment."

Case Study: Abaca Subpoena Phishing

Objective

Create awareness over the web about that Abaca's anti-spam filter blocked the subpoena phishing mail

Target Audience

Network Engineers, CTO's, Tech Audience, CEO's

Strategy

- Syndicated press releases over 50 sites
- Over 50 blog posts in tech blogs
- Created awareness in social networking sites



Blog post in tech blog

Case Study: Abaca Subpoena Phishing

Results

PR submissions and blog posts are still indexed in the first 5 positions in Google Search for keywords like 'subpoena,' 'federal subpoena email spam,' 'fake subpoena spear-phishing.'

Spike in traffic to the site

The screenshot shows a Google search for 'subpoena phishing'. The search bar contains the text 'subpoena phishing' and a 'Search' button. Below the search bar, there are radio buttons for 'the web' (selected) and 'pages from India'. The search results are listed under the heading 'Web'. The first result is 'Fake Subpoena Phishing Attacks Rise - Computing News - Digital Trends' with a date of 22 Apr 2008. The second result is 'Newswire / Press Release: Abaca Identifies Catches & Quarantines ...' with a date of 16 Apr 2008. The third result is 'Targeted spear phishing attacks | TalkBack on ZDNet'.

Featured in 1st position in Google search for the keyword 'subpoena phishing'

Blog comment featured in 2nd position in Google search for the keyword 'subpoena phishing'

Objective

Get registrations for a Java webinar co-hosted by Dr. Dobbs and Coverity

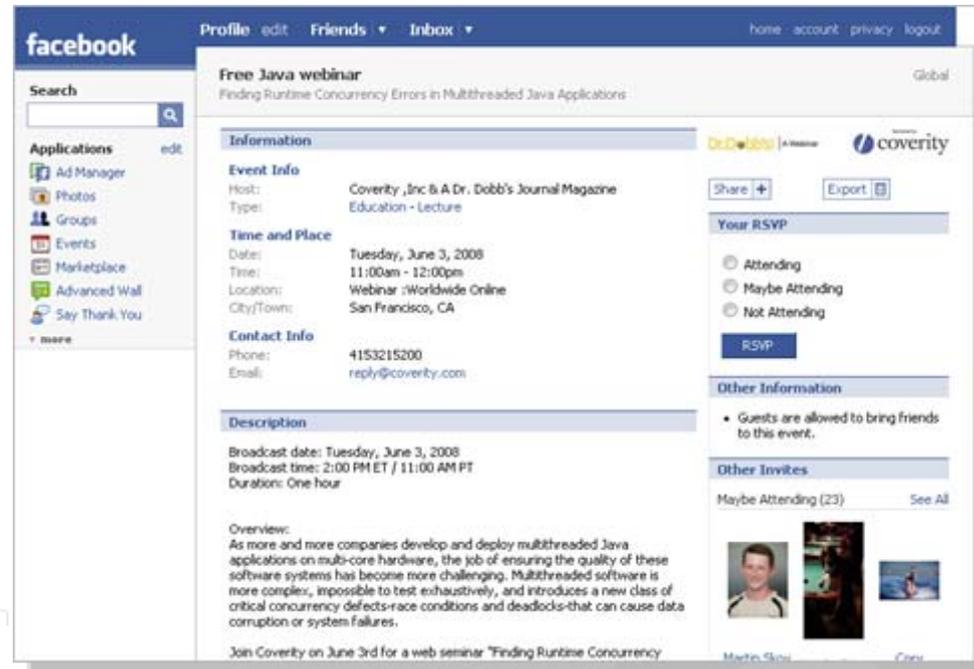
Strategy

Syndicated press releases and event submissions over 50 relevant sites

Created page in Facebook and invited individuals to participate in the event

Result

Full webinar



Facebook event screenshot

Test the waters:

Find the right audience and ensure they are receptive

One glove doesn't fit all hands:

Each unique business need demands a custom strategy

Building bonds needs skill:

Influencing early adopters & influencers requires the right people

Optimize your media mix:

In a space of constantly changing trends, change is the way to be

Do not oversell:

Indiscriminate evangelism can have negative impact

Position2 SMM Services Summary



Integrated – Combines SEM & SEO

New media focus - Social networking, blogs, client content, word-of-mouth

Global engagement – Develop widgets and propel through conversations

Brand reputation and monitoring



Social Media
Marketing
Expand your reach
with Social Media

- Full service search & social media marketing

- Focused on marketing ROI – sales, visibility & engagement

- Worldwide clients and multiple country campaigns

- Global infrastructure designed for a wide array of clients

- Thought leadership

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