

kinship

N E T W O R K I N G

Social networking for B2B

Charles Wells

Contents

- Networks – why should I use them?
- How should I use them?
- Where should I start?
- Questions to ask now.



Why social networks?



Why social networks?

engagement

CRM new revenue stream
empower consumers **customer acquisition**

Increased loyalty **SEO**

Because everyone is talking about it **wider audience**
word of mouth create brand advocates

innovative to differentiate.

ownership of customer base **free advertising**

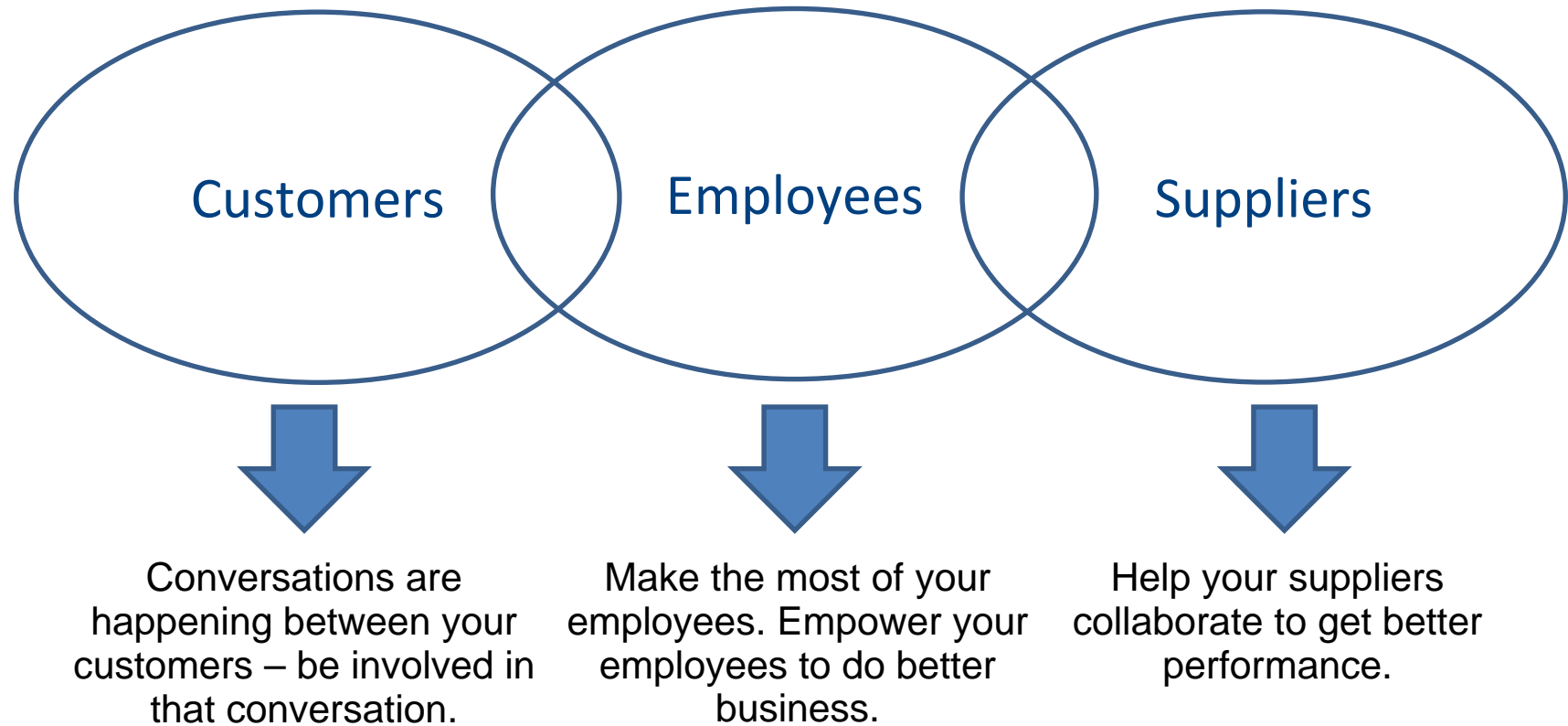


Why social networks?

Get people working together better.



How should I use them?



Ogilvy Brainz – employee network

The screenshot shows the Ogilvy BrainZ website interface. At the top, there is a navigation bar with links: alcohol in the Ogilvy Bar, fuel, Fundraising competition, Getting Amex on Facebook, and How can we get people t. Below this is a header area with the BrainZ logo and navigation links: Home, My Profile, Problems, Groups, Members, and Log out. The main content area features a large introductory text block: "Ogilvy BrainZ is an environment for people to post their problems & share solutions". Below this, there are three paragraphs of text explaining the platform's purpose. The interface is divided into three columns: "Problem Solvers" (top 3), "Latest Problems", and "Latest Groups".

alcohol in the Ogilvy Bar >> fuel >> Fundraising competition >> Getting Amex on Facebook >> How can we get people t

Name/Logo Membership Visits

BrainZ

Home My Profile Problems Groups Members Log out


Ogilvy BrainZ is an environment for people to post their problems & share solutions


We all encounter challenges in our daily working lives. Ogilvy BrainZ is here to help with them.

Need inspiration working out how to sell British Gas boilers in the summer? Want more people to update their profile on Truffles? The problems you post are completely down to you.




Two things are for certain though. One, if you don't share the problem it'll be much harder to solve. And, two, if you don't share your solution, it will not make a difference.

TOP 3 Problem Solvers


Charles Wells
10 solutions


Flo norman
8 solutions

Latest Problems

Title
 27 Jun 2008 16:54 Description...
 SEO 19 Jun 2008 16:28 have a look at incubeta...
 How do we empower home workers 19 Jun 2008 15:41 How can we connect people in a way that they can work effectively whi...

Latest Groups

[Adobe Connect](#)
04 Jul 2008 10:09
A Group about Adobe Connect Web Conferencing Software.

Share ideas,...

[Ogilvy Cricket](#)
23 Jun 2008 15:42
Looking for all talented cricketers in Ogilvy to take on Martin Sorrel...

[Gravy Squad](#)
19 Jun 2008 15:44
A private group that posts issues and problems relating to the Ogilvy ...

Allourbestwork – IPA customer network



You are logged in as: Matt Holt [Log out](#)

[Home](#) / [Work](#) / [Agencies](#) / [People](#) / [My Profile](#) / [About](#)

Search

Keyword Search

About AOBW

Set up by the IPA, AOBW gives its members the ability to upload their portfolios, showcase their best work and comment on the work of others. Registering is easy and takes about 60 seconds. Find out more about AOBW and how the site works >

All about dabbing

Dabbing is a system we've created to tag work, agencies and people. There are four coloured dabs and they each mean something different.

- A yellow 'dab' means someone has left a comment
- A blue 'dab' means I work here/I worked on this
- A pink 'dab' means I give this work/agency a big thumbs up
- A grey 'dab' means someone has viewed this work/agency



Welcome to all our best work. A site designed for you to showcase all your best work or comment on all the best work that's out there, past and present.



Work [» Search more work](#)

Most recent



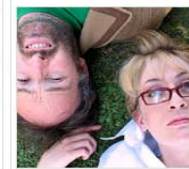
WWF Valentine's
09 Feb 2009 16:39

Most viewed



Ford viral content
615

Most talked about



Where are the Joneses?
6

Most liked



Ford viral content
31

Agency [» Search more agencies](#)

Most recent



Glass Partnership
30 Jan 2009 16:32

Most viewed



Imagination
677

Most talked about



Imagination
11

Most liked



Dare
14

[Site Setup](#) [Membership](#) [Visits](#) [Agencies](#) [Newsletter](#)

IPA

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Supplier networks

CONFIDENTIAL



Our clients

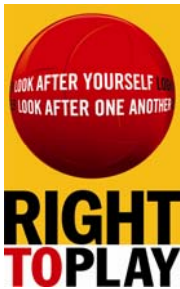


MONITOR



official
player
websites

PetStreet
The place for pets to meet



ROYAL
AIR FORCE



Where should I start?



Questions to ask now

- Where can I make the most difference to my business, by connecting employees, customers or suppliers?
- What am I trying to achieve with my social networking strategy?
- Am I sure I want my audience talking to each other – and if so how?
- Is my audience already communicating elsewhere on the web?
- What can I give an individual member of my audience that they will find useful?



Thank you

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