

**Solution  
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# The Impact of Social Media In YOUR Product Organization

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**November 7, 2009**

# About This Presentation

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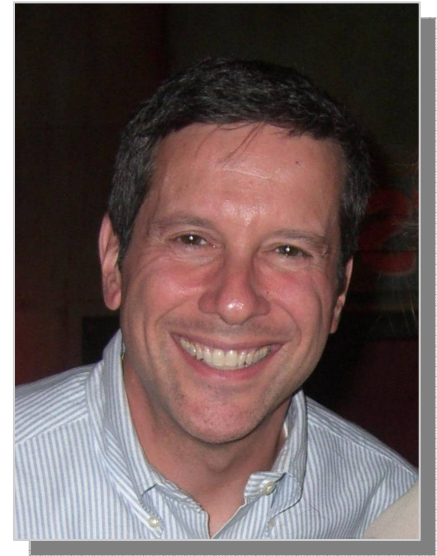
- Following are the slides presented at ProductCamp Boston on November 7, 2009.
- Check [www.SolutionMarketingBlog.com](http://www.SolutionMarketingBlog.com) for supplemental material, **including discussion notes** (Thanks Carole Gunst).
- Interested in continuing the discussion? Contact Steve Robins if you'd like to participate in a Boston-area tweetup on this topic.
- Questions? Please contact Steve Robins – see next slide for contact details.
- *And if you're interested in solution marketing: join the Solution Marketing Community!*
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***THANKS to everyone who participated!***

# Steve Robins

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- 10+ years in solution marketing
- Expertise in product, solution and industry marketing
- Experience: EMC Documentum, KANA, The Yankee Group and more
- Founder, The Solution Marketing Blog
- Inbound Marketing Certified Professional
- *If I can help you in any way, please let me know:*



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# The Impact of Social Media In YOUR Product Organization

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- **Overview**

- Best practices
- Share ideas
- Your organization's experience in social media
- Develop new ways to leverage the power of social media

- **Agenda**

- Goals
- Potential uses of social media
- Social media tools
- Evolving roles



# Goals

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- Learn
- Get found
- Generate leads
- Increase revenue
- Build company credibility
- Build personal brand



# Uses of Social Media

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- **Product Management**

- Competitive intelligence
- Market intelligence
- Market trends

- **Customers**

- Customer feedback
- Vet ideas
- Build relationships

- **Customer Community**

- Engage customers early in development cycles
- Connect customers to company
- Advisory councils



# Uses of Social Media II

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- **Marketing**

- Get found
- Lead generation
- Lead nurturing

- **Influence – build company credibility, relationships**

- Engage with analysts, press, bloggers
- Comment on blogs
- Answer questions



# Social Media Tools - Categories

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- **Blogs**
- **Microblogging - Twitter**
- **Social networks – Facebook, LinkedIn**
- **Crowd-sourced content – Digg, Delicio.us**
- **Commenting - Disqus**
- **Content sharing**
  - Video
  - Photos
  - Slides
  - Documents

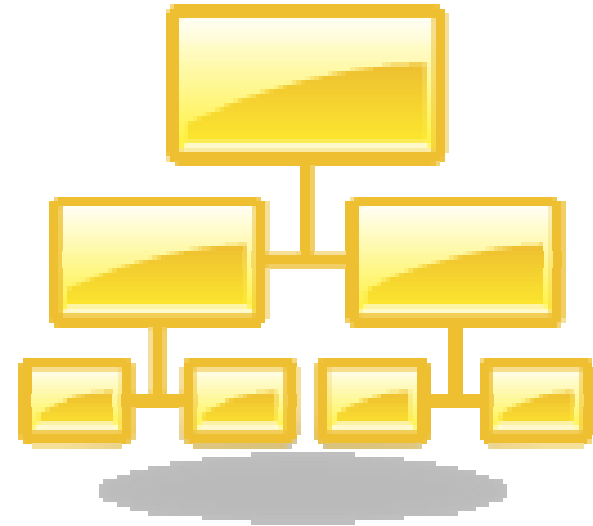




# Evolving Roles

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- **Ongoing**
  - Commitment – day in and day out
- **Content**
  - Create a lot of content
- **Social/outward facing**
- **Personality**
  - Develop a unique voice
- **Company policies**
  - Professional
  - Stay within bounds
- **Org structure**



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# How Do You Make Sense of It All?

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