



Case Study: Private Social Media Community

Client	Best-in-Class B2B Manufacturer Selling Via Distributors
Business Objectives	<ol style="list-style-type: none">1) Develop direct communication with distributors and their customers2) Address requests from customers/distributors to work increasingly in a digital mode3) Expand client's technology leadership through digital engagement4) Collaborate digitally with customers to secure additional sales5) Provide distributors with insights needed to close sales6) Better prepare client/distributor sales reps for customer visits7) Achieve tighter collaboration between sales reps, customers and distributors
Solution	<p>ISM created & implemented an innovative sales & marketing private social media community.</p> <ul style="list-style-type: none">• Expanded the client's positioning as industry and application experts• Enabled customers to digitally engage with peers and obtain information• Developed/implemented a private "branded" social media community for the client• Expanded the private community into a truly global forum – continuous, real-time interpretation of Russian, Chinese, German, Spanish and English languages• Improved lead generation and lead nurturing on the private community• Tightly integrated the private community with the client's B2B website
Impact	<p>Distributors belonging to the private social media community purchased >50% more of the client's product year-over-year; customers belonging to the "online club" purchased >30% more client's product year-over-year.</p> <p>Distributors and customers can ask a specific technical question and obtain a quick response online from technical client staff as well as fellow distributors.</p> <p>Benefits to distributors</p> <ol style="list-style-type: none">1) Increases loyalty to the client2) Facilitates quicker issue resolution3) Establishes distributors as subject matter experts to build leads in the future <p>Benefits to sales reps and field service personnel:</p> <ol style="list-style-type: none">1) Enhances knowledge/education through peer exchange and keeping up to date on product news2) Gives a window into customer thinking and provides topics to discuss with customers3) Provides opportunity to answer questions/contribute expertise to distributors, customers and equipment builders4) Helps win prospective customers and close business5) Helps better prepare reps for customer visits